

News Release

MEDEC appoints Paul Bradley as Chair of the MEDEC Board of Directors

(TORONTO, April 1, 2014) - MEDEC, the national association representing Canada's medical technology companies, today welcomed Paul Bradley as Chair of the MEDEC Board of Directors.

Mr. Bradley is Vice-President of Strategic Affairs at Johnson & Johnson Medical Companies (JJMC) and has leadership responsibility for market access, medical and clinical affairs, regulatory and quality assurance, as well as health care compliance. He also serves as a member of the company's Management Board. Since 2009, Mr. Bradley has also served on the Board of MEDEC, most recently as Treasurer and as a member of the Executive Committee.

Mr. Bradley began his career with Johnson & Johnson in 1984 as a pharmaceutical sales representative, moving to JJMC in 1991. In his current role, he has led several important change management initiatives, including most recently revamping the company's market access capability in order to foster innovation and ensure patients receive timely access to the company's new medical technologies.

Mr. Bradley's commitment to increasing medical device access and innovation also extends to his community involvement. He serves on the Board of ventureLAB, a regional innovation centre dedicated to helping talented entrepreneurs bring their technology to the market, is an advisory Board Member with the MBiotech Program at the University of Toronto and is a past member of the corporate advisory board of the Canadian College of Health Leaders.

"Paul's extensive leadership skills and proven track record in the healthcare sector, as well as his substantial involvement with MEDEC, make him an excellent choice as our new Board Chair" said Brian Lewis, President and CEO of MEDEC. "His integrity and passion for affecting positive change will ensure that we build upon and continue our mission of advocating for a responsive, safe and sustainable healthcare system that is enabled by the use of medical technology."

Mr. Bradley's appointment follows nearly two years of exceptional leadership by Peter Robertson of GE Healthcare Canada. "Peter ambitiously led a change in direction for MEDEC with great success, shifting the association's priorities in order to better reflect the current healthcare environment. We are truly grateful for his commitment to MEDEC and to patients." said Mr. Lewis.

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, and has sales of nearly \$7 billion per annum. We are committed to ensuring that Canada has a strong and vibrant medical technology industry.

Contact: Gerry Frenette
Executive Director, Public and Member Relations - MEDEC
(416) 620-1915 ext. 227
gfrenette@medec.org