

MEDIA RELEASE

For further information contact Public Affairs
at 416 205 1345

November 7, 2011

MY HEALTHCARE INNOVATION AIMS TO SHAKE UP HEALTHCARE INDUSTRY WITH NEW SOCIAL OFFERING

TORONTO, ON—In partnership with the Ontario Hospital Association (OHA) and the Health Strategy Innovation Cell, My Healthcare Innovation (MHI), is an emerging social platform that will bring sharing for innovation to the forefront of the healthcare industry. MHI is debuting its breakthrough platform for early adopters who want to help drive the final user experience and feature definition at this year's HealthAchieve (November 7-9, 2011) at the Toronto Metro Convention Centre.

MHI is a private and safe Facebook-like platform designed specifically to allow healthcare workers to effectively and efficiently collaborate in order to share innovations and solutions.

It will allow healthcare workers from across Canada, starting with Ontario, to leverage their collective knowledge and tap into resources from all levels within and outside their organization.

"We have such an amazing healthcare system with many opportunities, supporting associations and innovation market catalysts – yet navigating them is a challenge. We need one shared platform, so that we can truly leverage the resources to be globally competitive, and enable more effective adoption and procurement of leading practices, processes and technology," says co-founder Ameet Mehta.

Taking a page from Google+, MHI will offer exclusive invites to HealthAchieve attendees to be among the first to get access to the product and give their feedback on the user experience and features and functionality. These early adopters, comprised of healthcare thought leaders and potential change makers, will then drive widespread adoption of the product in its full release.

"Collaboration is essential to a high performing healthcare system. My Healthcare Innovation will help health professionals to collaborate easily and effectively," says Tom Closson, President and CEO of the OHA.

My Healthcare Innovation is a new venture founded by partners from distinct backgrounds in the healthcare, business and digital space.

- Ameet Mehta is a Harvard MBA, entrepreneur, advisor and venture capitalist with over 20 years of experience in technology, media and innovation;
- Carlos Rizo is a physician, a globally recognized e-health patient and social media expert in healthcare; and
- Peter Roland is a digital consultant who has worked for large digital organizations, including Torstar Media Group Digital, AOL and Huffington Post Canada to help them monetize their digital businesses.
- Additional founding partners include the Health Technology Exchange (HTX), Medtronic and Jive Software.

“Health systems have been very slow to innovate and we under-realize our return from our investment in medical research and human resources. What we need is a health system that can distill and articulate its high priority problems, share them to the innovation community (internally and externally), reward innovators and facilitate rapid implementation of "disruptive" technologies. HTX is interested in My Healthcare Innovation as a way of creating and interconnecting communities of interest to share problems and best practices, while maintaining a safe and secure environment for frank discussion,” said John Soloninka, CEO of the Health Technology Exchange.

MHI invites all healthcare professionals to visit them on Silicon Alley during HealthAchieve to learn more about their product.

-30-

About My Healthcare Innovation (MHI)

My Healthcare Innovation is a spin-off of the Innovation Cell, a non-profit think tank at the University of Toronto. Incubated since 2009, MHI is a private and secure global platform configured specifically for healthcare workers to more effectively collaborate and share timely, locally relevant solutions.

For further information, contact Ameet Mehta at ameet@myhealthcareinnovation.com or visit myhealthcareinnovation.com.

About the OHA

The Ontario Hospital Association (OHA) is the voice of Ontario's public hospitals. Founded in 1924, the OHA uses advocacy, education and partnerships to build a strong, innovative and sustainable healthcare system for all Ontarians.

About the Innovation Cell

The Innovation Cell is a research consultancy based at Massey College in the University of Toronto. The Cell provides strategic health policy consulting and builds Web tools for health

MEDIA RELEASE

system accountability, innovation and disease prevention. Clients include hospitals, NGOs and Fortune 100 companies.

For further information, contact Neil Seeman at neil.seeman@toronto.ca or visit www.innovationcell.com.

For media inquiries, contact Rhea Mehta at rheamehta@gmail.com or 416-845-1745 or to arrange an interview with Tom Closson, OHA, contact Alessandra Nigro, OHA Public Affairs at anigro@oha.com or 416-205-1592.