



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 / James McCormack

11:55 Questions

12:05 Lunch

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

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

This activity has been certified by the College of Family Physicians of Canada for up to 10 Mainpro+® Certified Activity credits.

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 4</u> | In-Person <u>April 5 to May 2</u> | Webcast <u>Before April 4</u> | Webcast <u>April 5 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/MEMECConference2025>

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