



BULLETIN

## HSA's newest TV ad on air

October 2, 2013

HSA has just launched a new TV ad, and it's being broadcast all around the province for the next six weeks.

It's our third original TV ad, all developed over the last four years as HSA's long-term commitment to raising the profile of health science professionals and their vital role in modern health care.

All the ads find different ways to playfully challenge the widely-held view that doctors and nurses do all the work in the health care system. Each has found creative ways to show some of HSA's 80 diverse professions into short 30-second ads, while still creating something that will be memorable to the public. The latest ad takes it a step further, featuring actual HSA members from some of our key professions.

<http://youtu.be/Y2u30f0M2wk>

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