



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Medical Devices

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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

**4** **25%** **1 in 5** **22%**

**BY THE NUMBERS**

- #1: Ranked as the most important industry for Canada's future.
- 25%: Increase in investment in medical devices over the last five years.
- 1 in 5: Canadians who believe that medical devices are essential to their health.
- 22%: Increase in the number of medical device startups in Canada over the last five years.

Medical devices are essential tools in modern healthcare, playing a critical role in diagnosis, treatment, and patient care. These devices encompass a wide range of technologies, from simple tools like thermometers and blood pressure monitors to complex instruments such as MRI machines and robotic surgical systems. In an era of rapidly evolving technology, medical devices continue to push the boundaries of what is possible in healthcare, enhancing the quality of medical services and the overall well-being of patients.

### Proposed topic highlights:

- ESG** — Exploring efforts to make medical devices more environmentally friendly.
- INNOVATION** — Highlighting the latest advancements in healthcare technology and how they're improving patient care.
- IMPACT** — How medical devices support patients, from health monitoring at home to wearable devices to track health.
- CONNECTED HEALTHCARE** — The role of technology in creating a connected and data-driven healthcare ecosystem.



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Print/Digital Weekly Readers – 6,063,000  
Print Weekly Readers – 2,592,000 | Digital Weekly Readers – 4,645,000

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
September 16	October 21	October 28	September 16

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