

Canada's MedTech Conference – April 3 & 4, 2019

Overview of Conference Sessions

The Canadian healthcare system faces growing challenges to provide better results for patients, while simultaneously reducing the cost of providing that new level of care. Healthcare system stakeholders, including industry partners, are working to find new ways to deliver value-based solutions that follow the patient pathway and improve the patient experience throughout their journey to better health.

In this emerging value-based environment, choices on adoption of medical technologies and new processes are under increasing scrutiny from a wide range of stakeholders beyond the traditional patient-MD relationship. These stakeholders are tasked to quantify the importance and value delivered from medical technologies in improving patients' lives and the healthcare system costs.

Canada's MedTech Conference 2019 has been designed to create a better understanding of the various value initiatives in healthcare, how medical technology can contribute to these initiatives and will involve various healthcare delivery leaders in the sessions to provide a variety of insights on how we can advance patient care and contribute to health system sustainability.

The following will provide a brief synopsis of the planned conference sessions and how they provide a different lens on the value equation.

Patient Experiences

We are very excited to host 10-15 minute patient presentations throughout the conference, which will focus on different illnesses, treatment received via medical technologies and how these medical technologies impacted their outcomes.

Small and Medium Enterprise (SME) Presentations

Canada's healthcare ecosystem is well represented with high-potential medical technology innovators and there is often an opportunity for small and large medical technology companies to collaborate with the goal of providing solutions that deliver higher levels of value. Many of these small companies are led by a clinician that saw a better way to solve a complex medical problem or have a close connection to a medical condition that they would like to impact. We will provide an opportunity for SMEs to present the patient problem and their innovative medical technology solution.

Value-Based Healthcare

This session will provide a high-level review of the various initiatives that are under way in Canada. We will also provide a forum to address why each medical technology company in Canada should have a value-based strategy.

Interactive Breakouts Sessions (two topics on each day)

1. Understanding Publicly Insured & Uninsured Services

This breakout will be designed to provide a better understanding of how private plans work. Further information will be provided as soon as possible.

2. How Innovation Procurement Delivers Value to the Canadian Healthcare System

Our world is evolving, and there is an increasing focus on the adoption of innovation to improve patient outcomes, drive efficiencies and deliver value for money. By facilitating the procurement of new and innovative technologies, “innovation procurement” is becoming a driver of value for healthcare organizations. Yet many in the sector struggle with the concept, and question whether it really delivers value. This session will provide you with insights into the importance of innovation procurement to the healthcare sector in Canada, and introduce you to one set of the tools and templates necessary to support procurement processes that are fair, open and transparent. Join us in a stimulating learning environment that combines lecture style delivery with mini skills labs demonstrating how these processes are a means to achieve true value-based procurement and support change for our healthcare system.

3. Implementing an Innovation and Value-Based Procurement Department- a Framework

This presentation is focused on unpacking the essential innovation challenges facing Ontario’s hospitals, as well as approaches to overcome these challenges. We will review Plexxus’ emerging innovation and value-based healthcare platform and review several case studies on how this has been applied. Participants will be able to articulate the challenging system level barriers to innovation, and learn practical examples of how these issues have been overcome.

4. How Start-up Innovation can Improve Patient Care & Experience

Zack Fisch Rothbart is the CEO & Co-Founder behind CoHealth (formerly Dash MD). CoHealth is a mobile platform that acts as a single point of access for all of a healthcare consumer’s needs across the patient journey. CoHealth has scaled its platform into health systems across Canada and has helped tens of thousands of Canadians more effectively manage and coordinate their care and recovery. Along this journey, they have learned an extensive amount about patient needs, care provider needs, and how to “disrupt” healthcare, while being as undistruptive as possible.

During this session attendees will be able to see the benefits of collaboration (which drives value) between start-ups and global enterprises. Attendees will gain an understanding of how fast-paced small businesses can bring an overwhelming amount of value for both patients and care providers.

Coast to Coast Innovation

There are many health innovation initiatives across the country and in this session we will hear from regional healthcare leaders to gain a better understanding of this work.

Join panel speakers as they provide the audience with insights on current and past innovation projects—offering an inside look at the goals of the projects, what was learned and how the projects will proceed going forward. These leaders will address the question of what they believe needs to be done in order to achieve scale and spread of successful projects. This session will also offer a diverse and interesting perspective on how the medtech industry can engage with the provincial innovation systems to help achieve optimal success for patients.

Real World Evidence

Session information coming soon!

Why Develop Cross-System Collaborations in Healthcare?

The interactive panel will bring diverse perspectives from up to four leaders – one each from a multinational enterprise (MNE), a small- or medium-sized enterprise (SME), a health service provider (HSP) and a third-party evaluation partner. Panel members will discuss how their projects enable the demonstration of solutions/technologies that deliver better patient care and clinician engagement to ensure successful deployment into the healthcare system.

Digitization of Healthcare

In 2017, Humber River Hospital (HRH) opened Canada's first hospital “fully digital hospital”. It included a command centre that helps to address capacity, safety, quality and wait time issues that have preoccupied hospitals across Canada. The impact of the Command Centre was felt immediately by patients, physicians and care providers. Many medical technologies collect important health care data that can and should be connected to a centralized data centre. This session will explore the role of big data – what it is, how medical technologies play a role, and how we can move the rest of the country towards the HRH model.

Health Care Digitization: The Patient & Clinician Angle

One of the benefits of the digitization of health care is the vast amount of data produced that can support more precise diagnosis by clinicians and a more personalized, empowering experience for patients. This session explores multi-disciplinary perspectives around the benefits and challenges posed by digitally enabled tools for both patients & clinicians.