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“Translating Research into Commercial Products”

ABSTRACT

The Centre for Imaging Technology Commercialization (CIMTEC) was created to enable and accelerate commercialization of medical imaging innovations. CIMTEC works with researchers, start-ups and small- and medium-sized companies across Canada providing a one-stop-shop of technology and business development services to help customers along the entire commercialization continuum for medical devices.

Commercialization of any medical device begins with a plan. The objective for this session is to help individuals in academic settings who are interested in, or who have students who are interested in, commercializing an innovation understand some of the key factors to address when developing a commercialization plan, as well as best practices to follow as they navigate their way through the process.

My presentation will also highlight the ways in which CIMTEC can make the process less daunting. In particular, I will cover the following areas: Intellectual property, Regulatory landscape, Reimbursement strategy, Market research, Design and development, and Clinical evaluations.

Refreshments will be available.