



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.