



2023 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Access to Medicine

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Guaranteeing equal access to essential medications is a fundamental principle in Canada's healthcare system, emphasizing the importance of equitable provision of healthcare services. Recognizing the pivotal role of medications in promoting and maintaining good health, it is imperative that everyone has equal opportunities to obtain necessary treatments. This special feature will focus on the significance of equal access to medications and shed light on Canada's ongoing efforts to enhance accessibility, ensuring that all individuals can obtain the medications they require for optimal health outcomes.

Proposed topic highlights:

- AFFORDABILITY** — The challenge of high drug prices and its impact on accessibility.
- BENEFIT PROGRAMS** — Publicly funded programs aiming to ensure access to prescription drugs.
- SUPPLY CHAIN** — Strengthening the supply chain to ensure consistent availability of medicines.
- EQUITY** — Addressing inequities in medicine access among different populations.
- POLICY** — Impact of regulations on medication accessibility and affordability.



37%
more likely to have a Household Income of \$200K+*

45%
more likely to be Managers, Owners, Professionals (MOPEs)*

77%
more likely to be Business Decision Makers*

Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
May 23	June 20	June 27	May 23
August 10	October 10	October 19	August 10
November 27	January 22	January 29	November 27
February 19	April 8	April 22	February 19

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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