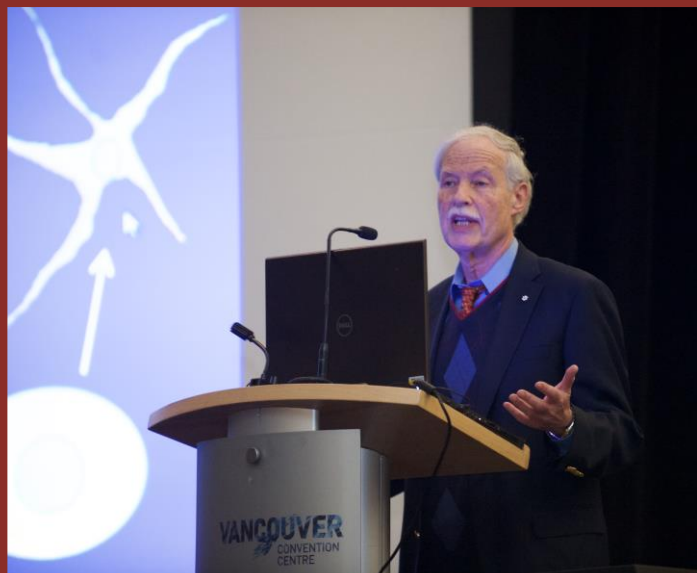




CSEM Partnership Prospectus 2017





BENEFITS TO PARTNERING WITH CSEM

Highlight your commitment to the advancement and excellence within the fields of endocrinology and metabolism on a national setting by supporting the Canadian Society of Endocrinology and Metabolism!

CSEM'S MISSION

The Canadian Society of Endocrinology and Metabolism (CSEM) is a professional organization bringing together academic and community-based endocrinologists and researchers engaged in providing health care, education and research within the broad domain of endocrinology. The CSEM is a national advocate for excellence in endocrinology research, education, and patient care, and its mandate is to advance the discipline of endocrinology and metabolism in Canada.

OUR COMMITMENT TO EDUCATION

The CSEM promotes the highest standards of education in our specialty at the student, resident and postgraduate level, as well as supporting the development of educational resources for the general public. The CSEM represents the specialty in setting national criteria for certification in Endocrinology and Metabolism with the Royal College of Physicians and Surgeons of Canada. In promoting continuing professional development (CPD), the CSEM strives to ensure that members have adequate basic and current knowledge, skills and attitudes to function competently in their profession, including the relevant technical skills, communication skills, interdisciplinary team skills, and research skills, as outlined in the Royal College's CanMEDS program. The CSEM does this by accrediting a variety of education formats (such as group learning activities and self-assessment programs) and delivery methods (including regional and annual meetings and Internet-based CME) to meet the learning preferences and needs of members.

PARTNERING WITH CSEM

The CSEM wishes to work with a number of partners in pharmaceutical, government, manufacturing, food industries and volunteer health organizations to advance research, education and patient care in all areas of endocrine and metabolic disease. As a not-for-profit organization, the CSEM depends on industry support to help deliver high quality educational programs for Canada's endocrine community of clinicians, researchers and trainees. The relationship between the CSEM and its partners has led to the sustained growth and advancement of endocrinology and metabolism education, research and clinical practice in Canada. The CSEM and its partners share a goal to work together towards the improved health of Canadians.



PARTNERSHIP LEVELS

We are proud to offer the following three levels of partnership opportunities to work with CSEM in support of physician education, research, innovation and recognition of excellence in endocrinology and metabolism.

PROGRAMS AND ACTIVITIES OF CSEM	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
EDUCATION			
Sponsor of the CSEM Professional Conference <i>Thyroid Ultrasound Workshop</i>	✓		
Sponsor nutrition break for the CSEM Professional Conference 10th Annual Canadian Endocrine Residents' Day Review Course	✓		
Sponsor nutrition break for the CSEM Canada Night at ENDO 2017	✓		
E-blast to registrants of Thyroid Ultrasound Symposium, Residents' Day Review Course, and Canada Night at ENDO 2017	✓		
Recognition or corporate name and logo on intermission presentation slides at Thyroid Ultrasound Symposium, Residents' Day Review Course, and Canada Night at ENDO 2017	✓	✓	✓
Access to CSEM Needs Assessment results	✓	✓	
Recognition of corporate name and logo on CSEM Website, including a corporate hyperlink	✓	✓	✓
Continuing Professional Development Courses – e-learning	Contact the CSEM Office		
RESEARCH & RECOGNITION			
Supporter and co-presenter of CSEM Recognition Awards	✓	✓	
Supporter and co-presenter of CSEM Research Awards	✓	✓	✓
COMMITTEES			
Dedicated time with CSEM Board members during Industry Council Meeting	✓	✓	✓
Dedicated time with CSEM Program Planning Committee and national and international Professional Conference speakers at Speaker Dinner	✓		
MEMBERSHIP SERVICES / COMMUNICATIONS			
CSEM Newsletter sponsor (1 year)	✓		
Recognition of corporate name and logo on CSEM's website including a corporate hyperlink	✓	✓	✓
Free postings on CSEM job and fellowship opportunities website	✓	✓	✓
SPECIAL PROJECTS			
Endorsement with the CSEM	Contact the CSEM Office		
Accreditation with the CSEM	Contact the CSEM Office		

The Canadian Society of Endocrinology and Metabolism is open to other ideas and potential opportunities. As a sponsor you will become an integral part of our community and we will work with you to create a beneficial partnership package to suit your needs and interests.

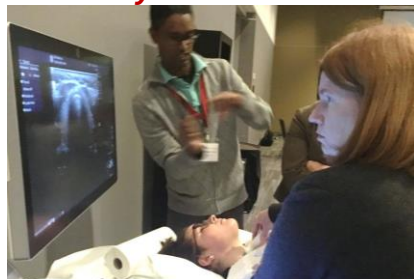


PARTNERSHIP PROGRAM DETAILS

EDUCATION

The CSEM has received a 5-year renewal of its status as an accredited provider by the Royal College of Physicians and Surgeons of Canada.

CSEM Thyroid Ultrasound Workshop



The endocrine neck ultrasound workshop allows learners to understand the ultrasound technical requirements for thyroid examination, recognize normal thyroid and surrounding anatomy on ultrasound, and demonstrate the neck anatomy on ultrasound of normal and post-thyroidectomy subjects. This hands-on session additionally teaches participants to accurately describe sonographic properties of the thyroid and thyroid nodules, estimate a risk of malignancy for thyroid nodules based on sonographic features and demonstrate ultrasound features of reactive versus pathologic lymph nodes. The workshop further demonstrates ultrasound-guided fine needle aspiration biopsy on a simulated thyroid nodule model.

CSEM Annual Canadian Endocrine Residents' Day Review Course



The Annual Canadian Endocrine Residents' Day Review takes place just prior to the start of the 2016 CDA/CSEM Professional Conference and Annual Meetings as a day consisting of workshops and lectures on endocrinology topics led by experts in the field. In addition, the material covered will be critical for preparing for the upcoming Royal College of Physicians and Surgeons of Canada certification exam in endocrinology.

CSEM Needs Assessments:

The CSEM yearly verifies its members' educational needs by conducting a needs assessment survey in order to help plan CME educational initiatives and activities, including the CSEM Professional Conference and is shared with our industry partners who support our activities.

Continuing Professional Development Courses – e-learning

CSEM with web-based learning providers offers a series of e-learning modules for the medical community.

ACCREDITATION WITH THE CSEM

The CSEM is an accredited provider of Continuing Professional Development (CPD) Sections 1 and 3 approved credits for the Maintenance of Certification (MOC) Program of the Royal College of Physicians and Surgeons of Canada (RCPSC). More information can be found on the CSEM website at www.endo-metab.ca or by contacting CPD@endo-metab.ca.



PARTNERSHIP PROGRAM DETAILS

RESEARCH & RECOGNITION

Every year, the CSEM offers a number of awards and grants to honor contributions and recognize excellence to research, leadership, teaching and service to the Canadian endocrine community.

CSEM Recognition Awards



- Dr. Robert Volpé Distinguished Service Award (\$2,500)
- Dr. Harvey Guyda Educator of the Year Award (\$1,000)
- Dr. Henry Friesen Plenary Lecturer Award (\$1,000)
- Dr. Jacques Genest Lecturer Award (\$1,000)

CSEM Research Awards



- Dr. Fernand Labrie Fellowship Research Grant (\$30,000)
- Dr. Jody Ginsberg Young Investigator Award (\$25,000)
- Dr. Sonia Salisbury Resident Clinical Vignette Award (\$1,000)
- Dr. John Dupré Award (\$1,000)
- Dr. Charles Hollenberg Award (\$1,000)

MEMBERSHIP SERVICES / COMMUNICATION



Members are at the heart of CSEM for growth and success of programs and initiatives. CSEM membership is a diverse blend of academic and clinical certified endocrinologists of either adult and pediatric professions, clinical and basic researchers in endocrinology and metabolism or allied sciences, residents or research fellows in a training program in the field of endocrinology and metabolism, retired members, and international physicians or scientists. Members collaborate in a network spanning across Canada as part of a united community and participate in leadership roles in the improvement of scientific study and clinical practice in the fields of endocrinology and metabolism.

CSEM Canada Night at the Endocrine Society's Annual Meeting & Expo

The CSEM hosts an evening event during the Endocrine Society's Annual Meeting & Expo known as CSEM Canada Night. The evening gives guests and members the opportunity to honour Canadian awardees and to foster national and international collaboration and networking with Canadian trained endocrinologists



PARTNERSHIP PROGRAM DETAILS

ENDORSEMENT WITH CSEM

As the CSEM grows it has been approached with increasing frequency to sponsor, recognize or endorse clinical guidelines and statements, symposia, books, educational events and meetings developed by other individuals or organizations. Requests come from a variety of individuals and organizations including CSEM members, other national and international medical professional organizations, government-related organizations, and pharmaceutical and medical industry companies. Endorsement requests are not automatically granted, requests are reviewed by CSEM committees.

COMMITTEES

CSEM Committees Activities

Approximately nine (9) CSEM committees work to advance and support endocrinology and metabolism in Canada in areas including education, pediatrics, practice affairs, and research. The CSEM committee members are volunteers and do not receive payment for their time and services. In addition to CSEM Council and Executive, the CSEM committees include: Awards Committee, Continuing Professional Development Committee, Program Planning Committee, Residents Council/Review Course Planning Committee, Guidelines Committee, Quality Improvement Committee, Industry Council, Nominating Committee, and Online Continuing Medical Education (eCME).

CSEM Industry Council Meeting

In 2009 the Industry Council was formalized and has been a welcomed forum for collaboration and information exchange amongst CSEM's leadership and Industry Partner representatives. Industry Council meets annually at the CSEM Professional Conference as well as by teleconference during the year. As an industry council member, organizations will be recognized for their strong commitment to the success of the CSEM and will receive the highest degree of recognition.

2016 PARTNERS OF CSEM

GOLD SPONSOR

BRONZE SPONSOR



PARTNERSHIP APPLICATION FORM

The Canadian Society of Endocrinology and Metabolism is a national advocate for advancement and excellence in the fields of endocrinology and metabolism in Canada. Sponsorship of CSEM activities provides an unparalleled opportunity to highlight your commitment to endocrinology and metabolism health care, education and research in Canada.

☐ **YES! We commit to the following support levels**

- ☐ Gold Sponsor Partner (\$25,000+)
- ☐ Silver Sponsor Partner (\$10,000)
- ☐ Bronze Sponsor Partner (\$5,000)

For individualized à-la-carte benefit options, please contact the CSEM Office directly.

Please complete the information below and return to CSEM Office:

Note: Sponsorship proposals will be negotiated on a 'first-come, first-served' basis.

Name _____

Title _____

Organization _____

Address _____

City _____ Province/State _____

Country _____ Postal/Zip Code _____

Telephone _____ E-mail _____

Authorization Signature _____ Date _____

Terms:

An invoice will be issued with the confirmation of your support to the Canadian Society of Endocrinology and Metabolism. Full payment, plus applicable taxes, as an unrestricted educational grant, is due and payable to: 'Canadian Society of Endocrinology and Metabolism' upon receipt. Additional opportunities will be invoiced after review and confirmation of sponsorship.

Mailing Address:

Please send payment and correspondence to:
Canadian Society of Endocrinology and Metabolism
222, Queen Street, Suite 1100
Ottawa, ON K1P 5V9

Should you require additional information or have questions, please contact:

Bettina Franko
CSEM Secretariat at
613-594-0005
Or via e-mail at
info@endo-metab.ca



CONTACT US

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