ANNUAL REPORT

2019/20
The year 2020 will be remembered as a year of incredible change and disruption.

The global COVID-19 pandemic that began in early 2020 shook us all, bringing with it unexpected challenges that made the practice of our specialties even more demanding and difficult. As a Society, we have had to pivot rapidly, refocus, and respond to meet our members’ clinical needs and provide intra-professional support where it was most needed.

While these unprecedented times uncovered many inequities, inefficiencies and gaps in our healthcare system, they also brought out the best in the human spirit. They demonstrated countless accounts of generosity, kindness and respect. Hopefully, this will form a strong theme in our historical COVID-19 records and recollection of this time.

The launch of the new Strategic Plan, Stronger Together, is the reset we need to become more powerful advocates for our profession, our members and the women whose lives and health depend on us. Stronger Together means building our expertise to provide the highest quality of care to our patients. Stronger Together means sharing our knowledge directly with women to better their health outcomes. Stronger Together means ensuring our own health in order to do our jobs.

Before looking ahead to what we hope are brighter days, we are pleased to share this summary of our accomplishments this year.

QUALITY OF CARE

- Active in hospitals across Canada, the MOREOB Patient Safety Program helped to provide the safest obstetrical care possible with clinical content updated annually by SOGC member volunteers.
- Four provinces are now part of a pilot study to recommend ways to reduce maternal mortality rates in Canada.
- The use of the Maternal Early Warning Systems was expanded to increase access to minimally invasive surgery and work to reduce or eliminate cervical cancer.
- Close monitoring of evolving evidence has led to the development of new strategies to address virtual and digital patient care, management of surgical wait times and provider well-being – topics particularly relevant during the COVID-19 pandemic and beyond.
- Backed by a rigorous evidence-based process, expert member volunteers and staff have improved the quality of our internationally-recognized and popular Clinical Practice Guidelines.
- Building on our 2017 merger with APOG, we have increased our support of trainees at all levels by enhancing their educational experience with useful SOGC resources.
EDUCATION

- The online education program was expanded with new member-requested courses and the ability to offer examinations, tool kits and other materials from our learning platform.

- To address COVID-19 social distancing restrictions, ALARM/GESTA training has transformed into a virtual online delivery model with both live interactive and pre-recorded elements.

- Meetings and conferences were tailored with relevant content and an array of knowledgeable and engaging speakers for our members’ specialties.

PUBLIC EDUCATION AND ADVOCACY

- The SexandU.ca website received over two and a half million page views this year. YourPeriod.ca followed second with over one million views.

- In collaboration with the Public Health Agency of Canada, social media campaigns on topics including alcohol, cannabis, vaccination in pregnancy and Lyme disease were launched. Each of these campaigns netted tens of millions of engagement views.

- We continued to advocate in areas where our leadership, professional expertise and voice can best contribute to meaningful healthcare improvements.

GROWING STRONGER

- COVID-19 and the necessary cancellation of the 2020 ACSC had a stagnating effect on membership numbers. A refreshed membership strategy will be launched in September.

- Nimble and creative changes to program delivery models and the over-arching priority of meeting member needs have contributed to the Society’s ability to remain a going concern.

- Since March, our strategy has been to move forward with innovative ideas and optimism rather than retreat and reduce.

- We worked with our sister societies and associations to advance a common mission and vision.

- We have rededicated to our commitment to uphold the principles of diversity, equity and inclusion.

These accomplishments were possible thanks to the commitment of our Board members, the dedication and loyalty of our members and the eagerness and perseverance of our SOGC staff.

We all want to contribute to a better future for women all over the world.

Working Stronger Together, we will get there.

Dr. Elio Dario Garcia

Dr. Jennifer Blake
QUALITY OF CARE

JUNE 2019 TO MAY 2020, JOGC PUBLISHED

14 Clinical Practice Guidelines

1 Addendum

4 Committee Opinions

Submissions 403

Articles published 162

TOP VISITING COUNTRIES TO JOGC.COM

1. Canada 189,695
2. United States 40,008
3. India 10,985
4. France 10,855
5. United Kingdom 10,074
6. Australia 8,473
7. Indonesia 5,421
8. Brazil 4,682
9. Mexico 4,145
10. Philippines 3,839
EDUCATION

ONLINE EDUCATION

- Medical Abortion Training Program
- Medical Management of Uterine Fibroids
- Contraception: It’s a Plan
- Are You Open to MIS?
- Fertility Treatment
- Induction of Labour: Putting Safety First
- Eliminating Cervical Cancer – Once and Forever
- IUC Insertion Preceptorship
- Not Your 2002 Menopause
- Vaccination in Pregnancy
- COVID-19 101

Free Public Education Materials Distributed
147,061

Shipping suspended from March to May 2020 due to COVID-19

ALARM PROGRAM

1,625 Alarm Participants
52 Courses across Canada

10 regular courses
24 CFPC courses
10 customized courses
CONFERENCES
3 CMES
FMC du Québec 2019
Ontario CME 2019
West/Central CME 2020 – Banff, AB

116 Speakers
647 Delegates

BRAND RECOGNITION

32 over-the-counter products have been reviewed and approved for use by our panel of medical professionals.

PUBLIC EDUCATION & ADVOCACY
(From July 2019 to June 30, 2020)

18,757 likes
4,204 followers
1,629 followers

105 Media Requests
6 Public Education Campaigns

GROWING STRONGER SOGC MEMBERS BY TYPE
(As of December 31, 2019)

46 Affiliate Researcher
45 Affiliate Healthcare
52 Affiliate Honorary
84 Affiliate Int’l
99 Ob/Gyn Life & Legacy
179 Affiliate FP Res
270 Affiliate Midwife
273 Affiliate RN/NP

1,460 Ob/Gyn Member
791 Affiliate FP
513 Ob/Gyn Res
367 Affiliate Student

4,179 members
## FINANCIAL SUMMARY

### ASSETS

<table>
<thead>
<tr>
<th>CURRENT ASSETS</th>
<th>2019</th>
<th>2018</th>
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<tbody>
<tr>
<td>Cash</td>
<td>$2,597,552</td>
<td>$2,684,829</td>
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<tr>
<td>Accounts Receivable</td>
<td>520,058</td>
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<tr>
<td>Prepaid Expenses</td>
<td>261,037</td>
<td>215,779</td>
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<td><strong>Total Current Assets</strong></td>
<td><strong>3,378,647</strong></td>
<td><strong>3,352,112</strong></td>
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<tr>
<td>Investments</td>
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<tr>
<td>Capital Assets</td>
<td>633,690</td>
<td>698,743</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>5,861,771</strong></td>
<td><strong>5,878,831</strong></td>
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</tbody>
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### LIABILITIES & NET ASSETS

#### CURRENT LIABILITIES


#### DEFERRED REVENUE


#### NET ASSETS BEGINNING


#### NET ASSETS ENDING


### STATEMENT OF OPERATIONS

#### REVENUE


**Total Revenue:** $7,330,728 (2019), $7,554,868 (2018)

#### EXPENDITURES


**Total Expenditures:** $7,043,443 (2019), $7,345,904 (2018)


**NET REVENUE:** $399,531 (2019), $307,371 (2018)

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**SPECIAL THANKS TO OUR CHAMPIONS FOR THEIR FINANCIAL SUPPORT DURING THE COVID-19 PANDEMIC.**

- MD Financial (Gold Level)
- Bayer (Silver level)
- Merck (Silver level)
- Pfizer (Silver level)