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Digital Health Week



PUBLICATION DATE: Monday, November 29
GET INVOLVED BY: Monday, October 18
PRINT/DIGITAL AD MATERIAL DUE: Monday, November 22

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Digital Health Week 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.

GET INVOLVED TODAY. CONTACT:

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Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

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Source: Vividata Fall 2020, National, A14+

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