



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Canada's Top Medical Schools

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Medical innovation
Canada needs to prioritize timely access to life-saving new treatments



Canada's 21st-century medical schools are more than just academic institutions. They are training grounds for the next generation of doctors and leaders who will tackle today's most pressing health issues. In Canada, like in other countries with publicly funded, universal healthcare systems, patients expect doctors to meet high standards. This special feature will highlight Canada's top medical schools that are working to turn the nation's top students into excellent physicians.

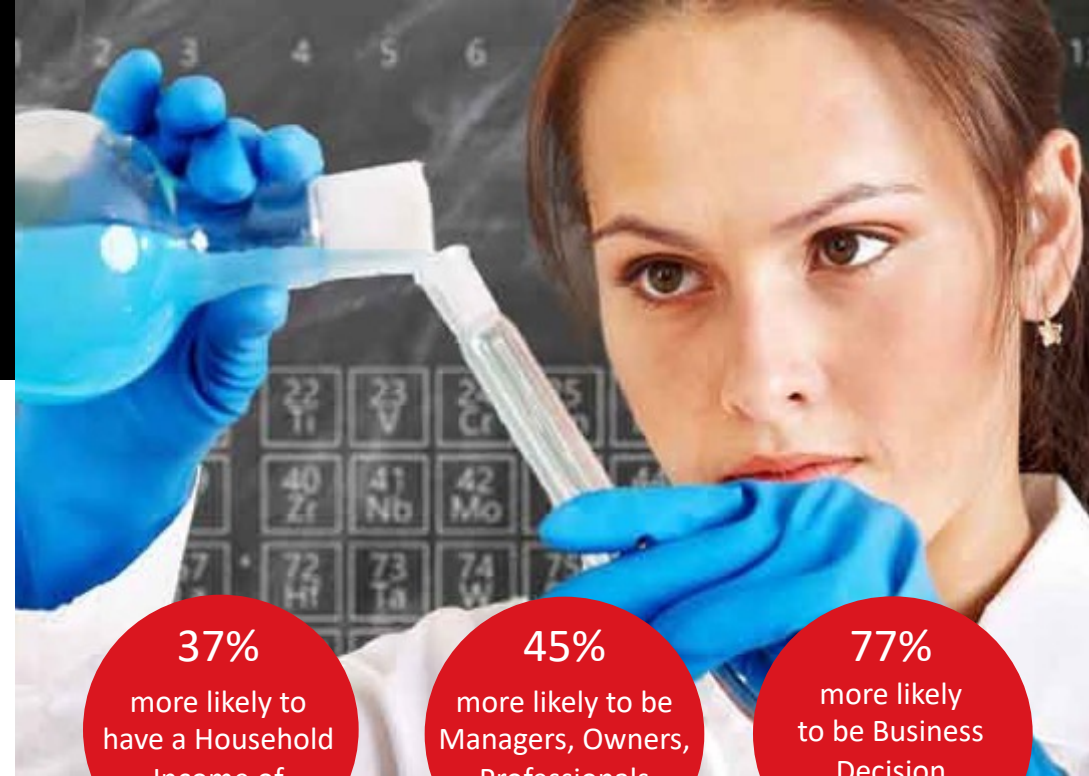
PROPOSED TOPICS HIGHLIGHTS

- LEADERSHIP** — Exceptional institutions and instructors teaching the next generation of doctors
- TECHNOLOGY** — technological innovation that is shaping the future of healthcare
- RESEARCH** — The latest research endeavours and how students are engaged in advancing them
- DIVERSITY & INCLUSION** — How these programs and institutions are welcoming students and team members from a range of backgrounds

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45%
more likely to be Managers, Owners, Professionals (MOPEs)*

77%
more likely to be Business Decision Makers*

Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 3	May 15	May 22	April 3