Submission Form

## Innovative Product Details

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| **Product Non-proprietary Name**: Click or tap here to enter text. |
| **Product Brand Name**: Click or tap here to enter text. |
| **Company Name**: Click or tap here to enter text. |
| **Company Address**: Click or tap here to enter text. |

## Submission Approval Details

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| **Name of Authorized Individual**: Click or tap here to enter text. |
| **Title**: Click or tap here to enter text. |
| **Telephone**: Click or tap here to enter text. |
| **Email**: Click or tap here to enter text. |
| **Date**: Click or tap here to enter text. |
| **Signature**:  |

## Submission Instructions

The submission must not exceed 14 pages and include the completed Submission Form and the following six sections:

1. **Rationale for Product Selection** (maximum 3 pages)

Provide a brief overview of why the product candidate has been selected (e.g. impact on human health, technical innovation, etc.) outlining aspects of the product which the applicant considers to be unique and innovative should be clearly stated.

1. **History of Product Development** (maximum 3 pages)

Outline the historical context of the development of the product. Give a brief description of how it was discovered and the overall rationale for its development, including marketing rationale and previous research/company product involvement. Emphasize the Canadian contribution to the development of the product.

1. **Safety and Efficacy** (maximum 3 pages)

Describe the relative safety and efficacy of the product and summarize the key studies on which safety and efficacy are based. Emphasize the Canadian contribution. Describe the effectiveness of the product and its place in therapy.

1. **Additional Product Benefits** (maximum 3 pages)

Outline the other benefits of the product (e.g. cost benefit analysis, ease of dosage, patient compliance).

1. **Summary** (maximum 1 page)
2. **Appendix** - Five (5) published original articles including no more than one review article.