

# News Release

## For Immediate Release

### DR. BRIAN DAY SPEAKS TO CANADA'S MEDICAL DEVICE TECHNOLOGY COMPANIES

#### ***“Restricting access to technology is part of the rationing of healthcare in Canada,” says President of the CMA***

Toronto (June 12, 2008) – Dr. Brian Day, President of the Canadian Medical Association, spoke to members of MEDEC – Canada's medical device technology companies - at *MEDEC MedTech 2008: MEDEC's AGM, Conference and President's Awards Presentation*. The theme of this year's event at the Toronto Congress Centre was “Accelerating Access” to medical device technologies in Canada.

“To save a few thousand today, we are costing the next generation hundreds of thousands of dollars,” said Day of the long-term price Canadians pay for wait lists. “Restricting access to technology is part of the rationing of healthcare in Canada.”

Dr. Day described Canada's poor healthcare system ranking amongst other OECD countries, suggesting that there is hope for improvement if we “empower the patient” by making the healthcare system more patient-focused. “We should be way up there,” said Dr. Day of Canada's potential for success in achieving the highest value for every healthcare dollar spent.

Also speaking at the event were Bill McLeod, CEO of the Mississauga-Halton LHIN (Local Health Integration Network); Dr. Les Levin, Head of the Medical Advisory Secretariat (the Government of Ontario unit that provides policy advice on the uptake of new health technologies to the Ministry of Health and Long-Term Care); and Stephen Ubl, President and CEO of AdvaMed – the association representing the medical device technology industry in the U.S.

The guest speakers' presentations were preceded by MEDEC's President's Awards for Outstanding Member and Committee, which recognize the efforts of MEDEC members on behalf of the association. This year, Greg Leblanc of Cook (Canada) Inc. and Beth Witney of Alcon Canada Inc. are co-recipients of the Outstanding Member Awards, and the Diabetes Committee Strategy Task Force was awarded the President's Award for Outstanding MEDEC Committee. Strategy Task Force members include: Les Klajnscek, LifeScan Canada Ltd.; Don Rusnak, LifeScan Canada Ltd.; Shiera Stuart, Bayer HealthCare; Jean-Guy Cyr, Roche Diagnostics; and James Deeks, MEDEC.

“These awards honour the work of our members that so often goes above and beyond the scope of their roles within their individual companies,” said MEDEC President Stephen Dibert. “Accelerating access to medical device technologies and advancing patient health is behind everything they do.”

**About MEDEC**

MEDEC is the national association created by and for the Canadian medical device industry. MEDEC is the primary source for advocacy, information and education on the medical device industry for members, the greater healthcare community, industry partners and the general public. The medical device industry in Canada employs over 35,000 Canadians in close to 1,500 corporate facilities, and contributes nearly \$6 billion in national sales per annum. MEDEC’s focus is on ensuring access to proven, safe technology and new, innovative medical technology developed by member companies. Access [www.medec.org](http://www.medec.org).

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