



SOGC

2017/2018

Annual Report

June 2017 – May 2018

Message from the CEO



It was another sweltering day in the African heat. After about seven amazing and emotional days of visits and training AIP to health administrators in Lilongwe in Malawi, I was heading to the airport. All of a sudden there was an explosion of sound, colour and commotion on the road across from us.

It was a parade.

In spite of profound shortages of medical professionals and the highest rate of maternal mortality and preterm birth in the continent, about 100 men and women were marching in celebration of International Women's Day.

In that moment, my heart went out to them—not for the first time—for their strength and fortitude, and optimism. I also felt a profound sense of pride for the work the SOGC does in the company of strong partners like Plan Canada, Oxfam, and CARE, for women and children in countries like Malawi. Our eyes are wide open about the real needs for women – not just for safe maternity care, but for access to information, education and family planning. The real message is... we need sustainable development that includes the social determinants of health in our national and international work or nothing will change.

We are now two years into our ambitious Vision 2020 Strategic Plan that provides the SOGC's cutting edge clinical education, tools and network opportunities to our members. Our new alliance with APOG and 16 medical schools across the country helps us to disseminate our guidelines, not only to medical professionals, but to residents and students who will be guiding our future.

We have created four new websites for our members and the public this year on pregnancy, nutrition, menstruation, and menopause. We are leading large-scale projects like a Maternal Mortality initiative to create a pan-Canadian database with the Public Health Agency of Canada to more accurately track deaths and morbidity. We partnered with Health Canada on an awareness campaign to encourage women to refrain from cannabis use in pregnancy and while breastfeeding. And we introduced new online courses on medical abortion, HPV, and fertility treatment. Keep watching for even more courses.

As American businessman John Naisbitt once said "Leadership involves finding a parade and getting in front of it."

We look forward to the next year, and hope you will plan to attend our ACSC in Halifax next summer as we celebrate our 75th anniversary. Help us, help our future.

A handwritten signature in black ink, appearing to read 'Dr. Jennifer Blake'. The signature is fluid and cursive, with a large loop at the end.

Dr. Jennifer Blake

Message from the President



The yearly success of an organization cannot be measured by numbers alone. But we are thrilled to report that our membership continues to grow with more Ob/Gyns, family physicians, midwives and students signing on each day. As you will see, we are also on solid financial ground and increasing our international and social media reach in our programs and our advocacy.

As President, I had the privilege of attending all of our regional conferences as well as our national conferences in Ottawa in 2017 and Victoria in 2018. We sold out our meeting in Mont-Tremblant and had record attendance at our Ontario and West/Central CMEs over the past 12 months. I would like to extend my thanks to our planning committees, and to the SOGC staff, as always, who promote, and do a top-notch job in creating an excellent program, and organizing and looking after delegates no matter where they visit across Canada. And thanks to our former APOG colleagues, who are now active SOGC members on many committees, and the Academic Council. Together, we are stronger.

The bar has also been moved on two important projects I identified as a priority during my 12 months as President. The enhanced perinatal safety initiative calls for all practitioners and their practicing institutions to commit to regular multidisciplinary perinatal safety program learning, skills drills, and engagement. This multidisciplinary learning, which has been proven to make a difference in many countries, is being promoted to ensure that all maternity units truly function as expert teams to save lives.

By very good fortune we are blessed here in Canada to have three outstanding resources which can support this safer care: MORE^{OB}, the National Fetal Health Surveillance Program and the SOGC's ALARM courses. We have been working with all three of these programs to enhance their ability to help you!

Enhanced Recovery After Surgery (ERAS) is another initiative that is also progressively capturing the hearts and minds of SOGC members. Most of you will be familiar with this global project of six key principles that have been shown to increase perioperative safety. In conjunction with Enhanced Recovery Canada (ERC), we are working to advance the awareness, support, and ongoing research that is necessary to convince all surgeons and perioperative caregivers that this work really will make a difference in patient outcomes. And one of the most important elements of this work will be ensuring that multimodal analgesia treatment post-op and postpartum will lead to the reduction and elimination of unnecessary opioid prescribing. Funding at all hospitals for staff to promote and monitor ERAS care principles will be one of the next critical steps.

So as I leave you as President, I hope I have managed to make a small contribution to this amazing organization, and leave you in good hands with CEO, Jenny Blake, and our 2018/19 President, Dr. Linda Stirk.

Sincerely,

A handwritten signature in black ink, appearing to read 'M Bow', written in a cursive style.

Dr. Michael Bow

Quality of Care



Quality of Care

One of the SOGC's core values is improving the quality, availability and safety of women's sexual and reproductive health care and resources in all regions of Canada and around the world.

Guidelines published

16 + 47 = 63

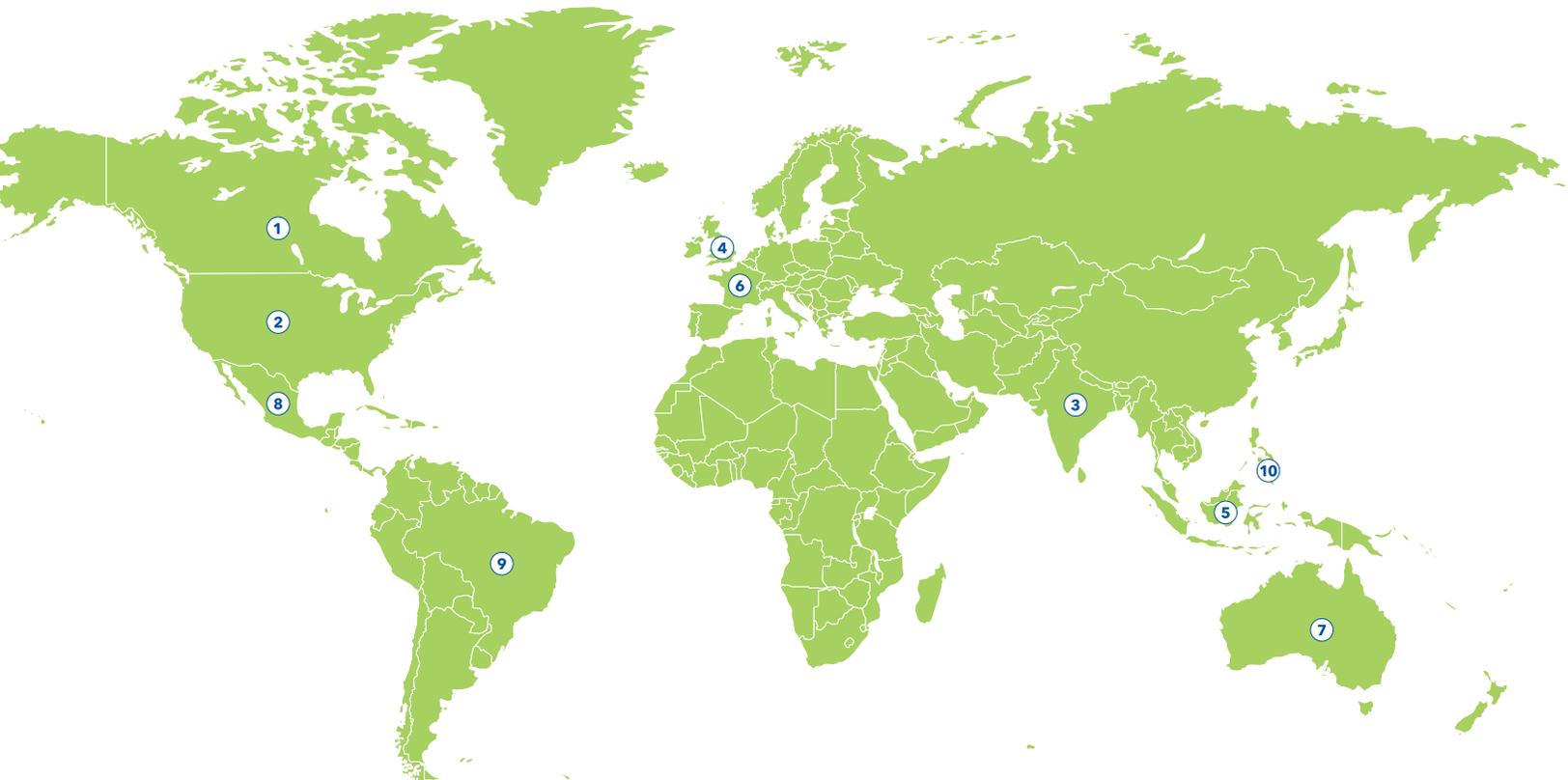
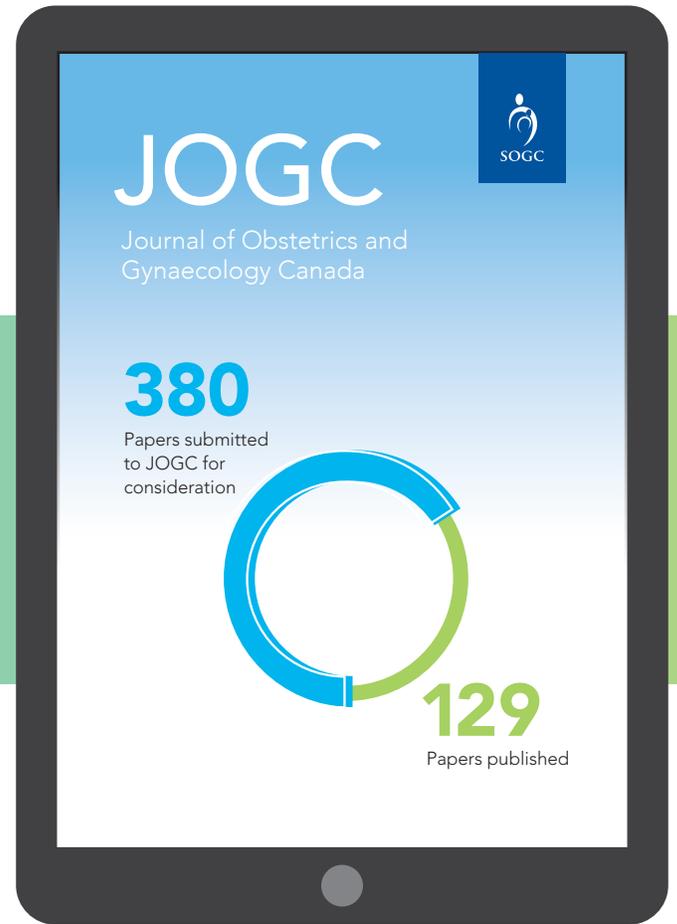
New Guidelines

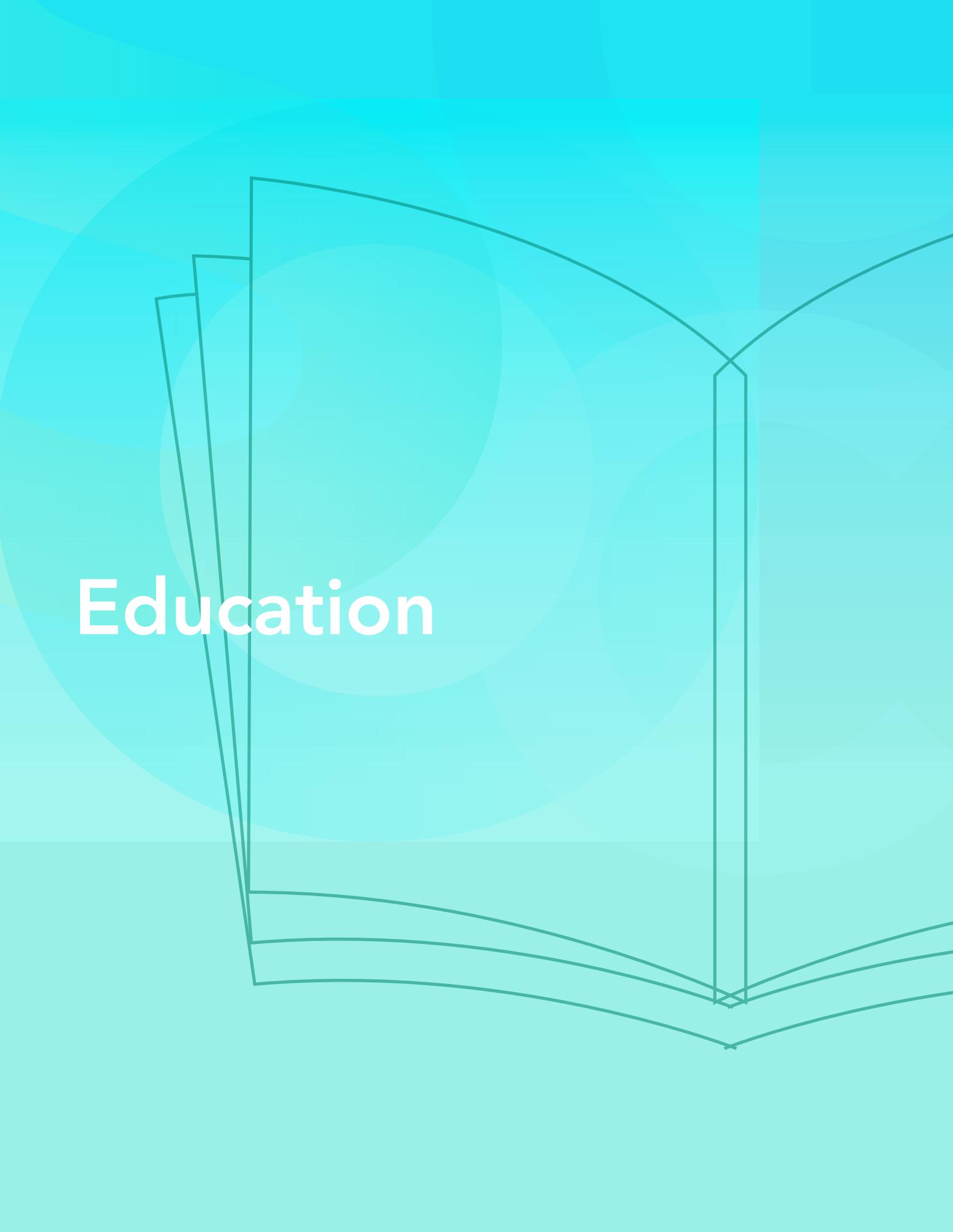
Reaffirmed
Guidelines

Total
Guidelines

Top 10 countries visiting JOGC.com

- | | |
|------------------|----------------|
| 1 Canada | 6 France |
| 2 United States | 7 Australia |
| 3 India | 8 Mexico |
| 4 United Kingdom | 9 Brazil |
| 5 Indonesia | 10 Philippines |



The image features a stylized teal outline of an open book. The book is positioned centrally, with its pages fanning out. Behind the book is a large, semi-transparent teal circle. The background is a gradient of teal colors, with a darker shade at the top and a lighter shade at the bottom. The word "Education" is written in white, bold, sans-serif font across the middle of the book's pages.

Education

West/Central CME 2018
Banff

Quebec CME 2017
Mont-Tremblant

ACSC 2017
Ottawa

Ontario CME 2017
Toronto

Education

The SOGC aims to equip our members to be leading caregivers through the delivery of professional development and public education resources.

191,635

Free public education materials distributed

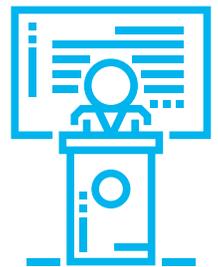
Total number of speakers and delegates at 3 CMEs and 1 ACSC

260

Speakers

1,447

Delegates



Online Courses*

4

Courses

2,339

Participants

IUD Preceptorship

Medical Abortion

HPV and Vaccination

Fertility Treatment



*Launched in January 2017

ALARM

The SOGC places the utmost importance on improving intrapartum care, from the process to its outcomes.

1,649

ALARM participants

54

Courses across Canada

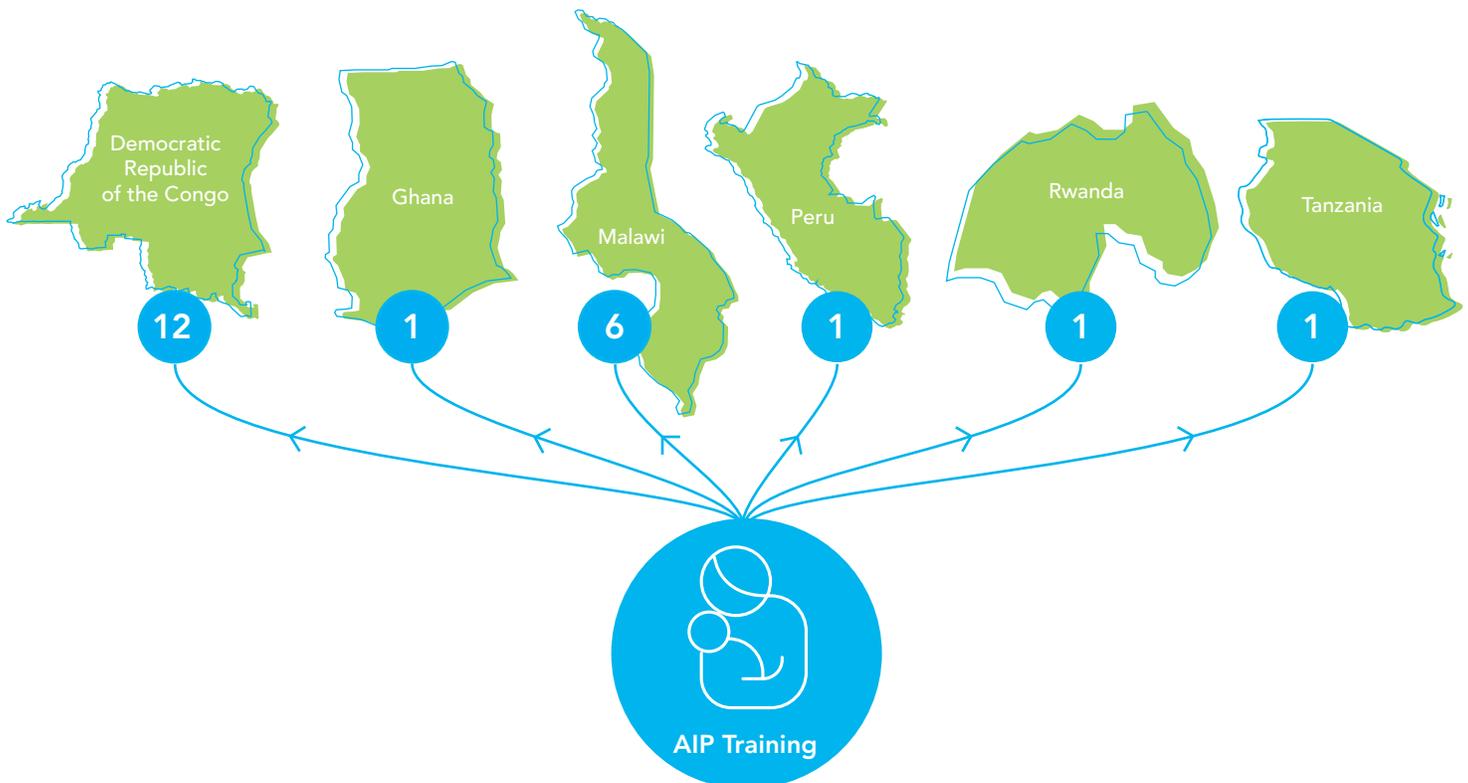
16
Special
Request

14
Regular

24
CFPC
Courses

22 ALARM International Program (AIP) Training Courses in 2017/2018

The SOGC's AIP is a program for health professionals who provide Emergency Obstetric and Neonatal Care in middle and low resource countries. The AIP 5-day training tool has been delivered in more than 30 countries around the world and has helped to increase the clinical skills of obstetricians/gynaecologists, nurses, midwives, and assistant medical officers, as well as the support provided by health administrators.



Advocacy



Advocacy

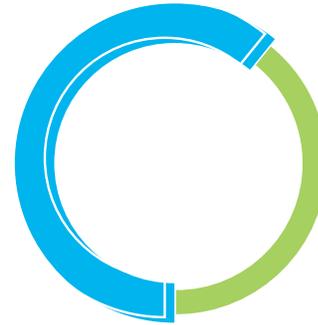
The SOGC strives to be the leading advocate and authoritative voice for the advancement of women's health issues.



In the news and online

151

Media requests



59

Interviews given

Total increase in Twitter followers



The SOGC continues to leverage its public-facing communication channels to advocate on behalf of women's health and continues to see year over year growth in engagement.

2017

2018

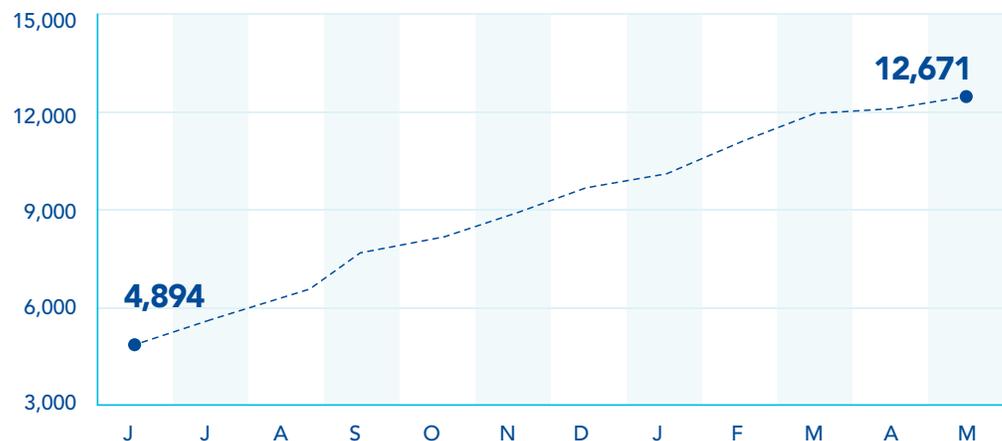
533

New followers on Twitter

Total increase in followers on Facebook



The SOGC Facebook page saw a large boost in followers, almost 3x over the previous year.



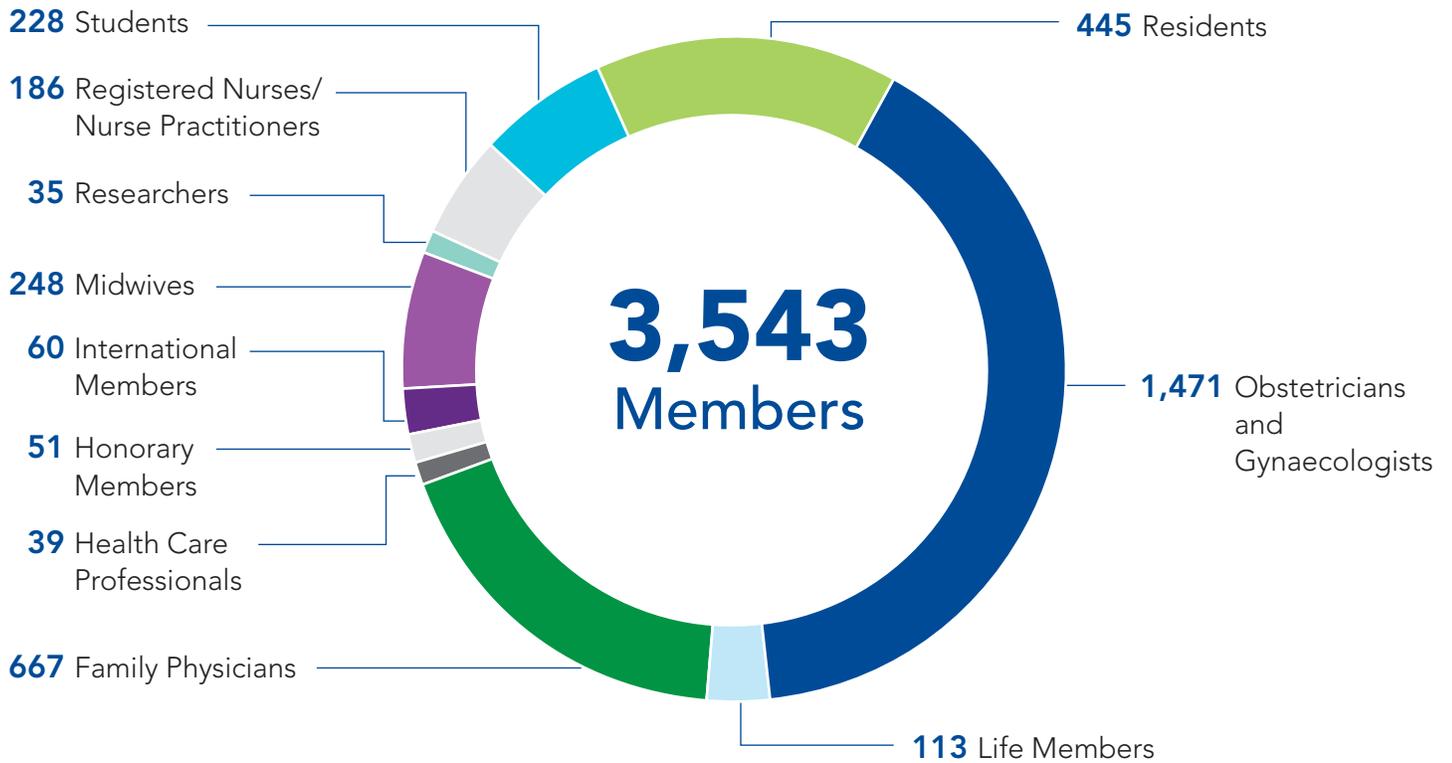
Growing Stronger



Growing Stronger

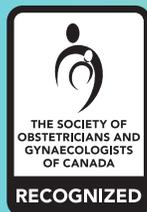
The SOGC focuses on building sound expertise and strong organizational values and infrastructure to guide the SOGC into the future.

SOGC Members by Type

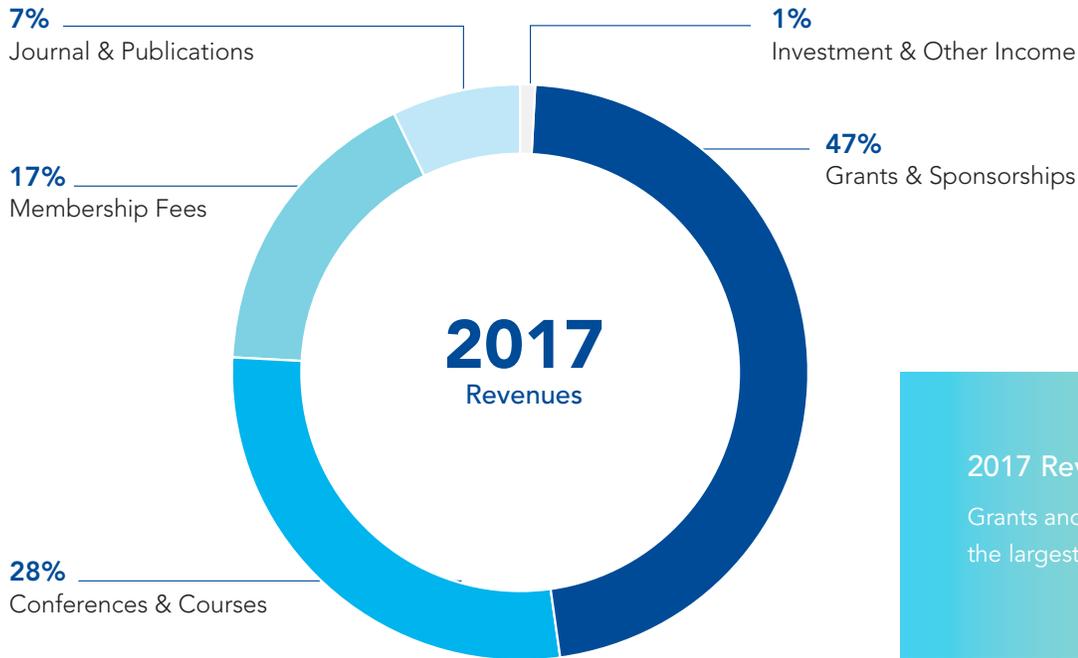


SOGC Brand Recognition Program

The SOGC Brand Recognition Program continues to gain momentum with a total of 21 products now approved.

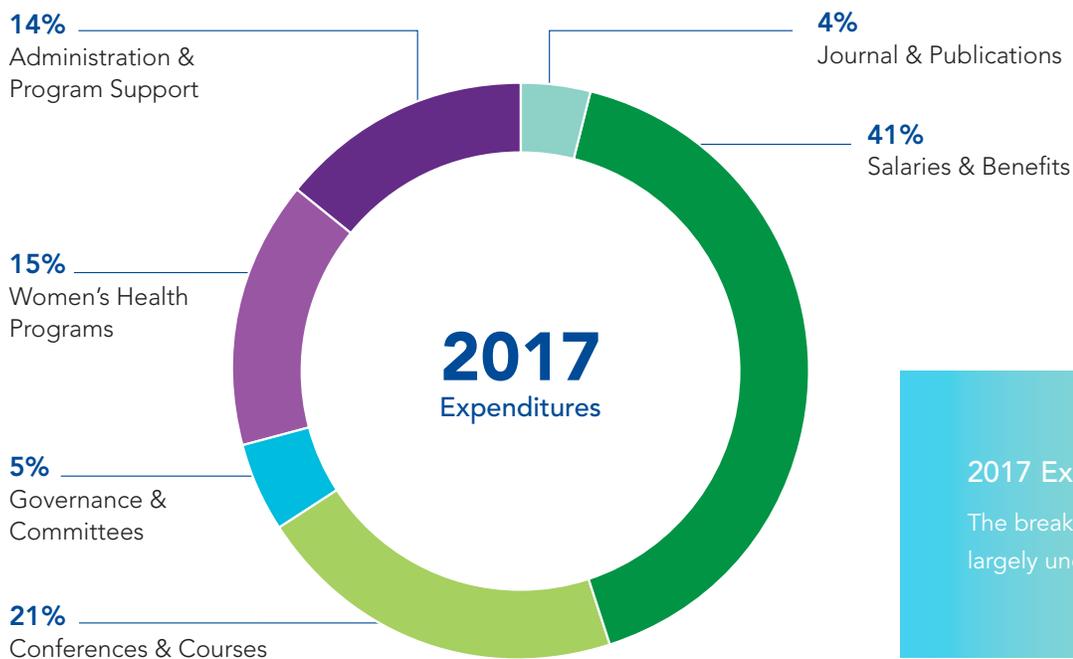


Financials at a Glance



2017 Revenues

Grants and Sponsorships saw the largest growth in revenue.



2017 Expenditures

The breakdown of expenditures remains largely unchanged from 2016.

Financial Summary

ASSETS	2017	2016
Current Assets		
Cash	\$2,088,206	\$2,020,599
Accounts Receivable	530,934	471,760
Prepaid Expenses	276,096	138,162
	2,895,236	2,630,521
Investments	2,023,898	1,834,118
Capital Assets	745,124	800,446
	\$5,664,258	\$5,265,085

LIABILITIES & NET ASSETS		
Current Liabilities		
Accounts Payable & Accrued Liabilities	\$501,553	\$931,591
Deferred Revenue		
Sponsorships	557,150	551,408
Membership & Conference Registration Fees	961,397	636,873
CME / ALARM Course Revenue	191,026	237,515
International Programs	5,842	136,552
Deferred Lease Inducement	326,126	42,380
Net Assets Beginning	2,728,766	2,338,524
Net Revenue	392,398	390,242
Net Assets Ending	3,121,164	2,728,766
	\$5,664,258	\$5,265,085

STATEMENT OF OPERATIONS		
Revenue		
Grants & Sponsorships	\$3,492,091	\$2,644,848
Conferences & Courses	2,083,501	2,256,018
Membership Fees	1,263,288	1,138,215
Journal & Publications	479,583	369,862
Investment & Other Income	107,603	323,604
	7,426,066	6,732,547
Expenditures		
Salaries & Benefits	2,877,737	2,404,319
Conferences & Courses	1,482,673	1,451,836
Governance & Committees	348,282	359,701
Women's Health Programs	1,081,018	781,782
Administration & Program Support	957,806	1,009,284
Journal & Publications	287,277	440,249
	7,034,793	6,447,171
Net Income from investment in SALUS	1,125	104,866
	\$392,398	\$390,242



sogc.org