



MaRS EXCITE

Enabling better health technologies to get to market faster for improved health outcomes

MaRS Excellence in Clinical Innovation and Technology Evaluation (EXCITE)

EXCITE provides health technology innovators with a holistic view and streamlined approach to the go-to-market process, anticipating and mitigating common barriers. EXCITE is designed to improve the odds of a breakthrough health technology's success—particularly with health system adoption and uptake.

A catalyst for better health technologies

EXCITE unifies Ontario's best-in-class approach to medical technology testing, bringing together a broad spectrum of research under one harmonized platform based on relationships brokered with academic health research facilities across the province. Innovators get feedback early in the development process, when there is still time to make any required adjustments to meet the needs of the health system.

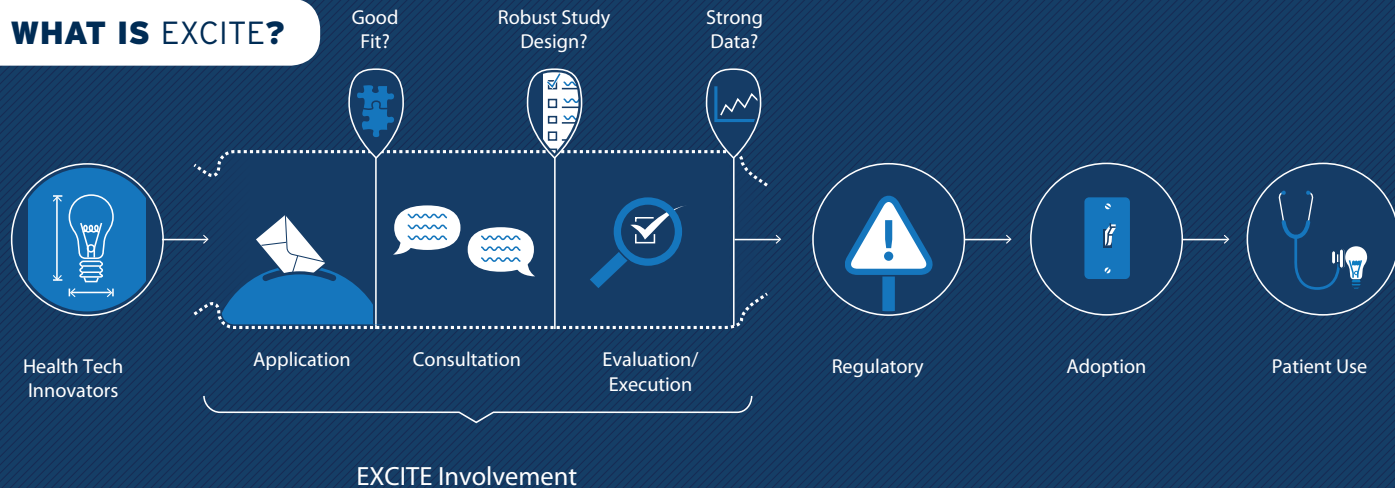
A pre-adoption, single-evaluation approach

EXCITE's approach generates data to support both regulatory (for example, Health Canada in Canada) and reimbursement (for example, Ministry of Health and Long-Term Care (MoHLTC) in Ontario) applications. Clear and appropriate evidence increases the probability of uptake in Canada and beyond, helping to get new and useful technologies to clinicians faster for better patient outcomes.

Features

- Presents an **integrated evaluation approach** that provides companies with valuable evidence and business requirements – key information for regulatory reviews, reimbursement reviews and competitive positioning.
- **Enables access to health system stakeholders and testing** in world-class research centres within one harmonized platform.
- **Provides a competitive advantage** because more meaningful testing and feedback is delivered early in the product lifecycle when re-development is still possible.
- **Addresses the full spectrum of possible barriers to adoption through additional offerings**, including patient preference analyses, human factors assessments and programs to train end users, as well as longitudinal registry studies to evaluate the performance of the technology (incl. safety) once adopted by the health system.
- Participation in EXCITE **can be a powerful tool for raising capital**, as the process flags high-potential technologies that are useful to the health system and more likely to receive reimbursement approvals; funders/investors can have more confidence that investments will pay off.
- A first of its kind, EXCITE is **the only harmonized pre-adoption program** that provides the testing and feedback required for MoHLTC to assess health technologies; removes the requirement for post-market, evidence-based analysis.

WHAT IS EXCITE?



The EXCITE Core Evidentiary Bundle

An EXCITE methodological centre will conduct each evaluation in collaboration with leading academic hospitals and health centres.

EXCITE's Core Evidentiary Bundle comprises:

- a **field evaluation/clinical trial** as an assessment of a technology's clinical utility (from the perspective of the health system) and safety and efficacy (meeting criteria for licensing in Canada and, where requested, targeted foreign markets);
- a **systematic review of competing technologies** to assist in determining the appropriate market niche and benchmarks from the perspective of the health system; and
- an **economic analysis**, including a cost-effectiveness and budget-impact analysis from the perspective of the health system;
- a **human factors review** that assesses the stage and quality of the human factors analysis that has been completed, a new requirement for regulatory approval;
- a **conditions of adoption report** to inform the needed changes to health system infrastructure required to adopt the technology at scale.

Additional evaluations

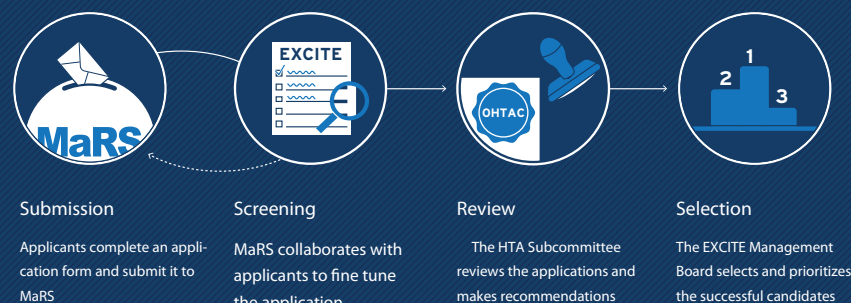
(available upon request)

In addition to the EXCITE Core Evidentiary Bundle, industry applicants can request investigations into areas that may affect market uptake, as is appropriate for their specific medical technology.

These options include:

- analyses of technology usability and human factors;
- an analysis of uptake efficiency;
- a comprehensive education program for training end-users in the use of the technology;
- the development of a registry to track post-adoption effectiveness and long-term safety outcomes; and
- an assessment of patient preferences.

THE APPLICATION PROCESS



EXCITE accepts applications year-round.



@MaRSDD
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To learn more or to apply, please visit us online: excite.marsdd.com

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