



PRESS RELEASE  
For immediate release

## **Montréal InVivo teams up with GSK to support the integration of innovations in Québec's health and social services network**

**Montréal, May 4, 2019** – Montréal InVivo is pleased to announce a partnership with GSK to support the integration of innovations in Québec's health and social services (RSSS) network.

The purpose of the partnership is to define a pilot project to demonstrate the value-added of an innovation, through retrospective and prospective data in a "real world" care environment, to support informed decision-making on the implementation of an innovation in the RSSS. The development of a concrete demonstration project will allow key players to identify all the barriers and solutions that could then more widely benefit Québec's public and private sectors. This thinking will also focus on identifying the performance indicators and the conditions to put in place to optimize the economic benefits of implementing these significant innovations for the health of patients.

"We are pleased with the GSK's support in sustaining Québec's progress in integrating innovation, a priority issue in the area of LSHT. Lasting partnerships between the health and social services network, clinicians, public research and companies must be developed to improve Québec's competitive positioning," said Frank Béraud, Chief Executive Officer of Montréal InVivo.

"GSK is delighted to partner with Montreal In Vivo in supporting Quebec's life sciences sector through this important pilot project that will demonstrate the benefit of using real-world data to streamline and strengthen healthcare systems," said Ranya El-Masri, Head of Government Affairs and Market Access at GSK Pharma. "At GSK we have a long and established history in health innovation; we believe that accelerating and improving healthcare for patients in the future means investing in innovative programs today."

**About Montréal InVivo**

Montréal InVivo is the brand name for the life sciences and health technologies (LSHT) cluster of the Montréal metropolitan area. This cluster comprises close to 630 organizations, including more than 150 research centres, 80 subsidiaries of world-class companies, and more than 56,000 people employed in the sector. A wellspring of great ideas, the cluster includes four universities and ranks first in Canada for the number of research centres. Montréal InVivo is a non-profit economic development organization dedicated to the creation of wealth. Its activities are supported by funding from the Ministère de l'Économie, de l'Innovation et des Exportations (MEIE), the Secrétariat à la région métropolitaine reporting to the Ministère des Affaires municipales et de l'Habitation, the Communauté métropolitaine de Montréal (CMM), Canada Economic Development (CED) for the regions of Québec and private and institutional sectors.

-30-

**Contact:**

Catherine C. Villeneuve  
Communication Manager  
(514) 692-0168  
cvilleneuve@montreal-invivo.com