

2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Patient-Centred Care Shaping Healthcare Around the Lives It Serves

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

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Healthy aging



Ider adults and their contributions to societ



As Canada's healthcare system evolves, the importance of comprehensive patient support — emotional, informational, and logistical — has never been greater. This special feature will explore how healthcare providers, digital platforms, advocacy groups and caregivers are working together to empower patients, improve quality of life, and build a more compassionate system.

Proposed topic highlights:

Whole-Person Care: Addressing the physical, mental, and emotional aspects of health through integrated services and personalized approaches.
Health Literacy & Navigation: Tools and resources helping patients better understand their diagnosis, treatment options, and system pathways.
Peer & Community Support: The impact of support groups, shared experiences, and lived-experience mentorship in chronic and rare disease care.

Digital Tools & Access: How apps, tele-health, and patient portals are improving communication and reducing barriers to care.

Caregiver Inclusion: Strategies for involving family caregivers as part of the care team and supporting their mental health and well-being.

Equity in Access: Highlighting efforts to ensure all patients — regardless of location, language, or background — receive timely and culturally competent care.

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48% More likely to be from high-income (\$200K+) households with children under 18. 44% More likely to be highly educated (3.4M have a university degree or higher).

31%

More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,286,000** Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

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July 9	August 29	September 9