

# Canadian Patient Safety Week

## Sponsorship 2018

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Help make patient safety a priority.

Ask. Listen. Talk.



The Canadian Patient Safety Institute invites you to join our network of Canadians – the public, healthcare providers and healthcare leaders – in making patient safety a priority. The following pages outline the promotional and branding benefits associated with sponsoring Canadian Patient Safety Week, our national, annual campaign started in 2005 to inspire extraordinary improvements in patient safety and quality.

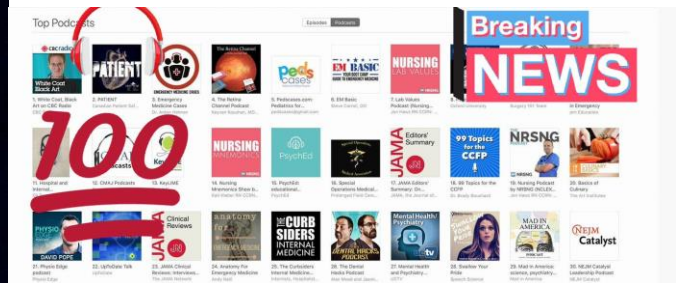
This year, Canadian Patient Safety Week runs October 28 to November 2. Our theme is #NotAllMedsGetAlong, highlighting the risks of multiple medications and encouraging at-risk populations to obtain a medication review from their pharmacist, physician or nurse.

As the momentum for promoting best practices in patient safety has grown, so has the participation in Canadian Patient Safety Week. Canadian Patient Safety Week is relevant to everyone who engages with our healthcare system. Working together, thousands help spread the message to **Ask. Listen. Talk.**

# Promotional and Branding Opportunities

**PATIENT:** This award-winning podcast series has 2,000 downloads to date.

Developed in 2017 for Canadian Patient Safety Week, the PATIENT podcast series explores medication safety through a nonfiction medical drama about people trying to fix modern healthcare from the inside out. PATIENT received a Bronze Award for Best Multi-Media Project at the prestigious Canadian Public Relations Society's National Awards, plus an Award of Excellence from the International Association of Business Communicators. It was also the #2 medical podcast on iTunes during CPSW 2017. For CPSW 2018 we are creating three new podcasts!



## Social Media Engagement

**CPSI Social Media Channels:** 10,000 Twitter followers  
5,000 LinkedIn followers  
4,000 Facebook followers

#asklistentalk: over 14 million impressions on Twitter

### The Numbers



### The #asklistentalk Influencers

#### Top 10 by Mentions

- @patient\_safety 523
- @cihi\_icis 84
- @choosewiselyca 79
- @onthehealth 50
- @ismpcanada 47
- @cpaaphc 47
- @changedaybc 40
- @mghtoronto 38
- @stjoestoronto 34
- @meditech 28

#### Top 10 by Tweets

- @patient\_safety 183
- @ismpcanada 32
- @ptsafety\_sandi 27
- @karlahoron 25
- @safemeduse 23
- @oldfordkaren 21
- @kimmassy 18
- @alicewatt 14
- @chrisspowercpsi 14
- @safecarecomm 14

#### Top 10 by Impressions

- @patient\_safety 1.7M
- @cihi\_icis 152.7K
- @canadianforces 82.6K
- @safemeduse 68.8K
- @sickkidsnews 66.2K
- @infopei 65.5K
- @kanchan\_bagari 59.3K
- @royal\_college 53.1K
- @infoway 52.7K
- @anetto 51.1K

## #asklistentalk Participants



**Stakeholder Emails:** 9,000 stakeholders with over 50,000 emails sent promoting Canadian Patient Safety Week

**Online quizzes** for both members of the public and health care providers: Taken 5,581 times (2017 CPSW)

**Videos:** 1,439 views (2017 CPSW)

**Web pages:** 9,300 page views (during CPSW 2017); 47,000 yearly page views

## Platinum Level

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### **\$15,000 in support**

Exclusive sponsor of:

- PATIENT podcast series – Sponsor's advertisement to run before each of the 3 podcasts (ad created by sponsor)

Logo and/or Sponsor Thank-You Prominently Displayed on:

- Canadian Patient Safety Week website home page (asklistentalk.ca)
- Stakeholder emails promoting CPSW registration, PATIENT podcast, quizzes, webinar, videos, competition
- Canadian Patient Safety Institute social media channels
- Canadian Patient Safety Week Communications Tool Kit for participants

Verbal Recognition

- Canadian Patient Safety Week, Medication Safety webinar and other CPSW events

Additional Promotional Opportunities

- Sponsor insert or product sample included in participant CPSW promotional item packages
- Sponsor message included in participant email communications

Ask us about our other sponsorship opportunities including:

- Hosting a Canadian Patient Safety Week media event at your physical location
- Presenting at our medication safety webinar

## Gold Level

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### ***\$7,500 in support***

Exclusive sponsor of:

- Both Public and Provider Medication Safety Quizzes – sponsor logo and sponsor acknowledgement included within quizzes

Logo and/or Sponsor Thank-You Prominently Displayed on:

- Canadian Patient Safety Week website home page (asklistentalk.ca)
- Stakeholder emails promoting CPSW registration, PATIENT podcast, quizzes, webinar, videos, competition
- CPSI social media channels
- Canadian Patient Safety Week Communications Tool Kit for participants

Verbal Recognition

- Canadian Patient Safety Week, Medication Safety webinar and other CPSW events

Additional Promotional Opportunities

- Sponsor insert or product sample included in participant's CPSW promotional item packages
- Sponsor message included in participant email communications

Ask us about our other sponsorship opportunities including:

- Presenting at our medication safety webinar

## Silver Level

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### ***\$2,500 in support***

Logo and/or Sponsor Thank-You Prominently Displayed on:

- Canadian Patient Safety Week website home page (asklistentalk.ca)
- Stakeholder emails promoting CPSW registration, PATIENT podcast, quizzes, webinar, videos, competition
- CPSI social media channels
- Canadian Patient Safety Week Communications Tool Kit for participants

Verbal Recognition

- Canadian Patient Safety Week, Medication Safety webinar and other CPSW events

Additional Promotional Opportunities

- Sponsor insert or product sample included in participant's CPSW promotional item packages
- Sponsor message included in participant email communications

**Contact Dan Costigan at 1-866-421-6933 ext 7256 or [dcostigan@cpsi-icsp.ca](mailto:dcostigan@cpsi-icsp.ca) to find out how you can help make patient safety a priority.**