



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Digital Health Week

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Digital Health Week, November 18-24, is an opportunity to highlight how digital health is transforming the delivery of care across Canada. The adoption of virtual care solutions has been accelerated due to the coronavirus pandemic, when health-care providers leveraged technology to communicate with patients, allocate resources, deliver procedures, and more. This special feature will explore the digital health solutions that have led to better outcomes for Canadians.

- Proposed topic highlights:**
- EMBRACING TECHNOLOGY SOLUTIONS** – Over 90 per cent of Canadians look to technology solutions for greater convenience and better control of their health care.
- MAKING A DIFFERENCE** - Improving the quality of life for Canadians with chronic conditions.
- TRANSFORMING HEALTH CARE** – From access to personal health information to virtual visits, digital solutions are creating a paradigm shift.
- EQUITABLE ACCESS** – Leveraging virtual care solutions to eliminate barriers to patient and care-provider engagement.



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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
|---------------------------|-------------------|-----------------|----------------------------------|
| September 30 | November 11 | November 18 | September 30 |

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