



CANADA'S MEDICAL TECHNOLOGY COMPANIES
LES SOCIÉTÉS CANADIENNES DE TECHNOLOGIES MÉDICALES

MEDEC Launches New and Improved Website

MEDEC – Canada's Medical Technology Companies - is proud to announce the launch of its updated and improved website, available at <http://www.medec.org>.

Featuring a fresh new design and navigation, the refreshed website was developed to make MEDEC and medical technology information more readily available to members, industry partners and the healthcare community. The site's architecture was devised with the user in mind and therefore the site carries a more user-centric layout and feel.

The improved site has these new features and capabilities:

- New look and feel
- Improved bilingual capability
- Improved navigation pathways
- Web 2.0 functionality (wiki, RSS feeds)
- Self-service tools (such as resetting passwords and updating member profiles)
- Quick links on every page for users to access the most used areas of the site

Of particular interest to our members is a newly-added wiki, a collaborative web 2.0 tool that will allow members to comment on draft industry documents and position papers, and a new content section featuring the top five issues confronting the medical technology industry in Canada.

In addition to these features, our users will have enhanced navigational access to information on our Value of Technology program; MEDEC events; our ePULSE and PULSE newsletters; industry statements and position papers.

MEDEC worked with Paralucient to develop this dynamic new site.

About MEDEC

MEDEC is the national association representing the medical technology industry in Canada. MEDEC is the primary source for advocacy, information and education on the medical technology industry for members, the greater healthcare community, industry partners and the general public. Our 150 members are committed to providing safe and innovative medical technologies that enhance quality patient care and advance patient outcomes. The medical technology industry in Canada employs over 35,000 Canadians in close to 1,500 corporate facilities, and has a turnover of nearly \$7 billion per annum. We are committed to ensuring that Canada has a strong and vibrant medical technology industry.

About Paralucient

Paralucient is a full service IT company based in Toronto. Services provided include consulting; technical requirements; graphic design; project management; programming and quality assurance for a variety of platforms including websites, CRM systems and mobile applications. For more information please visit <http://www.paralucient.com>

For further information:

Haide Hall

Communications

Telephone: 416 620-1915 x227

Email: hhall@medec.org