



GLOBAL HORIZON SERVICES

Helping Health Technology Companies Navigate International Growth

Global Horizon is CTS's international commercialization offering, helping health technology companies prepare for growth beyond Canada through specialized expertise, strategic connections, and targeted market opportunities. It was created to give Canadian health technology companies access to the commercialization expertise, networks, and market knowledge that are often difficult to find within the local ecosystem. Whether developing a medical device, digital health solution, or Health IT platform, companies face a common challenge: understanding how healthcare systems actually buy, adopt, reimburse, and scale innovation.

Who this is for

- Incorporated companies based in Canada
- Stage: pre-seed to Series A (or equivalent traction)
- Technology ready for deployment or near commercialization (TRL ~5–9)
- Clear intent to engage international markets

What you get

Access to a curated pool of international experts and a structured engagement model focused on the most critical commercialization challenges:

- Go-to-market strategy (U.S. & international)
- Access pathways to buyers and pilot opportunities
- Health economics & reimbursement considerations
- Positioning and commercialization readiness

CTS supports the engagement by:

- Matching you with relevant experts based on your needs
- Structuring the mandate and scope of work
- Coordinating contracting and logistics
- Facilitating check-ins to keep engagements on track

Why Global Horizon

Many commercialization programs focus on theory. Global Horizon is built around operators who have spent their careers working inside healthcare systems, negotiating contracts,



building revenue-generating businesses, and helping technologies gain adoption. Companies receive tailored support based on their specific objectives, challenges, and stage of development. CTS works closely with each company to identify the expertise that will have the greatest impact and structures engagements around clear priorities and deliverables.

Meet the Experts

[Natasha Mayfield](#): Former GM of Optum Frontier Therapies, where she helped scale the business from concept to \$1B in annual revenue in four years. Brings 15+ years of experience commercializing healthcare solutions across the U.S. healthcare ecosystem.

[Michael Stamatinos](#): Former leader of a multi-specialty physician group for 16 years. Negotiated with major U.S. health systems and payers and now leads a network of more than 4,000 healthcare decision-makers.

[Yulie Klerman](#): Healthtech commercialization operator with 17 years of experience across Israel, Asia-Pacific, and the U.S. Specializes in pilot conversion, customer targeting, and healthcare contracting strategies.

[Adam Block](#): Harvard-trained health economist and founder of Charm Economics. Has developed more than 100 ROI models for healthtech companies selling to U.S. payers and health systems.

[Luis Fonseca](#): Healthcare executive with 20+ years of experience at Inari Medical, Abbott, Medtronic, and Johnson & Johnson. Specializes in international market expansion, reimbursement, and commercial growth strategies.

[John Memarian](#): Clinically trained healthcare executive with experience scaling healthcare programs and commercialization initiatives across more than 20 countries. Specializes in clinical workflow adoption, healthcare technology, and market expansion.



Expected Outcomes

Companies leave with a clearer commercialization strategy, stronger market access assumptions, a better understanding of reimbursement pathways, and direct guidance from experienced healthcare operators who have successfully scaled businesses and negotiated within healthcare systems.

Investment

A typical engagement starts at approximately CAD \$3,000 and provides direct access to seasoned international experts with experience scaling healthcare companies, negotiating with health systems and payers, developing reimbursement strategies, and supporting commercialization across global markets. Engagements are customized to each company's objectives and may range from targeted strategic advisory support to longer commercialization mandates involving multiple experts.

About CTS

[CTS \(Health Technology Catalyst\)](#) is Quebec's specialized health technology accelerator. For more than fifteen years, CTS has supported health technology companies through critical stages of commercialization, financing, and growth. Through its network of international experts, healthcare operators, investors, and strategic partners, CTS helps companies navigate complex healthcare markets and accelerate their path to adoption.

Ready to Explore International Growth?

Scan the QR code to schedule an introductory discussion and explore whether Global Horizon is the right fit for your international growth objectives.



Contact: Christele Berthelot-Logsdon, cberthelotlogsdon@ctssante.com