

## Canadians asked how health care can be improved with information technology

**Imagine an innovative approach to make our health and health care better using information or communications technologies – what's your idea?**

**March 31, 2011 (Toronto, ON)** – Canada Health Infoway (Infoway) today launched its ImagineNation Ideas Challenge, asking Canadians how they would improve health and health care through innovation in information and communications technologies (ICT).

*Infoway* is looking for bold, new ideas — or creative combinations of existing ideas — and will award more than \$35,000 to recognize the leading ideas. All Canadians - whether they work in the health system, receive health services, or care about the future of health care in Canada for other reasons – are invited to participate. Individuals or teams of up to five people may enter at [www.imagineNationchallenge.ca](http://www.imagineNationchallenge.ca)

"How many times have you thought 'if only there were a digital solution that would do this faster or make it easier to provide great care' but didn't know how to share your idea?," said Dr. Jennifer Zelmer, Senior Vice President, Clinical Adoption and Innovation, Canada Health Infoway. "Now is your chance to share your inspiration and perhaps be recognized for your creativity in the process."

Submissions will be accepted until May 15, 2011. Ideas will be evaluated against four criteria by an esteemed panel of experts. The top ideas will be announced in early July. A special "Canada's Choice Award" selected by the public through online voting will also be announced at that time. Canadians are encouraged to participate by both submitting and voting on ideas. Further information about the ImagineNation Ideas Challenge, including the submission process and evaluation criteria can be found at [www.imagineNationchallenge.ca](http://www.imagineNationchallenge.ca).

### **Why a Challenge? Why now?**

Challenges are a good way of eliciting and spreading innovation: In an Ipsos survey conducted in the fall of 2010 gathering information about Canadians' priorities for consumer health solutions, 85 per cent of respondents agreed that running challenges like this one was a good way to get and test new ideas about how to provide health information products and services. Almost eight in ten also said that they would be proud if someone in their community took part in a challenge. *Infoway* has committed to engage in open challenges to encourage broader innovation in a cost-effective and timely way, while fostering a community of innovators across the country. The *ImagineNation Ideas Challenge* is part of *Infoway's* ongoing innovation program.

### **About Canada Health Infoway**

Canada Health Infoway is an independent, not-for-profit organization funded by the federal government. *Infoway* jointly invests with every province and territory to accelerate the development and adoption of information and communications technology projects in Canada. Fully respecting patient confidentiality, these secure systems will provide clinicians and patients with the information they need to better support safe care decisions and manage their own health. Accessing this vital information quickly will help foster a more modern and sustainable health care system for all Canadians.

**For more information:**

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