

# The National Pharmaceuticals Strategy: A Prescription Unfilled

Released January 30, 2009



May 2009 – Week 14 results



“Canada lags US in adoption of e-prescribing”  
- *Canadian Medical Association Journal*

“Politics: Governments and public need to re-engage in pharma strategy”  
- *The Medical Post*

“A prescription unfilled”  
- *Journal Pioneer*



## Report coverage:

Mainstream Media	Total	Social Media
<b>Print</b> <ul style="list-style-type: none"> <li>26 print articles</li> <li>4 wire services (CanWest; Canadian Press x2, Reuters)</li> </ul>	Circulation: 1,992,622 Impressions: 5,977,866	<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> 77 media website stories/postings include The CMAJ and Medical Post	Impressions: 109,985,122	<b>Extended Coverage</b> <b>Releases*</b> 9 Media releases including one from FSNA in support of the NPS
<b>Newsletters</b> <ul style="list-style-type: none"> <li>Health Edition</li> <li>The Hill Times</li> </ul>	Impressions: 86,699	

## Council Website Statistics

	NPS report (released January 2009)	Rekindling Reform report (released June 2008)
Downloads	2,758	1,703

\*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

### The Honourable Sharon Carstairs, P.C.

*Thank you for the copy of the Health council of Canada's report titled, "The National Pharmaceuticals Strategy: A Prescription Unfilled." I will read it with interest.*

### Robert Ouellet, President, Canadian Medical Association

*We urge [The Minister of Health, Health Canada] to act on the recommendation by the Health Council of Canada in its January 2009 report "The National Pharmaceuticals Strategy: A Prescription Unfilled", and work with the provincial and territorial governments to re-invigorate the NPS as quickly as possible.*

## Presentations...

### Presentations:

April 6 — at CADTH Symposium (Ottawa)

March 5 — to the OSSLC (Toronto)

January 30 — Press Conference (Toronto)

May 8—Industry Presentation (Toronto)

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.