



**FOR IMMEDIATE RELEASE**

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### **Funding support available for new health technologies**

**Edmonton, Alberta** – Alberta Innovates-Technology Futures (Tech Futures) is opening the fourth call for applications for the Health Product Demonstration Pilot Program.

The \$1 million program supports small to medium-sized Alberta enterprises (SMEs) working in health technology, to help them field test technology products or services in clinical settings.

“Small and medium-sized companies have to go through multiple steps to get new products to market,” says Julie Rezler, Health Technology Program Lead at Tech Futures. “Our program provides funding for companies to focus on the key steps of prototype evaluation, clinical validation and market/economic assessment. With this funding, businesses can bring their product or service to market faster.”

There are over 150 Alberta SMEs working in health technology to improve patient outcomes and reduce health care costs. In Alberta, these companies focus on imaging technologies, web-based services, or more traditional medical or diagnostic devices. More than half of these companies already have products on the domestic and international markets, including the United States, Europe and Asia. The health sector is one of the top 10 areas contributing to economic growth in Alberta.

The Health Product Demonstration Pilot Program is funded by [Western Economic Diversification Canada](#) and is administered by Alberta Innovates-Technology Futures. Interested companies must submit their application by 5 p.m. MDT on August 6, 2013.

For more information, visit [AlbertaInnovatesTechFutures.ca/HealthProduct](http://AlbertaInnovatesTechFutures.ca/HealthProduct).

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### **About Alberta Innovates-Technology Futures**

Alberta Innovates-Technology Futures is part of Alberta’s research and innovation system and is helping build healthy, sustainable businesses in the province. Through a suite of programs and services for entrepreneurs, companies, researchers, post-secondary institutions and investors, Tech Futures provides technical services and funding support to facilitate the commercialization of technologies, to develop new knowledge-based industry clusters and to help encourage an entrepreneurial culture in Alberta. Visit us at [AlbertaInnovatesTechFutures.ca](http://AlbertaInnovatesTechFutures.ca).

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