



*This is my favourite primary care conference. Not being funded by industry gives it an entirely different feel, it's just real, down-to-earth clinicians giving you the best evidence in the most practical way.*  
- Tsenka Kushner, Nurse Practitioner (2025)

*This is by far the single most useful and time efficient family practice CME event I regularly attend.*  
- Dr. Will Johnston (2025)

# MAKING EVIDENCE MATTER for EVERYONE conference

may 8 & 9 2026  
vancouver bc  
in-person and virtual

*I would definitely recommend this conference to all my colleagues! It provides great clinical updates in many areas and evidence to change and improve my practice. It's a great reminder to think critically about the work we do to improve the care for our patients and society as a whole.* - Dr. Winnie Su (2025)

# 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 8 (Pacific Daylight Time)

7:30 In-Person Registration & Breakfast Opens

8:20 Webcast Opens

**8:30 Welcome**

**8:40 Making Evidence Matter for Everyone (Non-AI for Now)** / Jamie Falk & James McCormack

**9:10 The Evidence Roundup: Top Practice-Shaping Studies in Primary Care** / Mike Kolber & Adrienne Lindbladk

9:40 Questions

10:00 Break

**10:25 How to Make Pain Worse: Iatrogenic Harm in Pain Investigation and Treatment** / Lori Montgomery

**10:45 Wear-and-Repair: Modernize Your Approach to Knee OA** / Lori Montgomery

11:05 Questions

**11:15 Conversations About Low T, Almost Suitable for High Tea** / Paul Fritsch

**11:35 Show Me Some Skin: Hot Topics in Dermatology Uncovered** / Tina Korownyk

11:55 Questions

12:05 Lunch

**1:00 Chronic Kidney Dis-ease: Well-Worth Worrying or Worrying the Well** / Jamie Falk & Tina Korownyk

**1:30 Up in Arms: An Evidence-Based Approach to Shoulder and Rotator Cuff Problems** / Nelson Saddler

1:50 Questions

**2:00 Fixing the Roof While It's Raining: Primary Care and the Real-World Determinants of Health** /  
Tony Nickonchuk

**2:20 Medication Pricing in Canada: Where Logic Goes to Renegotiate Its Contract** /  
Tony Nickonchuk & Mike Kolber

2:50 Questions

3:00 Break

**3:20 Tuberculosis Reloaded: Evidence, Updates, and Real-World Care** / Will Connors

**3:40 Sex, Bugs, and ... Evidence: STI Updates for Primary Care** / Will Connors

4:00 Questions

**4:20 Day Concludes**

# Agenda cont.

## Saturday, May 9 (Pacific Daylight Time)

8:00 In-Person Registration & Breakfast Opens

8:50 Webcast Opens

**9:00 Welcome**

**9:05 Primary Care's Most Asked Questions Answered** / Cait O'Sullivan

**9:25 To Bleed or Not to Bleed: Making Sense of Blood Thinning Combinations** / Ricky Turgeon

9:45 Questions

10:05 Break

**10:25 Managing Insomnia: Apparently Counting Sheep Isn't Evidence-Based** / Adrienne Lindblad

**10:45 Vaginal Estrogens: Misconceptions and Topical Applications of the Evidence**

/ Fatima Ladha

11:05 Questions

**11:15 AI in Clinic: Who Wouldn't Want a Robot Sidekick?** / Steve Wong

**11:35 Natural Products That May Actually Do Something** / Jamie Falk & Jennifer Dunkin

11:55 Questions

11:55 Lunch

**1:00 Adult ADHD: Science, Storylines, and Stimulants Collide** / Nikola Grujich

**1:20 Stuck in the Grey: Evidence-Based Strategies for Difficult Depression** / Nikola Grujich

1:40 Questions

**2:00 Nutrition: So Much Evidence, So Little Useful Information** / James McCormack

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

### More kudos from our 2025 MEME participants...

*I have always appreciated the information I am able to share with colleagues; both young and older to justify doing less.*  
- Dr. Dale Nicoll (2025)

*This was a truly excellent conference - every session taught me at least one small but important change that I can put into practice on Monday. Well worth the trip from Ontario!* - Dr. Emma Smith (2025)

*I loved this conference ... evidence based, pragmatic, and focused on the things that matter to patients and primary care physicians and helping you make the best use of your limited time to get the best outcomes for your patients.*  
- Dr. Anne Mclean (2025)

# Register Online at [hectalks.com](http://hectalks.com)

<u>Category</u>	<b>In-Person</b> <u>Before April 4</u>	In-Person <u>April 5 to May 2</u>	<b>Webcast</b> <u>Before April 4</u>	Webcast <u>April 5 to May 2</u>
Conference Rate	<b>\$495.00</b>	\$595.00	<b>\$395.00</b>	\$495.00
Resident/Student	<b>\$395.00</b>	\$495.00	<b>\$195.00</b>	\$295.00

*\*GST/HST will be added to the registration rate. Our rates have remain unchanged over the last five years!*

## Refund & Cancellation Policy

A refund will be provided, less a 25% processing fee, if **notice of withdrawal to [office@hectalks.com](mailto:office@hectalks.com) is received on or before April 6.**

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 MEME0526 or reserve online: <https://book.passkey.com/go/MEMECConference2026>

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 dates before and after the conference with the discounted rate.**

## 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
- 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
- Raelene Marceau, Nurse Practitioner, Assistant Professor & Coordinator, University of Northern BC