



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Medical innovation - Future of medicine

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Health care is ever-evolving. Leading medical researchers and innovators are harnessing new technologies and breakthroughs in preventive care to improve patient outcomes and make health care more efficient. This special feature will examine how the leading experts in their fields are bringing innovative techniques to healthcare for Canadians across the country.

- PROPOSED TOPIC HIGHLIGHTS:**
- RESEARCH & INNOVATION** — Research breakthroughs aiding to mitigate current and future healthcare threats
  - EQUAL ACCESS** — Ensuring that all Canadians have access to medicine and healthcare they need in a timely manner
  - TECHNOLOGY** — Advancing healthcare technology from research tools to virtual care
  - COLLABORATION** — Partnering with key groups to find comprehensive and sustainable solutions

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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37%  
more likely to  
have a Household  
Income of  
\$200K+\*

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
May 16	June 13	June 20	May 16
September 29	November 10	November 17	September 29