

EXCITE International Convenes Key Leaders in Inaugural Summit to Answer Leading Challenge in Bringing Effective New Health Technologies to Patients

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EXCITE International (Excellence in Clinical Innovation & Technology Evaluation) convened high-level health care leaders from around the world at an inaugural multijurisdictional Summit on June 2-3 in Toronto. The Summit was the first comprehensive attempt to answer one of health technology's most pressing challenges since EXCITE International incorporated as a non profit organization in February 2016: **How do we accelerate the development and adoption of promising, disruptive, innovative new technologies so they reach the patient faster and more quickly impact the effectiveness of health care delivery?**

Across the world, the introduction of new innovative health technologies suffers from long delays; the journey from initial concept to market is complex and involves traditionally siloed stakeholders such as government, regulators, payers and health care systems. Further, the pragmatic effectiveness of new technologies is evaluated mostly only after they come to market, so early opportunities for refinement are lost, stifling opportunities to positively and significantly affect patient outcomes.

EXCITE International is attracting international interest to a new approach. Representatives from the UK, USA, Canada and the Netherlands have joined this unprecedented initiative to work together in the identification of disruptive, impactful new technologies for evaluation and driving a pathway to adoption. This collaborative approach pre market/ pre-adoption is a neutral international platform that presents an even handed transparent approach to expediting global access by patients and health systems to safe effective new technologies through a large international collaboration early in the evaluation process.

Bringing together key scientists, practitioners and patient representatives as well as health system leaders, industry, payers and regulators from Canada, the UK, USA, and the Netherlands, the Summit examined how new health technologies could be evaluated through multinational studies using a single protocol into which the needs of each stakeholder party are included upfront in the pre-market space.

"We know that this approach of early collaboration and buy-in works," said EXCITE International founder and Chief Executive and Scientific Officer Les Levin. "We have successfully piloted it in Ontario through MaRS Discovery District. EXCITE International is a natural extension of this initiative; we envisage that through these partnerships we will begin evaluating new technologies by late fall." In its design, the approach also allows for efficient adoption of these technologies in the global market.

Peter McCulloch, a surgeon at Oxford's John Radcliffe Hospital and Chair of the IDEAL collaboration (an international initiative founded to improve the quality of research in surgery) who attended the Summit agrees: "A standard methodological framework spanning the entire life cycle of an innovation would

generate the evidence necessary for all parties, and would provide a more rapid, impartial and expert evaluation of a new technology.”

Patients and patient advocates, who are integral to the development of high-quality, safe and effective technologies, said the launch of EXCITE International is a much-anticipated milestone. “It’s so important to listen to what the patient needs. By inviting us to codesign a study protocol we can be sure that the outcomes will be meaningful real-life outcomes which matter to the patient,” said Carolyn Canfield, a patient representative.

Payers are pivotal to the successful and expedited adoption of new innovative approaches to improving patient outcomes and health system efficiencies. Naomi Aronson, Executive Director Clinical Evaluation, Innovation, and Policy Office of Clinical Affairs Blue Cross Blue Shield Association and Chair of the EXCITE International Payers’ Advisory Committee supports this initiative and stated that “EXCITE International represents an important step to engaging Payers in the evaluation of new technologies to provide an opportunity to address their needs and expectations early on in the evaluative process.”

The multidisciplinary group of global leaders in their respective fields in the health innovation ecosystem brought an unprecedented level of energy and excitement to the Summit. Addressing the needs of multiple stakeholders, maximizing expert knowledge and employing groundbreaking methodologies, EXCITE International is poised to speed the emergence of innovative new technologies to market, benefiting patients and adding value and effectiveness to our health care systems.

About EXCITE International:

EXCITE International is a coordination of emerging global efforts to solve a known and frustrating health technology problem: existing approaches to driving disruptive new innovations across the trajectory from development to evaluation, adoption and post-adoption evaluation are fragmented, inefficient, counterintuitive, unnecessarily convoluted and expensive. EXCITE International’s mission is to improve well-being and create value by accelerating the adoption of disruptive health technology innovations into more markets, with greater certainty, at a lower cost. EXCITE International’s founding Chair is Richard Kuntz, Senior Vice President and Chief Scientific, Clinical and Regulatory Officer, Medtronic. EXCITE International’s Chief Executive and Chief Scientific Officer is Les Levin.

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