



## OUR MISSION

Help build Canada's healthcare workforce today and inspire the next generation of healthcare professionals to meet future needs.

## OUR WHY

We want to contribute to the sustainability of Canada's healthcare system.

## OUR HOW

We've leveraged the power of Postmedia's health news and information platform, [Healing](#), to create [WORKFORCE by Healing](#). The innovative content-driven partnership brings together journalism and the healthcare industry. WORKFORCE partners – including employers, educators, professional associations, and government agencies – have a forum to share their important stories with highly targeted prospective healthcare employees and students, giving them a competitive edge when recruiting.

## OUR WHAT

Workforce is a content-based online platform that empowers our healthcare partners to be proactive in their recruitment, public affairs, brand-building, and advocacy efforts. They can publish their stories, videos, testimonials, press releases and more on a dedicated partner profile page (akin to a microsite) within the Healing network. They also have access to the [healing.ca](#) editorial team, giving them opportunities to contribute columns and op-ed pieces. Additionally, the unique two-way relationship means that partners will be preferred contacts when writers seek subject matter experts.

The partnership also includes a digital campaign powered by a bespoke segment developed for each partner's unique brand, ensuring that no efforts or dollars are wasted on audiences that don't deliver. Partners know how their program is working because they receive bi-weekly performance reports that also enable adjustments that ensure optimal performance. The program was developed to allow organizations of all levels to participate and is, therefore, extremely affordable, with an option as low as \$975/month.

## OUR AUDIENCE POWER

Partners benefit from Postmedia's proprietary audience platform, which segments audiences into distinct groups, allowing them to reach the right people at the right time, whether they are considering education, a new career or a job change within the healthcare industry. Plus, the Postmedia Network reaches more than 17 million Canadians coast to coast, allowing for local, regional, provincial and national reach.

## OUR CLIENT-FIRST PROCESS

As a partner in WORKFORCE, you can expect complete support from our team of professionals, who will guide you from concept to launch in a thoughtful and efficient manner, and ensure your content moves to market smoothly throughout the partnership.

### 1 CONTENT

WORKFORCE editor works with you to review your existing proprietary content available for launch

### 2 PROFILE PAGE

WORKFORCE product team builds your profile page and populates it with your content

### 3 DRIVERS DEVELOPMENT

WORKFORCE media experts refine your content into a series of ads for deployment across the Postmedia network, Google and social digital platforms

### 4 DEPLOYMENT

WORKFORCE audience strategists develop your exclusive targeted segments and deploy your content to them

### 5 MEASURE & REPORT

WORKFORCE media experts measure engagement, gather insights and report to you quarterly

## OUR PROMISE

We are dedicated to your success. When the program works for you, it means we are on track to achieve our critical mission!

## FOR FURTHER INFORMATION:

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