

CANADIAN MEDICAL TECHNOLOGY COMPANY TO SET UP SHOP IN UNIVERSITY DISTRICT



The University of Memphis today signed a memorandum of understanding that will see a Canadian medical technology company base its US operations in the University district. Daya Medicals Inc., (DayaMed) which is headquartered in Waterloo, Canada is making this move to work closely with the FedEx Institute of Technology's biologistics research innovation cluster. The partnership will see DayaMed engaging UofM faculty and graduate students in research collaboration, innovation design, market expansion and partner development activities.

The CEO of DayaMed, Justin Daya, commented that "We are excited to partner with the FedEx Institute of Technology's biologistics research cluster. Given the expertise and graduate research students at the University, our plan is to start initially with a collaboration in research, specifically, in the biomedical data analytics field. Over time, UofM undergraduate students will become the key resource as we set up a national biologistics network to support operations. Mr. Troy Parkes will assist with DayaMed's local operations and develop the partnership with the University. Our analysis suggests that the strengths of the University of Memphis and the extensive FedEx global hub in Memphis provide a good foundation to build a world-class biologistics distribution network for DayaMed."

UofM Chief Innovation Officer, Dr. Jasbir Dhaliwal, observed that "The large size of the US market is a big draw for new Canadian technology companies. Memphis being a regional medical center plus a world class logistics hub (centered around FedEx) provide a great foundation for the U of M's efforts to build up expertise and innovate in the biologistics space. We are pleased to see that DayaMed recognizes the value that our students can bring to its innovation and growth."

President David Rudd noted that "we are excited to welcome Daya Medicals to our campus. This is yet another opportunity for UofM to provide unparalleled opportunities for students to gain real-world work experience and participate in cutting-edge research initiatives. Collaborating with new technology companies around the world is a top priority. UofM students are primed to lead the industries of the future, and we look forward to continuing to expand our partnerships with businesses in Tennessee and beyond."

DayaMed headquartered in Waterloo, Canada, is a leading company in mobile medical devices and patient centric data analytics. DayaMed provides patient centered medical consumer devices, solutions, and services that elevate patient adherence to prescribed therapeutic regimes, and provide for patient centered mobile communication with their medical ecosystem. DayaMed products and services simultaneously raise patient health endpoints, lower patient & overall healthcare costs, and elevate the patient experience. DayaMed provides real-time patient specific data that is used to customize patient incentives, value-based insurance designs, customize pharma disease management programs, and reduce hospital re-admissions while raising quality & performance metrics, and elevating star ratings.

The FedEx Institute of Technology is an advanced technology and research organization that serves as the front door to the research infrastructure and innovation capabilities of the University of Memphis. It functions as a catalyst for interdisciplinary research and innovation in emerging technologies by supporting cross-campus research innovation clusters. The Institute is also home to the University's intellectual property and patent repository which is the focal point of technology transfer and licensing operations. The Institute enjoys a unique innovation partnership with FedEx, which sponsors the Institute for **advanced research purposes**. The Institute is the central hub for efforts to maintain a cutting-edge innovative environment in the Mid-South region.