

# Patient access and empowerment



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**GET INVOLVED BY:** Monday, September 13 and October 11.

**PRINT/DIGITAL AD MATERIAL DUE:** Monday, Oct. 11 and Nov. 15

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Health care has undergone significant changes in a short period of time, and evidence shows that when Canadians take an active role in managing their health, this can lead to improved quality and safety of care and enhanced performance of care providers. This special feature explores how access to information and care can impact the experiences and outcomes for patients and their families.

**Proposed topic highlights:**

**LEADERSHIP & SUPPORT** – Raising awareness and providing support for Canadian patients.

**OUTCOMES** – Initiatives and organizations dedicated to improving health outcomes.

**TECHNOLOGY & INNOVATION** – Enabling better patient care with technology and innovation.

**COMMUNITY EFFORT** – Steps for promoting a healthy society.

**GET INVOLVED TODAY. CONTACT:**

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Source: Comscore Media Metrix Multi-Platform,  
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Source: Vividata Fall 2020, National, A14+

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