

## Snap SHOTS

convenient to prepare.”

Scrumptiously seasoned with several blends of spice (Lemon and Dill, Apple-Wood with Orange and Ginger, and Maple and Pepper) and shrink-wrapped atop a smoked cedar board, it's easy to understand the appeal: simply split the seal, pull out the plank, and cook to perfection over a backyard barbeque, on the grill, or in the oven. “It has become particularly popular with baby boomers as they make the transition to a healthier diet,” says Park.

Like most overnight successes, however, Cedar Bay's meteoric rise was years in the making. After plying his trade in the food industry for nearly two decades in Alberta, Ontario, Quebec, and New Brunswick, Park set up shop on Nova Scotia's scenic South Shore in

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— Doug Park

August of 2008. With the help of his father, Arnold, who co-owns the company, he purchased Granville Gates Estate and got to work. Using his already established connections in the sector, it wasn't long before the salmon was on regional grocery-store shelves.

With 15 full-time employees and plans to hire more in the coming months, the company is looking to capitalize on its success. In fact, just recently Cedar Bay signed a distribution deal with an American company that will put its product in retail outlets throughout the U.S. “We've just introduced several new products, including a 16-inch fillet and a complete meal platter,” says Park. “We're also talking about getting into restaurants south of the border and here at home.”

— STEPHEN PATRICK CLARE

## Labour of love

The opportunities for Corrine McIsaac's company are endless, given the growing cost of health care in Canada and the U.S. “We're moving toward a pay-for-performance model,” says McIsaac. “That means health care providers will be rewarded for meeting certain measures for efficiency and quality.”

McIsaac, 48, is the owner and president of New Waterford-based Health Tech Outcomes ([www.healthoutcomesww.com](http://www.healthoutcomesww.com)), which offers a web-based service to help health care professionals track the quality and cost of the care being delivered to patients. Using the company's software, called how2trak, health care providers can track and report important care and cost outcomes. Users input data and print regular reports that help them answer the following fundamental questions: Was good care applied? What did we do well? What do we need to improve? Plus it tracks the cost of providing care—and those results are raising more than a few eyebrows. “There's a large body of evidence regarding best practices and proper treatment; this is the foundation of the how2trak system,” says McIsaac, who is also an associate professor of nursing at Cape Breton University.

To date, the company has focused on wound treatment such as ulcers, venous leg ulcers, and surgical incision, which account for 30% to 50% of patient care in community settings. A group in Erie St. Claire, Ont., has been using the service for more than two years; they report that patient care not only improved but the organization also saved \$8.5 million from its operating budget through decreased care costs and human resource re-allocation.

Similarly, a wound-care-prevalence study conducted in Nova Scotia using how2trak shows improved care and savings of \$3 million over one year in its operating budget. In the area of wound care alone, McIsaac estimates that home-care providers in Halifax and Cape Breton could save the province roughly \$7 million over one year by implementing best-practice interventions.

In February McIsaac was chosen by Innovacorp ([www.innovacorp.ca](http://www.innovacorp.ca)) as its I-3 Technology Start-Up Competition zone winner. Recently, Innovacorp received the National Business Incubation Association's international award for



Corrine McIsaac:  
I-3 zone winner  
for innovation

its work in business incubation.

The I-3 recognition will mean increased visibility by those in McIsaac's industry. In addition, she'll receive \$70,000 to move Health Tech Outcomes into the management of chronic diseases, including diabetes and heart disease. “With more and more health providers moving toward this pay-for-performance model, the timing is perfect,” says McIsaac, “because it delivers exactly what they need.” — NANCY RADCLIFFE