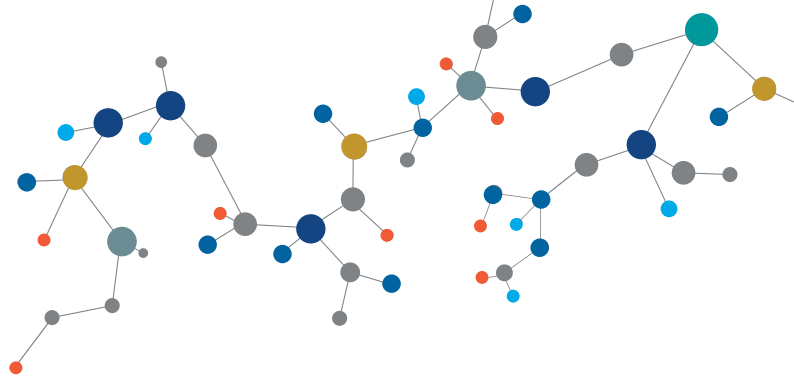


# INNOVATION BOULEVARD

THE CATALYST FOR HEALTH TECH



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Innovation Boulevard is a collaboration between the City of Surrey, Simon Fraser University, and Fraser Health Authority, created to foster an environment of innovation and to add economic and social value for these organizations and the larger community.

Through partnership, entrepreneurship, and new technology, our vision is improved health for people and a vibrant network that supports economic growth. Innovation Boulevard brings together the problem solvers from business, health institutions, higher education, and government to introduce new options and drive value.

## Economic Development

Headquartered in Surrey, BC—in the award-winning Central City—Innovation Boulevard delivers a variety of services and programs that spark the growth and success of BC-based health technology companies. Through our accelerator and mentorship programs, we help these companies access expertise, financial resources, and the networks to grow their business and enter new markets. We support health tech companies through all stages of development, from idea to revenue growth acceleration.

## Health Care Innovation

Technology and business-model innovation, combined with creative partnerships and profitable collaborations—these are critical as we address the most challenging issues in health care. Innovation Boulevard acts as a catalyst in identifying projects and assembling the necessary thought leaders to initiate the projects. We are currently focusing on three key areas:



### Establishing economic value testing models in the health care system.

The current health care system is effective at supporting clinical trials; now, we need to add in the concept of economic trials, providing information to support evidence-based decision-making on the purchase of new technology and innovations. This information will ultimately provide health-tech companies with strong support for commercialization and clearer pathways into the system.

### Supporting technology innovation around the mandate of health care in the community.

Every regional health authority is striving to offer the best value medical care possible. By showcasing innovative programs, technologies and processes, Innovation Boulevard is building business models to support new approaches to deliver community health care, tailored to local needs. In partnership with Fraser Health, we can help model a comprehensive

approach to high quality care outside the hospital system for patients with chronic conditions and complex-care needs.

**Simplifying the health care purchasing process.** Currently the procurement system in BC (and much of Canada) is not designed to handle “innovation” in the form of new technology. With lengthy processes to get technologies trialed within the system, lack of funding to buy solutions at the end of testing, onerous RFP processes and guidelines that limit purchasing of solutions that are not already proven in another jurisdiction, our current procurement environment is ripe for change.

## Technology Transfer

Innovation Boulevard believes in accelerating the growth and success of innovations that support human health. One key objective is to translate promising technologies from the research world to the private sector and enable life-saving innovations to reach broader markets. Working with world-class universities like SFU, and with the Canadian venture capital community, Innovation Boulevard is pioneering a technology transfer program to attract business executives from around the world to lead new companies based in British Columbia. Our technology transfer program transitions high-value innovations from academia into the hands entrepreneurs and Canadian small businesses to fast-track commercial development of sustainable, world-class businesses.



Innovation Boulevard is headquartered in Surrey's Central City, also home to SFU Surrey and Fraser Health Authority.

British Columbia has a well-earned reputation as a world leader in quality health research. Innovation Boulevard is committed to working with government, health institutions, and health-tech companies to take that world class research and get it into the hands of those who need it most.

To partner with us, or join our health-tech accelerator program, please connect with us at [innovationboulevard.ca](http://innovationboulevard.ca)

## Moving Towards an Innovation Ecosystem

As noted by the Chair at the 2017 Advancing Innovation Roundtable, “Our country is recognized worldwide for its skill and expertise in research and technological development, yet it currently faces a multi-billion-dollar gap in capital availability precisely at the stage where innovation companies can be most impactful for the economy. To ensure long-term sustainability, we also need to improve the foundations of the Innovation Ecosystem to ensure all Canadians capture the generational benefits derived from our efforts.”<sup>1</sup>

It is critical that organizations like Innovation Boulevard play a role in building this strategy, overcoming barriers to technological development and cultivating a vigorous Innovation Ecosystem.

<sup>1</sup> Salil Munjal, ICD.D, Chair, Advancing Innovation Roundtable: *Unlocking Growth Opportunities for Canada's Innovation Economy*, February 2017.



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