



Time allotted | 20 Minutes

Topic: **Guest Speaker Discussion**

Insights around the experience and expertise of an invited speaker, focusing on a subject that may be of interest to the broader community

**Guest Speaker Discussion**

Guest Speaker(s):

- [Eric J Zimmerman](#)  
CEO and Co-Founder of Enhanced Medical Nutrition
- Topic: Our Journey Thus Far  
[presentation slides, available for download in Health Check-up [drobox folder](#)]

*[the following is a synopsis of the discussion, and has been lightly edited for length and clarity]*

Introduction

My name is Eric Zimmerman, and I'm the co-founder of [Enhanced Medical Nutrition Inc. \(EMN\)](#). Our three-year birthday is coming up.

For the most part, we've been at the Forge, McMaster Campus linked accelerator. Our focus as a company is around clinical nutrition – especially as it relates to surgery. We're focused on how to help patients recover more quickly. EMN is an engaged developing, researching, and distributing evidence-based clinical nutrition. The foundation of our company is directly related to current research and innovation in clinical nutrition.

Discussion

Today, the current standard of care in Canada has patient going in to have a consult, then receiving a decision around care. Patients will experience having a surgery happen to them: "here is a pamphlet, and we'll see you in 2-3 months at the surgical location". This can be very counterintuitive for patients, especially for high-risk surgeries given the metabolic strain that it puts on the body. You wouldn't undergo an 8-hour procedure without preparation - our role is to support the patient from decision to discharge, until they achieve healthy outcome.

Although we started as a research company, we've moved from animal trials into patient trials, and now have commercialized. We have one product which is leading our way.

There is a latin phrase ("*non per os*"), which we've been preaching forever, and it is one of the oldest rule in medicine: "don't eat anything before midnight" – this advice has been around since we were speaking latin! At EMN, we've turned this on our head. We give our product 2-3 hours before going under anesthesia, which reduces insulin resistance, which speeds up recovery.

For individuals going through a cosmetic or quick procedure, our products help reduce a patients anxiety and improves satisfaction ("what I feel just happened"). This approach is a complete 180 on what's happening right now. This has spearheaded our commercial growth and helped to create a new standard of care.

## Guest Speaker Discussion

This morning, Alex (Director, Synapse) wanted me to come and talk about success, but instead I'm going to talk about failure. The buzzword that I've heard everyone talking about is: "Failing Fast". That's relevant for start-ups, since we don't have a lot of resources and we need to think about how we use our time. Failing fast is about learning quickly. I can hardly count the number of failures we've had in the last 3 years. But this has made me focus on collaborating with clinicians and hospitals and being open to continuing to learn every single day. This has been important for us since we're standing on a soapbox talking about nutrition.

The second part of failing, is understanding balance. EMN has tried to stay in the middle, especially as it comes to explaining our impact on specific challenges we see patients facing in the hospital. We can't get overconfident, and declare you're the best thing (i.e., stay humble), but at the same time you need to have the quiet confidence that demonstrates you're fully invested in the solution you've brought to market. I worry about entrepreneurs who are shopping their resume at the same time as starting up their company; it simply shows you're not invested in what you're doing. It is critical that you must believe in what you're supporting. For us, it's about changing how people think about surgery.

Some recent successes. We've only been commercial for 8 months, and I like to be optimistic, but often find it better to be a realist. This is particularly true when thinking about the conservative nature of our Canadian procurement system. In my experience, I've found that products that are related to quality improvement (e.g., whether it be surgery, long-term care, research innovation, etc.) is a tough sell. We've tried to not take no for an answer – and have thus far managed to get our product into 15 hospitals across Canada. We've also got several showcase sites down in the United States – in facilities that are recognized leaders in oncology and surgery.

It's difficult to teach the persistent focus on core goals – but if anyone has spent time in sales, they know how important it is. From a funding perspective, we've been overwhelmed by failure – [Synapse sidebar: on Feb 19, [EMN announced](#) it had closed a \$1.2 million seed round led by several prominent angel investors from the Greater Toronto Area and leading medical device distributors based in Texas and Illinois] – whether it be private financing or getting resources from hospitals. We've had a 1-5% success rate, having probably pitched well over 100 investors / VC firms, everyone in the ecosystem. To convince them that we have more value, and to believe in our story – I've found it is critical that it be more than spreadsheet.

For EMN, we've been focused on bootstrapping ourselves. We started this company ourselves and came to the Forge which helped us out to transform our idea into a business plan and then a corporate success. I'm originally from Winnipeg and live in Toronto – but nobody would take us in. We went to MARS, who said that the idea was cool, but "we'll get back to you". Because of where we play in the product space, and how novel our approach is, we are often considered to be an ugly duckling – especially for life sciences – and this impacts everything from grant funding to hospital projects. We're excited about the future but know that there is a lot of work left to do.

### Question & Answers

*Question: Who are you pitching too?*

We pitch everywhere, we'll try to convince you to get onboard. From a hospital/care providers perspective, we've found that decision makers are surgeons and anesthetists. Most of our success in Hamilton has been on the R&D side. We've got 3 clinical trials at Juravinski Hospital. Some hospitals have turned us down because they're too busy.

So we've had to say "thanks" and go and make sales surgeon-by-surgeon. We've started in gynecology, and then colorectal, etc. But we need to understand who the stakeholders are. If they're not in the trenches of innovation

## Guest Speaker Discussion

and surgery, then they don't quite understand what we're trying to do. The adage is that the period from proof to implementation can take 30 years. The science was developed over in Europe, and right now a large share of patients in UK will be carbohydrate loaded prior to surgery, while in Canada it would be just a few percentage points. This kind of change takes time

*Question: Have you thought of going into other communities outside of Canada?*

We're focusing on the United States. The first thing we're told as start-up is to head down to the US. Canada is good for doing R&D, but otherwise there isn't a market here. We've pushed back on this. We live in Hamilton and operate here. We're going to try and move the needle here in Hamilton for patients. We have found that if you're not a teaching centre or aware of surgical improvement, then you're less likely to be interested in our solution. So we've been focusing on those hospitals/care facilities that are likely to be receptive.

*Question: Could you talk about your proof of concept – which is fundamental – knowing that the technology improves outcomes. What do you know about your products that can provide improvements?*

We've got data. We are a spin-out of a university, though they do not own our IP. We've done something different than create a medical device or develop a therapeutic. As well, we've pulled together a medical advisory group from around the world – focused on nutrition. And instead of re-inventing the wheel, we're piggy-backing on existing data that has already demonstrated successful outcomes through nutritional randomized trials or feasibility and implementation pilots.

That allows us to be able to demonstrate expected measurable outcomes. Specifically, we can show that EMN's product will reduce the length of stay by 1.1 days.

However, the challenge is that few will buy it. We are trying to crack how to more effectively show economic impact – we need to do a better job at measuring impact, and how we're changing the reality on the ground.

*Question: Have you considered extending this outside of surgical room? Are there other tools (specifically software) that you're using to complement your product?*

Yes, we're open to other uses. That said, our current product is designed for surgery – it's meant to boost insulin so that patients don't develop insulin-resistant issues. Our other products are around protein metabolism – which is more relevant for someone being fed through a tube or might otherwise be on a nutritional regimen (e.g., cancer patients, aging community, broken a hip, etc.).

We've been working with NSQIP which measures all surgical input which can then estimate a patient's risk of postoperative complications. This tool was developed by Veterans Affairs in the US and 30 Ontario hospitals are working with it – but it has problems that data is entered 30 days post-op. SeamlessMD is another tool, which will measure the patient journey.

We've found that it will be important to work with programs that are designed from the top down – with the hospital buying into it the solution (which is more likely to the US). But either way, the use of these tools will be a big part of the future of elective surgery

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*Question: What additional areas of research are you exploring?*

Research is really cool but can end up being very expensive. When we first enrolled into a few trials, they were all publicly funded, which made them feasible. When we tried to do our own, we discovered that corporate insurance can start at \$30k to do a study down in the US. As a result, we've kept in our lane in terms of what we can address and are focused on what we know already.

*Question: Is this regulated as food?*

It's regulated as a food – they call it food for medical purpose. So it falls under food guideline. But from a labelling and manufacturing perspective, it has to meet medical regulatory standards. The United States is the same. China is doing something different – they're turning their classifications from food into pharma – which is a step in the right direction, since there is a lot of misinformation out there. Unfortunately, our product doesn't meet the NHP category (natural health product) as we don't quite meet the standards.

*Question: Have you considered direct to consumer sales?*

During one of my first meetings, our investor said "I've got this figured out, we don't need to do any research, and put you on Dr. Oz's couch, and attach all the pharmaceutical claims – and that's how we'll push this forward in the US". But that was not the way we wanted to do things. The risk is that you forgo the essential buy-in and validation from the clinical community. Acceptance must come from them. If you panel GPs, and asked them about patient-pushing products, they'll say that it leads to requests from patients that may be ignored or discounted.




*Question: Can you tell us a little more about what made hospitals buy your product?*

20 years ago, Swedish researchers focused on post-recovery time saw that patients were staying for 20 days and eating up the operating room (OR) budgets. So they looked at each stage of the OR journey, and took an evidence-based-approach to see how they could reduce the patient stay. The Enhanced Recovery After Surgery (ERAS) framework was/is considered a big advance in healthcare, but it's been a long time to adopt it into the standard of care.

The hospitals buying our products are the ones who are focused in on this ROI model for surgery. Since ROI is so important in the US, it is one of the reasons why we're focused there, and why our value proposition is so compelling in that market. We've found that hospitals in Canada who don't understand this model just aren't ready yet to purchase our product, so we'll have to wait for them to catch up.

## Hamilton Health Innovation: Calendar Highlights

### March

- Mar 1: "Pilot/Feasibility Studies: Design & Statistical Considerations" (HHS & St. Joe's)
- Mar 2: [The Greatest Show – Hamilton Health Sciences Foundation Gala](#) (HHS Foundation)
- Mar 4: [Digital Health Canada's annual UpOnDIGITAL Conference](#) (Digital Health Canada)
- Mar 8: [#BalanceForBetter in Entrepreneurship](#) (MGDII)
- Mar 11: [Investment Landscape for Cleantech and Bioproduct SMEs](#) (Green Centre Canada)
- Mar 18: [AI Adoption for SME Leaders](#)
- Mar 20: [Hacking Health Hamilton: March Meetup](#) (HH)
-  Mar 20: SITE VISIT – AmorChem visiting Hamilton (Synapse)
- Mar 21: [Building your Flywheel with HubSpot - a new growth model for startups](#)
- Mar 25-29: Digital Healthcare and Artificial Intelligence Trade Delegation to Germany (Canada-German Chamber of Commerce)
- Mar 26-27: [Clinical Trials Conference 2019](#) (CTO)
- Mar 26-29: [eHealth Conference 2019](#): Health Canada's National Conference & Tradeshow (ICS)
-  Mar 27: [Synapse Life Science Competition: Pitch Competition](#) (Innovation Factory)
- Mar 27: [Health Ecosphere Innovation Pipeline Project: Wrap-up Event](#) (code 1252, Southlake & YorkU)
-  Mar 27: SITE VISIT – RBC Ventures visiting Hamilton (Synapse)

### April

- Apr 1-5: [Toronto Health Innovation](#) (TOHealth!)
- Apr 3-4: [Canada's MedTech Conference](#) (MEDEC)
- April 28 – May 11: McMaster Emerging Health Leaders Program (McMaster)
- April 29: Next Great Big Ideas (CBRE)
-  Apr 29 – May 3: [Hamilton Health Innovation Week](#) (Synapse)
- April 30 – May 1: [Health Entrepreneur Bookcamp](#) (Veolocity, The Forge & Synapse)

### May and Beyond

- May 8: [Technology & Future of Healthcare 2019](#) (Hamilton Academy of Medicine)
- May 10: [Medical Imaging Informatics and Teleradiology Conference](#) (MIIT)
- May 13-14: [OCE Discovery](#)
- May 26-29: Call for Abstracts: [e-Health Conference and Tradeshow](#) (Digital Health Canada)
- May 26-27: [e-Health Conference and Tradeshow](#)
- June 3-6: [BIO International Convention](#) (Biotechnology Innovation Organization - BIO)
- Fall: Apps for Health (Mohawk College)

TIME ALLOTTED | **20 MINUTES**

Topic: **Communicate**

Recent successes, upcoming events, innovation pipeline, new products, health innovation trends, etc.


Discussion	Presenter
<p><a href="#"><u>McMaster University to Celebrates Dr. Nick Markettos</u></a></p> <p>Nick Markettos is being celebrated for his years of service as Assistant Vice President, Research, Innovation &amp; Partnerships at McMaster University. A Professional Engineer with some 30 years experience in technological development, policy development, technology transfer, university industry research collaboration and innovation infrastructure.</p> <p>Nick Markettos started his career as a design engineer in Canada’s nuclear power industry and spent a number of years as a consulting engineer, where he gained hands-on experience in industry-research-government collaborations and technology transfer. He worked for the Ontario government in both the policy, and the scientific and technological development area, initially in the energy field, later in the environmental and most recently in innovation infrastructure and technology commercialization.</p> <p>In his current position as Director, Strategic Partnerships at McMaster University and McMaster Innovation Park Liaison, he is responsible for the development of strategic partnerships, involving the use of university research to drive economic development.</p> <p>He led the development of a Biosciences strategy in Hamilton, Halton and Niagara region and has been instrumental in the establishment of the McMaster Innovation Park. Nick holds a B.Sc.(Hons) from Sussex University, UK and a M.Eng. Degree from McMaster University. He is an active member of Professional Engineers Ontario. He has also been actively involved with a number of industry and community organizations.</p>	<p>MILO, McMaster</p>
<p><a href="#"><u>EMN Completes Oversubscribed Seed Round Funding</u></a></p> <p>EMN, a Canadian medical nutrition company, has raised a \$1.2 Million seed round led by several prominent angel investors from the Greater Toronto Area and leading medical device distributors based in Texas and Illinois.</p> <p>Founded in 2016, Enhanced Medical Nutrition Inc. (“<a href="#"><u>EMN</u></a>”) develops and commercializes innovative medical nutrition to help patients prepare better and recover faster from surgery. Similar to a marathon, preparing for an invasive surgical procedure requires a logical approach that leads to a significant impact on individual outcomes and healthcare system economics.</p>	<p>Eric Zimmerman (EMN)</p>
<p><a href="#"><u>MedStack raises \$2.4 million oversubscribed Seed Round</u></a></p> <p>MedStack, a Toronto-based compliance solution for healthcare apps, has raised a \$2.4 million oversubscribed seed round led by Telus Ventures, with participation from ScaleUP Ventures and Panache Ventures.</p> <p>Existing investor Ontario Centres of Excellence and several previous angel investors also participated in the round. Telus Ventures and ScaleUP are joining the company’s board with this round of investment.</p>	<p>Shannon Graszat (Innovation Factory)</p>

Discussion	Presenter
<p><u><a href="#">Family Health Team – Seeking Digital Solution to Manage Specialist Referrals</a></u></p> <p>The Hamilton Family Health Team is hoping to identify any existing (or easily built) apps that can be used for decision support to facilitate patient referrals to specialists, with particular focus on the use of AI/ML algorithms. The problem is that specialists cannot keep up with the number of referrals, and the referral documents can be too onerous for family physicians to work through, leading to referrals that are being made unnecessarily.</p> <p>Dr. Mike Pray, a family physician in Hamilton, also serves on the Hamilton Family Health Team as the lead physician eHealth, the point person for identifying potential IT innovation that can be adopted and deployed by physicians in Hamilton.</p> <p>For more information, please contact Alex Muggah (<a href="mailto:alex.muggah@synapseconsortium.com">alex.muggah@synapseconsortium.com</a>)</p>	<p>Alex Muggah (Synapse)</p>
<p><u><a href="#">Hamilton Company "TopSpin Technologies" is the NFL's '1st and Future' safety innovation winner</a></u></p> <p>The NFL teamed with Arrow Electronics to host a live competition between five companies pitching innovative products and concepts aimed to enhance player health and safety. Additionally, four individuals were provided an opportunity to propose rule changes geared to reduce injuries on punt plays based on data.</p> <p>The five finalists in the Innovations to Advance Athlete Health and Safety Competition presented their ideas to a five judges. The top winner received \$50,000 and tickets to Super Bowl LIII, while the runner up received \$20,000 and tickets to Super Bowl LIII.</p> <p><u><a href="#">TopSpin Technologies LTD</a></u> won first place in the Innovations to Advance Athlete Health and Safety Competition. Topsis’s innovation is “TopSpin360”, a helmet and the first patented training device proven to strengthen neck muscles with a view to help reduce concussions.</p>	<p>Innovation Factory</p>
<p><u><a href="#">mHealth Solutions technology allows Hamilton heart surgery patients to be monitored at home</a></u></p> <p>A research project underway at Hamilton General Hospital is making it easier for patients to recover at home after undergoing minimally invasive heart surgery. Through a partnership with local company m-Health Solutions, patients can wear a remote heart monitoring device for two weeks after undergoing a transcatheter aortic valve implantation.</p>	<p>Sandy Schweger (mHealth Solutions)</p>
<p><u><a href="#">UK-Based Yordas Group sets up NA Headquarters in Hamilton</a></u></p> <p>Yordas group, a UK consulting company that helps with risk assessment, officially opened their office in Hamilton. The company, based in Lancaster, England has set up shop in Hamilton with plans of expanding their reach into North America. The City of Hamilton has been working hard to attract international business to the area, and is using community partners as an incentive.</p> <p>Yet another example of Hamilton’s attractiveness to outside companies for a number of reasons, it’s close to Toronto and the U.S border and cargo can be flown in and out of the Hamilton Airport easily, and of course Hamilton Harbour offers a different shipping option.</p>	<p>Hamilton EcDev</p>



Discussion	Presenter
<p>For more information about Yordas, check out their <a href="#">website</a> or contact Giselle Vincett (<a href="mailto:g.vincett@yordasgroup.com">g.vincett@yordasgroup.com</a>), head of NA Business Development.</p>	
<p><u><a href="#">“Pilot/Feasibility Studies: Design &amp; Statistical Considerations”</a></u> (March 1)</p> <p>As part of their Mini Workshop Series, the McMaster Office of Surgical Research Service is hosting a series of panelists on Friday, March 1<sup>st</sup> at the Juravinski Hospital from 1-4pm.</p> <p>Announced Speakers:</p> <ul style="list-style-type: none"> <li>• Dr.Luis Braga – Associate Professor, Pediatric Urology Methodological Considerations</li> <li>• Dr. Forough Farrokhyar – Professor &amp; Director, OSRS Statistical Considerations</li> <li>• Amanda Martyniuk – Research Coordinator – Neurosurgery Practical Approaches to Pilot Studies</li> <li>• Melissa McGrath – Research Coordinator – Pediatric Urology Practical Approaches to Pilot Studies</li> <li>• Laura Schneider - Research Coordinator, Thoracics Practical Approaches to Pilot Studies</li> <li>• Jen Hoogenes - Research Coordinator, Urology Practical Approaches to Pilot Studies</li> </ul> <p>To learn more, or to register, please contact: <a href="mailto:osrsadm@mcmaster.ca">osrsadm@mcmaster.ca</a></p>	
<p><u><a href="#">UpOnDIGITAL 2019</a></u> (March 4)</p> <p>Ted Scott (HHS’s VP of Research and Chief Innovation Officer) will be presenting at Digital Health Canada’s annual UpOnDIGITAL Conference on March 4. UpOnDIGITAL gives public sector digital health leaders a forum to provide a state of the union type address with a specific theme selected each year. Also speaking will be Dr. Rueben Devlin (Special Advisor and Chair of the Premier’s Council on Improving Healthcare)</p> <p>To register, or learn more click <a href="#">here</a>. Full agenda <a href="#">here</a></p>	<p>Alex Muggah (Synapse0)</p>
<p><u><a href="#">Understanding the Investment Landscape for Cleantech and Bioproduct SMEs</a></u> (Mar 11)</p> <p>Join us for interactive panel discussions with private investors, public funding bodies and early stage companies from the cleantech and bioproducts industries.</p> <p>Confirmed panelists include representatives from GreenSky Capital, ArcTern Ventures, 1440 Capital, Bioindustrial Innovation Canada (BIC), Mirexus, CHAR Technologies, Sustainable Development Technology Canada (SDTC), Ontario Centres of Excellence (OCE) and NRC-IRAP.</p> <p>This will enable developing start-ups and SME's in those sectors to better understand and access the venture investment landscape. Don't miss this exciting opportunity to learn and network with potential funders for your company.</p> <p>Lunch and networking will immediately follow the panel discussions. This event is brought to you by GreenCentre Canada in partnership with NRC-IRAP and Bioenterprise Corp.</p>	<p>Brian Mariampillai (Green Centre Canada)</p>

Discussion	Presenter
<p><a href="#">AI Adoption for SME Leaders</a> (March 18)</p> <p>The <a href="#">Brookfield Institute for Innovation and Entrepreneurship</a> is pleased to host a breakfast for SME leaders interested in learning more about AI adoption.</p> <p>In partnership with <a href="#">Innovation, Science and Economic Development Canada (ISED)</a> and McMaster University's <a href="#">Computing Infrastructure Research Centre(CIRC)</a>, this event will provide business owners with actionable insights on how they can adopt AI technologies to increase their business's productivity and competitiveness.</p> <p>To register or learn more, click <a href="#">here</a></p>	<p>Brigitte Huard (Innovation Factory)</p>
<p><a href="#">Hacking Health Hamilton: March Meetup</a> (March 20)</p> <p>Come out and meet members of Hamilton's digital health community. On March 20, Hacking Health Hamilton will be hosting its monthly meetup at CoMotion on King, from 6:30-8:30pm</p>	<p>Yiguo Sun (HH Hamilton)</p>
<p><a href="#">Building your Flywheel with HubSpot - a new growth model for startups</a> (March 21)</p> <p>"The funnel is seriously broken and doesn't accurately represent how companies grow." — Brian Halligan, co-founder and CEO of HubSpot.</p> <p>The traditional "funnel" is a broken metaphor for how today's company grows, as it suggests a loss of momentum at the bottom, and does not take into consideration the growth opportunity associated with a firm's loyal customers and potential of word-of-mouth marketing. Enter the Growth Flywheel: The Flywheel is a concept first introduced by Amazon's Jeff Bezos, and places the customer in its centre, storing and releasing energy with the momentum to keep spinning.</p> <p>Please join us on Thursday, March 21, to learn about this new methodology and how to turn it into a growth tool for your business!</p>	<p>Corey Dolik (HubSpot for Startups)</p>
<p><a href="#">Clinical Trials Ontario Conference 2019</a> (March 26-27, 2019)</p> <p>The dates for the 2019 CTO conference have been set. Clinical Trials Ontario is an independent not-for-profit organization established with support from the Government of Ontario. Our mandate is to provide a streamlined approach to conducting multi-centre clinical trials in Ontario, while maintaining the highest ethical standards for participant protection.</p>	
<p><a href="#">Synapse Life Science Competition: Pitch Competition</a> (March 27)</p> <p>The Synapse Competition is Ontario's premier life science pitch competition and is dedicated to fostering the commercialization of innovation in the life science sector. Delivered by Innovation Factory, in collaboration with the Synapse Consortium, this competition assists innovators, scientists and researchers to bring their ideas to market, increase revenues, attract investment and create jobs.</p> <p>To register to attend, please click <a href="#">here</a></p>	<p>Alex Muggah (Synapse)</p>

Discussion	Presenter
	
<p><a href="#">Health Ecosphere Innovation Pipeline Project: Wrap-up Event</a> (March 27)</p> <p><a href="#">Health Ecosphere</a> (program run by York University and Southlake Hospital) is having a wrap-up event to acknowledge the support of the Federal Government and celebrate successes of the projects this funding has made possible.</p> <p>RSVP at <a href="http://www.yorku.ca/advancement/rsvp/index-old.php">http://www.yorku.ca/advancement/rsvp/index-old.php</a>, using code 1252</p>	York University
<p><a href="#">McMaster Emerging Health Leaders Program (McMaster)</a> (April 28-May 11, 2019)</p> <p>The Emerging Health Leaders (EHL) Program is a two-week program to become a better leader life-altering experience that will challenge your thinking and push you to become a better leader! If you are a student or young professional seeking to make a difference in the health landscape, enhance your leadership capabilities, and give yourself an edge when entering the world of work— EHL is the program for you!</p> <p>Apply to take advantage of the Early Bird rate for Spring &amp; Summer 2019 offerings of the program. EHL is an interdisciplinary program, welcoming students from all programs and faculties. Enrolment is limited. For more information, click <a href="#">here</a>.</p>	Alex Muggah (Synapse)
<p><a href="#">Health Entrepreneur Bootcamp</a> (April 30 – May 1)</p> <p>The Forge (Hamilton), Velocity (Kitchener Waterloo) and Synapse is proud to announce that a small group of pre-seed HealthTech entrepreneurs will have the opportunity to spend two intensive days getting their burning questions answered and networking in the health innovation ecosystem.</p> <p>We will cover: health economics, regulatory pathways, raising capital, IP strategy, quality and risk management. You will meet clinicians, hospital administrators, investors, and other HealthTech start-ups. Confirmed speakers include:</p> <ul style="list-style-type: none"> <li>• Andy Haigh (Chief Operating Officer, Adapysn Bioscience)</li> <li>• Adrien Cote (Science Lead and Business Advisory, Velocity)</li> <li>• Peter Robertson (OCHIS Innovation Broker, Business Advisor, CAHO)</li> <li>• Ane Solesvik Oppedal (CEO, Aply Medical)</li> <li>• Katie Porter (Director of Research Administration, Hamilton Health Sciences)</li> <li>• Jonathan Bramson (Founder, Triumvira Immunologics / Vice Dean of Research, McMaster University Faculty of Health Sciences)</li> <li>• Gail Martin (Executive Director of the Research Institute of St. Joe’s Hamilton)</li> <li>• Puneet Seth (Chief Medical Officer, Input Health)</li> <li>• Kim Elliot (Co-Founder and Chief Operating Officer, VoxNeuro)</li> <li>• Steve Lemonius (Consultant, Affective Team Dynamics)</li> </ul>	Alex Muggah (Synapse)

Discussion	Presenter
<ul style="list-style-type: none"> <li>• Joel Ironstone (President, Ironstone Product Development)</li> <li>• Taras Worona (Engineering CPR)</li> <li>• Andrew Martinko (Co-Founder, Suncayr)</li> <li>• Sandy Schweger (CEO, m-Health Solutions)</li> <li>• Alexa Roper (CEO, Penta Medical)</li> <li>• Anand Ganeshalingam (Associate, IGAN Partners)</li> <li>• Hadi Salah (Director, Strategy &amp; Partnerships, RBC Ventures)</li> </ul> <p>To learn more, or to participate, go to the <a href="#">website</a> or please contact Monika &lt;<a href="mailto:monika@theforge.mcmaster.ca">monika@theforge.mcmaster.ca</a>&gt;, Adrien &lt;<a href="mailto:adrien.cote@uwaterloo.ca">adrien.cote@uwaterloo.ca</a>&gt;, or Alex &lt;<a href="mailto:alex.muggah@synapseconsortium.com">alex.muggah@synapseconsortium.com</a>&gt;</p>	
<p><a href="#">Technology &amp; the Future of HealthCare Conference</a> (May 8, 2019)</p> <p><b>This is the inaugural Technology &amp; the Future of Health Care Conference, the first of its kind designed for forward-thinking front line health care providers who recognize the requirement to integrate technology into their practice.</b></p> <p>The conference seeks to define and understand digital health as front line providers, obtain relevant information which aids in guiding our delivery of health care, and identify health care challenges that may have digital solutions. We hope you join us on May 8th, as we will learn what technologies can be incorporated into practice right away and what is coming next in the future of health care. Check out the schedule <a href="#">here</a></p>	<p>Dennis DiValentino (Hamilton Academy of Medicine)</p>
<p><a href="#">Medical Imaging Informatics and Teleradiology Conference</a> (May 10, 2019)</p> <p>The Hamilton-based Medical Imaging Informatics and Teleradiology (MIIT) conference focuses on emerging technologies and practices for acquiring, processing, managing, accessing, and sharing medical images, along with topics driving changes in relevant policies within Canada. This annual conference brings together experienced speakers to address challenging topics in the field of medical imaging informatics and provides a unique opportunity to approach the experts and find answers to questions and issues.</p> <p>The MIIT Conference is intended for an audience of professionals and students in engineering and computer sciences, health informatics (PACS Managers, DI Managers, IT Professionals, CIO/CTOs), health care provider (Radiologists, Technologists, Physicians), and industry roles.</p> <p>To learn more, visit the <a href="#">conference website</a></p>	<p>(MIIT)</p>
<p><a href="#">OCE Discovery</a> (May 13-14)</p> <p>Discovery is Canada's leading innovation-to-commercialization conference. Hosted by Ontario Centres of Excellence, Discovery brings together key players from industry, academia, government, the investment community as well as entrepreneurs and students to collaborate.</p> <p>Garnering over 3,600 attendees and more than 550 exhibitors in 2018, Discovery is a showcase of leading-edge technologies, best practices and research from sectors such as health, manufacturing, digital media and cleantech. Renowned keynote speakers and panels ignite discussion, knowledge-sharing and new perspectives. Networking opportunities feature key influencers from government, academia, industry and leading sectors.</p>	<p>Gillian Sheldon (OCE)</p>


Discussion	Presenter
<p>To learn more, or to register, click <a href="#">here</a></p>	
<p><a href="#">HSCN Healthcare Supply Chain Conference: Success Through Synergy</a> (May 13 – 15)</p> <p>Canada’s only conference designed especially for healthcare supply chain professionals and gain insights into the industry’s most innovative approaches to supply chain. Success Through Synergy will explore strategic ideas, innovative tactics and best practices in supply chain that lead to optimizing patient outcomes. The conference provides suppliers with a variety of sponsor and exhibitor opportunities designed especially with supplier needs in mind.</p> <p>This organization is looking for some innovators in the medical space to give seven minute summaries of their business. It would put them in front of an audience of influencers in the hospital supply chain space.</p> <p>For more information please contact Caroline Aston: <a href="mailto:caroline@astonevents.com">caroline@astonevents.com</a> or 416-521-9148 or visit the website <a href="#">here</a></p>	<p>Robert Fichtner (Focal Point)</p>
<p>Call for Abstracts: <a href="#">e-Health Conference and Tradeshow</a> (May 26-29)</p> <p>Digital Health Canada has put out a call for those interested in submitting an abstract for presentation at e-Health Conference and Tradeshow.</p> <p>Contact Health Program Chair Scott McMillan or Conference Coordinator Yurim Park to get more information at: <a href="mailto:events@digitalhealthcanada.com">events@digitalhealthcanada.com</a> or 647.775.8555</p>	<p>Digital Health Canada</p>
<p><a href="#">City of Hamilton Booth @ e-Health 2019</a> (May 26-29)</p> <p>City of Hamilton has reserved a booth at the e-Health Conference, which includes 4 registrants at e-Health 2019 at the Beanfield Centre in Toronto. Representing Hamilton will be:</p> <ul style="list-style-type: none"> <li>• St. Joseph’s Healthcare, Hamilton</li> <li>• McMaster MeHealth</li> <li>• Mohawk College</li> <li>• Synapse Consortium</li> <li>• Hamilton Health Sciences</li> </ul> <p>Please reach out to Carolynn Reid (<a href="mailto:Carolynn.Reid@hamilton.ca">Carolynn.Reid@hamilton.ca</a>) if you’d like more information or to participate in Hamilton’s engagement at e-Health 2019.</p>	<p>Carolynn Reid (EcDev)</p>
<p>MGDII Innovator Series: <a href="#">#BalanceForBetter in Entrepreneurship</a> (March 8)</p> <p>Join us as we discuss entrepreneurship journeys, the challenges experienced and how we might encourage more individuals to pursue entrepreneurship to #BalanceForBetter. Guest speaker will be entrepreneurs, founders and leaders within their own ventures:</p> <ul style="list-style-type: none"> <li>• Claire Dixon, formerly a Consultant, MBA Program Director, and Operational Director of the Creative Destruction Lab.</li> <li>• Fran Lasowski completed her PhD in Chemical Engineering at McMaster University.</li> </ul>	<p>Sarrah Lal (MDGII)</p>

Discussion	Presenter
<ul style="list-style-type: none"><li>Aylia Mohammadi, previously researcher at Mt. Sinai and completed her PhD in Biological Physics at the University of Toronto.</li></ul> <p>To learn more, or register, click <a href="#">here</a></p> <p>Operating out of the Michael G. DeGroot School of Medicine at McMaster University, the Michael G. DeGroot Health Innovation, Commercialization &amp; Entrepreneurship (MGDII) aims to accelerate the exploration of health innovation opportunities and creation of socioeconomic impact.</p> <p>Upcoming Innovator Series Events:</p> <ul style="list-style-type: none"><li>Defining Innovation Needs: Health, Engineering &amp; Business Perspectives MARCH 14   12 - 1 PM   <a href="#">Register here</a></li><li>Market Research, Patent Searches and Target Product Profiles MARCH 28   12 - 1 PM   <a href="#">Register here</a></li><li>Market Sizing and Developing User Personas APRIL 11   12 - 1 PM   <a href="#">Register here</a></li><li>Compelling Value Propositions: Pitching to Different Audiences APRIL 18   12 - 1 PM   <a href="#">Register here</a></li></ul>	

Time allotted | 20 Minutes

Topic: **Collaborate & Accelerate**

Partnership opportunities, programming and resources available to the community, market gaps and challenges, learn about potential funding opportunities, discuss new RFPs issued, etc.

Discussion	Presenter
<p>Synapse engages companies and organizations from outside the region that may be interested in engaging with the Hamilton ecosystem – including those that are seeking to establish a presence in Hamilton or that wish to partner with Hamilton resources and capabilities.</p> <p>For more information about upcoming engagement, or for assistance in hosting inbound visits that may be of interest to the broader community, please contact Alex Muggah: <a href="mailto:Alex.Muggah@SynapseConsortium.com">Alex.Muggah@SynapseConsortium.com</a></p> <p>Recent visits to/from Hamilton:</p> <ul style="list-style-type: none"> <li>• <u>Recent: Norwegian SmartCare Cluster (Jan 30)</u>: A third delegation visited Hamilton from Norway. The <a href="#">SmartCare Cluster</a> out of Stavanger met with representatives from Hamilton Health Sciences and Synapse. The cluster has 115 member companies and 45 institutions/facilities is proactively looking for collaborative opportunities for their members and international network building for their cluster.</li> <li>• <u>Recent: Turn-Key Modular Systems (Feb 5)</u>: Synapse joined a tour of <a href="#">Turn-Key Modular Systems</a> in Oakville organized by McMaster Innovation Park. Turn-Key is a specialty design/build firm focused on modular and skidded systems for the biotechnology, pharmaceutical, cosmetic, food and other FDA-regulated industries. The visit revealed opportunities for collaboration with McMaster University and Mohawk College that are being discussed.</li> <li>• <u>Recent: Synapse @ JLABS (Feb 26)</u>: Synapse travelled to JLABS with The Research Institute at St. Joe’s, Hamilton Health Sciences (HHS), and Bay Area Research Logistics (BARL) to deliver a very well-received workshop on running a successful clinical trial to ~50 entrepreneurs and researchers. To learn more, or to connect with clinical trial expertise in Hamilton, please contact Alex Muggah.</li> </ul> <p>Upcoming site visits to/from Hamilton</p> <ul style="list-style-type: none"> <li>• <u>Upcoming: Synapse in Buffalo (March 8)</u>: Synapse will be joining Bay Area Health Trust on a visit to Buffalo to visit the Rockwell Cancer Centre. Separately, Synapse will be meeting with representatives from 43North and others in the ecosystem to explore opportunities for cross-border collaboration.</li> <li>• <u>Upcoming: AmorChem visiting Hamilton (March 20)</u>: representatives from AmorChem, a Quebec based fund with committed capital of \$41.25M focused on investing in promising life science projects originating from universities and research centres, will be in town to connect with Synapse.</li> <li>• <u>Upcoming: RBC Ventures visiting Hamilton (March 27)</u>: the Director, Strategy &amp; Partnerships, Health &amp; Wellness of RBC Ventures will be visiting Hamilton. RBC Ventures is focused on building new ventures, acquiring growing firms, making investments and partnering with organizations operating in the digital health space.</li> </ul>	<p>Alex Muggah (Synapse)</p> 

Discussion	Presenter
<ul style="list-style-type: none"> <li>• <u>Upcoming: City of Hamilton Booth @ e-Health 2019 (May 26-29)</u>: Synapse will be joining the City of Hamilton at their booth at the upcoming e-Health Conference. Space may be available to interested companies and organizations in the region who would like to join the City's delegation. Please reach out to Carolynn Reid (Carolynn.Reid@hamilton.ca) for more info.</li> <li>• <u>Upcoming: Dr. Nick Hopkins, Jacobs Institute (April 5)</u>: a delegation from Hamilton Health Sciences and Synapse, including practitioners, innovators, and administrators, will be heading down to Buffalo in early spring to visit world-renowned neurosurgeon Dr. Nick Hopkins and one of the US's leading cardiovascular research centres, the Jacobs Institute. While there, the delegation hopes to build on the momentum of Dr. Hopkins recent visit to Hamilton to explore collaboration opportunities.</li> </ul>	
<p><a href="#">CBC's Dragons' Den is coming to Hamilton</a> (March 16)</p> <p>Dragons' Den is calling on all aspiring entrepreneurs to present their business pitches for a chance to be featured next season on CBC. The event will be held at Mohawk College from 10-5pm</p> <p>The audition tour welcomes participants of all ages with businesses at any stage of development. Hopeful entrepreneurs should prepare to pitch their concept to the Dragons' Den producers in five minutes or less. If they show the producers they have what it takes to pitch in the Den, they could be invited to Toronto to face the Dragons. <a href="#">Learn more.</a></p>	TechPlace
<p><a href="#">SR&amp;ED vs IRAP: An R&amp;D Funding Comparison &amp; Analysis</a></p> <p>Hamilton's Economic Development Agency has done an R&amp;D funding comparison and analysis of two popular funding programs: the Scientific Research &amp; Experimental Development (SR&amp;ED) tax credit and the National Research Council's grants through the Industrial Research Assistance Program (IRAP). Both programs should be considered by any Canadian incorporated business that carries out internal R&amp;D activities.</p> <p>To learn more about which program would be a good fit for your research projects, <a href="#">follow this link.</a></p>	Hamilton EcDev
<p><a href="#">3i Ontario</a></p> <p>Looking for resources to support your great idea for improving health and healthcare? This page lists a range of opportunities available to Ontario innovators and innovation champions, as well as recently published information and thinking related to health innovation. We focus on health technology, including digital health solutions, innovative medical devices, and more.</p>	Alex Muggah (Synapse)
<p><a href="#">Canadian German Chamber of Industry &amp; Commerce (CGCIC) trip to Germany</a></p> <p>As part of the <a href="#">Transatlantic Dialogue Initiative</a>, which is financed through the European Recovery Fund of the Federal Ministry for Economic Affairs &amp; Energy of Germany. For this delegation they bring Canadian experts over to Germany for a week in order to gain first-hand insights into the German market, establish contacts and have an exchange of ideas with German counterparts. For this week they organize several days of site visits to leading companies and institutes in this industry and a half-day long conference which is jointly</p>	<b>Jules Voss (Mr.)</b> Project Manager



Discussion	Presenter
<p>organised with the German Research Centre for Artificial Intelligence (<a href="#">DFKI</a>). Attached you can also find a draft of the program with some more information.</p> <p>They are specifically looking for individuals who have expert knowledge in the following areas:</p> <ul style="list-style-type: none"> <li>• AI &amp; pattern recognition, prediction and prevention in healthcare</li> <li>• Big health data - How to build a high quality database (interoperability, integrated and easy to use) with health data for AI usage</li> <li>• DIY diagnostics and support – How patients can self-diagnose via apps, bots, etc.</li> </ul> <p>The Federal Ministry for Economic Affairs &amp; Energy of Germany - through its European Recovery Fund - covers CAD \$1,000 of the travel expenses for each official participant. If you would like to join this delegation or require more information, please do not hesitate to reach out to: Jules Voss, Project Manager (<a href="mailto:jules.voss@germanchamber.ca">jules.voss@germanchamber.ca</a>)</p>	
<p>Synapse has created the <a href="#">Hamilton Innovation Partnership Portal (HIPP)</a> to make the process simpler and more streamlined to find new partners within Canada’s leading health research and educational ecosystem.</p> <p>It is a way for companies to interact with the Hamilton community. A streamlined approach, to have Synapse represent everyone. We’ve set up an intake form, and have asked companies to direct them to the portal. Synapse is working with HHS to test it out with companies right now, including getting the approach/questions right. This will be a sense of who wants to interact with the community, and then triage companies to relevant stakeholders within Hamilton.</p> <p>Portal is online through the Synapse website: <a href="http://synapseconsortium.com/partner/">http://synapseconsortium.com/partner/</a></p>	<p>Andrea Lee (HHS)</p>
<p><u>MGDII Educational Webinars</u></p> <p>Operating out of the Michael G. DeGroote School of Medicine at McMaster University, the Michael G. DeGroote Health Innovation, Commercialization &amp; Entrepreneurship (MGDII) aims to accelerate the exploration of health innovation opportunities and creation of socioeconomic impact. Some of the upcoming webinars include:</p> <ul style="list-style-type: none"> <li>• Defining Innovation Needs: Health, Engineering &amp; Business Perspectives MARCH 14   12 - 1 PM   <a href="#">Register here</a></li> <li>• Market Research, Patent Searches and Target Product Profiles MARCH 28   12 - 1 PM   <a href="#">Register here</a></li> <li>• Market Sizing and Developing User Personas APRIL 11   12 - 1 PM   <a href="#">Register here</a></li> <li>• Compelling Value Propositions: Pitching to Different Audiences APRIL 18   12 - 1 PM   <a href="#">Register here</a></li> </ul>	<p>Sarrah Lal (MGDII)</p>

Discussion	Presenter
<p><u>Trade Commissioner Service Recruiting for <a href="#">Collision Conference</a></u> (deadline Mar 1)</p> <p>The Trade Commissioner Service (TCS) is actively recruiting global investors and corporate buyers from the US, Europe, Asia and beyond. TCS is still in the early stages of planning but expect a big presence at the 2019 <a href="#">Collision Conference</a>.</p> <p>Our Trade Commissioners are recruiting VCs and buyers for Collision over the next few weeks and are very keen to know about great Canadian companies they can promote. The goal is to get our global contacts excited about visiting Toronto by showing them how many cutting-edge companies we have, and also to get them thinking about which companies they want to meet while in town.</p> <p>We're particularly interested in cybersecurity, fintech, retailtech, autonomous vehicles/connected car, healthIT and telecoms though would be happy to hear from companies in other tech sectors as well. The delegations we're supporting will cover a broad spectrum of sectors.</p> <p>We'll be sending a batch of profiles to our global team at the end of next week, so it would be great to get a first batch by Friday March 1, though I'm happy to keep receiving them after that.</p> <p>To get more information, or to register, please reach out to Petia Tchoukaleysk (<a href="mailto:Petia.Tchoukaleyska@international.gc.ca">Petia.Tchoukaleyska@international.gc.ca</a>)</p>	<p>Petia Tchoukaleysk (GAC Trade Commissioner)</p>
<p><u>Trade Commission hosting "Access Global Markets" event</u> (April 5)</p> <p>On Thursday April 5 we're hosting an event called Access Global Markets with the Trade Commissioner Service. It will give companies a better understanding of the opportunities and challenges they could face when entering new markets, and highlight how we can help. Ventures will meet visiting Trade Commissioners and the international reps our team brings to Toronto's health innovation week. Registration will <a href="#">go live shortly via the HIW main page</a>.</p> <p>As our teams gear up for HIW it would be great to know which companies and organisations plan to attend. We want to profile the superstars of Ontario's health ecosystem to the international scouts we'll be supporting.</p> <p>Any researchers or startups looking to have TCS promote their work, please contact Petia (<a href="mailto:petia.tchoukaleyska@international.gc.ca">petia.tchoukaleyska@international.gc.ca</a>) with:</p> <ul style="list-style-type: none"> <li>• Company name and website</li> <li>• Product/technology description: no more than 3-5 lines that explains what your product/technology does and what pain point it solves for users (hospitals, doctors, patients, insurance companies, etc.)</li> <li>• Who should know: who your target buyers/partners are and which markets you're interested in</li> </ul>	<p>Petia Tchoukaleysk (GAC Trade Commissioner)</p>