

For Immediate Release

SOGC Announces new COVID-19 Champion partnership with Scotiabank, MD Financial Management, and the Canadian Medical Association

Ottawa, ON – June 2, 2020 –The Society of Obstetricians and Gynaecologists of Canada (SOGC) is proud to announce the signing of a new COVID-19 Champion partnership with Scotiabank, MD Financial Management Inc. (MD), and the Canadian Medical Association (CMA) that will help support and build resources for the SOGC’s family of healthcare workers across Canada. This new partnership is essential in helping the SOGC’s 4200 members across Canada gain access to credible resources and educational opportunities as they face this pandemic on the frontlines.

As a COVID-19 Champion, this partnership will allow the SOGC to continue the updating of its [COVID-19 resources page](#) and to help build the skills and capacity of its frontline workers through a variety of interesting and unique educational opportunities. The first of which was the creation of a new online [COVID-19 101 course](#) that is seeking to further the understanding of the virus with up-to-date information and guidelines for care that is open to all.

“We are very excited to announce this new partnership with MD,” says Dr. Jennifer Blake, SOGC CEO. “Providing our members, those on the frontlines during this pandemic, with a steady stream of reliable resources, educational opportunities and the ability to facilitate the exchange of ideas amongst peers is an essential role that the SOGC must play and we are more than excited to share this important value with a partner like MD.”

The COVID-19 pandemic has forced organizations like the SOGC to approach how they work and what they offer to their members in a different way. This investment made by MD will allow the SOGC to continue its core offerings to members but also extend that to the new opportunities and ways to build the capacity of our frontline workers.

“We commend SOGC’s efforts to help obstetricians and gynaecologists rise to the new challenges brought by the pandemic,” said MD Financial Management Inc. CEO Daniel Labonté. “We are proud to support this initiative and grateful to all healthcare workers on the frontline.”

To learn more about the SOGC’s COVID-19 response, [click here](#).

Scotiabank, MD and the CMA together are firmly committed to supporting the medical profession and advancing health in Canada. As proof of this commitment, and in collaboration with the CMA and MD,

Scotiabank is investing \$115 million over the next 10 years to support physicians and the communities they serve across Canada.

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 www.sogc.org.

About MD Financial Management Inc.

With more than 50 years of physician-focused experience, MD Financial Management Inc. (MD) is dedicated to providing financial peace of mind to Canada's physicians and their families, so they can enjoy what matters most to them while achieving their career and life goals. MD had more than \$49 billion in assets under management as of May 20, 2020. MD Management Limited was the first of the MD Group of Companies to be founded, in 1969. MD Financial Management Inc. wholly owns or has a majority interest in its seven subsidiaries (the MD Group of Companies). It provides financial products and services, is the fund manager for the MD Family of Funds and offers investment counselling services. For a detailed list of the MD Group of Companies, visit md.ca.

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