



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Physicians Day

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National Physician's Day celebrates the critical role physicians play in Canada's healthcare system. These skilled healers provide essential care to millions of Canadians, working tirelessly in hospitals, clinics, and private practices across the country. Despite facing challenges such as a shortage of doctors in some regions and increased demand for healthcare services, physicians in Canada remain dedicated to their patients' wellbeing. This special feature will honour their tireless efforts and profound impact, which constantly inspires and uplifts all Canadians.

- Proposed topic highlights**
- PHYSICIAN WELLNESS** — Prioritizing physician self-care
 - HONOURING CONTRIBUTIONS** — Celebrating leadership achievements
 - MEDICAL EDUCATION** — Lifelong learning for physicians
 - HEALTHCARE CHALLENGES** — Bridging gaps in patient care
 - DIVERSITY & INCLUSION** — Empowering physician diversity
 - TECHNOLOGY** — Exploring the use of technology in the healthcare delivery

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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
March 6	April 24	May 1	March 6