



2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Champions of healthcare

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Healthcare and its dedicated professionals are sources of compassion, expertise, and healing nationwide. These professionals serve as pillars of knowledge, utilizing their expertise to diagnose illnesses, develop treatment plans, and offer guidance for maintaining optimal health. In this special feature, we shine a light on the champions of our healthcare system, highlighting their unwavering commitment and tireless efforts. Their dedication showcases the profound importance of healthcare and the significant positive impact it has on individuals, families, and society as a whole.

Proposed topic highlights:

LEADERSHIP — Showcasing exemplary leaders in healthcare and their transformative impact on patients.

ADVOCACY — Championing patients' rights, improving access to quality healthcare, and advocating for better resources, fostering a more equitable and inclusive healthcare system.

COLLABORATION — Cultivating synergy within multidisciplinary teams, fostering collaboration and harnessing collective expertise to provide comprehensive and holistic care to patients.

RESEARCH & INNOVATION — Pioneering breakthroughs in medical knowledge, technology, and treatment options, revolutionizing patient care and outcomes.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: 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
September 6	October 18	October 25	September 6