



2025 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



Showing the regulatory timeline will benefit patients and the economy

**66** It takes more than 10 years to get a new drug to market in Canada. That's longer than in most other countries, and it's a major barrier to innovation. The federal government is looking for ways to speed up the process.

**25%** of Canadians have a chronic health condition.

**1 in 5** Canadians have a chronic health condition.

**22%** of Canadians have a chronic health condition.

**BY THE NUMBERS**

**#1** in Canada for news coverage of the 2024 election.

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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:**

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

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **5,898,000**  
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2024, National, Adults 18+

Sponsor content & Standard Booking Deadline	Material Deadline	Publishing Date
May 5	June 16	June 23
September 5	October 13	October 20