



HEURO

ASSESS. TRANSFORM. MAXIMIZE.

MEDIA KIT

Backgrounder

Heuro Canada Inc. is a leading provider of innovative and transformative neurological health assessment and treatment technologies and solutions. With few viable therapeutic options currently available for managing and treating the neurological symptoms associated with moderate traumatic brain injuries, Heuro is championing a new treatment paradigm that helps individuals experiencing persistent deficits, particularly with gait and balance, restore their livelihood and overcome past brain injuries.

Committed to maximizing client potential through non-invasive and personalized treatment plans, Heuro is bringing innovative, Health Canada-approved therapeutic PoNS™ (Portable Neuromodulation Stimulator) technology to licensed treatment clinics across Canada.

Website: **Heuro.ca**

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The Heuro Program

Thousands of Canadians face a lifetime deficit from persistent symptoms from a mild to moderate traumatic brain injury (mTBI). These symptoms have a significant impact on their quality of life, on their ability to do their job and on the lives of their family and loved ones.

Recent mTBI clinical trial data (one five-week and one 14-week treatment trial) has demonstrated that a program of physical therapy in conjunction with PoNS™ Treatment helped a majority of patients

restore their balance to within the normal range for their sex and age. On average, this balance improvement persisted during a predetermined 12-week follow-up period after discontinuation of treatment suggesting a permanent positive change to the balance deficit. The improvements experienced were significantly greater than previously documented in literature for physical therapy alone.

Highlights of the Heuro Program featuring the PoNS™ Treatment are:

Intensive. This 14-week treatment program features one-on-one 90-minute physical therapy sessions with a certified PoNS™ Trainer.

Evidence-based. The Program is driven by published science and research with data demonstrating powerful outcomes.

Comprehensive. The Heuro Assessment System documents and quantifies progress using 15 measures spanning the cognitive, physical and functional domains.

Exclusive. The program is the first of its kind in the world and is available only with proper training and certification and only in Canada.

Accessible. Our Client Access Program provides a number of funding and financing options to improve the affordability of the \$30,000 plus applicable taxes program cost. We are continually improving access by working with government, public and private insurers and employer's insurance programs to make the program the standard of care.

Logos



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Biographies

Rudi van den Broek

Managing Director

Rudi is an accomplished healthcare system specialist with 30 years of post-graduate work experience. Rudi utilizes the best of design and integrative thinking to create better futures for Canadians. Rudi's personal purpose is to improve lives by creating built innovative and powerful built environments, therapies and technologies with a particular focus on improving brain health. Driven by innovation and results, he has extensive experience delivering on complex, strategic projects in multi-dimensional, multi-stakeholder environments.

A senior executive with diversified experience in successfully leading high-performing teams to deliver capital programmes, Heuro Canada is bringing innovative, Health Canada-approved therapeutic technology to neurotherapy clinics across Canada under his leadership. Rudi's strong collaborative management style and strategic approach have propelled his proudest career achievements: leading the \$1.2B Calgary Cancer Project P3 and the development of a \$350 million world-class new hospital in Victoria, BC, which was recognized as International Project of the Year in 2010 by PFI International; and the successful delivery of 1,200+ complex care beds, in 8 different facilities in 7 communities in only 30 months.

Prior to Heuro Canada, he was Chief Operating Officer at HealthTech Connex, the President and Founder of Canadian Infrastructure Advisors as well as the CPO & General Manager, Special Projects, at Vancouver Island Health Authority. Rudi was also: Assistant Vice President for Partnerships BC; General



Manager and Project Director for British Columbia Buildings Corporation; and Manager, Technical and Cost Analysis, Implementation Branch, Treasury Board with the Government of BC's Ministry of Finance.

Rudi has served as a board member for the Calgary Society for Healthy Child Development and, in his spare time, can be found volunteering for Drive for the Cure.

Rudi earned both his Bachelor of Science and Master of Public of Administration from the University of Victoria. Rudi also earned his Evidenced-Based Design Accreditation through the Centre for Health Design, and a Certificate of Creative Leadership in Health Care from Royal Roads University.

Nicole Strachan

Clinical Program and Quality

Nicole is challenging the current standard of care in the clinical rehab setting and has a personal passion when it comes to brain injury and neurological conditions. She is looking forward to her role in Heuro Canada, working in the area of Clinical Program Development and Quality, and has made it her mission to ensure a high level and consistency of care for neurological rehabilitation in Canada.

Nicole's area of expertise is focused in mild to moderate traumatic brain injury. Specifically, she has a keen interest in exertion related rehabilitation and the physiological mechanisms that are altered post-concussion, as well as the many domains that may be affected by this type of injury. She has been fortunate to fuel her research bug as the Lead Assessment and Safety Specialist with the HealthTech Connex research team, working on clinical trials at the Centre for Neurology Studies. In addition, Nicole has clinical experience as an Exertion Concussion and Research therapist with Neuromotion Physiotherapy. She also served as Concussion Lead Exertion therapist with Advance Concussion Clinic. She is a registered practicing member of the British Columbia Association of Kinesiology, and the Canadian Kinesiology Alliance. She has certification and training in a vast amount of assessments and areas such as: concussion pathophysiology assessment and management of injury, cardiovascular exercise physiology and control, balance gait and vestibular rehabilitation, and exercise prescription both sport specific and non.

Nicole is a University of British Columbia



Alumni with A Master of Science, Investigating Baroreceptor Sensitivity and Heart Rate Variability in Sport Related Concussions as her thesis. Her previous degree was a Bachelor's Degree in Human Kinetics with a focus in clinical exercise physiology.

Maureen Green

Partner Operations

Maureen Green oversees partner (franchise) operations at Heuro Canada. She is committed to providing high quality support to Heuro clinics across Canada to ensure the smooth delivery of innovative brain rehabilitation technologies and services. She also values transparency and compassion in business operations and is driven to ensuring those values are reflected in her work.

Maureen began her journey into the healthcare field by doing gerontological research in Halifax, Nova Scotia at the Nova Scotia Centre on Aging, the Atlantic Centre for Information Technology. She worked as a psychometrist in the pharmaceutical field at True North Clinical Research, and volunteered as a therapy dog worker to help support those affected by Alzheimer's disease and other Dementias, witnessing the impact neurological disease can have on individuals and their families. Seeking experience in medical device field, she then took a job at HealthTech Connex as a Project Coordinator for Clinical Services, and found passion in exploring neuroplasticity and non-invasive neurological therapies.

Maureen earned her degrees in Psychology and Gerontology from St. Thomas University and possesses a Master of Arts in Gerontology from Mount Saint Vincent University.





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About Heuro Canada Inc.

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