

# The National Pharmaceuticals Strategy: A Prescription Unfilled

Released January 30, 2009



## April 2009 – Week 10 results



“National drug plan critical as laid-off workers lose benefits”

- *Ottawa Citizen*

“Pharmaceutical strategy would help patients get meds”

- *Daily Gleaner*

“Government urged to draft national drug strategy”

- *Fort McMurray Today*



### Report coverage:

Mainstream Media	Total	Social Media
<b>Print</b> <ul style="list-style-type: none"> <li>23 print articles</li> <li>4 wire services (CanWest; Canadian Press x 2, Reuters)</li> </ul>	Circulation: 1, 862,268  Impressions: 5,586,804	<b>Blog Mentions (9):</b> Toronto Social Justice Magazine, About Health, PharmaCanada, CanadaPharmacyNews, BioPortfolio UK, Anxiety Therapy Support, Canadian Medicine, Canadian Update and Twitter Village
<b>Radio</b> 7 CEO interviews, the latest on CBC Radio One’s “The Current”	Reach: 471,700	<b>Top 6 drivers to NPS report on Council website:</b> Google search 5,863      Health Council eNewsletter 302 CNW 211      BabyCenter.com 105 MSNBC 130      CanadaValuesHealth 102
<b>Online</b> 74 media website stories/postings including The CMAJ and Canadian Pharmacists Journal	Impressions: 109,617,262	<b>Extended Coverage</b>  <b>Presentations:</b> April 6 — at CADTH Symposium (Ottawa) March 5 — to the OSSLC (Toronto) January 30 — Press Conference (Toronto)
<b>Newsletters</b> <ul style="list-style-type: none"> <li>Health Edition</li> <li>The Hill Times</li> </ul>	Impressions: 86,699	<b>Releases*</b> 9 Media releases including one from FSNA in support of the NPS

### Council Website Statistics — versus 1 month of Rekindling Reform report

	NPS report (released January 2009)	Rekindling Reform report (released June 2008)
Downloads	2,758	1,703
Unique Visitors	12,513 from 46 countries — Top 6 : Canada (93%), United States, Australia, United Kingdom, Spain, India 50.59% first time visitors	4,259 from 12 countries — Top 6: Canada (82%), United States, United Kingdom, Australia, India, New Zealand. 45.07 % first time visitors

\*Coverage of HCC releases and supporting releases

## What matters to Canadians (message board responses)

Total postings by Canadians = 86

### HEALTH COUNCIL OF CANADA WEBSITE (24):

**Hot Topics:** Economy & Health, Electronic health records, Unity across provinces, Seniors and Pharmaceuticals, National Assets - Healthy Canadians and Equity.

**GLOBE AND MAIL (51):** Support for the NPS is overwhelming on the Globe's discussion board—many are skeptical that the National Pharmaceuticals Strategy won't become a reality.

**STAR (6):** Canadians are asking for unity across the provinces not only for pharmaceuticals, but for all healthcare services.



Ivan Ip, Director of Monitoring and Analysis, and Shirley Hawkins, Manager, Marketing and Innovation, speak to the OSSLC about the National Pharmaceuticals Strategy.

## Ontario and Saskatchewan Comment

### Dalton McGuinty, Premier, Ontario

*"I appreciate the issues raised in the Council's report. As they would also interest the Honourable David Caplan, Minister of Health and Long-Term Care, I have passed along a copy of your correspondence to him for his information...Our government looks forward to an ongoing collaboration with you and your colleagues." (March 3, 2009)*

### Don McMorris, Minister of Health, Saskatchewan

*"Pharmaceutical issues continue to be an area of great importance for our government, and I want to thank the Health Council of Canada for its report on the National Pharmaceuticals Strategy and for its interest in health care in Saskatchewan." (March 11, 2009)*

## Watch for us...

- Medical Post
- Chronicle of Healthcare Marketing
- Drugstore Canada
- Stakeholder sponsored events

Thank you for your continued interest in "The National Pharmaceuticals Strategy: A Prescription Unfilled". If you would like to share your thoughts, please do so at [www.healthcouncilcanada.ca](http://www.healthcouncilcanada.ca), and send this link to a friend.