



This is the **best, most clinically relevant, simple to utilize and patient-centered conference for primary care** that I have found!
- Dr. Geoff Friderichs (2024)

Without a doubt, the most useful and practical drug therapy conference currently available to health care practitioners - Dr. Ian Allen (2024)

MAKING EVIDENCE MATTER for EVERYONE conference

may 9 & 10 2025
vancouver bc
in-person and virtual

*Amazing use of my time! So much **high yield information** and very well presented. A full dose of the conference is necessary to get that high effect, half the dose just won't do - Dr. Andie Lesowske (2024)*

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 and **no sponsorship**. Come see how **we make evidence fun!**

- James McCormack and Jamie Falk (Co-Chairs)

Agenda

Friday, May 9 (Pacific Daylight Time)

7:30 In-Person Registration & Breakfast Opens

8:20 Webcast Opens

8:30 Welcome

8:40 Making Evidence Matter for Everyone Yet Again / Jamie Falk & James McCormack

9:10 New Primary Care Evidence You Can Use on Monday! / Mike Allan & Tina Korownyk

9:40 Questions

10:00 Break

10:25 Dermatology Potpourri - Tips and Teenage Acne / Vincent Valdez

10:45 Treatment of Menopausal Symptoms in the "Land Down Under" / Tina Korownyk

11:05 Questions

11:15 Screening the Evidence for Breast Cancer Screening / Gylène Thériault

11:30 Screening the Evidence for Cervical Cancer Screening / Gylène Thériault

12:05 Questions

12:15 Lunch

1:10 "Is Your Mother on Drugs?" - Polypharmacy in the Frail Elderly / Ralph Jones

1:30 One of These Things Is A LOT Like the Other: Exploring Commonly Used Isomers vs Racemic Mixtures / Aaron M. Tejani

1:50 Questions

2:00 A Risque Presentation of Diabetes Risk / Mike Kolber & Jamie Falk

2:20 Something's Mything Here: Things to Not Bother With in Diabetes Management / Jamie Falk & Mike Kolber

2:40 Questions

2:50 Break

3:10 Spin, Signals, and Stats / James McCormack

3:30 Primary Care's Most Asked Questions Answered / Jennifer Carefoot

4:00 Questions

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

"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!"

Agenda cont.

Saturday, May 10 (Pacific Daylight Time)

8:00 In-Person Registration & Breakfast Opens

8:50 Webcast Opens

9:00 Welcome

9:05 Simplifying Complicated Heart Failure / Ricky Turgeon & James McCormack

9:35 Choose Your Briefs: Audience Selected Summaries to Common Clinical Questions /

Mike Allan

9:55 Questions

10:15 Break

10:35 Vaccinations for the Faint of Lung: An Infectious Talk of Evidence and Practicalities /

Will Connors

10:55 Avoid Being Sisyphus When Treating Syphilis...and Other STIs / Will Connors

11:15 Questions

11:25 Sensible Lab Testing for the Sensible Clinician / TBA

11:55 Questions

12:05 Lunch

1:00 Treating Fibromyalgia, Chronic Fatigue Syndrome and Long COVID When Evidence Is Minimal / Ric Arsenault

1:30 Questions

1:50 Becoming a More Contented Clinician - This One's All About You! / Avril Danczak & Panel

2:20 Questions

2:30 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

More kudos from our 2024 MEME participants...

I like this conference as it makes you pause and think about what you are doing and why you are doing it!

- Dr. Ayesha Saeed

Always nice to have all these topics reviewed in such a thorough, evidence oriented way and be reminded that we can't follow all the guidelines - thanks for all your hard work! - Dr. Jennifer Harris

Excellent, clinically high-yield conference! The emphasis is clearly on bringing practical evidence that's easily applicable to primary care. Highly recommend! - Dr. Nathan Toh

Register Online at hectalks.com

<u>Category</u>	In-Person <u>Before April 9</u>	In-Person <u>April 9 to May 2</u>	Webcast <u>Before April 9</u>	Webcast <u>April 9 to May 2</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. [Our rates have remain unchanged over the last four years!](#)*

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 9.**

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 reduced rate of \$395.00 + taxes.

Call 604-662-8111 or toll free 1-800-663-1515 (Canada) / 1-800-937-1515 (USA) and quote MEME0525 or reserve online: <https://book.passkey.com/go/MEMEMConference2025>

This discounted rate **expires April 1 or when the block is full** - non-registrants will be removed from the block. See the email confirmation for important information on how to reserve.

Planning Committee

Co-Chairs

- James McCormack, Professor, Pharmaceutical Sciences, University of British Columbia
- Jamie Falk, Associate Professor, College of Pharmacy, University of Manitoba

Committee

- Paul Fritsch, Clinical Instructor, Family Medicine, University of British Columbia
- Jamil Hirji, Clinical Instructor, Family Medicine, University of British Columbia
- Jennifer Dunkin, Primary Care Pharmacist, BC Pharmaceutical Care Initiatives
- Mike Kolber, Associate Professor, Family Medicine, University of Alberta
- Tina Korownyk, Associate Professor, Family Medicine, University of Alberta
- Erin Wilson, Assistant Professor, Coordinator, Post-Graduate Nursing Programs, UNBC