

Medtech Canada 2024 Annual Report





A Message from Medtech Canada's Board Chair, James Brodie, and President & CEO, Nicole DeKort

It is with great pride and gratitude that we present Medtech Canada's 2024 Annual Report. This report highlights the progress we have made together, driven by our commitment to championing the vital role of medical technology in addressing the most pressing challenges facing Canada's healthcare system.

2024 marked year two of our association's three-year Strategic Plan that is shaping the work of this association, and we are encouraged to see governments across the country responding with significant investments and initiatives—highlighting the growing recognition by key stakeholders of the transformative power of medical technology. In this report, you will find examples of how Medtech Canada is actively working to support targeted programs aimed at alleviating pressing challenges such as health human resources shortages and health system capacity issues through the innovative application of medical technologies.

Furthermore, this report details Medtech Canada's ongoing efforts to represent the full diversity of Canada's medical technology sector. Through initiatives like our Canadian-Based Companies Initiative and the Distributors Working Group, we are strengthening our advocacy for all segments of our membership. The refreshed mandate of our Digital Health Task Force also reflects our commitment to addressing the evolving landscape of healthcare.

We've witnessed how Medtech Canada's advocacy and collaborative efforts have not only helped shield our sector from harmful measures, but also influenced provincial and federal policy in ways that elevate innovation, enhance procurement practices, and bolster the economic contributions of our industry.

As we reflect on the past year and look forward, we are reminded of the critical role Medtech Canada plays in supporting our members, strengthening Canada's medtech



James Brodie



Nicole DeKort

ecosystem, and advocating for improved health outcomes for patients across the country.

This report highlights a year of purposeful action and impact—fueled by the commitment of our members, the leadership of our Board, and the relentless dedication of the Medtech Canada team. As we look ahead, we remain focused on amplifying the voice of Canada's medtech sector, fostering growth, and championing the technologies that help shape a more resilient and effective healthcare system for all Canadians.

We extend our sincere gratitude to our members, partners, and stakeholders for their continued collaboration and support.

Sincerely,

James Brodie
Board Chair, Medtech Canada

Nicole Dekort,
President & CEO Medtech Canada



Strategic Priorities

VISION: For Canada to be a world leader in realizing the benefit of medical technologies.

MISSION: We foster a strong, dynamic medical technology sector in Canada, for better health outcomes for all Canadians.

1

HELP THE CANADIAN HEALTH CARE SYSTEM ADDRESS ITS MOST PRESSING CHALLENGES

Medtech Canada collaborates with governments, key stakeholders, and health system leaders to enable the increased use of medical technology solutions in Canada to address health system challenges such as medical services backlogs and wait times, and creating critical health system efficiencies that support the sustainability of our health care system. We work to not only understand our system's most pressing challenges, but also to best understand how we can partner together to solve them.

2

ADVOCATE FOR A FAIR, CONSISTENT, AND VALUE-BASED APPROACH TO PROCUREMENT AND SUPPLY CHAIN ACROSS CANADA

Our association works with governments and purchasing leaders to enable procurement and supply chain initiatives that remove barriers to the adoption of critical medical technologies which provide value to patients, providers, and the health care system. We also share and support the implementation of best practices that create a more consistent, balanced approach to health care procurement and supply chain across Canada.

3

PROMOTE THE GROWTH AND HEALTH OF THE MEDICAL TECHNOLOGY SECTOR IN CANADA

We strive to make Canada a world-leading medical technology destination for innovators. This will grow our economy, improve the health care system in Canada, and improve outcomes for patients. Through collaboration with governments, we work to support the development and implementation of Life Sciences sector growth strategies across the country which include a strong component dedicated to the medical technology sector. In addition, we advocate to streamline regulatory practices and reduce other barriers faced by the industry in Canada.

4

BUILD THE COMMUNITY OF THE MEDICAL TECHNOLOGY SECTOR IN CANADA THROUGH PARTNERSHIPS, EDUCATION, RESOURCES, AND AWARENESS

We act as a conduit between government, key health system stakeholders, and the medical technology sector in our country. We provide education to government and other stakeholders about the medical technology sector as well as education and information to our members about the changing and evolving health system in Canada. In addition, we act as the convenor that brings the medical technology industry together through collaboration, policy recommendations, networking, and issue-specific projects related to our sector.

5

REPRESENT THE FULL BREADTH OF THE DIVERSE AND EVOLVING MEDICAL TECHNOLOGY INDUSTRY IN CANADA

The medical technology industry is a diverse and constantly evolving sector. From personal protective equipment (PPE) to digital health, from Canadian-based companies to multinationals operating in Canada, from original equipment manufacturers (OEMs) to distributors and service providers - Medtech Canada is the only national association that represents all facets of this important sector in Canada. We work hard to ensure that all aspects of this diverse and evolving sector are well represented through our association.



Progress on Strategy 1:

Champion opportunities for medical technology to help the health care system address its most pressing challenges.

Targeted Programs to solve for Health Human Resources (HHR) challenges and Health System Capacity Issues using Medical Technologies

Medtech Canada's advocacy has highlighted the immense benefits of medical technologies to address some of the biggest health system challenges in Canada. Governments across the country have announced targeted initiatives to reduce wait times, increase access to health services, and solve for HHR challenges that include the use of medical technologies – with examples including:

- ✓ The federal government investing more than \$200 billion over 10 years to support provinces and territories on shared health priorities such as expansion of access to care, reduction of backlogs, and system modernization to increase provider/physician access to health records.
- ✓ A federal government announcement of \$21M for a virtual health hub in Saskatchewan.
- ✓ The Ontario Government's announcement of a \$40M "Models of Care Innovation Fund" which encourages health care partners to bring forward initiatives that connect Ontarians with better services and care.
- ✓ The Nova Scotia government adding new MRIs to its health care system in an attempt to cut down significant backlogs for patients.
- ✓ The Nova Scotia government's announcement of a new screening program aimed at preventing lung cancer and finding it earlier. The Lung Screening Program, which includes clinical assessment and computerized tomography (CT) scans, targets people at very high risk of developing lung cancer.
- ✓ The Ontario Government increasing education and training for laboratory technicians and technologists, creating funding for an additional 700 persons to be educated/trained.
- ✓ The BC Government's announcement of \$32 million in funding to go towards operating imaging equipment for cancer diagnosis and expanding research.
- ✓ The Nova Scotia government's announcement of \$7.2 million for continuous glucose monitors and insulin pumps to expand coverage with people with diabetes to track and treat their disease.
- In addition, Canadian governments are making record-breaking investments into health care to reduce wait times and increase access for patients including:
 - ✓ The Alberta government announcing a record investment of \$26.2 billion in health care to help improve primary health care, to add capacity, to



reduce wait times, and to growing the healthcare workforce. This included \$313 million dollars in funding for the Alberta Surgical initiative to help increase the number of surgical procedures performed in Alberta annually.

Governments across the country have announced targeted initiatives to reduce wait times, increase access to health services, and solve for health human resource challenges that include the use of medical technologies

- ✓ The Manitoba government announcing a record \$8.2 billion — representing a 13.5 per cent increase — slated for health spending to reopen closed emergency rooms, recruit and hire additional staff, and reduce wait times across the province, with the budget including a \$50 million dollar commitment to support a new Health System Innovation Capacity Fund with the primary goal of increasing surgical and diagnostic capacity.
- ✓ Other provincial governments announcing additional healthcare spending, with Quebec and Ontario announcing new \$3.7 billion and \$3.1 billion

investments respectively, along with British Columbia and Saskatchewan increasing their health budgets by significant amounts.

Improvements in Health Technology Assessment Programs in Canada

- INESSS in Quebec created an expedited process for technologies that have already been evaluated. Evaluations are now carried out more quickly over a 180-day cycle when it's just a technology change and they also released 2 non-pharmaceutical submission guides which has already led to faster evaluations.
- Medtech Canada developed and released a new White Paper about Health Technology Assessment in Canada, which will be deployed in 2025 across Canada through our regional committees, to advocate for better HTA processes and uptake in Canada for new medical technologies & innovations in health care.
- The Government of British Columbia contracted an external consultant in 2024 to review BC's HTA program and make recommendations for improvement. Ministry officials have committed to share the outcomes of the review with Medtech Canada at such time the review can be released.



Progress on Strategy 2: Advocate for a fair, consistent, and value-based approach to procurement and supply chain across Canada.

Value-Based Procurement in Canada

Medtech Canada advocates for shifting to value-based approaches to procurement, as it provides tremendous opportunities to help ensure the greatest value for Canada's health care systems, while allowing new innovations to get adopted in our country. This Strategy involves:

- Advocating for improvements to the procurement and supply chain systems across Canada
- Positioning Medtech Canada as a thought leader and information hub in the understanding of value-based procurement
- Providing members with relevant materials related to procurement and supply chain
- Developing and implementing a sustainable issues management approach that enables action on strategic issues while responding to member concerns

Working with key stakeholders, Medtech Canada has been successful in moving the needle on value-based procurement in healthcare which is evidenced through the following initiatives:

- ✓ Based in part through feedback from Medtech Canada, HealthPRO launched an "Innovation Accelerator Program" which has led to several members getting innovative products on contract that they would have otherwise had challenges with doing so.
- ✓ Medtech Canada worked with the Ontario Chamber of Commerce and other interested stakeholders to produce the report "Unlocking the Potential of Public Procurement in Ontario", which provided key

recommendations on value-based procurement and significantly raised the profile of this important issue.

- ✓ The Quebec committee is working with the Treasury Board of the Quebec Government to develop Value-Based procurement Key Performance Indicators (KPI's) for use in healthcare procurement, with the province also highlighting the need for value-based approaches in its most recent Auditor General's report and the Quebec Procurement Group (CAG) offering to build a pilot project with work beginning 2025.
- ✓ The Saskatchewan Health Authority and 3S Health have a stated commitment to move toward a value-based procurement model (currently in early stages as the province advances core elements of supply chain modernization e.g. centralized supply management practices).
- ✓ Medtech Canada has led a successful collaboration and relationship building exercise with Supply Ontario, creating direct engagement opportunities between it and the medical technology industry (Medtech Canada and its member companies) and a better understanding on its part of the need to move to a more value-based procurement model.
- ✓ Medtech Canada continues to pursue ongoing identification of key barriers to value based procurement and identify opportunities for improvement and consistent alignment across Canada. In 2024 this work included engagements with Supply Ontario and Provincial Health Services Authority to support issues resolution/policy development in this area.

Supply Chain Challenges & Shortages

In response to significant issues our sector has faced with supply chain shortages and challenges in Canada, Medtech Canada has led and participated in several initiatives to mitigate these issues including:

- ✓ As a response to our requests to have the federal government help manage and support supply chain challenges and distribution in Canada, the federal government created a new Health Products Shortages Directorate (HPSD), within the Regulatory Operations and Enforcement Branch (ROEB) of Health Canada and continues to work with Medtech Canada to help and support supply chain disruptions impacting our health care system.
- ✓ Provided the sole “voice of industry” to the Medical Devices Multi-Stakeholder Committee that includes Health Canada as well as the Provinces and Territories. This resulted in assisting the development of the current processes within the Therapeutic Products Directorate – Medical Devices section.
- ✓ Engaged the Therapeutic Products new Directorate in direct conversation that aimed to highlight specific challenges in supply chain and shortages facing Medtech Canada members.
- ✓ Medtech Canada worked with procurement groups across the country to advocate for flexibility in contracting processes to account for future inflationary and/or shipping cost pressures which resulted in several procurement groups revamping their future contract clauses to account for these.

Working with key stakeholders, Medtech Canada has been successful in moving the needle on value-based procurement in healthcare

Procurement & Supply Chain Resources for Members & Stakeholders

- Medtech Canada developed and released the “Procurement & Supply Chain Toolkit” on the members-only side of our website. This toolkit provides a central resource for members to access relevant publications, to escalate a procurement issue, to learn more about global and Canadian initiatives and to clearly understand the messaging and positioning developed by us to represent the industry in Canada, and includes:
 - ✓ Current Medtech Canada Position Papers & White Papers
 - ✓ External Publications & Presentations
 - ✓ Legacy MEDEC Papers & Projects
 - ✓ Pre-Budget Submission Documents
 - ✓ The Medtech Canada Procurement Escalation Process
 - ✓ Supply Chain Transformation Information (Canada-Wide)
 - ✓ Value-Based Procurement Materials

- 2024 also saw a broad education program from the Procurement and Supply Chain committee for all regional and sector committees and working groups – this was focused on understanding key elements of value-based procurement and its application in the Canadian context.

Demonstrating the Value of Medical Technologies to Procurement Groups & Elected Officials

- In 2024 Medtech Canada hosted a supplier showcase for elected officials in Manitoba involving several company members where the opportunity to demonstrate “table-top” technologies not currently in used in Canada, but used in other jurisdictions.
- As a sponsor for Life Sciences Ontario’s Annual Queen’s Park Day, Medtech Canada members had an opportunity to demonstrate their technologies to elected officials and government employees, to demonstrate new innovations that benefit patients & the healthcare system.
- Life Sciences Ontario’s Annual Queen’s Park Day (Nov 27, 2024) reflected education and awareness-building efforts by Medtech Canada staff as all major political parties delivered remarks regarding the importance of procurement in the life sciences sector. This was a first in the history of these events and reflects increased understanding of the sector and the importance of procurement in growing the sector.
- Medtech Canada is organizing a supplier day event in Quebec with the CAG that will take place in 2025. The event will be an opportunity to showcase innovative technologies and present best practices and processes that bring better ROI for healthcare.
- Procurement supplier roundtables were broached in Saskatchewan and Alberta in 2024 – both jurisdictions expressed a willingness to explore this with Medtech Canada in 2025.

Progress on Strategy 3:

Promote the growth and health of the Canadian medical technology sector, to support the economy, to improve the health care system in Canada, and to improve outcomes for patients

Provincial and Federal Life Sciences Strategies in Canada

Medtech Canada has made substantial progress in ensuring that each jurisdiction in Canada has a robust life sciences strategy, and that those strategies include a strong medtech component. Some examples of advancing these strategies include:

Ontario:

- Nicole DeKort, President & CEO of Medtech Canada, was appointed to the Ontario Life Sciences Council with a mandate to advise the Ontario government on how to grow the Life Sciences Sector in Canada.
- To date the Ontario Government has launched both Phase 1 and Phase 2 of the Strategy, which included (among other relevant elements):
 - ✓ Increased domestic production and supply chains for critical medical supplies and PPE, supported by the Ontario Together Fund which has funded several Medtech Canada members.
 - ✓ \$24 million for a new Life Sciences Scale-Up Fund (LSSUF) to help Ontario companies expand production capacity and prepare them for new procurement opportunities in Ontario and beyond. The LSSUF will act in tandem with the \$12 million Health Technology Accelerator Fund (HTAF), announced in the 2024 Budget, providing opportunities for innovators, including Ontario companies, to partner with local health care service providers.
 - ✓ The initial investments in the Health Technology Accelerator Fund and Life Sciences Scale-Up Fund will act as supporting enablers for a new Health Innovation Pathway for medical technologies.

Quebec:

- In Quebec, the Life Sciences Strategy will be renewed for another 2 years. Medtech Canada took part in the stakeholders' consultation on the potential edited content of the extended strategy.



- Building on their existing Life Sciences Strategy, Quebec introduced a new program to improve access to health technologies called the Harfang program, which will ultimately implement Quebec technologies adapted to the regions to promote access and equity in health care.

Newfoundland and Labrador:

- The government of Newfoundland and Labrador announced the release of the Provincial Government's 2024-26 HealthTech and BioTech Ecosystem Action Plan to help establish and grow a concentrated cluster of promising companies in life sciences in the province.

Federal:

- The federal government announced \$2.4 billion to build capacity in artificial intelligence. The bulk of that – \$2 billion – is going into a fund that will aim to provide access to computing capabilities and technical infrastructure to help companies adopt AI.
- The federal government announced an additional \$574M in funding for Canada's Biomanufacturing Strategy, which includes:
 - ✓ Establishing better rapid diagnostic tools that can identify emerging pathogens.

- ✓ Establishing a leading, national maternal-child health resource for disease surveillance and pandemic preparedness.

Manitoba

- In late 2023 the Government of Manitoba released The Manitoba Life Sciences Strategy: Powering our Bioscience Future, containing 5 strategic pillars – medical devices are addressed under the Increasing Access to Capital pillar. The strategy identifies the unique challenges involved with raising capital associated with medical devices due to high costs, the regulatory environment and length development timelines (among others).

British Columbia

- In 2023 the Ministers of Health and Economic Development jointly released British Columbia's Life Sciences & Biomanufacturing Strategy, which references the value of medical devices as a component part of British Columbia's life sciences ecosystem and points to provincial success stories in the device space.

Alberta

- The Government of Alberta is currently engaged in the development of a provincial life sciences strategy – Medtech Canada has provided feedback for government consideration regarding Alberta's approach.

Reducing Barriers to Doing Business in Canada

- Through the work of our Committees and Task Forces, Medtech Canada identified several issues that create barriers for our sector, and have worked hard to reduce those barriers in the following areas:

Bill 96 in Quebec

- Medtech Canada had successful interactions with the Centre d'acquisitions gouvernementales (CAG) and the Quebec government that resulted in the CAG committing to deal with RFPs and French language laws on a case-by-case basis should a company be unable to comply.
- Medtech Canada provided numerous resources for members to better understand and be able to comply with Bill 96.

Strikes/Shipping Challenges Across Canada

- Medtech Canada successfully partnered with other organizations such as the Canadian Chamber of Commerce and the Canadian Manufacturers and Exporters to successfully advocate for quick resolution on several strike actions across the country that would have negatively impacted the supply chains of medical technologies in Canada.

Bill C-244 & Right to Repair in Canada

- It was understood that bill C-244, which amends the Copyright Act with the intention to allow individuals and service providers to circumvent technological protection measures (TPMs) for the sole purpose of diagnosing, maintaining, or repairing certain types of products, would be accepted by the Senate of Canada as written with no amendments or exemptions.
- In response, Medtech Canada adjusted its strategy to utilize the Senate debates as a tool to highlight the regulatory gap for servicing of medical devices, which has been successful to date and led to the sponsor of Bill C-244, Senator Colin Deacon, citing Medtech Canada in a statement.

“Through a brief submitted to the Banking Committee and my meetings with Medtech Canada, it was made clear that regulatory gaps related to third-party medical device service providers would also need to be addressed. Indeed, regulatory entities responsible for medical devices must update their regulations and, without a doubt, should no longer rely on the Copyright Act as a way to protect medical safety. Specifically, the changes in C-244 lay bare deficiencies in our regulatory system that should be addressed by the appropriate bodies. Health Canada should consider broadening the scope of their existing regulatory framework to include oversight over all independent third-party medical device service providers.”

– Senator Colin Deacon

- Negative implications of the bill were noted during debates by officials from department of Innovation, Science, and Economic Development (ISED), with Medtech Canada also successfully ensuring the exclusion from an ISED right to repair consultation for home appliances and consumer electronics, and officials now considering our recommendation that the definition of consumer electronic device be rewritten to exempt products regulated through the Food and Drugs Act.
- We are now working with Health Canada to collaboratively to examine the possibility of implementing a third-party licence that would model Japan's work in this area.

Future Pandemic Preparedness

- The federal government launched Health Emergency

Readiness Canada (HERC) – a new agency that will be tasked with better preparing Canada for future health emergencies.

- HERC will serve as Canada's focal point to work with and help mobilize our industry to respond in a coordinated approach to public health needs and to support the growth of a domestic life sciences sector.
- This new organization will bridge the gap between research and commercialization, meaning Canadians could get faster access to the most relevant and effective vaccines, therapeutics, diagnostics and other products, including when they need them the most.
- ISD's Acting Director General (HERC), Rodrigo Arancibia, attended the December Federal Affairs Committee to provide members with an update on the establishment of this agency and has expressed interest in continued engagement as work progresses.

Bill S-211: Fighting Against Forced Labour and Child Labour in Supply Chains Act in Canada

- Medtech Canada provided education and guidance for members on how to comply with the federal Bill S-211: Fighting Against Forced Labour and Child Labour in Supply Chains Act.

Federal Diabetes Device Fund

- The Diabetes Working Group has completed a position paper for all governments to consider during negotiations on the establishment of a Diabetes Device Fund (DDF) to support the federal government's decision to act as first-payer for certain diabetes medications.
- Diabetes Canada has supported our position and will continue to advocate in coordination with Medtech Canada, as the federal government and provinces continue their negotiations.

Improving the Regulatory Environment in Canada

We have seen several successes over the past year in our efforts to improve the regulatory environment in Canada, which remains a continued strong area of focus for the association, including:

Major Achievements:

- Through ongoing engagement with Health Canada, successfully advocated for Health Canada to reverse the regulatory change that was implemented in 2018 that would have caused a catastrophic impact to our supply chain by requiring all international distributors to obtain a Medical Devices Establishment Licence (MDEL) - even if selling through an importer.
- Through ongoing engagement with Health Canada and the Pest Management Regulatory Agency (PMRA), successfully advocated to have PMRA reverse the regulatory change that was implemented in 2023 by which certain Class I Medical Devices (current, new and including IVDDs) would have been severely restricted from accessing the Canadian market for about 5 years due to the new PMRA requirements imposed.
- Initially led by Medtech Canada and subsequently co-supported by Medical Technology Association of Australia (MTAA), created the first ever international feedback mechanism to Medical Device Single Audit Program (MDSAP) RAC (Regulators) and Auditing



Organizations where industry can provide quantifiable and effective feedback on current successes and challenges of the program.

Other Successful Collaborations and Achievements:

Agile Regulations

- Responded to two government consultations within this area, resulting in changes to the Medical Device Licence process which will now include provision of Terms and Conditions throughout the lifecycle of a medical device, and concerns being noted regarding their implementation.

Recalls and MDEL Terms and Conditions

- Participated in four consultations, resulting in recall guidance changes, MDEL guidance changes, MDEL application form changes, and regulatory changes to MDEL licence terms and conditions, with feedback indicating positive reception of reduced reporting requirements for low-level recalls.

Significant Changes

- Responded to two consultations, leading to changes in recall guidance, MDEL application forms, and regulatory terms and conditions.

Consultation on modernizing the medical device establishment licensing framework (Phase II)

- A major achievement, this consultation was moved forward due to Medtech Canada's ongoing engagement and escalation of the current regulatory framework issue.

Environmental Consultation

- Responded to 10 Consultation in 2024 in regard to environmental regulatory initiatives such as (but not limited to) PFAS and the Plastics Registry.



Shortages

- Responded to two consultations within this area: Medical Device Shortages External Stakeholder Survey and Medtech Canada Response to Consultation: Notice of intent to amend the regulations to address health product shortages in Canada.

Recognized Standards

- Responded to the Consultation "Health Canada's proposed changes to the guidance on recognized standards for medical devices", which included both the update to the list of recognized standards as well as the related guidance itself.

MDSAP

- Coordinated, compiled, and created an international MDSAP Survey that was promoted through two (of the 5) MDSAP countries (via industry associations), and presented the results of the survey/consultation at the 2024 MDSAP Forum to the regulators and Registrars with the objective to drive positive changes to the program for our members.

Progress on Strategy 4:

Foster the success and build the community of the medical technology sector in Canada through partnerships, education, resources, and awareness.



Building the Medtech Community in Canada

Through events and partnerships, Medtech Canada has driven and supported several initiatives that help build and bring the medtech community together in Canada, such as:

The Medtech Conference 2024, powered by AAdvMed

- ✓ Medtech Canada's counterpart in the US – AAdvMed – brought their signature conference to Toronto in 2024, marking this the first time the conference has ever been held outside of the United States.
- ✓ This was the largest edition of The MedTech Conference yet: 4,350 attendees, representing 1,926 companies from 48 countries.
- ✓ The goal was to have 700 Canadians attend, but the actual number exceeded 1,700, providing the Canadian medtech ecosystem with a massive presence at the conference.
- ✓ Conference organizers initially planned for 2,000-3,000 square feet for the Canadian Pavilion, but it had to be expanded to 6,500 square feet due to high

demand! Additional Canadian exhibitors outside the pavilion brought the total to around 7,000 square feet.

- ✓ The conference saw significant participation from senior officials, including Ontario's Premier and three Ontario cabinet ministers who expressed strong support for the medtech sector, indicating commitments to its growth and development.
- ✓ It also provided a forum for Premier Ford and Minister Fedeli to announce Phase 2 of the province's Life Sciences Strategy - an initiative that will break down barriers for medtech innovations and support the growth of medtech companies operating in Ontario.
- ✓ The conference also included participation from several other government officials from across Canada, as well as Canadian health system leaders such as Kevin Smith, President and CEO of UHN and Andy Smith, President and CEO of Sunnybrook.

The Medtech Canada Annual Regulatory & Quality Conference 2024

- ✓ This leading event unites medtech industry regulatory and quality experts for educational sessions and networking opportunities, providing participants the chance to interact with Health Canada and other key players in a collaborative setting.
- ✓ In 2024, the conference brought in 386 participants (132 in-person, 254 virtual), 53 participants from Health Canada, and 39 speakers, with 95% rating their satisfaction as "Satisfied" or "Very Satisfied".

Medtech Canada Task Forces

- ✓ Through our new governance structure at Medtech Canada, the association brings together various sectors for project-based Task Forces ranging who engage in activities from market data collection to advocacy initiatives, to building partnerships with key stakeholders, and other important projects.
- ✓ The list of Task Forces in 2024 include: Digital Health, In-Vitro Diagnostics/Lab Medicine, Medical imaging, Orthopaedic, Vision Care, and Wound Care.
- ✓ These Task Forces have resulted in critical health system partnerships such as the work of the vision

care committee, is now working with ophthalmologists to develop and present an advocacy course to help support joint advocacy initiatives in the vision care space.

Engagement Across Medtech Canada Committees & Task Forces

- ✓ Through our new streamlined Committee & Task Force structure designed to increase member participation in our various initiatives, Medtech Canada has enabled members to more easily participate.
- ✓ Medtech Canada now have 95% of member companies sitting across eight Standing Committees, six Sector Task Forces, and numerous sub-committees in Medtech Canada.
- ✓ Medtech Canada also held several Committee meetings as in-person/hybrid meetings to provide additional network opportunities for our members and to further build the Medtech Canada community.

Important Resources for Members

Medtech Canada has put together several invaluable resources that members can access, helping them achieve success in their organizations, such as:

- The Regulatory Affairs “Collab Site” which includes:
 - ✓ “One Stop Shopping” for members to our various committees/other member information, access to current and past weekly newsletters/webinars, access to a Health Canada “Quick Tips” section, and collaboration spaces for working groups as well as surveys that help guide Medtech Canada’s advocacy.
 - ✓ These resources have become an invaluable tool for members to access – to support those working in Regulatory, Quality, or Environmental Affairs with significant positive feedback on how helpful the collab site has been in their day-to-day roles in their organizations.
 - ✓ A new “Members-Only” side of our website, which not only provides both external and internal resources for our members that help them both navigate their members in Medtech Canada – it also helps support activities in their own organizations and includes:
 - Regulatory & Quality Sub-Committee lists and Resources & Guidance documents
 - Medtech Canada governance information including



by-laws, competition policy, and committee & task force lists

- The new “Procurement & Supply Chain Toolkit”
- A Pan-Canada Dashboard of publicly available data on wait times in Canada
- Archives of all Medtech Canada Info Alerts and ePulse newsletters
- Archives of all Medtech Canada Webinars
- Information on how to participate in and access the Mercer Compensation Survey, the most comprehensive compensation survey available for our sector
- Medtech Canada Staff Directory
- Access to the “Members Savings Program” offering exclusive discounts from over 20 organizations

Medtech Canada Education Program

Medtech Canada advanced a rich offering of educational programming and resources for our members in 2024:

Medtech Canada Webinar Series:

- ✓ Over 800 people attended 14 Speaker Series webinars plus an additional 297 people attending 6 Regulatory Affairs webinars for a total of over 1000 participants in 20 educational webinar sessions in 2024.
- ✓ Topics ranged from regulatory & quality related issues, to understanding new legislation that impacts our sector, to insightful sessions from communications & advocacy experts to general education about changes in our health care systems, to information about valuable resources and organizations that partner with the medtech sector in Canada.

Code of Conduct:

- ✓ An updated Code of Conduct with enhanced training resources to help members better understand changes and updates.



Progress on Strategy 5: Position Medtech Canada for effective and efficient growth, to represent the breadth of the evolving Canadian medical technology industry.

Growing Medtech Canada

Medtech Canada saw effective and efficient growth in our organization from 2023 to 2024 as measured by a total membership growth of 11 in the EMT, Allied, and Associate categories, with retention of 139 full members.

Representing the Diversity of the Medical Technology Sector in Canada

Medtech Canada has worked very hard to ensure we are representing the full depth and breadth of the Medtech Canada sector in Canada through initiatives such as:



Canadian-Based Companies Initiative

- ✓ The launch of a consultation to develop a new initiative in Medtech Canada that better supports Canadian-Headquartered medtech companies.
- ✓ 25% of Medtech Canada's Full and EMT membership are now comprised of Canadian-Headquartered medtech companies.

Distributors Working Group

- ✓ Through the Procurement & Supply Chain Committee, a "distributors" working group has been established to gain a better understanding of the unique challenges that this community faced when dealing with the procurement landscape in Canada, which will be used to augment our advocacy efforts.

Refreshed Mandate for the Digital Health Task Force

- ✓ Through additional consultant based "content expert" support, Medtech Canada has increased its efforts to focus our Digital Health advocacy and education efforts on the top key areas that are most important to our members.
- ✓ 28% of Medtech Canada Full and EMT members now participate in our Digital Health Task Force.