

Medtech Canada 2025 Annual Report





A Message from Medtech Canada’s President and CEO, Nicole DeKort, and Chair-Elect, Ivy Parks



Nicole DeKort



Ivy Parks

Dear Members,

On behalf of Medtech Canada, we are pleased to present the association’s 2025 Annual Report and to reflect on a year defined by collaboration, shared leadership, and progress for our sector. In a dynamic policy and health care environment, our impact has been driven by the active engagement, insight, and commitment of our member community.

Throughout the year, Medtech Canada worked closely with members, governments, and international partners to support a stable and predictable trade environment for medical technologies, a move that provided significant cost savings for many members.

By engaging early and constructively with federal decision-makers, we helped advance solutions that support the smooth flow of medical devices and essential components—reinforcing supply chain continuity and protecting access to care for patients across Canada. Our ongoing advocacy for a balanced, forward looking “Zero for Zero” approach reflects our shared interest in open markets

that enable innovation, investment, and patient benefit. As trade discussions continue, Medtech Canada remains focused on providing practical guidance and a strong, unified voice on behalf of members.

At the same time, we have made substantial strides in championing the adoption of medical innovation across Canada. Working in partnership with governments and care providers, we were pleased to see initiatives such as Ontario’s Innovation Pathway and British Columbia’s Innovation Intake Program as possible pathways for medical technologies to be realized along with their impact to patients and clinical groups. These efforts - along with the launch of our Terms and Conditions Working Group - demonstrate our collective commitment to modern, consistent, and value-based procurement practices.

As a member-driven association, our achievements reflect your leadership and participation. With 95% of our member companies now represented across our standing committees and task forces, your expertise continues to shape our priorities, inform our advocacy and strengthen our credibility with decision-makers across the country.

We thank you for your unwavering commitment and the invaluable contributions you make to our association and the broader health care community. Together, we are advancing a more resilient, innovative, and patient-centered MedTech sector - one that contributes meaningfully to the sustainability and success of Canada’s health care system.

Sincerely,

Nicole DeKort,
President and CEO, Medtech Canada

Ivy Parks,
Chair-Elect, Medtech Canada and President, BD - 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 convener 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 remains a steadfast advocate, ensuring governments across the country recognize the transformative value of medical technology. Beyond highlighting benefits to patients and providers, we actively champion on the investments necessary to modernize our health systems. **In 2025, provincial and federal governments launched targeted initiatives to reduce wait times and alleviate Health Human Resources (HHR) pressures by leveraging innovative medical technologies.** Below are a few such examples:

- ✓ By the end of March 2025, all 13 provinces and territories had officially signed on to receive their portion of the \$1.4 billion federal funding pool for rare diseases, which included screening and diagnostics.
- ✓ Ontario's 2025-26 strategy focuses on creating a seamless ecosystem for medical technology, from initial funding through the Life Sciences Innovation Fund to system-wide adoption via the Health Innovation Pathway. By coupling these specialized programs with a historic \$50 billion investment in smart hospital infrastructure, the province is ensuring it not only develops world-class medical innovations but also provides a modernized domestic market where those technologies can thrive and improve patient outcomes.
- ✓ In December 2025, Québec unveiled its Life Sciences Strategy 2025-2028, committing approximately \$271.5

million for life sciences programs, including medical technologies.

- ✓ New Hospital Infrastructure in Quebec: High-tech allocations are embedded in major projects like the Maisonneuve-Rosemont Hospital redevelopment and the Vaudreuil-Soulanges Hospital, which are being built as "digitally native" facilities with advanced diagnostic and robotic surgical capacities.
- ✓ Alberta's 2025-26 strategy focuses on industrializing surgical and diagnostic throughput via a \$3.8 billion infrastructure surge and the targeted integration of AI within laboratory services. By combining large-scale capital investments in surgical suites with innovation grants for portable medical devices, the province is aiming to decentralize care while modernizing its core hospital "engine" to permanently reduce wait times.
- ✓ A significant portion of the \$870 million earmarked for the opening of new facilities in British Columbia is dedicated to equipping them with advanced diagnostic and surgical hardware. Beyond new builds, the province has also allocated specific funds for upgrading existing technology across health authorities. Notable recent completions include the installation of an CT scanner at BC Cancer and new mobile MRI units at Surrey Memorial Hospital to reduce wait times.
- ✓ The 2025 Saskatchewan medical technology investments focus on improving healthcare equity by bringing high-tech diagnostics and specialized care directly to rural and underserved communities. By

expanding point-of-care testing, mobile screening, and robot-assisted surgery, the province is reducing the need for patient travel while stabilizing rural emergency departments. Additionally, the significant \$23 million investment in continuous glucose monitoring and expanded cancer therapy programs signals a strategic shift toward proactive chronic disease management and modernizing the provincial standard of care.

- ✓ Manitoba's 2025 medtech investments are defined by a "patient-first, North-focused" strategy, utilizing mobile diagnostics and virtual ward technology to alleviate pressure on urban hospitals. By combining a \$50 million EMR overhaul with expanded remote monitoring, the province is attempting to build a more digitally integrated system that supports clinical care closer to where patients live.
- ✓ Nova Scotia's 2025 medical technology investments are anchored by high-value long-term partnerships and a massive influx of capital for diagnostic infrastructure. By securing a \$175 million oncology collaboration and expanding access to advanced CT lung screening and glucose monitoring, the province is prioritizing precision medicine and early intervention. These investments are coupled with over \$66 million dedicated to equipment modernization and modular dialysis.
- ✓ New Brunswick's 2025 health technology modernization efforts are highlighted by significant capital investments, including \$42 million to replace aging diagnostic equipment and a targeted partnership to bring advanced genomics and sequencing technology to the Atlantic Cancer Research Institute.
- ✓ Newfoundland and Labrador's 2025 medical technology investments are defined by a dual focus on rural diagnostic expansion and a massive digital overhaul of the provincial health system. By allocating \$4.3 million to a new CT service in Channel-Port aux Basques and an additional \$10 million to reduce medical imaging backlogs, the province is significantly improving local access to life-saving technology.
- ✓ The federal government's 2025-26 strategy is focused on national resilience, shifting from pandemic-era emergency response to long-term "industrial policy" for the life sciences sector. By committing \$5 billion



to health infrastructure and \$1.4 billion to high-level research talent and equipment, Ottawa is attempting to build a stable, tech-integrated foundation that supports the country's health care systems and grows the sector.

Improvements in Health Technology Assessment Programs in Canada

- Medtech Canada developed and released a new White Paper about Health Technology Assessment (HTA) in Canada, which was 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 paper is comprised of 13 recommendations within the following five themes:

- Industry, Patient and Clinician Stakeholder Engagement
 - Adoption of HTA recommendations
 - Evidence Standards & Inclusion of Real-World Evidence (RWE)
 - Support for Local Decision-making
 - HTA Methodology
- Medtech Canada continued our association's engagement with HTA organizations across Canada, including engagement with Canada's Drug Agency (formerly CADTH) on matters such as shortages/tariffs and the difference between medtech and pharma.
 - Medtech Canada's Western Committee maintains an active dialogue with the Director of B.C.'s HTA program and has received regular updates regarding the external program review that took place in 2024. Many of the recommendations of Medtech Canada's HTA working group have been adopted by B.C.'s new program structure including (a) public posting of completed HTA reviews and (b) pre-emptive listing of expected reviews/priority areas.



Progress on Strategy 2:

Advocate for a fair, consistent, and value-based approach to procurement and supply chain across Canada

Ensuring that the Canadian healthcare system can access and adopt life-saving innovations requires a procurement landscape that looks beyond the lowest price to prioritize long-term clinical outcomes and system resilience. Over the past year, Medtech Canada has been at the forefront of this shift, advocating for a fair, consistent, and value-based approach to procurement and supply chain management across all provinces.

Procurement Improvement Initiatives

✓ **Value-Based Procurement (VBP) Initiative Anticipated in Quebec in 2026:**

The Quebec government's Public Markets Secretariat released a report in late 2025 highlighting tendering models under development and it included value-based procurement and acquisitions based on a life-cycle approach (which may also be beneficial for our sector). Medtech Canada is working collaboratively with the government on these and other procurement improvement initiatives (the government mentions working with Medtech Canada on VBP in its report). Advancing VBP was also a key element of the Quebec government's renewed Life Sciences Strategy 2025-2028.

✓ **Procurement Terms and Conditions Working Group:**

Medtech Canada launched a Terms and Conditions Working Group to advance an approach to Terms and Conditions that is conducive to good business practices for health sector procurements. The working group will address evolving challenges such as the use of affiliation agreements and the burden of risk being disproportionate to medical technology companies.

✓ **Quebec Value-based Procurement KPIs/Treasury Board Working Group:**

In 2025, this group continued its work in with the Treasury Board Ministry's General Management (Sous-secrétariat aux marchés publics, Direction générale de l'encadrement) on value-based

procurement KPIs to be potentially implemented in Quebec, more specifically through the CAG.

✓ **HealthPRO Canada Launches National Council to Accelerate and Scale Health Innovation:**

Medtech Canada engages regularly with purchasing groups across the country, and we were pleased to see the launch of HealthPRO Canada's National Healthcare Innovation Council. This new pan-Canadian network of leaders from all 10 provinces is dedicated to accelerating the adoption of innovative health-care solutions and breaking down the barriers that prevent them from scaling across Canada.

✓ **Health Care Procurement Reform - The Distributor Perspective Position Paper:**

Medtech Canada's Distributors Working group finalized a Position Paper that identified procurement-related challenges specific to the distributor community and proposed solutions to these issues. Medtech Canada and the members of this Working Group are utilizing the Paper in advocacy engagements with key stakeholders.

✓ **Alberta Shifting to Activity-Based Funding (ABF):**

Alberta will be changing to what they are describing as a "patient focused" (activity-based) funding model in 2026 that is based on a formula that considers the number and type of patients treated, and the complexity of their care. ABF can be seen as an important evolutionary step that provides necessary infrastructure (like better data collection and cost understanding) and a philosophical shift from block-based funding, which helps pave the way for the more outcomes-oriented approach of Value-based Health Care/VBP.

✓ **Saskatchewan VBP Commitments:**

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).

- ✓ **PHSA’s Innovation Intake Program** - In 2025, the Provincial Health Services Authority (PHSA) continued a key initiative to increase the adoption of innovation in BC. PHSA Supply Chain’s Innovation Intake program was created to facilitate prompt and appropriate adoption of innovations, applying a provincial lens and collaborative partnerships with health authority clinical and operational leads to match new innovations with a clear connection to health care needs in the province. With the BC government announcing its intention to centralize procurement in 2026, Medtech Canada will be advocating that the new procurement entity continue with this program or implement something similar. Staff from PHSA have presented to Medtech Canada’s Procurement and Supply Chain Committee on this initiative.

Procurement Modernization in Ontario

Ongoing Engagement with Supply Ontario: Medtech Canada continues to lead a successful collaborative relationship with Supply Ontario leading to:

- ✓ Regular engagement opportunities between Supply Ontario and Medtech Canada
- ✓ Direct engagement between Supply Ontario and our members through webinars that encourage and include opportunities for member feedback
- ✓ Launch of Supply Ontario moving into health care procurement (starting with hospital beds)
- ✓ Strong understanding from Supply Ontario of the need to move to a more value-based procurement model and larger consideration of clinical and health system outcomes

Procurement & Supply Chain Resources for Members & Stakeholders

- **Procurement Escalation Process:** The Procurement Escalation Process continues to be a tool that is available to Medtech Canada members to determine what actions Medtech Canada can take on behalf of members with governments and/or procurement organizations to address procurement issues at the association level. In 2025 the staff and consultant lead have completed update and overview sessions for all Medtech Canada committees to ensure awareness and understanding of this resource to members.

- **Best Practices in Value Based Health Care (VBHC) Working Group Established:** A member Working Group has been established to track VBHC initiatives that have taken place in Canada and make this information available to Medtech Canada membership— with the goal being to advance these types of initiatives in Canada.
- **Procurement and Supply Chain Toolkit** - Updates continued to be made to Medtech Canada’s “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.

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

- **Life Sciences Ontario Queen’s Park Day:** Medtech Canada once again sponsored LSO’s Queen’s Park Day on Oct 27, 2025. 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. Meetings were coordinated by LSO and held with MPPs from all political parties, and we had great representation from the Medtech Canada Board in meetings as well as attendance by members at the Legislative Dining Room reception.

Key policy priorities this year:

- Accelerate Patient Access to Health Innovations
- Help Start-ups turn Ontario Research into Ontario Jobs
- Chronic Disease Care Strategy
- Provincial Rare Disease Framework
- Build a Modern, Connected Health Data Ecosystem
- Medtech Canada has begun organizing a supplier day event in Quebec with the CAG that will take place in 2026. The event will be an opportunity to present best practices, technologies, and processes that include innovation, and bringing a better ROI for care than focusing disproportionately on the lowest price on products.
- On March 12th Medtech Canada partnered with the Bioscience Association of Manitoba to co-host a half-day policy forum intended to promote thought leadership and advancement opportunities for the Medical Technology and Bioscience sectors. The event saw 120 attendees gather in Winnipeg and included a medtech panel focused on advancements in diagnostics.



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

Protecting the Medtech Industry from Tariffs and Trade Barriers

In 2025, the medtech sector faced extremely challenging market conditions given the tariffs imposed and threatened by the U.S. The sector also dealt with challenges domestically from Canadian federal and provincial retaliatory measures. The association undertook significant ongoing efforts throughout the year to advance our work in protecting the medtech sector and consistently updated members on key situational changes so that our members could navigate this volatile situation.

Through the below advocacy, the association's achievements saved member companies millions of dollars in tariffs and helped ensure that members could continue to provide their products and services to the Canadian health care system.

Retaliatory Tariff Relief Extension Granted for Products Imported from the U.S.

- Through various rounds of retaliatory tariffs in 2025, Medtech Canada successfully advocated to ensure that medical technologies and other health care products were exempt from retaliatory tariffs from the Canadian government. The association made the case, through direct government advocacy, as well as through the media, that the medtech sector needed to be exempt from tariffs given its critical importance to patient care and the ongoing delivery of health care in Canada.
- In situations where Medtech Canada members had inadvertently been tariffed, we assisted members in navigating the remissions process.
- While most retaliatory tariffs related to medical devices were eliminated on September 1, 2025, ongoing retaliatory tariffs on steel and aluminum impacted the medtech sector. Medtech Canada successfully advocated to ensure that steel and aluminum used for the manufacture of medical devices in Canada are exempt from tariffs.
- The government has indicated that should Canada add

other products to the retaliatory tariff list, the medtech sector will not be subjected to any retaliatory tariffs up to June 30, 2026 (including aluminum and steel). Medtech Canada is very pleased with this outcome, and we will continue to advocate for “Zero for Zero” tariffs for our sector regardless of the outcome of the CUSMA negotiations.

Working with the Canadian Government and Other Stakeholders to Keep Medtech Exports to the U.S. Tariff-Free

- Medical devices exported from Canada are highly reliant on the U.S. market—approximately 73% of exports go to the U.S. Recognizing this, Medtech Canada worked closely with its counterpart association in the U.S., AdvaMed, as well as the Global Medical Technology Alliance, advocating for a “Zero for Zero” approach—meaning no tariffs on these products given their immense humanitarian impact.
- The collective advocacy worked—while there was a time early in the trade war when Canadian medical device exports to the U.S. were tariffed, these tariffs were subsequently removed and have remained that way.

Defending the Medtech Industry Against Provincial Retaliatory Measures

- Many provinces across Canada placed procurement restrictions on U.S.-based companies in response to tariffs from the U.S.
- At the outset of the trade war, Medtech Canada advocated strongly to the provinces to underscore the importance of our sector to patient care and the health care system. The association successfully ensured that provincial response policies have been flexible enough to ensure the continuity of care and business for our members.
- While Ontario's Procurement Restriction Policy has been very challenging, Medtech Canada advocated for flexibility for our sector and clarifications on the policy were issued as a result that allowed for business continuity.

- In lead-up to and following the release of Ontario's Buy Ontario Act in November 2025, Medtech Canada continued its advocacy with the Ontario government and will continue to engage with the government to ensure that the needs of the medtech industry are reflected in the implementation of this legislation.

Medtech Canada's CUSMA Submission

- In November 2026, Medtech Canada also provided a written submission (with input from our association's CUSMA Working Group) to the Canadian government advocating for our industry as a part of the 2026 CUSMA review. **Key recommendations in our submission included:**
 - ✓ Preserving duty-free access for medical devices and health technologies.
 - ✓ Including Canada in Chapter 13 on Government Procurement to ensure fair and transparent access for medtech innovators and avoid protectionist policies on this sector (such as Ontario's Procurement Restriction Policy) that limit patient and clinician access to beneficial technologies.
 - ✓ Strengthening regulatory alignment and mutual recognition under Chapter 12.
 - ✓ Establishing trilateral frameworks for emergency coordination and supply chain resiliency.

Provincial and Federal Life Sciences Strategies in Canada

Medtech Canada continues to make 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 and continued to implement the Strategy in 2025.
- 2025 Life Sciences Strategy announcements involving the medtech industry included:
 - ✓ **The launch of the Health Innovation Pathway facilitates the evaluation and scaled adoption of promising health technologies**, supported by:
 - An easy-to-access single point of contact and clear process to introduce innovative technologies for potential procurement

- A dedicated customer service team helping companies and other partners navigate the process, with advisory support at every step
- A streamlined, expedited assessment of the technology and its feasibility for provincial adoption
- A broad and connected clinical network, creating more opportunities for innovators to align solutions with health system needs

- ✓ **A \$12M Health Technology Accelerator Fund** supporting four new projects dedicated to wound care, AI-powered screening and surgical care
- ✓ **Renewing the Life Sciences Innovation Fund** - As part of the Life Sciences Strategy, the government is investing an additional \$15 million to renew the Life Sciences Innovation Fund (LSIF) program for three years beginning in 2025-26. The LSIF program is a co-investment fund that addresses challenges in the venture capital sector by providing early-stage funding to life sciences companies that are raising seed or pre-seed investment rounds. This investment will help support firms as they transform innovative and capital-intensive investments from conceptual stages to commercialization.
- ✓ **Expanding Venture Capital Investments Through Venture Ontario** - To continue supporting the growth of early-stage Ontario companies, the government is providing an additional \$90 million in VC funding through Venture Ontario, which includes \$40 million to VC funds that will help life sciences companies and biomanufacturers innovate and grow.

Quebec

- Last year, the Québec government unveiled the Québec Life Sciences Strategy 2025-2028, which includes \$271.5 million in initiatives to support business growth, stimulate innovation, strengthen local production and improve market access, against a backdrop of trade tensions and heightened international competition for investment and R&D.
- Medtech Canada took part in the stakeholders' consultation on the strategy. **Implications of the Strategy for the medical technology sector:**
 - ✓ A stronger environment for innovation - Ongoing support for MEDTEQ+, CQDM, CATALIS and health care data creates a more coherent framework for research, clinical evidence and collaboration between companies and healthcare institutions.
 - ✓ Opportunities linked to local production - The strategy strongly emphasizes the manufacturing presence in Québec. Companies with production



activities or those that want to integrate further into local supply chains could benefit from favourable conditions.

✓ **A desire to modernize access to the Québec market**

- The focus on value-based procurement and the creation of an industry-government forum indicate genuine openness to adopting and modernizing technology in the network. If these commitments materialize, they could reduce the delays that have historically hampered market entry.

✓ **Smoother access to financing** - The strategy addresses an important challenge: the availability of capital geared to long innovation cycles. Companies can benefit from new sources of financing to help them move towards commercialization.

British Columbia

- **Medtech Canada submission to BC on its Renewed Life Sciences Strategy** - In 2025 the Medtech Canada Western Regional Committee provided a written submission to the British Columbia Ministry of Economic Development and Jobs in support of B.C.'s renewed life sciences strategy (expected to be released in 2026).
- The Ministry has expressed a clear desire to better reflect the impact and footprint of the medical technology sector in British Columbia.
- Medtech Canada's submission mirrored the organization's position paper detailing the component parts of a life sciences strategy that successfully incorporates appropriate medical technology perspectives, those being:

1. Creation of a permanent, industry-government partnership table and a well-defined partnership framework

2. Support the creation and growth of innovative businesses
3. Support the adoption of innovative technologies into the health care system
4. A more connected, comprehensive, secure and transparent data ecosystem
5. Legislate the use of value-based procurement in health care
6. Continue to modernize procurement and supply chain practices in health care

Position Paper - The Strategic Role of Procurement in Driving Economic Development in the Medical Technology Industry in Canada

In 2025 Medtech Canada released a position paper on leveraging procurement to drive economic growth in medtech. This paper highlights how Canada's health care procurement—representing a significant portion of public spending—can be strategically leveraged to support economic development, foster innovation, and strengthen the domestic medical technology sector and is being deployed across the country as a part of our association's advocacy work.

Statistics Canada Report: The Canadian Medical Devices Manufacturing Sector, 2023

To convey the impacts of the medtech sector on the Canadian economy, Medtech Canada commissioned a report from Statistics Canada about our sector, and it was released near the end of 2025. Highlights from the report include:

- ✓ **Total Economic Contribution:** The sector generated \$13.7 billion in total gross value added (GVA).
- ✓ **Total Output:** The industry's total economic output reached \$24.4 billion.
- ✓ **Employment:** Supported 88,394 full-time equivalent (FTE) positions across Canada.

Improving the Regulatory Environment in Canada

Regulatory matters are critical component of the work that Medtech Canada undertakes. In 2025, our association continued to enhance our membership engagement and collaboration on Regulatory Affairs. In 2025 we exceeded the active engagement of our members over 2024 (181 meetings held) with positive outcomes such as regulatory amendments to laws and updates to guidances both at a national and international level.

We have seen several successes over the past year in our efforts to improve the regulatory environment in Canada including:

Health Canada Red Tape Reduction Initiative: Health Canada and the Public Health Agency of Canada published a comprehensive report on red tape reduction. This initiative is set to revolutionize the regulatory landscape, making it more efficient, innovation-friendly and align with many of Medtech Canada’s advocacy positions.

Key Highlights on the Health Canada’s Red Tape Reduction Initiative:

Amendments to Regulations: Changes to the Food and Drug Regulations (FDR) and the Medical Devices Regulations (MDR) will save the industry significant costs by eliminating the need to report low-risk recalls for medical devices.

Enhanced Flexibility: The proposed changes will allow Canadian MDEL holders to import from foreign distributors without an MDEL, reducing unnecessary duplication and aligning with international practices.

Risk-Based Approach: Health Canada is shifting to a risk-based regulatory approach, ensuring that oversight and resources are directed to higher-risk areas while right-sizing requirements for lower-risk products.

Ongoing Initiatives: A total of 42 initiatives are underway, with several completed or near completion and others to be completed over the next two years or beyond.

- These efforts aim to create a regulatory environment that balances robust protection of public health and safety with economic competitiveness and innovation and Medtech Canada is very pleased with this.
- Medtech Canada welcomes these changes and will continue to advocate for our members to streamline regulations and support innovation and access in healthcare.

Other Major Achievements

- Further Details on the MDEL Update - The long-anticipated regulatory change was presented to the industry for consultation. After three years of advocacy from Medtech Canada, Health Canada is now updating the regulations and plans to eliminate the red tape around MDEL licensing when suppliers operate through an MDEL holder. This move aims to streamline processes and open opportunities for new international suppliers (selling from MDEL holders).



- Following advocacy from Medtech Canada and other stakeholders, through a regulatory amendment, Health Canada repealed duplicative and burdensome regulatory requirements for Class 1 Medical Devices.

Other Areas of Successful Regulatory Collaborations and Achievements:

- Working Group - Consultation on Draft Guidance on Co-Packaged Drug Products
- Working Group - UDI
- Working Group - MDSAP Small and Medium Enterprise
- Working Group - Canada MDSAP Survey
- Public Release of Clinical Information (PCRI)
- Product Shortages
- Working Group Foreign Risk Reporting
- Health Canada Timelines and Application Volume
- Plastics Labelling and Registry Working Group (Joint with Environmental)
- Working Group - Terms and Conditions for Class II-IV
- Working Group - PFAS
- Working Group- Servicing and Installation

Medtech Canada Advocacy Delivers Win in Quebec

Many Medtech Canada members provide essential clinical support in hospital settings, including operating rooms. For years, Quebec required these company representatives to hold a “temporary permit.” More recently, the College of Technologists of Quebec sought to require full medical technologist certification, even though the duties of industry clinical support staff differ significantly from those of certified technologists.

Medtech Canada successfully demonstrated that full certification would add cost and administrative burden without improving patient care. As a result, the solution adopted matches the one we proposed: company representatives may continue working in operating rooms under the existing temporary permits until their current contracts expire in May (26-27). After that, CAG contracts will no longer require any type of permit. This outcome avoids the need to hire only certified technologists, eliminates future permit requirements and costs, and ensures uninterrupted surgical services for patients.

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:

Canada's Regulatory & Quality Medtech Conference 2025

- ✓ 362 Participants (145 in-person/217 virtual)
- ✓ 42 Speakers & Moderators
- ✓ 15 Sponsors & Exhibitors
- ✓ 57 completed post event survey, 82% rated event satisfaction as Satisfied or Very Satisfied

Canada's Medtech Conference 2025

- ✓ 199 Conference Attendees (160 in-person/39 virtual)
- ✓ 15 Speakers & Moderators
- ✓ 11 Sponsors & Exhibitors
- ✓ 33 completed post event survey, 21 rated the event 5/5 and 12 rated the event 4/5

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 2025 include:

- Digital Health
- In-Vitro Diagnostics/Lab Medicine
- Medical Imaging
- Orthopaedic
- Vision Care
- Wound Care
- Intermittent Catheter

Medtech Canada Task Forces have resulted in critical health system partnerships. For example, the Intermittent Catheter Task Force has met with key stakeholders – primarily patient organizations – to present their funding request strategy and build a broader coalition to advocate to government. Patient group include Easter Seals Ontario, Spinal Cord Injury Ontario and The Canadian Continence Foundation. Collectively, this represents the voices of 21,000 Ontario patients. The team is now meeting with government officials to advocate for dedicated funding for intermittent catheters.



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 and drive the content of achieving our association objectives across our strategic plan
- ✓ We now have 95% of our member companies sitting across eight Standing Committees, seven 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

Throughout 2025, Medtech Canada delivered a comprehensive suite of educational programs and strategic resources designed to empower our members with industry-leading insights

✓ **The Regulatory Affairs “Collab Site”**

which includes:

- “One Stop Shopping” for members to all our Regulatory, Quality, & Environmental Committees, Sub-Committees, Working Groups, and other member information
- Access to all current and past weekly newsletters which outline important information to support member companies
- All Regulatory, Quality and Environmental webinars, including access to presentations as well
- A Health Canada “Quick Tips” section
- Collaboration spaces for working groups to work efficiently on responding to consultations or other Medtech Canada submissions
- Surveys that help Medtech Canada successfully advocate for changes to various regulations, programs, processes, etc.

- ✓ 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 continually updated “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:

- Procurement and Supply Chain Toolkit
- Webinar Archive
- ePulse and Info Alert Archive
- Medtech Canada Staff Directory including full contact information and link to easily book time with and access to the Medtech Canada Staff
- Access to the “Members Savings Program” offering exclusive discounts with several organizations

✓ **Medtech Canada Webinar Series:**

- Nearly 300 members attended six Medtech Canada Speaker Series webinars
- Topics ranged from understanding Ontario’s new Health Innovation Pathway, accessing SR&ED funding, election results implications for our sector and more
- Additionally, members attended seven additional webinars on regulatory and quality related topics



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 2024 to 2025 - increasing our membership by 14 companies/organizations.

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, with roughly 30% of Medtech Canada's Full and Emerging Medical Technology (EMT) membership is now being comprised of Canadian-Headquartered medtech companies.

- Canadian-Headquartered Companies Initiative: Preliminary work has been completed in 2025 and in 2026 the association will launch of a Canadian-headquartered company initiative to better support Canadian-Headquartered medtech companies

- Digital Health Focus: Medtech Canada has increased its efforts to focus our Digital Health advocacy and education efforts on the key areas that are most important to our members. 33% of Medtech Canada Full and Emerging Medical Technology (EMT) members now participate in our Digital Health Task Force. The Digital Health Task Force has created an AI Working Group that will develop a position paper on the Impact of AI on the medical technology sector and will inform the Government of Canada's forthcoming AI strategy.
- Distributors Working Group - Through the Procurement & Supply Chain Committee, the work of the association's Distributors Working Group helped Medtech Canada gain a better understanding of the unique challenges that this community faced when dealing with the procurement landscape in Canada and led to the release of a position paper that highlighted these challenges and offered suggested solutions.