

EDITORIAL

ACM 2000: A Conjoint SOGC/AOGQ Event

By Dr. Ken Milne, Associate Executive Vice-President, SOGC

This year's conjoint Annual Clinical Meeting will mark the beginning of a new era in continuing medical education for specialists, family practitioners, midwives and nurses. The SOGC and the AOGQ (*Association des obstétriciens et gynécologues du Québec*) have joined forces to present a stimulated and varied scientific program for the Annual Clinical Meeting scheduled June 17-21, 2000 in Montreal.

The scientific program will begin with a symposium on the future of research in obs/gyn in Canada. A new Abstract Program, as well as a Scientific Research Day, on June 20, 2000 will present national and international posters and papers in the categories of Gynaecology, Obstetrics and Gynaecology, Research, Colposcopy, just to name a few. Members are encouraged to also submit "work in progress" in a poster format to highlight their work developments to date. Both the SOGC and AOGQ will recognize top Abstract submissions during the awards presentation on Wednesday, June 21.

A total of four special plenary sessions will be held on Tuesday, integrated with the Abstract Program to highlight clinical trial research in Canada. Topics of these sessions include: Term Breech Trial, Provioldine Study, Canadian Pre-Term Nitroglycerin Trial, Clinical Trials Network Oncology.

The ACM will again feature the ever so popular Postgraduate Courses being offered on Saturday June 17. Selected faculty will present on such topics as Gynaecology Surgery, Maintenance of Certification, Medico-legal Pitfalls, Preterm Birth, Fetus as a Patient, Urinary Incontinence and Pelvic Floor Prolapse. These sessions are very popular and are limited to 50 registrants per session. Don't be disappointed - register early!

The International Symposia will be of significant interest with speakers from countries including the UK and the United States. The symposia will cover issues on Operative Delivery, Oral Contraceptives, Twins, Menopause, Research in Canada and Translating Research Data into Clinical Practice. Look for more details in our next Newsletter.

Also new this year, is the new terminology of "Best Practice Sessions." This reflects our ongoing effort in making the best possible educational investment in terms of content and presentation. Best Practice Sessions will involve a great deal of delegate participation and interaction. Topics discussed include Genital Herpes, Endometriosis, Learning and Teaching Skills, Menopause, Laparoscopy, Induction of Labour, Fetal Oxygen Saturation, Management of AUB, Lesbian Health Issues, Contraception, Pulmonary Oedema in Obstetrics

and Adolescent Gynaecology. Other sessions will include CMPA/ Medico-Legal presentations. Again we anticipate a great response to this line up of presentations and encourage you to register early.

Our junior members are busy preparing the Stump the Professor session to be held on Monday, June 19. The annual Cannell Lecture sponsored by the Canadian Foundation for Women's Health will be given on Wednesday, June 21. The meeting will conclude on the same day with the award presentation and the installation of the new president and a reception.

Montreal will be a very busy place in June for more reasons than our conference. The Canadian Formula 1 Grand-Prix will be held the very same weekend as our conference and the city of Montreal will be a buzz of activity.

If you plan to attend the conference, please reserve your hotel stay as soon as possible. Although the SOGC and the AOGQ have a reserved block of rooms at the Queen Elizabeth hotel, we will not have additional rooms because of the Grand Prix event.

If you need more information, please do not hesitate to contact us by phone at (613) 730-4192/1-800-561-2416 or by fax 613-730-4314

Scientific Program: Dr. Ken Milne or Sylvie Paquette
Hotel: Liette Philippe
Exhibitors: Christiane Ménard or Sylvie Séguin
Registration: Suzanne Lajoie and Jennifer Brown

SOGC Committed to Women's Health

The Society of Obstetricians and Gynaecologists of Canada has long been committed to bridging science and clinical practice. This is captured in our mission statement which is to promote optimal women's health through leadership, collaboration, education, research and advocacy in the practice of obstetrics and gynaecology.

The SOGC believes that women should have equitable access to optimal, comprehensive health care provided with integrity and compassion; that women should have the information they need to make choices about their health; and that the practice of obstetrics and gynaecology must be based on the best scientific evidence available.

Evidence based medicine is the key to achieving optimal women's health, not only for the delivery of health care but in setting policies.

The SOGC consults with various experts across the country to develop clinical practice guidelines which are based on the best scientific evidence available. In fact, we have developed approximately 100 clinical practice guidelines and these are reviewed and updated regularly as newer and better medical technologies become available. We also work with various partners to ensure that these guidelines are applied in every day medical practice.

The SOGC provides quality educational opportunities to health care providers across Canada and at the international level as well as training in risk management. Again these continuing development programs are based on comprehensive need assessments as well as on the best scientific evidence available.

The SOGC develops and implements educational programs for consumers. The Canadian consumers must have complete information on the food they eat to make choices about their health and about the treatment options available.

The SOGC is also committed to work with governments to ensure that policy decisions are also made on evidence. Policies that impact access to therapy should not be based on political priorities or budget concerns, but on the best available treatment option available. Not all patients are alike, what works for one patient, may not be the best treatment for another. We believe that therapy should be based on the physical, spiritual and psychological well-being of the patient.

Medical science and technology has evolved tremendously in the past 20 years. New treatments are now less invasive, they allow patients to be treated at home and to return to work and to normal daily activities faster. The SOGC believes it is our duty, as a professional association, to ensure that physicians practice evidence-based medicine, that patients have the information they need and that government policies are developed to support the introduction of new therapies.

What A Better Place to Be than Banff to Experience a Winterland Paradise!

By Sylvie Paquette, CPD Coordinator, SOGC

This year, the SOGC is pleased to announce that the Banff Springs Hotel will be hosting the 10th annual West/Central CME from March 23 to 25. We are very excited to be returning once again to one of Canada's most picturesque locations - beautiful Banff, Alberta.

The conference site, The Banff Springs Hotel, is a sprawling castle that feels more like a small indoor town than a hotel and just outside your doorstep, mountains stretch as far as the eye can see. Sun... Ski... Snow - Oh! What fun! Within this environment, the SOGC has assembled a great scientific program for you.

Advance Gynaecology Workshop

Be sure to register for the Advance Gynaecology Workshop offered Friday, March 24, 2000. The half-day program begins with three plenary sessions offered from 08h00 to 09h00:

- New Options for Endometrial Ablation
- How to Recognize and Treat Complications of Hysteroscopy
- Surgical / Medical Management of Menorrhagia

This plenary session will be followed by hands-on workshops supplied with state of the art equipment. Participants will be asked to rotate through four different workstations located in four different rooms. This will give them the opportunity to optimize their skills in an educational environment. The workshop is

offered from 09h00-12h00 and space is limited to 40 so don't delay on sending your registration in.

Continuing Professional Development - Reasons to Attend

The SOGC is a firm believer in continuing to provide the best quality educational program to its members and this year's program promises to be a stellar one!

The CME is packed with useful sessions/information from beginning to end. On Thursday, March 23, there are presentations on Hyperandrogenism and the Birth Control Pill, HRT and Cardio Vascular Disease, Pelvic Pain, Overactive Bladder, Management of Twins, and many more. A welcome reception will be held to encourage delegates to rekindle old friendships as well as to make new ones.

We also have some great sessions planned on Friday, March 24, 2000 that cover gynaecology topics such as: Emergency Contraception, Use of Androgens in Menopause, Choices in HRT and Transdermal HRT, Sexuality, Vulvar Disease, Improving The Quality of Bones - there is something for everyone.

On Saturday, March 26, the SOGC offers several oncology sessions including: Breast Cancer: Investigation and Hormonal Therapy Update, Ovarian Clinical Trial Update, Adnexal Mass in Pregnancy.

Once the sessions are done, you are free to do as you please and enjoy the Banff Springs Hotel Resort. They have a great new spa "Solace" which offers an entire gamut of fabulous treats for the body and soul. Or you can take to the slopes and view some of the most beautiful scenery in the world. Or better yet, relax by a roaring fire with a book or a friend. There are so many things to do while you are in Banff, we are sure you won't be able to do all of them!

Hotel and registration information

A block of rooms has been reserved by the SOGC at the Banff Springs Hotel at \$179 single / double Canadian Pacific Room - this includes \$8.00 p.p. service charge. To reserve your room, call the Banff Springs Hotel Reservation Department phone (403) 726-6866. To receive the special group rate, you must identify yourself as being with the Society of Obstetricians and Gynaecologists of Canada. We recommend that you reserve your hotel room before February 18, 2000 since March is peak season in Banff. Please note that while the SOGC has reserved a block of rooms at the Banff Springs Hotel, we cannot guarantee their availability. Our block is usually full by the cut-off date, so reserve your room immediately to avoid disappointment.

ALARM/GESTA Course Update

By Renée Dupuis, ALARM/GESTA Course Coordinator, SOGC

Our Spring 2000 ALARM/GESTA Course dates have been confirmed. Registrations are well under way, so don't be disappointed and register NOW!

- London, ON - February 4-5
- Halifax, NS - February 20-21 (in conjunction with the Dalhousie University 26th Annual February Refresher)
- Banff, AB - March 20-21 with an Instructor's course on March 22, 2000 (in conjunction with the West/Central SOGC CME)
- Ottawa, ON - NEW DATES - April 8-9 (in conjunction with the SRPC Annual Rural Conference)
- Toronto, ON - April 28-29
- Richmond, BC - May 6-7 (in conjunction with the BC Perinatal Conference)
- Medicine Hat, AB - May 26-27
- Montreal, QC - June 15-16 (given in English in conjunction with the SOGC's Annual Clinical Meeting)

Aimed at educating specialists, family physicians, residents, midwives and nurses, the ALARM/GESTA course is an intensive two day program, which includes the most recent evidence based clinical guidelines on high risk conditions during labour and delivery. This event is an Accredited Group

Learning Activity as defined by the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada and has been approved for 8 MAINPRO-C and 12 MAINPRO-MI credits by the College of Family Physicians of Canada.

The Society of Obstetricians and Gynaecologists of Canada and the ALARM/GESTA committee members gratefully acknowledge the generous support of Duchesnay Inc., Ferring Inc., Janssen-Ortho Inc., Pharmacia & Upjohn Inc. and Wyeth-Ayerst Canada Inc.

For more information on the ALARM/GESTA program and on upcoming course schedules, please contact Renée Dupuis at the National Office at 1-800-561-2416 extension 248, email at rdupuis@sogc.com or visit our web site at <http://sogc.medical.org>.

56th Annual Clinical Meeting

By Liette Philippe, CME Conference Coordinator, SOGC

For the next several months a page entitled "ACM NEWS CENTRE" will be dedicated to providing you with pertinent details on the 2000 ACM that will be held in Montréal, Québec, June 17-21. We will feature updates to the scientific program, and to help you plan your trip, we will include useful information on travel, attractions, activities and much more.

ACM Preliminary Program

A comprehensive ACM Preliminary Program, including registration and accommodation request forms, will be distributed in mid February. If you have not received a copy, please contact SOGC and we will mail one to you immediately.

Conference site

The ACM will take place at The Queen Elizabeth Hotel. This elegant, efficient, warm and friendly property is located in the heart of Montréal, among the shops, restaurants and atop Montréal's renowned "underground city." The SOGC has reserved a block of rooms at a special convention rate (more information

in the Preliminary program).

SOGC / Air Canada Draw

Participating in this draw will provide you with an opportunity to show your support to the SOGC and have a chance to win one of the following great prizes: First prize - two airline tickets to any destination in North America that Air Canada flies. Second prize - one SOGC Meeting Registration for the 57th ACM in St. John's, Newfoundland in the year 2001. Here's how it works. Book your flight with Air Canada and quote the SOGC Convention Number (CV004538). You do not have to use the SOGC's official travel agent to participate. Any travel agent booking your flight with Air Canada can quote the SOGC Convention Number. To be eligible, the Convention Number (CV004538) must appear on your ticket in the *Tour Code Box*. Simply deposit a photocopy of the ticket in the designated box at the on-site SOGC Registration Desk before noon on Monday, June 19 and you could be a winner!

Making Employee Compensation Work For You

All organizations recognize the need to establish an equitable balance between the employee's contribution to the organization and the organization's contribution to the employee. Money is not a good motivator, since its effect is short-lived. The absence of adequate compensation, however, is a strong demotivator and may induce lethargy or force employees to go elsewhere.

Keeping an employee motivated requires two ingredients: extrinsic and intrinsic rewards. Extrinsic rewards are things you actually give your employees, such as pay increases, promotions and bonuses. Intrinsic rewards are less concrete and include things like creating an environment that fosters employee autonomy and helps employees develop a sense of self-worth.

Rewarding an employee by providing added responsibilities or a challenging new assignment will likely be appreciated. Make sure, however, that you do not cross the line in which an added responsibility becomes a burden.

Use your imagination when paying your employees. A two per cent pay raise will hardly show up on a paycheque, but two per cent of an employee's pay can be given as a lump sum or paid time off. The cost to you is the same and these payments can have an immediate positive impact.

While many larger clinics offer benefits to their employees, you should ensure that your employees value the benefits you are offering. Some employees may prefer dental plans and

others may place a higher value on extended health coverage. You may not be able to decide on benefits that satisfy everybody. The effect of a benefit becomes similar to pay - it is an incentive to join your office, stay with you and perform as well as possible.

Training opportunities are another potential benefit. Employees appreciate adding to their personal career development and it can benefit your office. Allowing flexibility in work scheduling may also be highly valued. If employees' responsibilities are interchangeable, consider allowing them the freedom to switch days with other employees at their discretion.

Do not forget to provide feedback to employees. The formal job appraisal is not meant to replace day-to-day feedback. Small words often have a big impact. Saying "thank you" validates the importance of the work people do and boosts morale in your office. And it costs you nothing.

*Source: Steve Pelletier,
MD Management*

Advances in Gynaecological and Transvaginal Ultrasound

February 18 to 20, 2000
Toronto, Ontario
Information:
Continuing Education, Faculty of Medicine
University of Toronto
Phone: (416) 978-2719
Fax: (416) 971-2200
Web Site: www.cme.utoronto.ca

World Congress on Gynaecologic Endoscopy

March 26 to 29, 2000
Tel Aviv, Israel
Information:
Secretariat, World Congress
on Gynaecologic Endoscopy
Phone: +972 3 514 0000
Fax: +972 3 517 5674
E-mail: endoscopy@kenes.com

The Fetus as a Patient

April 1st to 5, 2000
Rome, Italy
Information:
2nd Institute of Obstetrics and Gynecology
University «La Sapienza» of Rome
Phone: +39 06 446 0484/0507
Fax: +39 06 446 9128/446 4518
E-mail: perinat@flashnet.it

Symposium on Ultrasound in Obstetrics and Gynaecology

April 14 to 16, 2000
Richmond, British Columbia
Information:
BC Women's Hospital and Health Centre
Maria Fiel de Sousa
Program Co-ordinator
Phone: (604) 875-3100
Fax: (604) 875-3013
E-mail: mfiel@cw.bc.ca

7th Biennial World Congress of Endometriosis

May 14 to 17, 2000
London, UK
Caroline Roney Medical Conference
Organisers
Phone: +44 181 661 0877
Fax: +44 181 661 9036
E-mail: MedConfOrg@aol.com

VIII European Congress on Pediatric and Adolescent Gynecologic

June 7 to 10, 2000
Prague, Czech Republic
Information:
Czech Medical Association JEP
Fax: +420 2 294 610
E-mail: senderova@cls.cz
Website:
www.congress.cls.cz/pediatricgynecology

V European Congress on Menopause

July 1st to 5, 2000
Copenhagen, Denmark
Information:
International Congress Services
Phone: +45 39 460 500
Fax: +45 39 460 515
E-mail: emas2000@ics.dk
Website: www.emas2000.ics.dk

Two More Grants Awarded by the Foundation

By Robyn Harris, Executive Director, Canadian Foundation For Women's Health

The Canadian Foundation for Women's Health awarded two research grants at a special presentation in Toronto on December 2. The grants were awarded to medical researchers in the field of women's health. The presentation took place during the Ontario Continuing Medical Education Program of the Society of Obstetricians and Gynaecologists of Canada.

Dr. Shinya Ito of the Hospital for Sick Children in Toronto was awarded \$19,250 for research in the maternal use of beta-blockers during breastfeeding. Dr. Michael Wilkinson of Dalhousie University in Halifax received \$10,000 for research in hormone replacement therapy and cardiac gene expression.

At the presentation, grants

committee chair Michael Sand welcomed delegates and exhibitors, and introduced Éric Gervais, executive vice-president of Duchesnay Inc. to present Dr. Ito with the award from the Duchesnay Fund for better use of drugs during pregnancy and lactation. Mr. Gervais encouraged his colleagues in the pharmaceutical industry to follow in the footsteps of Duchesnay and support the Foundation.

"A colleague of mine asked me why I was investing in a fund where I have no control of how the money is spent," said Mr. Gervais. "My response to him was simple: yes, it is difficult for the pharmaceutical industry to see a clear return on investment when funding research in rare diseases, disorders and medical conditions. But I believe the physicians dealing daily with those diseases and

conditions should have access to this research money and see a return on investment in the eyes of their patients."

A \$10,000 grant from the Fournier Pharma Fund for research into menopause was presented to Dr. Wilkinson by Russ Barrans of Fournier Pharma Inc. "It's wonderful," Dr. Wilkinson said.

More Foundation research grants will be presented in Montréal in June during the 56th Annual Clinical Meeting of the SOGC.



Carole Boyer, Director - Administration Corporate Affairs of Duchesnay, Lynn Krepart, President of the Foundation, Dr. Shinya Ito and Éric Gervais, Executive Vice-President of Duchesnay, at the awards presentation in December.

Duchesnay Inc. Funding Increases to \$60,000

By Robyn Harris, Executive Director, Canadian Foundation For Women's Health

The Canadian Foundation for Women's Health has received a \$60,000 donation from Duchesnay Inc., a pharmaceutical company in Laval, Qué. At a meeting at the Duchesnay office, Executive Vice-President Éric Gervais presented Foundation president Lynn Krepart with a cheque for \$60,000. Mr. Gervais said Duchesnay was delighted to be part of the Foundation's success and looks forward to a long-lasting collaboration.

The donation is to be directed to the Duchesnay Fund for better use of drugs during pregnancy and lactation and to administration of the Foundation. The Canadian Foundation

for Women's Health would like to take this opportunity to express its gratitude to Duchesnay Inc. for supporting research in women's health.

The Canadian Foundation for Women's Health is a national charitable organization dedicated to raising funds for research in all aspects of women's health. Our funds come from individuals and corporations, including the generous support of the Society of Obstetricians and Gynaecologists of Canada. Our goal is to ensure that women's interests and concerns are represented in medical research and in the search of scientific knowledge.

For further information please contact:
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Ottawa, Ontario K1S 5N8
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Fax: (613) 730-4314
E-mail: rharris@sogc.com
Website: www.cfwh.org
Charitable Registration Number:
88688 4089 RR0001

CALL FOR RESEARCH GRANT PROPOSALS

The deadline for this year's research grant proposals is March 1, 2000. Funding of \$30,000 will be provided through the Duchesnay Fund for better use of drugs during pregnancy and lactation. Please contact the Foundation for grant guidelines.