



2016-2017

ANNUAL REPORT



MESSAGE FROM THE SOGC

One year ago, the SOGC adopted an ambitious four-year strategic plan to guide us in our objective to continually improve women's sexual and reproductive health in Canada and around the world. Now, one year later, we are delighted to report that we have moved the bar higher on many of our objectives.

We are **getting stronger**. Members of the SOGC and the Association of Academic Professionals in Obstetrics and Gynaecology of Canada (APOG) voted in favour of an alliance between the two organizations that will result in shorter timelines for turning research and discovery into clinical practice for patients. We are now putting final touches on the agreement. We have also made a remarkable gain in membership. And, we have kept our financial house in order with improved cash management practices and new key performance indicators to track our successes.

We are improving **quality of care**. We have released 13 new Clinical Practice Guidelines thanks to the hard work and dedication of our volunteer-based committees. We have adopted the Choosing Wisely initiative, one of Dr. Carson's goals as President, and have created our own top-ten list of procedures that usually do not add value in widespread practice. Internationally, we have six active projects underway.

We are providing more **education** opportunities. This year we instructed about 3,200 health care providers through ALARM and new online courses. Our public education reach broke new ground with more than 3 million social media hits from our HPV awareness campaign and the SexandU.ca and PregnancyInfo.ca website launches.

We have amplified our **advocacy** initiatives. We had more than 250 conversations with the media, drawing on our President, CEO, and subject matter experts and guideline authors for interviews. We launched the SOGC Brand Recognition Program, providing the public with endorsements of diligently-reviewed products. We also held discussions with provincial and federal government ministers and officials on topics like Mifegymiso, Zika, substance abuse, maternal mortality, HPV prevention, and more. The next 12 months look equally as busy.

Thank you to all of our members, and volunteers for your ongoing support as we improve health care for women and families in Canada and the world.



A handwritten signature in black ink that reads "George D. Carson". The signature is fluid and cursive.

Dr. George D. Carson
SOGC President 2016-2017



A handwritten signature in black ink that reads "Jennifer Blake". The signature is stylized and cursive.

Dr. Jennifer Blake
SOGC Chief Executive Officer

A YEAR IN REVIEW

2016

JUNE

650 health care professionals gather in Vancouver for the 72nd ACSC, welcoming Dr. George D. Carson as new SOGC President.

JULY

College of Family Physicians, Ante/Postnatal Care Learning Development Project meeting determines gaps in antenatal and postnatal Continuing Professional Development (CPD).

AUGUST

Mediaplanet Women's 2016 Health Campaign in *Flare* magazine - marking the 10-year HPV vaccine milestone.

SEPTEMBER

Dr. Jennifer Blake meets with The Honourable Catherine McKenna, to discuss environmental toxins and their impact on the health of Canadians.

OCTOBER

The SOGC leads a project to develop a plan for better measurement and surveillance of maternal morbidity and mortality in Canada.

Launch of HPV Awareness Campaign video in Cineplex theatres across the country.

Record attendance at the Quebec CME in Montreal.

NOVEMBER

Panel participation at the CAN-MNCH conference: "Integrating a sexual and reproductive rights approach to emergency obstetric training worldwide".

New SexandU.ca website launches, seeing an 87% increase in new visitors to the site.

Meetings on the Surgical Education and Quality of Care program. Committee promises to lead us to a multifaceted and effective role in improving surgical quality of care in Canada.

DECEMBER

The SOGC moves its national office in Ottawa at 2781 Lancaster Road, on-time and under budget.

The SOGC is awarded funding for a project aimed at preventing and screening for alcohol use in pregnancy; part of a \$3.6M federal investment to address Fetal Alcohol Spectrum Disorder in Canada.

A full house at the Ontario CME in Toronto.

2017

JANUARY

One-day Women's Health Forum at Sunnybrook Health Sciences Centre brings together leading experts with members of the public to explore patient research needs.

Launch of the Medical Abortion Training Program, the SOGC's first online course.

Dr. Togas Tulandi appointed new Editor-in-Chief of the JOGC, bringing extensive publishing experience and a distinguished career in academia, clinical practice, and research.

The SOGC is awarded funding to evaluate current knowledge, beliefs, attitudes and practices of women of reproductive age related to vaccination during pregnancy to develop new tools and resources for our members.

FEBRUARY

Dr. George D. Carson and Dr. Jennifer Blake participate in the Rural Health Care Summit, agreeing to a two-year action plan to support implementation of "The Rural Road Map for Action".

MARCH

MOU is signed between the SOGC and APOG to pursue an alliance between the two organizations.

SOGC celebrates International Women's Day.

Terrific turnout for the West/Central CME in Banff.

APRIL

The SOGC is chosen as one of several organizations to lead new projects to improve vaccination rates in Canada by identifying barriers to access and uptake, particularly among women of reproductive age.

MAY

The SOGC issues a position statement on marijuana use during pregnancy, in an effort to dispel its reputation as a harmless drug.

JUNE

Dr. Michael R. Bow is welcomed as new SOGC President during the 73rd ACSC in Ottawa.

PregnancyInfo.ca launches at the ACSC in Ottawa.

The SOGC adopts the Choosing Wisely Canada initiative and unveils a top-ten list of commonly used obstetrical and gynaecologic tests and treatments that usually do not add value to the care of patients.

View full recommendations at:

choosingwiselycanada.org/obstetrics-and-gynaecology

The SOGC commits to developing a Gender-Inclusive Language Policy to promote sensitivity to LGBTQ+ individuals.

The motion to support an APOG-SOGC alliance passes unanimously at both organizations' annual member meetings, paving a shared road ahead.

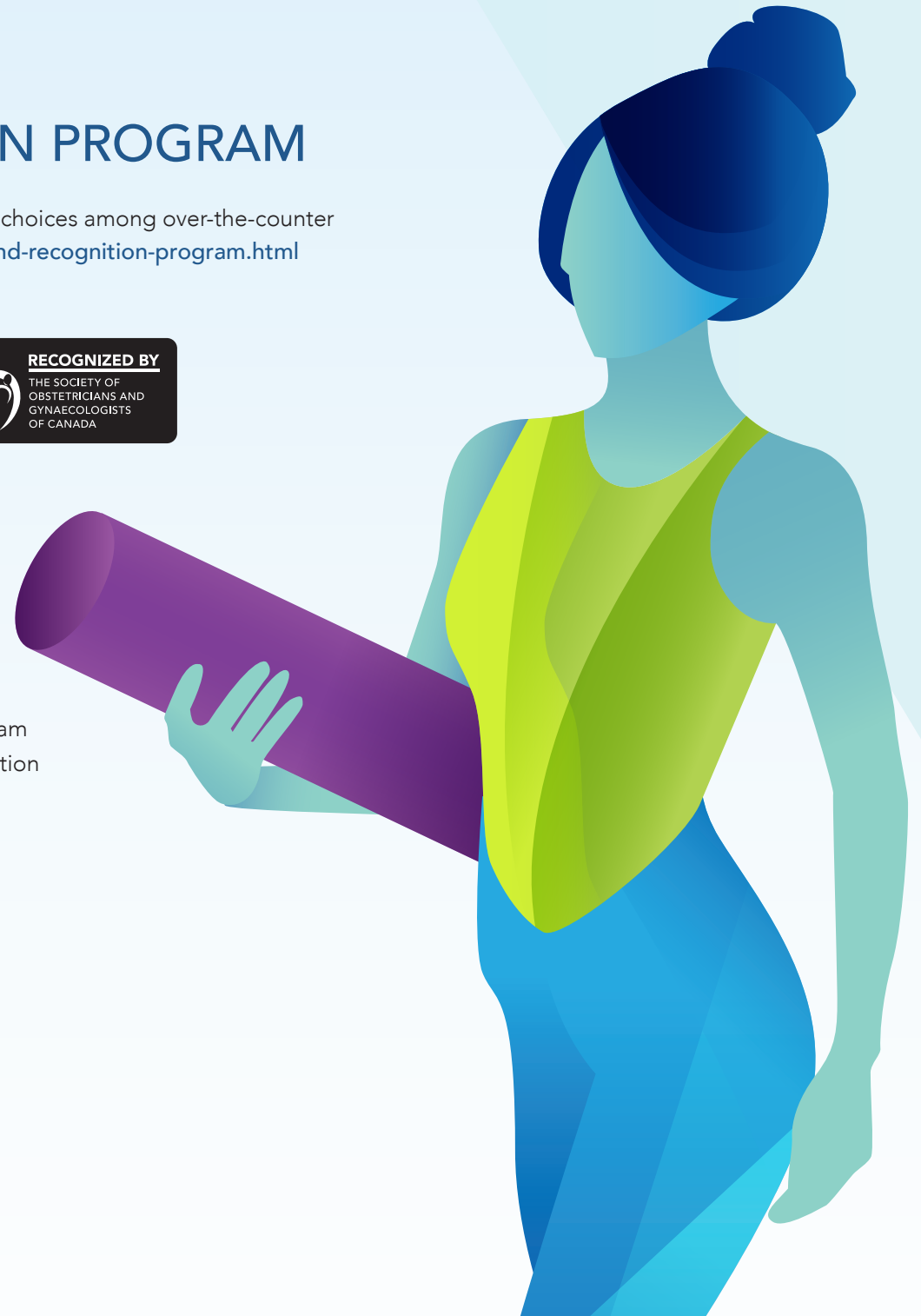
SOGC BRAND RECOGNITION PROGRAM

Look for these logos to help Canadian consumers make informed choices among over-the-counter products. To learn more about the program, visit www.sogc.org/brand-recognition-program.html



ONLINE EDUCATION

Launched in January 2017 with a Medical Abortion Training Program
March 2017 – HPV and vaccination: Translating knowledge into action
As of June 2017: 1,695 registrations



13 CLINICAL PRACTICE GUIDELINES PUBLISHED

JOGC

Journal of Obstetrics and
Gynaecology Canada



36.5%

Increase in manuscript
submissions

600,000

Full text requests

13

Clinical Practice
Guidelines published

June 2017

Opportunistic Salpingectomy and Other Methods of Risk Reduction for Ovarian/Fallopian Tube/Peritoneal Cancer in the General Population

May 2017

Routine Non-invasive Prenatal Prediction of Fetal RHD Genotype in Canada: The Time is Here

April 2017

Canadian Contraception Consensus Part 4 of 4, Chapter 9: Combined Hormonal Contraception

March 2017

Hepatitis B and Pregnancy

February 2017

Diagnosis and Management of Adnexal Torsion in Children, Adolescents, and Adults

January 2017

Amniotic Fluid: Technical Update on Physiology and Measurement

December 2016

The Management of Nausea and Vomiting of Pregnancy

November 2016

The Roles of Multidisciplinary Team Members in the Care of Pregnant Women

October 2016

Ultrasound Evaluation of First Trimester Complications of Pregnancy

September 2016

Management of Spontaneous Labour at Term in Healthy Women

August 2016

Joint SOGC–CCMG Opinion for Reproductive Genetic Carrier Screening: An Update for All Canadian Providers of Maternity and Reproductive Healthcare in the Era of Direct-to-Consumer Testing

July 2016

Diabetes in Pregnancy

June 2016

Canadian Consensus on Female Nutrition: Adolescence, Reproduction, Menopause, and Beyond

jogc.com

ALARM PROGRAM

- 9 regular courses
- ◆ 10 special request courses
- ★ 2 Instructor courses
- 23 College of Family Physicians of Canada ALARM courses

1,475 | **42**

Total participants

Courses across Canada

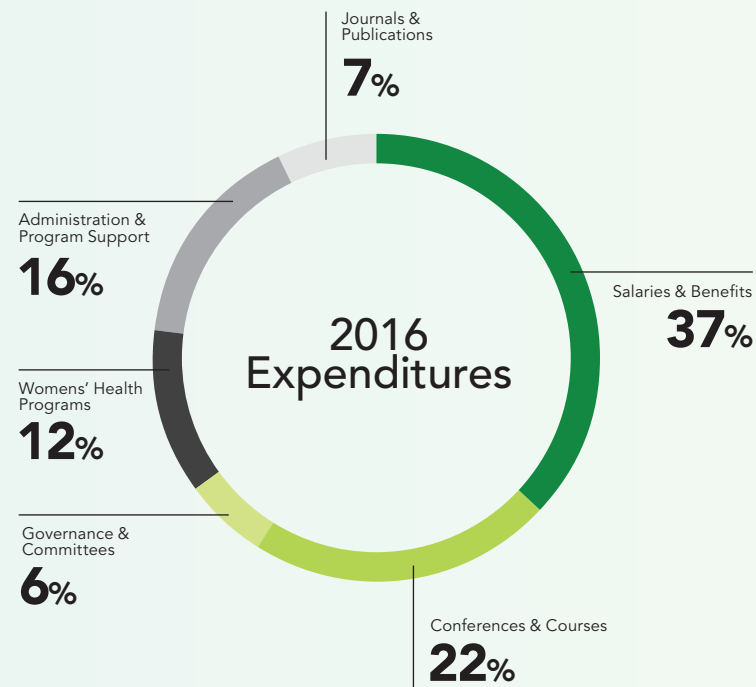
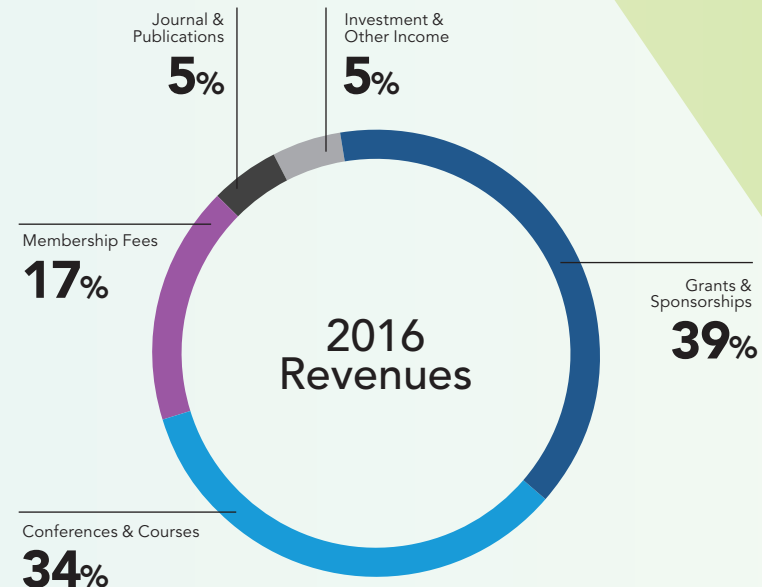


4 ALARM International training

Democratic Republic of the Congo,
El Salvador and Peru

FINANCIAL SUMMARY

	2016	2015
ASSETS		
CURRENT ASSETS		
Cash	\$1,724,044	\$1,420,008
Accounts Receivable	471,760	474,844
Prepaid Expenses	138,162	324,849
	<u>2,333,966</u>	<u>2,219,701</u>
Investments	2,130,673	2,375,970
Capital Assets	800,446	311,827
	<u>\$5,265,085</u>	<u>\$4,907,498</u>
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable & Accrued Liabilities	\$973,971	\$612,774
DEFERRED REVENUE		
Sponsorships	551,408	779,897
Membership & Conference Registration Fees	773,425	724,578
CME / ALARM Course Revenue	237,515	451,725
	<u>2,338,524</u>	<u>1,478,396</u>
NET ASSETS BEGINNING	2,338,524	1,478,396
Net Revenue	390,242	860,128
	<u>2,728,766</u>	<u>2,338,524</u>
NET ASSETS ENDING	<u>\$5,265,085</u>	<u>\$4,907,498</u>
STATEMENT OF OPERATIONS		
REVENUE		
Grants & Sponsorships	\$2,644,848	\$2,960,932
Conferences & Courses	2,256,018	1,803,317
Membership Fees	1,138,215	920,722
Journal & Publications	369,862	680,420
Investment & Other Income	323,604	172,753
	<u>6,732,547</u>	<u>6,538,144</u>
EXPENDITURES		
Salaries & Benefits	2,404,319	2,442,801
Conferences & Courses	1,451,836	1,129,207
Governance & Committees	359,701	327,718
Women's Health Programs	781,782	697,230
Administration & Program Support	1,009,284	840,443
Journals & Publications	440,249	597,418
	<u>6,447,171</u>	<u>6,034,817</u>
Net Income from investment in SALUS	104,866	356,801
NET REVENUE	<u>\$390,242</u>	<u>\$860,128</u>



BY THE NUMBERS

4,469

Orders processed through the Compassionate Contraceptive Assistance Program

6 Global Health Programs

Burundi, Democratic Republic of the Congo, Guyana, Malawi, South Sudan, and Tanzania

3 CMEs and 1 ACSC

250

Speakers

1,400

Delegates

154

Abstracts, including 17 for a new Education stream

SOGC MEMBERS BY TYPE



IN THE NEWS AND ONLINE

250

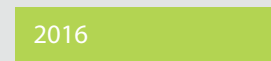
Media requests

100

Interviews



Increase in Twitter followers

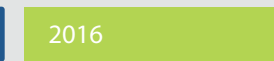


2017

20%



Increase in Facebook followers



2017

50%