

News Release

New pre-market evaluation program for medical technologies will lower healthcare costs and get new innovative technologies to patients faster

(Toronto, Dec. 6, 2011) A new pre-market evaluation pilot program for medical technologies, the MaRS Excellence in Clinical Innovation and Technology Evaluation (“EXCITE”), announced today will lower Ontario healthcare costs in the long-run and get new innovative technologies to the province’s patients faster, says MEDEC, the national association for Canadian medical technology companies.

MEDEC welcomes the launch of this unique pre-market health technology assessment project in which new medical technologies will be evaluated in the pre-market phase of development, and the evidence gathered used to align health technology innovation with health system demands and improve the quality of technologies still under development. MEDEC initiated the program in partnership with the Ontario Government and stresses it is an example of how the medical technology industry and Government can create exciting new programs that benefit patients, clinicians, the health system and industry.

Commenting on EXCITE, Stephen Dibert, MEDEC President and CEO, says, “the EXCITE program is a paradigm-shift on how technology is typically evaluated and will set the stage for a more streamlined assessment of new technologies, making them more relevant to the healthcare environment in which they will be introduced and more beneficial to patients.”

“Typically medical technologies are assessed at the end of their development, after regulatory approval and the introduction of the product to the market (post-market stage). Initiating this pre-market assessment with evidence development will improve the quality of technologies getting into the market; enable better integration of technology within the health system, and give patients faster access to new innovative medical technologies,” he said.

“We anticipate that because of its many benefits, the pilot program will be extended in Ontario, and has the potential to be used in other provinces and internationally for the evaluation and evidence development of new technologies.”

Multinational companies and SMEs with new technologies are invited to apply to participate in the pilot program. The deadline for applications is December 20, 2011. For more information on EXCITE and the application process, go to <http://excite.marsdd.com>.

The EXCITE program is a partnership including industry institutions such as MEDEC and the Health Technology Exchange (HTX); Health System (Ontario Health Technology Advisory Committee (OHTAC);



Government (Ministry of Health and Long-Term Care (MOHLTC) and Ministry of Economic Development and Innovation (MEDI); Academia (Council of Academic Hospitals of Ontario (CAHO) and more than 10 leading academic health institutions across Ontario) and MaRS Discovery District. The program is hosted by MaRS Discovery District, benefiting from MaRS' role as a neutral platform focused on accelerating innovation.

About MEDEC

MEDEC (www.medec.org) is the national association representing the medical technology industry in Canada. Our members are committed to providing safe and innovative medical technologies that enhance patient care and advance patient outcomes. The medical technology industry in Canada employs over 35,000 Canadians in close to 1,500 corporate facilities. We are committed to ensuring that Canada has a strong and vibrant medical technology industry.

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