



2027 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

DIABETES: TODAY & TOMORROW

Advancing prevention, treatment, and long-term health outcomes in Canada

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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Diabetes – Today and tomorrow

Thursday, January 24, 2024 Produced by Randall Anthony Communications and support from Diabetes Canada. The Globe and Mail is not responsible for the content of this report.

DIABETES IN CANADA: THE FACTS

More than 4 million people in Canada are diagnosed with diabetes.

Every three minutes one person in Canada is diagnosed with diabetes.

Nearly 90% of people living with type 1 diabetes and 70% of people living with type 2 diabetes experience vision and hearing loss.

80% of people living with diabetes in Canada have at least one health complication.

Living with diabetes can double the risk of heart disease, stroke and other serious vascular conditions.

Over the past 50 years, Diabetes Canada has invested \$160-million into groundbreaking research.

Diabetes disproportionately impacts racialized and Indigenous communities in Canada, with South Asian and Black adults facing up to two times higher prevalence than white adults.

Canada's not done making medical history yet

AI CAN HELP

Artificial intelligence (AI) is revolutionizing healthcare, from early detection of diseases to personalized treatment plans. In Canada, AI is being used to analyze medical images, predict patient outcomes, and streamline administrative tasks. This technology has the potential to improve patient care and reduce healthcare costs.

OUR COMMUNITIES

Diabetes disproportionately impacts racialized and Indigenous communities in Canada, with South Asian and Black adults facing up to two times higher prevalence than white adults. Addressing these disparities requires targeted interventions, cultural competency training for healthcare providers, and community-based research.

A NEW PARADIGM

The future of diabetes care lies in a paradigm shift towards prevention, early detection, and personalized medicine. This involves leveraging digital health tools, such as wearable devices and telemedicine, to monitor patients and provide timely interventions. Collaboration between researchers, clinicians, and patients is essential to drive innovation and improve outcomes.

Diabetes remains one of Canada's most significant and growing health challenges, affecting millions of individuals and placing increasing pressure on healthcare systems. With innovation transforming prevention, care, and management, this special feature will highlight how insurers, pharmaceutical companies, healthcare organizations, and community initiatives are working together to improve outcomes, enhance quality of life, and reduce the burden of the disease.

Proposed Topic Highlights

PREVENTION & EARLY DETECTION – The role of screening, education, and lifestyle interventions in identifying and reducing diabetes risk.

TREATMENT & INNOVATION – How new therapies, technologies, and devices are transforming diabetes care and enabling better patient outcomes.

LIVING WELL WITH DIABETES – Exploring how patients, families, and caregivers are supported through programs, digital tools, and community resources.

ACCESS & EQUITY – Addressing barriers to care, medication coverage, and support across diverse populations and regions in Canada.

THE FUTURE OF CARE – Examining how personalized medicine, data insights, and collaboration between insurers and pharma leaders are shaping the next era of diabetes management.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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(Source: Vividata SCC Spring 2026, Globe Print/Digital Weekly)

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
January 7	February 1	February 8