



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Physicians in Canada

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## Medical innovation

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



Shortening the regulatory timeline will benefit patients and the economy

It's a simple concept: the faster a new drug or medical device is approved, the sooner it can be used to treat patients. But in Canada, the process is often slow and cumbersome, costing billions of dollars in lost productivity and lives. The federal government is now looking to speed up the process, but critics say it's not enough.

Not only do many new medicines available in Canada take longer to get to market than in the U.S., but the cost of drugs is also higher. It takes more than two years on average for a new drug to be approved in Canada, compared to 18 months in the U.S. And the cost of drugs in Canada is 10 to 20 percent higher than in the U.S.

Health Canada, the federal agency responsible for regulating drugs, says it's working to speed up the process. But critics say it's not enough. They say the government needs to do more to ensure that patients have timely access to life-saving treatments.

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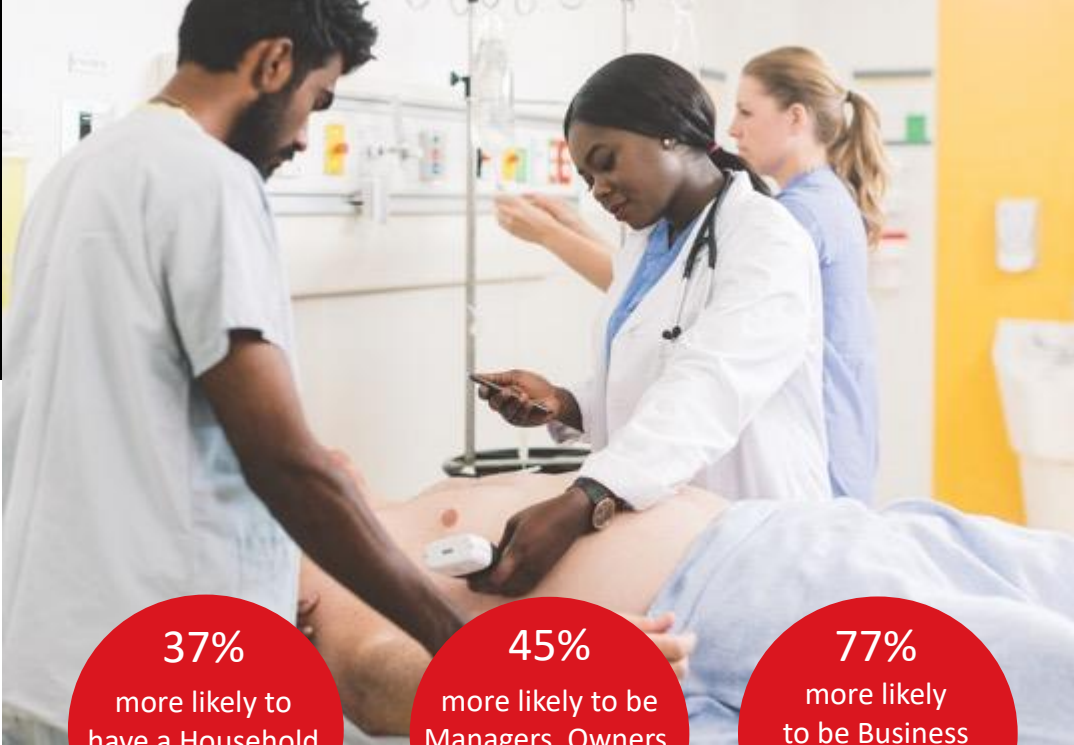
Physicians in Canada are the beating heart of the country's healthcare system, providing life-saving care and comfort to millions of Canadians. They undergo rigorous education and training, becoming skilled healers in hospitals, clinics, and private practices. However, the profession faces significant challenges, including a shortage of doctors in some regions and increased demand due to an aging population. This special feature will showcase the dedication and commitment of Canada's physicians to their patients' wellbeing and highlight the profound impact they have on the lives of Canadians.

**Suggested topic highlights:**  
**HEALTHCARE FOR ALL** — Healthcare access and equity  
**DOCTOR'S WELL-BEING** — Physician burnout and mental health  
**DOCTOR DISTRIBUTION** — Shortage of doctors in certain regions  
**VIRTUAL CARE REVOLUTION** — Changing landscape of healthcare delivery  
**CONTINUOUS EDUCATION** — Medical education and training  
Canada's seniors

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more likely to  
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Income of  
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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
October 2	November 13	November 20	October 2