

The National Pharmaceuticals Strategy: A Prescription Unfilled

Released January 30, 2009



November 2009 – Week 38 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
Print <ul style="list-style-type: none"> 28 print articles 4 wire services (CanWest; Canadian Press x2, Reuters) Pending: Yukon News 	Circulation: 2,666,228 Impressions: 7,998,684	Blog Mentions (9): Toronto Social Justice Magazine, About Health, PharmaCanada, CanadaPharmacyNews, BioPortfolio UK, Anxiety Therapy Support, Canadian Medicine, Canadian Update and Twitter Village
Radio 7 CEO interviews, including CBC Radio One's "The Current"	Reach: 471,700	Top 6 drivers to NPS report on Council website: Google search 5,863 Health Council eNewsletter 302 CNW 211 BabyCenter.com 105 MSNBC 130 CanadaValuesHealth 102
Online 80 media website/stories/postings including the CMAJ, the Canadian Pharmacists Journal and Medical Post	Impressions: 133,887,792	Extended Coverage Releases* 9 Media releases including one from FSNA in support of the NPS
Newsletters <ul style="list-style-type: none"> Health Edition The Hill Times 	Impressions: 86,699	

Council Website Statistics

	NPS report (released January 2009)	Rekindling Reform report (released June 2008)
Total Downloads	2,964	2,060

*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.

Comments

Senator 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.

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.

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.

Presentations

Jan 30 — Press Conference (Toronto)

Apr 6 — at Canadian Association for Drugs and Technologies in Health (CADTH) Symposium (Ottawa)

Mar 5 — to the Ontario Seniors' Secretariat Liaison Committee (OSSLC) (Toronto)

May 8—Industry Presentation (Toronto)

Watch For...

- John's Abbott's interview with Yukon News

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, and send this link to a friend.