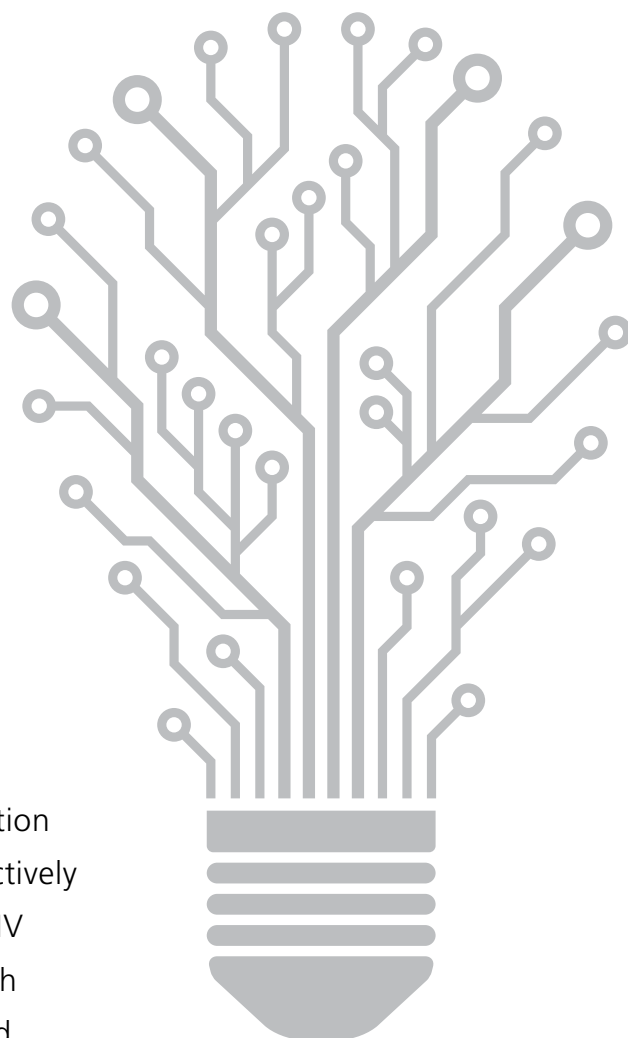


Looking for advice from industry insiders on your virtual health care business?

The Women's College Hospital Institute for Health System Solutions and Virtual Care (WIHV) is a one-stop shop for virtual care advisory services.

With demonstrated expertise in the digital health evaluation space, we offer an 'insider's perspective' on how to effectively enter the public health system in Ontario. Currently, WIHV has been granted funding through the Industrial Research Assistance Program (IRAP) to help small and medium-sized enterprises (SMEs):



1 Understand key factors that affect the large scale adoption of healthcare solutions, including: clinical relevance and the likelihood of impact and acceptability in the health care space; implementation barriers and interpretation based on the current provincial policy priorities.

2 Assess their offering, identifying key strengths and limitations of products or services, advising on how to make adjustments to scale up solutions across the health care system.

3 Understand the elements of an evaluation that demonstrate the potential for products to be scaled up at a provincial level.



Who is eligible?

Small and medium-sized enterprises (SMEs) must meet the following criteria to be considered for this free service:

- There is one or more full-time equivalent employee(s) on the company payroll;
- There are no more than 500 employees;
- The firm operates from a professional space;
- The firm is Canadian and has a Canada Revenue Agency Business number.

What do you get?

- Clients will receive up to **2 meetings** with WIHV (in Toronto, or virtually), in addition to a recommendations document that directly addresses any concerns they have around barriers to xintegrating their product in the system.
- Access to a pool of advisors, including clinicians, health system policy advisors, venture capital professionals, disease specific content experts, and virtual care evaluation experts.



How much does it cost?

There is **no cost** for this service.

If you are interested, please contact WIHV directly:

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