

Taking Healthcare Technologies to Market

RYERSON
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April 20, 2015
8:00 AM to 5:00 PM

Thomas Lounge, Oakham House
63 Gould Street, Toronto, ON

Click here to
register by April 17

Explore the intersection of innovation, policy and health delivery systems for commercial success.

Successfully bringing a health technology to market can be very rewarding. However, the challenges faced along the road to commercialization are the highest of any sector. Increasingly, the complexity of products, high capital burn rates, the regulatory landscape, and the complex payment processes all serve as make-or-break issues for innovators hoping to commercialize health technologies.

This one-day workshop will lay out the road map for researchers, innovators, and entrepreneurs to overcome the “big five” hurdles to bringing medical technologies to market:

- Protecting your invention and assessing freedom-to-operate
- Accessing the market and revenue strategies
- Initial funding strategies
- Regulatory approvals around the world
- Driving clinical and retail adoption

Whether you are in the early stages of prototype development or thinking about moving forward with protection, this workshop will equip you with the knowledge to successfully navigate the entire product development and commercialization continuum.

We can help you understand how to develop your unique value proposition and move to commercial deployment by taking advantage of recent market shifts including health IT, workflow savings, vendor value chains, and big box retail in the healthcare space. You will leave the workshop with the necessary tools and knowledge to attract big capital and commercial players, helping you to reach the over \$500 billion dollar North American health care market.

Speakers include:

- **Debra Chanda**, Managing Director, launch120 Inc.
- **Wendy Cukier**, Vice-President, Research and Innovation, Ryerson University
- **John Funkhouser**, Partner, Integris, LLC
- **Olga Joloudeva**, National Account Manager, Johnson & Johnson Medical Companies (JJMC)
- **Robert Kaul**, Founder and President, Cloud DX Inc.
- **Diana H. Pliura**, CEO and Co-founder, MyndTec Inc.
- **Geetha Rao**, CEO, Technology Frontiers Collaborative
- **Bob Saunders**, General Partner, OCA Ventures
- **David C. Schie**, CEO, Linear Dimensions
- **Sumaiya Sharmeen**, Student-at-Law, Deeth Williams Wall LLP
- **Nicholas Wong**, Partner, Deeth Williams Wall LLP

Early bird discount: Click here to register by April 10 and save 20%



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