



Strategic Plan Annual Report

2006-2007



Dr. André Lalonde Executive Vice-President/Vice-président administratif

Dr. Kenneth Milne Associate Executive Vice-President & Patient Safety Division Director/Vice-président administratif associé et directeur de la division de la sécurité des patientes

Communications Division / Division des communications

- **Kelly Nolan** Director, Communications and Public Education, Managing Director, Canadian Foundation for Women's Health/ Directrice, Communications et éducation publique, Administrative déléguée, Fondation canadienne de la santé des femmes
- **Nancy Bickford** Public Affairs Counsel to the SOGC/Conseillère en affaires publiques auprès de la SOGC
- **Mike Haynes** Editor, Communications and Public Education /Auteur, communications et éducation publique
- **Genevieve St-Gelais** Coordinator, Communications and Publications /Coordonnatrice au service des communications et publications
- **Daniel Morier** Project Manager, CAP & HPV / Directeur de projet, Projet de sensibilisation à la contraception
- **Aminia Ben-Miloud** Administrative Assistant CAP & HPV/ Adjointe administrative au programme PSC
- **Judy Scribner** Project officer CAP/HPV, SOGC and SCC / Responsable de projets CAP/HPV, SCC et de la SOGC
- **Mike Dymie** Web Content Editor / Rédacteur du contenu Web
- **Caroline Aysenault Olier** clerk/ Comptis aux commandes

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- **Karen MacGowan** Coordinator of Corporate Affairs / Coordonnatrice des affaires générales
- **John Bouza** Director of Development / Directeur du développement

Continuing Professional Learning Division / Division du perfectionnement professionnel permanent

- **Chantal Lalonde** Executive Assistant to A EVP/ Adjointe de direction affectée à la VPAA
- **Isabelle Denis** Meeting & Event Officer / Responsable de réunions et événements
- **Chantal Goulet** Scientific Program Officer/Responsable du programme scientifique
- **Marilee Nowgest** Manager, Aboriginal Health Initiatives / Gérante, Initiatives en matière de santé des Autochtones
- **Martin Pothier** Head Translator/ Traducteur en chef
- **Chantal Capistran** Translator/ Traductrice
- **Jimmy Jobin** Translator/Traductrice
- **Gina Marдоне** Graphic Designer/ Graphiste
- **Melissa Gauthier** Alarm Program Coordinator / Coordonnatrice du programme GESTA
- **Titania Eubanks** Administrative Assistant / Adjointe administrative
- **Colbie Laplante** Administrative Assistant / Adjointe administrative

Corporate Division / Division des affaires générales

- **Sylvie Paquette** Director of Corporate Affairs/Directrice de la division des affaires générales
- **Sylvie Cadin** Project Manager/ Gestionnaire de projets
- **Linda Kolesh** Membership & Subscription Services Officer / Responsable des services aux membres et de l'abonnement
- **Janie Poirier** Junior Member Committee Officer / Responsable du Comité des membres débutants
- **Suzanne Kearney** Receptionist, Administrative Assistant/ Réceptionniste/ Assistante Administrative
- **Lucy Burke** Admin. Assistant/ adjointe administrative
- **Lindsay Phomin** Admin. Assistant/ adjointe administrative
- **Lois Birnacombe** Archivist- part time / Archiviste – temps partiel
- **Lillian Petrusa** Manager, Development and Marketing / Gérante, Développement et marketing
- **Kimberly Keoungan** Medical Transcription Coordinator / Secrétaire médicale
- **Lili Van Co-op** Student/ Étudiante co-op
- **Andrea Karam** Project Manager, HHR Project / Gestionnaire de projet, Projet sur les ressources humaines dans le domaine de la santé
- **Emily Sand** Summer Student / Étudiante d'été
- **Rosalind Marchut** SOGC Coordinator / Coordonnatrice (1 day/week)

SOGC Special Projects

- **Chantale Wall (Sick Leave)** SOGC Special Projects Officer / Agente responsable des projets spéciaux de la SOGC

International Women's Health Division / Division de la santé des femmes à l'échelle internationale

- **Astrid Bucio** Director of Int'l Women's Health Program / Directrice du Prog. int. pour la santé des femmes
- **Liette Perron** Project Manager - SOGC Partnership Program / Gestionnaire de projet - Programme de Partenariat de la SOGC
- **Moya Canigle** Project Manager-ALARM International Program / Gestionnaire de projet - Programme internationale
- **Heather McMillen** Communication /Promotion & Special Projects Officer / Responsable de communication / Promotion et projets spécial
- **Jolanta Scott-Parker (Mat Leave)** Adjointe administrative
- **Jackie Oman** Administrative Assistant / Adjointe administrative
- **Suzanne Plourde** Project Manager, QUARITE / Gestionnaire de projet, QUARITE
- **Dominique Pelletier** Finance Coordinator / Coordonnatrice des finances
- **Victoria Hopkins** Coordinator, SOGC Partnership Program / Coordonnatrice, Programme de Partenariat de la SOGC
- **Anne Maranta** All Consultant / Consultante PGI

Finance and IT Division / Division des finances et des TI

- **Linda Desjardins** Director, Finance and IT/ Directrice, Finances et TI
- **Yves Charlebois** Senior Accountant / Comptable principal
- **Debra Knecht** Finance Officer / Responsable des finances
- **Debra Leduc** IT Manager / Gérante, Technologies de l'informatique
- **Jean Sébastien Lalonde** IT Support / Soutien informatique
- **Joanne Brown** Database Officer / Responsable de la base de données
- **Nikolas Leblanc** Web Designer/ Concepteur Web

Patient Safety Division / Division de la sécurité des patientes

- **Dr. Stanley Brown** Manager of Educational Development / Directrice du développement de l'enseignement
- **Michael Veizina** Business Development Director / Directeur de la prospection de clientèle
- **Nancy Vertez** Executive Assistant to A EVP/ Adjointe de direction affectée au VPAA
- **Dawn Campbell-Borland** Product Manager WDRG[®] / Directrice des produits AMPRO[®]
- **Ms. Erin Stewart** Program Coordinator / Coordonnatrice du programme
- **Lynn Salvador** Content Manager and Data Analysis / Directrice de la documentation et Analyse pour l'application de la base de données
- **Sheri DeMeester, RN** Field Manager, Regional Representative / Représentante Régionale
- **Becky Sidmore** Medical Research Analyst / Analyste de recherche médicale



INTRODUCTION AND BACKGROUND

In November 2005, the SOGC held its Strategic Planning Workshop to review and develop its Strategic Plan and Directions for 2006 – 2011.

In just one short year, the SOGC has already made significant strides to achieving its goals for 2011.

Aboriginal Health: To advance culturally safe health and healing in collaboration with Aboriginal communities.

SOGC has:

- Developed contact meetings with national Aboriginal communities to increase awareness and initiatives in support of Aboriginal women's health and sexual reproductive care.
- Created partnerships with various health agencies, organizations and committees to develop programs and sponsorships that are of benefit to the First Nations, Métis, and Inuit populations.
- Worked with various organizations to develop projects to improve preventative initiatives and services.
- Participated in the development of models and pathways for innovative Aboriginal health care.
- Initiated collaboration with key Aboriginal organizations and other national healthcare associations.
- Hired an experienced individual which has elevated SOGC's visibility in the Aboriginal, Inuit and First Nations communities.

Lead person: Marilee Nowgesic, Manager, Aboriginal Health Initiatives

Advocacy: To increase the impact of the SOGC on the public agenda as it relates to women's health and the practice of obstetrics and gynaecology.

SOGC has:

- Allocated and assigned top priority to resources and advocacies to raise the profile of SOGC and its seven strategic pillars.
- Promoted through various media, the activities and successes of SOGC.
- Commenced the enhancement and expansion of the SOGC website, especially the seven pillars pages.
- Undertaken initiatives to enhance the media relations strategy to raise SOGC profile and its seven strategic pillars.
- Implemented workshops to train SOGC members and staff in advocacy strategies.
- Met with several key government players such as Minister Clement, Monte Solberg, and Conservative Caucus to promote the National Birthing strategy.
- Hired a government communication specialist (part time) to assist SOGC in advancing our National Birthing Strategy agenda.

Lead person: Nancy Bickford, Public Affairs Counsel to the SOGC

Continuous Professional Learning (CPL): To become the preferred provider of knowledge and continuous professional learning in obstetrics and gynaecology.

SOGC has:

- Created a new Education Committee to review and improve the development process for evidence based Clinical Practice Guidelines.
- Begun discussions on opportunities to increase participation in Continuous Professional Learning.
- Developed an Education Committee to identify existing learning resources and communicate them to members.
- Obtained \$250,000 in PHAC funding to deliver training sessions and educational material.
- Continued to represent SOGC members needs at the RCPSC level in discussions with respect to Maintenance of Certification program and credits allocation.

Lead: CPL Division

Human Resources in Ob/Gyn: To Develop and implement Human Resource Strategies for ob/gyn care.

SOGC has:

- Increased the historical attendance of medical students at the Annual Clinical Meeting to recruit a greater number of medical students into the practice of obstetrics and gynaecology (75 in year 2006).
- Collaborated with APOG to promote the specialty in medical schools and increase residency positions.
- Promoted through various media and partners, practice models in support of healthy lifestyles.
- Developed a number of articles and media releases to the public in conjunction with key professionals to promote the profession.
- Initiated a communication plan to develop strategic partnerships with government and professional agencies.
- Secured a \$479,000 contract from Health Canada to survey on HHR Issues related to the practice of obstetrics only.
- Hired a Project Manager, Andrea Karam, to begin the 14-month contract.

Lead: Corporate Division

International Women's Health: Collaborate internationally on capacity building initiatives aimed at improving women's health, especially in low-income settings.

SOGC has:

- Commenced the QUARITÉ, University of Montreal project in Mali and Senegal.

- Increased awareness and support of International Women's Health among the SOGC membership with promotional initiatives through various SOGC media.
- Increased the number of partnerships with professional associations which has resulted in funding and support for various programs.
- Developed partnerships with professional associations to collaborate on international programs, securing 1.3 million dollars over 4 years.
- Integrated the promotion of the Sexual Reproductive Rights framework into all of the new work plans being developed in the Partnership Agreements with the CIDA Partnership Program countries.
- New director: Astrid Bucio.

Lead: IWH Division

Patient Safety: To overcome the barriers to patient safety and to promote equitable access.

SOGC has:

- Promoted a culture of patient safety in the practice environment by expanding the MORE⁰⁸ program to more provinces.
- Leveraged hospitals into module 4 of the patient safety program by building a template to calculate the return on investment after module 3.
- Published papers and articles evidencing the positive impact of SOGC patient safety programs in four journals.

Lead: Patient Safety Division & Corporate Division

Women's Health Issues: To promote timely access for all women to obstetrical and gynaecological care, facilitate public education about women's health issues and create awareness and integrate the determinants of health into women's health care.

SOGC has:

- Commenced development of a comprehensive education program to be delivered via website, in conjunction with clinical guidelines.
- Enhanced existing education awareness programs with new content and delivery mechanisms.
- Generated extensive media activity on genetic testing, HPV, home vs. hospital birth, travel and pregnancy, weight gain and pregnancy, cord blood banking to name only a few.
- Developed a presentation focusing on determinants of health that will be delivered at the next three regional CME meetings.

Lead: Communication Division