



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Medical Innovation – Future of Medicine

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Healthcare is in a constant state of evolution, with top medical researchers and innovators leveraging new technologies and breakthroughs in preventive care to enhance patient outcomes and streamline healthcare processes. This special feature will explore how leading experts in their respective fields are introducing innovative techniques to benefit Canadians nationwide.

Proposed topic highlights:

TECHNOLOGICAL ADVANCEMENTS – Investigating progress in healthcare technology, from research tools to the implementation of virtual care.

RESEARCH & INNOVATION – Exploring breakthroughs in medical research mitigating current and future healthcare threats.

COLLABORATION – Highlighting partnerships with key groups, fostering comprehensive and sustainable solutions for the evolving healthcare landscape in Canada.

PATIENT-CENTRED CARE – Showcasing initiatives and technologies aimed at improving the overall patient experience.

EQUAL ACCESS – Examining initiatives ensuring timely access to medicine and healthcare for all Canadians.

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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
Oct 1, Oct 9	Nov 12, Nov 20	Nov 19, Nov 27	Oct 1, Oct 9