



Excellent conference! Great emphasis on evidence, helpful reminders about how to remain appropriately skeptical in medicine, and strong tools to equip physicians for shared decision making! - Dr. Nathan Toh

It's so refreshing to know that pharmaceutical companies are not influencing the content of this conference - Dr. Larry Barzelai

MAKING EVIDENCE MATTER for EVERYONE conference

may 12 & 13 2023
vancouver bc
in-person and virtual

So many evidence-based, practice changing pearls crammed into one entertaining conference! Loved the shorter length of talks so I could actually focus for the entire presentation! - Dr. Jessica Kirkwood

Welcome

From the clinicians who brought you the *Best Science Medicine Course*; *MEDS Conference*; *BS Medicine Podcast*; *Tools for Practice*; and *PEIP Conference* comes **MEME** (*Making Education Matter for Everyone*) in both **in-person and live webcast** formats.

These **highly interactive and entertaining** presentations will focus on common and new therapeutic issues from an evidence-based perspective. Our quick pearls will be both broad and practical making them **great for physicians, nurse practitioners, and pharmacists**.

Topics have been selected **to support you in your daily practice** and are funded entirely with your registration with **no sponsorship**. Come see how **we make evidence fun!**

Agenda

Friday, May 12 (Pacific Standard Time)

7:30 In-Person Registration Opens

8:20 Webcast Opens

8:30 Welcome

8:40 Tips and Tricks to Make Evidence Matter for Everyone / Drs. Mike Allan and James McCormack

9:10 Placebo Effect / Dr. James McCormack

9:40 Questions

10:00 Break

10:25 Paying Attention to the Evidence for Adult ADHD / Dr. Jessica Kirkwood

10:45 Point of Care Ultrasound for Primary Care - Should You Push for It? / Dr. Jessica Bryce

11:05 Questions

11:15 Top 5 Primary Care Articles You Need to Know / Dr. Mike Allan

11:45 NOACs: Which, When, How and Why / Dr. Peter Loewen

12:05 Questions

12:15 Lunch

1:10 Top 5 Cardiology Studies / Dr. Ricky Turgeon

1:30 When Dementia Is More Than Forgetting: How Neuropsychiatric Symptoms Are Affecting Patients and Our Practice / Dr. Corinne Tremblay-Sabatini

1:50 Questions

2:00 Top 5 Pediatric Studies / Dr. Tina Korownyk

2:20 Continuous Glucose Monitoring: Hypo-Hype or Real Benefit? / Dr. Jamie Falk

2:40 Questions

2:50 Break

3:10 Translating Benefits and Harms of Diabetes Drugs: There's a Tool for That / Dr. Ricky Turgeon & Dr. Blair MacDonald

3:30 Skin and Soft Tissue Infections / Dr. Will Connors

4:00 Questions

4:10 Day Concludes (begins 9:00 am the next day)

The MEME conference was highly informative and entertaining. All the presenters did an amazing job engaging the audience & keeping it lighthearted while still presenting the best available evidence. I had so much fun I forgot that I was learning too! - Morgan (Pharmacist)

Agenda cont.

Saturday, May 13 (Pacific Standard Time)

8:00 In-Person Registration Opens

8:50 Webcast Opens

9:00 Welcome

9:05 The Great Cholesterol Caper: Unravelling Lipid Mysteries in Primary Care /

Dr. Mike Kolber & Dr. Adrienne Lindblad

9:35 COPD Inhalers - Less is More, More or Less / Dr. Jamie Falk

9:55 Questions

10:15 Break

10:35 Monoarthritis: What to Do When Your Joint Count is One / Dr. Kam Shojania

10:55 The Skinny on Weight Loss Drugs: Scaling Down the Evidence / Dr. Adrienne Lindblad

11:15 Questions

11:35 Osteoporosis: Good Guidance for Bad Bones, Good Grief / Dr. Tina Korownyk

12:00 Questions

12:10 Lunch

1:00 Opening the Screen(ing) Door: When and How Wide? / Dr. Jennifer Potter

1:40 Questions

2:00 Myth Busters / Dr. Mike Kolber & Dr. Jamie Falk

2:30 Questions

2:40 Event Concludes

After this event participants will be able to:

- incorporate best evidence to help inform decision making for common and new primary care conditions
- identify the strengths and limitations of the evidence pertaining to common and new primary care conditions including when clinical practice guidelines and evidence differ
- recognize the responsibility of health professionals to incorporate patient values into the decision making process

This Group Learning program has been certified by the College of Family Physicians of Canada and the British Columbia Chapter for up to 10 Mainpro+ credits.

What our 2022 MEME attendees are saying...

"Over the last 7 years, by far the single most useful set of conferences I attend. Not one other leaves me with such a large handful of tips, tricks, pearls and validations of my practice when it's done and it's hilarious to boot!"

"As a resident in family practice, it is incredibly heartening and motivating to see primary care clinicians who are so passionate about patient care and focused on the science and up to date information. The speakers are very enjoyable to listen to and their passion for their work and helping patients makes me excited to embark on my career and join this community of hard-working and humble and humorous colleagues."

"This is the one conference I consistently come back to. It's full of useable information, delivered with humour, that makes an immediate difference when I'm talking to patients."

... WHEN YOU DID IT RIGHT AND THEY STILL END UP WITH C.DIFF



Register Online - hectalks.com

Category	In-Person <u>Before April 12</u>	In-Person <u>April 13 to 28</u>	Webcast <u>Before April 12</u>	Webcast <u>April 13 to 28</u>
Conference Rate	\$495.00	\$595.00	\$395.00	\$495.00
Resident/Student	\$395.00	\$495.00	\$195.00	\$295.00

**GST/HST will be added to the registration rate*

Refund & Cancellation Policy

A refund will be provided, less a 25% processing fee, if **notice of withdrawal to office@hectalks.com is received on or before April 21.**

Registration is non-transferable. We reserve the right to cancel or postpone the event or presentations due to insufficient registration, or circumstances beyond our control.

For in-person registrants who require a travel visa to attend the conference, please ensure your visa has been approved before registering. If you are unable to attend in person your registration will be moved to webcast - no refund will be provided at any time.

Venue and Accommodation

Pan Pacific Vancouver
999 Canada Place #300
Vancouver, BC V6C 3B5

A limited number of guest rooms have been reserved at a **discounted rate of \$289.00** + taxes.

Call 604-662-8111 or toll free 1-800-663-1515 (Canada) / 1-800-937-1515 (USA) and quote HEAL0523.

The rate **expires April 2 or when the block is full - book early to avoid disappointment.**

Planning Committee

- Dr. Jessica Bryce, First Five Years of Practice, Emergency Medicine, University of British Columbia
- Dr. Jamie Falk, Associate Professor, College of Pharmacy, University of Manitoba
- Dr. James McCormack, Professor, Pharmaceutical Sciences, University of British Columbia
- Robert Pammett, Assistant Professor, Pharmaceutical Sciences, University of British Columbia
- Erin Wilson, Assistant Professor, Coordinator - Post-Graduate Nursing Programs, University of Northern British Columbia

will admit there is a STATISTICAL difference in our height
Sally ... but is there a CLINICAL difference?

