For Immediate release

SOGC announces new COVID-19 Champion partnership with Pfizer Canada

Ottawa, ON – August 13, 2020 – The Society of Obstetricians and Gynaecologists of Canada (SOGC) is proud to announce the signing of a new partnership with Pfizer Canada. This COVID-19 Champion partnership will help support and build resource materials and new educational initiatives for SOGC’s members and the public throughout the COVID-19 pandemic. Both organizations are strongly committed to supporting those front-line workers that have been the most impacted in their practice and in their personal lives.

“This past year has put tremendous strain on the health care system and tested those individuals that make up Canada’s health care team,” says Dr. Jennifer Blake, SOGC CEO. “While the system has been able to rise to the challenge, we cannot always do it alone. This new partnership with Pfizer Canada will allow the SOGC to continue to provide its members and the public with access to reliable resources, education and best practices to improve quality of care to keep Canada on the right path in the advancement of women’s health.”

Through this partnership, SOGC is proud be able to continue to support initiatives such as the maintenance of the COVID-19 resources page, strengthening of our commitment to quality of care, and the creation of unique educational opportunities. The first of those opportunities, the SOGC’s COVID-19 101, is 5- part online course that provides an overview of the available evidence and up-to-date modifications/recommendations for delivering prenatal and postpartum care, because of the COVID-19 pandemic. The SOGC will continue its core offerings to members but also extend that to ensure all health care providers have access to what they need to know, in order to provide the right care.

“The area of women’s health, like many others, has been significantly impacted by the COVID-19 pandemic,” said Cole C. Pinnow, President, Pfizer Canada. “We continue to be committed to partnering with stakeholders to help address health care delivery needs to women during this pandemic and are pleased to support the SOGC on this initiative.”

To learn more about the SOGC’s COVID-19 response, click here.

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About the SOGC

The SOGC is one of Canada’s oldest national specialty organizations. Established in 1944, the Society’s mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration and education. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. For more information, visit sogc.org or you can follow us on LinkedIn, Facebook, Twitter or YouTube.

About Pfizer Canada

Pfizer Canada ULC is the Canadian operation of Pfizer Inc., one of the world’s leading biopharmaceutical companies. Our diversified health care portfolio includes some of the world’s best known and most prescribed medicines and vaccines. We apply science and our global resources to improve the health and well-being of Canadians at every stage of life. Our commitment is reflected in everything we do, from our disease awareness initiatives to our community partnerships. To learn more about Pfizer Canada, visit pfizer.ca or you can follow us on LinkedIn, Facebook, Twitter or YouTube.

Media Relations:
Jay Poulton
Director of Communications
1-800-561-2416 or 613-730-4192, ext. 228
Email: jpoulton@sogc.com

Pfizer Canada Media Relations
1-866-9-PFIZER (1-866-973-4937)
Email: Corporate.affairs.canada@pfizer.com