



PERSONALIZED HEALTH CARE IN CANADA

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OVERVIEW

According to industry studies, the future of medicine in Canada will be data-driven and focused on creating personalized medicine for each patient based on their individual molecular profile. This kind of health care is based on P4 medicine: Predictive, Preventive, Personalized, and Participatory. U.S. companies that offer emerging technologies and products in genomics, nanotechnology, molecular diagnostics and imaging will benefit from Canada's commitment in the development of partnerships between the academic, pharmaceutical and biotechnology sectors.

DEVELOPMENTS

- 🇨🇦 In 2013, former Canadian Prime Minister Stephen Harper approved the funding of a CDN \$150 million project in genomics and personalized health competition (a Genome Canada-Canadian Institutes of Health Research (CIHR) partnership).
 - This initiative comprises 17 projects in total ranging from CDN \$3 to CDN \$13 million each.
 - These funds targeted different fields such as epilepsy, autism, HIV/AIDS, cancer, cardiovascular disease, rare neurological diseases, and stroke.

- 🇨🇦 Four provinces have identified personalized medicine as a priority, including British Columbia, Quebec, Ontario, and Alberta.

- 🇨🇦 In the province of Quebec, the Quebec Network for Personalized Health Care (QNPHC) provides a platform that focuses on the development of initiatives, practices and policies to stimulate the emergence of personalized medicine.
 - THE QNPHC envisions that by 2020, the province of Quebec will be renowned for its advancements in personalized health care.
 - In 2016, the Michener Institute of Applied Sciences in Toronto integrated with Canada's largest research hospital, the University Health Network. This will result in a refined educational curriculum for Michener's students, as well as advancements in research and clinical practice which pertain to personalized health care.

OPPORTUNITIES

 Personalized healthcare relates to different sub-sectors within the life sciences industry. This form of medicine provides an opportunity for U.S. companies to integrate their expertise in this expanding field. These sub-sectors include but are not limited to companies that specialize in:

- Pharmacogenomics
- Biotechnology
- Pharmaceutical products
- Health Information Technology
- Bioethics

UPCOMING TRADE EVENTS

 The **International Congress on Personalized Health Care** (Montreal – June 12-15, 2016) is the premier Canadian conference and exhibition on Personalized Health Care. **[ICPHC 2016](#)** is a must attend event for health care industry professionals. The U.S. Commercial Service will assist U.S. companies in meeting Canadian professionals in this evolving field.

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