



Comprehensive Communications Toolkit

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Campaign Facts

- *Choosing Wisely Canada* launched in April of 2014 – it is grassroots and physician-led.
- The campaign is modeled after the highly successful [Choosing Wisely](#)[®] campaign in the United States, initiated and coordinated by the ABIM Foundation.
- To date, over 45 national medical specialty societies (see [Appendix](#)), representing over 90% of physicians in Canada, are engaged in *Choosing Wisely Canada* and at various stages of [recommendations](#) development.
- *Choosing Wisely Canada* got underway initially in Ontario and has quickly been adopted by all provincial and territorial medical associations which have established or are in the process of establishing mechanisms to support the adoption of the *Choosing Wisely Canada* recommendations.
- *Choosing Wisely Canada* supports the equally important role of patient education and engagement and the need to dispel the false notion that “more care is better care”. To facilitate the conversation, we publish lay language [patient pamphlets](#) related to the physician recommendations.
- At the local level, hospitals, health regions and physician groups nationally are working under their own initiative to find innovative ways to put the recommendations into practice with activities ranging from physician and patient education, to modifying clinical processes and information systems, to providing data back to providers about their practice patterns. *Choosing Wisely Canada* supports these groups through the Early Adopters Collaborative - a learning platform for sharing knowledge, tools and experiences among the participating organizations, to package best practices into toolkits, and to allow participating organizations to showcase their work (see [Updates From The Field](#)).
- *Choosing Wisely Canada* is taking a multifaceted approach to measurement through physician attitudes and self-reported experience (physician survey); patient receptiveness to message (patient survey); physician ordering (this will take time to change); implementation in medical education.
- *Choosing Wisely Canada* is working with medical schools to introduce new content into the undergraduate, postgraduate and continuing medical education curricula.
- *Choosing Wisely Canada* also leads an international community, made up of countries from around the world (including Australia, Austria, Brazil, Denmark, England, France, Germany, Israel, Italy, Japan, Netherlands, New Zealand, South Korea, Switzerland, United States and Wales), who are implementing similar programs in their respective countries.

Key Messages and Talking Points

General

- *Choosing Wisely Canada* is a campaign to help physicians and patients engage in healthy conversations about potentially unnecessary tests, treatments and procedures, and to help physicians and patients make smart and effective choices to ensure high-quality care.
- *Choosing Wisely Canada* focuses on areas where evidence overwhelmingly shows that a test, treatment or procedure provides no benefit to a patient, and could even cause harm. These are not grey areas where evidence is debatable.
- The physician community is leading this effort. It is the right thing to do and as a profession, we have a responsibility to deliver the best possible care that is based on evidence.
- To participate in the campaign, national organizations representing various medical specialties (specialty societies) release evidence-based lists of tests, treatments and procedures for which there is strong evidence of overuse, waste, or even possible harm to patients.
- The goal is to begin conversations between patients and physicians. Plain-language English versions of some of the recommendations are available for patient use. They have been developed by Consumer Reports and the specialty societies.

Special society specific

- The number of available tests, treatments and procedures in modern medicine is large and growing. Many of them are only useful under specific situations. In [SPECIALTY FIELD], as in all other specialties, there are certain medical tests, treatments and procedures that physicians and patients should question.
- The list developed by [SPECIALTY SOCIETY] will help physicians and patients engage in conversations about unnecessary tests, treatments and procedures, and support physician efforts to help patients make smart and effective choices to ensure high-quality care.
- [SPECIALTY SOCIETY] developed its list, using the most current evidence about management and treatment options within our areas of expertise.
- The lists provide targeted, evidence-based interventions to help [SPECIALTY FIELD] physicians work with patients to ensure they get the care they need and avoid tests, treatments and procedures that could cause harm.
- The lists were developed over the last year after careful consideration of the latest evidence, expert opinions and research, including [DESCRIBE DEVELOPMENT PROCESS FOR YOUR SPECIALTY SOCIETY].
- [SPECIALTY SOCIETY] is proud to be a partner in *Choosing Wisely Canada*.

- [SPECIALTY SOCIETY] brings valuable expertise and focus on [SPECIALTY FIELD] care to the campaign as well as a trusted voice in reaching our [NUMBER OF MEMBERS] members, and in turn, their patients.
- In addition to being a part of *Choosing Wisely Canada*, [SPECIALTY SOCIETY] is also [INSERT INFORMATION ABOUT YOUR ORGANIZATION'S OTHER ACTIVITIES RELATED TO THIS EFFORT].

Keywords

- Unnecessary testing and treatment
- Healthy conversations
- High-quality care
- Patient-centred care
- Doctor-patient communication
- Right care
- Value
- Culture change
- Informed decision making
- Stewardship
- More isn't always better
- Think twice

Media Q and A

Choosing Wisely Canada has received quite a bit of press coverage. In an effort to support all partners who may receive media requests, we have developed a set of media Questions and Answers.

- **What exactly do you mean by Choosing Wisely Canada? What is it?**
- *Choosing Wisely Canada* is a campaign to help physicians and patients engage in conversations about unnecessary tests, treatments and procedures, and to help physicians and patients make smart and effective choices to ensure high-quality health care.
- *Choosing Wisely Canada* brings together the medical community, specialty by specialty, to develop Lists of “Five Things Physicians and Patients Should Question”. These are things for which there is strong evidence of when these tests, treatments or procedures are unnecessary or potentially harmful.
- **What is the goal of Choosing Wisely Canada?**
- The goal of *Choosing Wisely Canada* is to get physicians to engage in discussions about what tests, treatments or procedures are needed and which ones are unnecessary for the patient.
- We want patients to be aware of tests, treatments and procedures that have no benefit, and to make informed choices, in consultation with their physicians, about getting the right care.
- We are encouraging a cultural shift by physicians and patients alike. More is not necessarily better when it comes to health care treatment.
- Some tests may even be harmful. For instance, why expose yourself to radiation – even at relatively low doses – from an X-ray if you don’t need to? Society has developed an underlying belief that more is always better in medical treatment. We need to change professional and patient attitudes.
- **Who tells the physician what’s necessary and what’s not in today’s medical environment?**
- Physicians are organized by specialty, and most are members of national specialty societies. These societies play a key role in disseminating the latest research and encouraging the adoption of best practices. Each list of “Five Things Physicians and Patients Should Question” was carefully developed by a national specialty society with input from members from across Canada and based on the best evidence. This approach ensures that each list developed has credibility with members of the specialty, which enhances adoption.
- **Why do doctors provide unnecessary care?**
- The number of available tests, treatments and procedures in modern medicine is large and growing. But just because something is available, it doesn’t mean that we should use it. This is easier said than done. It often takes less time to order a test than to explain why doing nothing is

the best option. Doctors might sometimes respond to patient requests, and some patients might feel that if they didn't get a script or test, the doctor didn't take care of them.

- **Who are the participating specialty societies and will there be more to grow this program?**
- To date, over 45 national special societies are committed to participating in Choosing Wisely Canada and at various stages of recommendations development. This represents over 90% of physicians in Canada. Other health care providers, including nurses and pharmacists, have recently become engaged in the campaign.
- **How will the average person understand these lists?**
- The evidence-based lists of tests, treatments and procedures may not be understandable to the average person. The recommendations were created by physicians for physician use. Plain-language English versions of some items on the lists will be available for patient use. The goal is to begin conversations between patients and physicians.
- **We have heard that in the U.S. 30% of health care is of little or no value. Is this the situation in Canada?**
- We don't have a comparable figure for Canada. But we know anecdotally that we could all do a better job of ensuring that we avoid unnecessary tests, treatments and procedures.
- **Isn't Choosing Wisely Canada just a nice-sounding euphemism for cost-cutting or rationing medical services to patients?**
- Not at all. *Choosing Wisely Canada* is about evidence and about changing medical culture and patient perceptions to help physicians and patients make smart and effective choices to ensure high quality care.
- Rationing ignores medical need for service; *Choosing Wisely Canada* is all about ensuring patients need the services they receive.
- The physician community is leading this effort. It is the right thing to do and as a profession, we have a responsibility to deliver the best possible care that is based on evidence.
- (If pressed further) We believe eliminating unnecessary care may in some cases result in savings in the system; however, in most cases – MRIs for example – what it does is free up resources so that patients who truly need it could get it faster.
- **Isn't government or a regulatory body like the College of Physicians and Surgeons better placed to cut unnecessary treatment and testing out of the system and don't doctors have a conflict of interest because they get to bill regardless of necessity?**
- As you can see from what's contained in the lists, most of the recommendations depend on the situation and what the patient presents with (i.e., their indication). Notice that each item on these

lists starts with the words “don’t” or “avoid” but not the word “never”. It is ultimately up to the physician and patient to make a choice together. What *Choosing Wisely Canada* aims to do is to make that choice as informed as possible, by encouraging open dialogue between the patient and physician.

- Physicians have nothing to gain financially when a test, treatment or procedure is not done. But we believe that it is the right thing to do and as a profession, we have a responsibility to deliver the best possible care that is based on evidence.
- **Isn't Choosing Wisely Canada just a Band-Aid to a bloated system that is no longer sustainable?**
- There are always things we can do to improve our health care system. *Choosing Wisely Canada* is an initiative to help provide high-quality health care more efficiently, which ultimately will be more cost effective. Physicians and patients can decide together what works and what doesn't.
- **Is it not true that it's a bigger problem that Canadians are not getting the tests, treatments and procedures they need in a timely way?**
- Yes, there is no doubt that there is no doubt that availability of appropriate care is a problem – as long waiting lists for some attest. That's why we think *Choosing Wisely Canada* is a good idea. If we can free up resources by not doing the things are unnecessary, we'll have more resources to do the things that are truly necessary.
- **Why is this all about doctors?**
- This is about bringing forward best evidence to doctors and patients so they can have health conversations about avoiding unnecessary tests, treatments and procedures. Six non-medical community partners have joined the campaign and include:
 - National Association of Federal Retirees
 - Canadian Association of Retired Teachers
 - Gastrointestinal Society
 - Canadian Association of Social Workers
 - Canadian Arthritis Patient Alliance
 - Patients Canada

Endorsed by:

- Canadian Association of Retired Persons
- Other health care providers are also involved in the campaign - pharmacy is committed and nursing is engaged.
- **Who is funding Choosing Wisely Canada?**
- *Choosing Wisely Canada* has a number of sponsors including:
 - Canadian Medical Association

- University of Toronto
 - Ontario government
 - All participating national medical specialty societies
 - Canadian Institutes of Health Research
 - The Commonwealth Fund
- **Is it true that your specialty society avoided including recommendations that will reduce the income of your physicians?**
 - To make it onto our list, each item had to meet the following criteria:
 - It must be used frequently
 - It may expose patients to harm
 - There is generally-accepted evidence to support the recommendation
 - We consider our top five to be things that are most obvious. However, we don't plan to stop there. We will continue to review the evidence, and will expand on the list in the future if necessary, using the same criteria I just mentioned.

Communications Templates and Tools

Highlighting your organization's work through digital communications and social media channels is a simple and effective way to tell others about your involvement in the *Choosing Wisely Canada* campaign. To help you engage in this, we have provided communications templates below for various digital and social media communications channels. Many of you may be familiar with the ins and outs of these channels but this refresher can serve to bolster your work or give you the resources to start.

Press release

A press release is an easy way to announce your participation in *Choosing Wisely Canada*, release your list, provide updates on the work or promote an event. While the primary audience of a press release is the media, they can also be used to provide content for your website, repurposed for newsletter articles or member communications, and help with search engine traffic to your site. The key messages from this toolkit can help you construct your release, and below are some ideas and a draft to help you get started.

- Download our [press release template](#)
- Please share all press releases with us (info@choosingwiselycanada.org) prior to distribution

Format: Press releases are typically no more than two pages, and follow a standard format that includes the following:

- Contact person for the media
- Date of release
- A short headline, which can be followed by a slightly longer sub-headline
- The city and province the release is originating from
- At least one quote from an organizational leader (*Choosing Wisely Canada* is happy to provide quotes or connections to national leaders)
- Your organization's boilerplate, or mission statement at the end

Ideas: Below are some ideas to help you get started with your press release:

- Announcing your organization's participation in *Choosing Wisely Canada*
- The release of your list
- Promotion of an upcoming event or meeting
- Update at key milestones

Dissemination: An important part of any press release is your distribution strategy to ensure it reaches your target audiences. Key distribution channels include:

- Your organization's website
- Twitter and Facebook accounts, with links back to your release
- A press release distribution service, such as [Canada Newswire](#)

- Pitching to local/trade reporters. A good way to get your release picked up is to identify reporters who cover topics related to your specialty or list, and reference a recent story they covered and how your release relates to it.

Email blast

- Subject: [SPECIALTY SOCIETY] Releases List Unnecessary Tests, Treatments or Procedures as Part of *Choosing Wisely Canada* Campaign
- Dear [SPECIALTY SOCIETY] members and partners,
- Today [SPECIALTY SOCIETY] released a list of “[NUMBER OF RECOMMENDATIONS] Things Physicians and Patients Should Question” in [SPECIALTY FIELD] as part of the *Choosing Wisely Canada* campaign. Many of you played a part in the creation of these recommendations and for that we thank you.
- *Choosing Wisely Canada* is a campaign to help physicians and patients engage in conversations about unnecessary tests, treatments and procedures, and to help physicians and patients make smart and effective choices to ensure high-quality care.
- The list identifies [NUMBER] targeted, evidence-based recommendations that can support physicians and patients in making wise choices about their care and includes:
 - [TOPLINE RECOMMENDATION #1]
 - [TOPLINE RECOMMENDATION #2]
 - [TOPLINE RECOMMENDATION #3]
 - [TOPLINE RECOMMENDATION #4]
 - [TOPLINE RECOMMENDATION #5]
- For more information on Choosing Wisely Canada, please visit www.ChoosingWiselyCanada.org. Join the conversation on Twitter [@ChooseWiselyCA](https://twitter.com/ChooseWiselyCA).

Social media posts

Twitter

Choosing Wisely Canada uses Twitter to support the conversation and spread the word. Here are some ways to tie your Twitter communications to the campaign:

- If you have not already, follow *Choosing Wisely Canada* on Twitter [@ChooseWiselyCA](https://twitter.com/ChooseWiselyCA)

- Also, follow partners who have joined the campaign and are present on Twitter (see [Appendix](#)).
- Re-tweet (RT) tweets on *Choosing Wisely Canada* through your Twitter account(s).
- Use the hashtags **#choosingwisely**, **#talkwithyourdoc**, **#docs4talk** when tweeting about the campaign.

Sample Tweets:

To help you get started with Twitter, below is a collection of sample template tweets your team can utilize to talk about your *Choosing Wisely Canada* work.

- We're working with @ChooseWiselyCA to determine what tests, treatments & procedures pts and physns should talk about www.choosingwiselycanada.org
- Do you really need that test? We're working with @ChooseWiselyCA to get pts & physns talking about appropriate care #talkwithyourdoc
- [SPECIALTY SOCIETY] unveils 5 Things list as part of @ChooseWiselyCA campaign #docs4talk www.choosingwiselycanada.org
- What common, but not always needed, tests, treatments & procedures should physns and pts talk about? www.choosingwiselycanada.org #talkwithyourdoc
- Are there tests/treatments/procedures physicians should talk about w/patients at their next visit? www.choosingwiselycanada.org #docs4talk

Facebook

Choosing Wisely Canada uses Facebook to support the conversation and spread the word. Here are some ways to tie your Facebook communications to the campaign:

- If you have not already, "friend" or "like" the *Choosing Wisely Canada* fan page: <https://www.facebook.com/ChoosingWiselyCanada>
- Tag *Choosing Wisely Canada* in your posts about *Choosing Wisely Canada* (by adding **@choosingwiselycanada**, **#choosingwisely**, **#talkwithyourdoc**, **#docs4talk** in posts).
- Share the short, template Facebook posts included below on your organization's Facebook page about your work on the campaign.
- Link back to www.choosingwiselycanada.org for more information.

Sample Facebook posts:

- We've partnered with @choosingwiselycanada to help patients and their doctors talk about what tests and treatments are really necessary. Here in [City, Province] we're [one sentence about intervention/focus.] Check out more at www.choosingwiselycanada.org #docs4talk
- We're working with the @choosingwiselycanada campaign to help doctors and their patients have conversations about their health care and what tests, treatments and procedures may not be necessary (and could even cause harm). Find out more at www.choosingwiselycanada.org #talkwithyourdoc
- Are there things you should be talking with your patients about? Check out what we're doing with the @choosingwiselycanada campaign to help you talk with your patients about tests, treatments and procedures that may not be necessary. Learn more at www.choosingwiselycanada.org #docs4talk
- We are proud to release our list, developed as part of the @choosingwiselycanada campaign. This list contains five tests, treatments or procedures that are sometimes practiced in [SPECIALTY FIELD], which research shows may not always be necessary. Are there things you should be talking with your patients about? Learn more at www.choosingwiselycanada.org #choosingwisely
- The @choosingwiselycanada lists encourage physician and patient conversations about using the most appropriate tests and procedures. What do you think about the lists? #docs4talk www.choosingwiselycanada.org/recommendations/

Website/blog posts

Websites and personal or corporate blogs are a great way to spread the message of *Choosing Wisely Canada*. You can write a post based on the information available on www.choosingwiselycanada.org, or use the following template and customize it for your needs.

Post ideas:

- Continuing the Conversation about *Choosing Wisely Canada*: [SPECIALTY SOCIETY] Releases List of [NUMBER OF RECOMMENDATIONS] Unnecessary Tests, Treatments or Procedures
- Today [SPECIALTY SOCIETY] released a list of "[NUMBER OF RECOMMENDATIONS] Things Physicians and Patients Should Question" in [SPECIALTY FIELD] as part of the *Choosing Wisely Canada* campaign. The list identifies targeted, evidence-based recommendations that can support physicians and patients in making wise choices about their care.
- The [SPECIALTY SOCIETY] list details the following five recommendations:
 - [TOPLINE RECOMMENDATION #1]

- [TOPLINE RECOMMENDATION #2]
- [TOPLINE RECOMMENDATION #3]
- [TOPLINE RECOMMENDATION #4]
- [TOPLINE RECOMMENDATION #5]
- For several months, the [SPECIALTY SOCIETY] has been working on its list, carefully considering and reviewing the recommendations. [DETAIL DEVELOPMENT PROCESS].
- Through the *Choosing Wisely Canada* campaign and the publication of this list, [SPECIALTY SOCIETY] is helping physicians and patients engage in conversations about unnecessary tests, treatments and procedures, and supporting physician efforts to help patients make smart and effective choices to ensure high-quality care. [SPECIALTY SOCIETY] joined the campaign because its leadership recognizes that physicians have a professional, moral and ethical responsibility to take the lead in addressing these challenges. This list of five recommendations in [SPECIALTY FIELD] adds to those from other specialty groups, including [INSERT OTHER GROUPS MOST RELEVANT TO SOCIETY, IF APPLICABLE].
- While [SPECIALTY SOCIETY] has taken a bold step in identifying and developing the list, our work doesn't stop here. Over the coming months and years, [SPECIALTY SOCIETY] will be working with *Choosing Wisely Canada*, to raise awareness of these lists and make them accessible to patients and the public.
- Learn more about *Choosing Wisely Canada* and read all the lists released to date at www.choosingwiselycanada.org.

Web badge

To help us continue to spread the word about *Choosing Wisely Canada*, we have created a web badge for your organization's website, blog, social media presence and any other digital outlets that you think are appropriate. This badge will link people directly to the *Choosing Wisely Canada* website, where they can learn more about the campaign, and the lists.

Using the badge is easy—just work with your web developer/team to copy and paste the HTML code below into the right place on your current website, newsletter, blog or anywhere that is HTML-ready.



```
<a href="http://choosingwiselycanada.org" target="_blank" ></a>
```

Overview of Supporting Communications Material

- **Website** www.ChoosingWiselyCanada.org

On the website, you will find:

- [Overview](#) of the campaign
- [Physician Recommendations](#) - all “5 Things” lists from specialty societies
- [Patient Material](#) - translated “5 Things” recommendations for the public, from Consumer Reports and specialty societies
- [Partners](#) - who is involved?
- [Updates From The Field](#) - profiles of implementers (“Early Adopters”) of the campaign
- Resources - [video](#), [print ads](#)

- **Mobile app**

A free *Choosing Wisely Canada* mobile app is available on [Android](#) and [Apple](#) platforms. The strength of this bilingual app is its searchability. All recommendations and patient pamphlets have been categorized by keywords for ease of use and efficiency. Search your app store for “Choosing Wisely Canada”.

- **Social media accounts**

Twitter: [@ChooseWiselyCA](#)

Facebook: [Choosing Wisely Canada](#) (community)

- **Mass email blast**

- **Campaign newsletter** – circulated electronically quarterly.

- **CMA website** www.CMA.ca and social media accounts

Twitter: [@CMA_Docs](#)

Facebook: [Canadian Medical Association](#) (community)

- **PTMA newsletter** - circulated by the CMA monthly.

- **Integration into DynaMed™**

Choosing Wisely Canada recommendations are now available through the evidence-based clinical decision support tool [DynaMed™](#) from EBSCO Health. Having the recommendations as a part of DynaMed gives health care providers access to valuable information at the point of care.

Branding Guidelines

The name “Choosing Wisely Canada” and associated logos are trademarks of the ABIM Foundation, licensed for use in Canada by the University of Toronto.

The French equivalent “[Choisir avec soin](#)” and associated logos are trademarks of the University of Toronto.

Individuals and organizations whose primary purpose is the delivery of patient care may use the Choosing Wisely Canada brand, if the conditions in this document are adhered to. Improper use of the Choosing Wisely Canada brand will result in the revocation of these privileges.

To use the Choosing Wisely Canada brand, please review the information contained in our [Brand Book](#).

Important Contacts

Dr. Wendy Levinson, Chair, Choosing Wisely Canada – wendy@choosingwiselycanada.org

Karen McDonald, Project Manager, Choosing Wisely Canada – karen@choosingwiselycanada.org

Hayley Thompson, Project Coordinator, Choosing Wisely Canada – hayley@choosingwiselycanada.org

Steve Wharry, Director of Communications, Canadian Medical Association - steve.wharry@cma.ca

Appendix

Specialty	Society Name	Release date of CWC recommendations	Twitter handle
Cardiology	Canadian Cardiovascular Society	Apr 2/14	@SCC_CCS
Family Medicine	CMA Forum on General and Family Practice Issues	Apr 2/14 (recs 1-5); Oct 29/14 (recs 6-11)	@CMA_Docs
	College of Family Physicians of Canada	Apr 2/14 (recs 1-5); Oct 29/14 (recs 6-11)	@FamPhysCan
General Surgery	Canadian Association of General Surgeons	Apr 2/14	@CAGS_ACCG
Geriatrics	Canadian Geriatrics Society	Apr 2/14	
Internal Medicine	Canadian Society of Internal Medicine	Apr 2/14	@CSIMSCMI
Orthopaedics	Canadian Orthopaedic Association	Apr 2/14	@CdnOrthoAssoc
Radiology	Canadian Association of Radiologists	Apr 2/14	
Rheumatology	Canadian Rheumatology Association	Apr 2/14	
Endocrinology	Canadian Society of Endocrinology and Metabolism	Oct 29/14	@CSEM_SCEM
Gastroenterology	Canadian Association of Gastroenterology	Oct 29/14	
Hematology	Canadian Hematology Society	Oct 29/14	
Nephrology	Canadian Society of Nephrology	Oct 29/14	
Occupational Medicine	Occupational Medicine Specialists of Canada	Oct 29/14	
Oncology	Canadian Association of Medical Oncologists	Oct 29/14	
	Canadian Association of Radiation Oncology	Oct 29/14	@caro_acro_ca
	Canadian Partnership Against Cancer	Oct 29/14	@Cancer_Strategy
	Canadian Society for Surgical Oncology	Oct 29/14	
Palliative Care	Canadian Society of Palliative Care Physicians	Oct 29/14	
Pathology	Canadian Association of Pathologists	Oct 29/14	@CAPACP
Transfusion Medicine	Canadian Society for Transfusion Medicine	Oct 29/14 (recs 1-5); Jun 2/15 (recs 6-10)	@CanSocTransMed
Urology	Canadian Urological Association	Oct 29/14	
Emergency Medicine	Canadian Association of Emergency Physicians	Jun 2/15	@CAEP_Docs
Hospital Medicine	Canadian Society of Hospital Medicine	Jun 2/15	
Nuclear Medicine	Canadian Association of Nuclear Medicine	Jun 2/15	
Paediatric Surgery	Canadian Association of Paediatric Surgeons	Jun 2/15	@CAPSsurgeons
Psychiatry	Canadian Academy of Child and Adolescent Psychiatry	Jun 2/15	
	Canadian Academy of Geriatric Psychiatry	Jun 2/15	
	Canadian Psychiatric Association	Jun 2/15	@CPA_APC
Spine	Canadian Spine Society	Jun 2/15	
Vascular Surgery	Canadian Society for Vascular Surgery	Jun 2/15	@canadianvascul1
Medical Microbiology and Infectious Disease	Association of Medical Microbiology and Infectious Disease Canada	2015, exact date TBD	

Sport and Exercise Medicine	Canadian Academy of Sport and Exercise Medicine	2015, exact date TBD	@CASEMACMSE
Anesthesiology	Canadian Anesthesiologists Society	2015, exact date TBD	@CASUpdate
Critical Care	Canadian Critical Care Society	2015, exact date TBD	
Dermatology	Canadian Dermatology Association	2015, exact date TBD	@CdnDermatology
Headache	Canadian Headache Society	2015, exact date TBD	
Neurology	Canadian Neurological Society	2015, exact date TBD	
Pediatrics	Canadian Paediatric Society	2015, exact date TBD	@CanPaedSociety
Pharmacy	Canadian Pharmacists Association	2015, exact date TBD	@CPhAAPhC
Allergy and Clinical Immunology	Canadian Society of Allergy and Clinical Immunology	2015, exact date TBD	@csacimeeting
Clinical Chemistry	Canadian Society of Clinical Chemists	n/a	
Echocardiography	Canadian Society of Echocardiography	2015, exact date TBD	@CSEchoCa
Obstetricians and Gynaecology	Society of Obstetricians and Gynaecologists of Canada	2015, exact date TBD	@SOGCorg
Liver	Canadian Association for the Study of the Liver	TBD	@CasL
Nursing	Canadian Nurses Association	TBD	@canadanurses
Pain	Canadian Pain Society	TBD	@CanadianPain
Thoracic	Canadian Thoracic Society	TBD	@canlung
Trauma	Trauma Association of Canada	TBD	@TraumaCanada