

# SUCCESS STORY



[www.bioalberta.com](http://www.bioalberta.com)

[www.pulsemedica.com](http://www.pulsemedica.com)

PulseMedica's story began when Nir Katchinskiy was studying the interaction between lasers and tissues as part of his Ph.D. research. Nir's findings showed promising results showing potential to be a safe and effective treatment option for vitreoretinal eye disease. In 2020, while Nir was participating in Creative Destruction Lab - Rockies (CDL-R), he crossed paths with Eric Martin, who was pursuing his MBA. United by their commitment to reduce disease and disability for those suffering from eye diseases, Nir and Eric co-founded PulseMedica with invaluable guidance from CDL-R mentors. Now, PulseMedica is an Edmonton-based medical device start-up laser focused on improving the quality of life for millions of people by building revolutionary technology to image and treat vitreoretinal eye disease.

What makes PulseMedica unique is the team members who are focused on deep-technology innovation and leveraging each other's unique strengths and expertise to solve complex problems. PulseMedica is also a Great Place to Work!® Certified company, which serves as a testament that the company has an amazing workplace that supports their team to thrive, build their careers and have fun.

Interns are an important part of PulseMedica's start-up culture and scientific journey. Their diverse backgrounds and generational perspectives provide new ideas to the existing team and, in turn, help foster a culture of knowledge-sharing, respect, and inclusion across the company. Interns often bring fresh perspectives and emerging skills, which challenge the team to adapt and stay up to date, reinforcing a culture of humility, continuous learning and innovation.

Danica Evangelista, a fourth-year Human Resource Management student at the University of Alberta, applied for a Human Resources (HR) Intern position because she wanted to expand her knowledge and gain real-world experience in the field of HR outside her studies. Danica's dedication and enthusiasm have not only fostered her own skill development but have also made a significant impact on PulseMedica's small HR department. The staff noted that "Danica brings a fresh and innovative perspective to the table, consistently offering new ideas and solutions. She has dedicated her time to helping us establish and refine both external and internal processes and

procedures, which have greatly enhanced our department's efficiency and effectiveness. Her efforts in streamlining the recruitment process have been remarkable, and she is now taking the lead in our internship recruitment program. Danica's contributions have been instrumental in making our HR department more productive and well-prepared for the future, and we are incredibly grateful for her outstanding work.” Sounds like Danica continues to be busy!



*Danica Evangelista*

In addition to administering WIL funding, BioAlberta helped PulseMedica provide a high-quality mentorship experience that positively impacts the quality and quantity of the applicant pool in future hires. This furthers PulseMedica’s mission to develop a thriving intern program, fostering a culture of learning and growth across the team and reinforcing their commitment to investing in emerging talent.

Danica says, “The most exciting part of my time with PulseMedica was leading the intern recruitment efforts. It was a valuable learning experience as it strengthened my recruitment skills. My work was inspiring because I was able to apply what I've learned to successfully fill all open intern positions for the company. My internship experience has solidified my interest in HR, and I look forward to pursuing a career in this field upon graduation. I found both the hands-on experience and the collaborative work with the HR Manager to be enjoyable and enriching.”

PulseMedica is Edmonton-based with ambitions to improve the quality of life and vision of millions suffering from vitreoretinal eye disease. They are always looking for students in a variety of roles. If you are a student and you would like to work with PulseMedica, please reach out to them on their website: [www.pulsemedica.com/contact-us](http://www.pulsemedica.com/contact-us). They would like to hear from you.

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