

Invitation to Support



Canadian Society of Hematology



Canadian Hematology Society

Soci t  Canadienne d'H matologie

Message from the President

President
Dr. Lynn Savoie

Past-President
Dr. Aaron Schimmer

Vice-President
Dr. Nicole Laferrier

Treasurer
Dr. Julie Stakiw

Secretary
Dr. Vikas Gupta

Executive Vice-President
Dr. Gail Rock

The CHS is a professional association founded in 1971, whose membership includes over 450 hematologists, hematopathologists and research scientists across Canada.

The mission of the CHS is to lead and influence hematology clinical practice and research in Canada, by being a recognized and valued voice of the Canadian hematology community.

To achieve this mission, the CHS publishes a newsletter, The Microenvironment, a popular publication among our membership. This newsletter is produced through our head office in Ottawa, three times annually. It has considerable educational value providing reviews of various topics in hematology as well as descriptions of how and when to treat various disorders.

Additionally, we support research among hematology trainees and faculty. The CHS offers awards for top abstracts presented at the Annual Society of Hematology (ASH) meeting. We also provide small research grants in the form of the RK Smiley Awards. Finally, we offer an annual prize for the best Canadian publication in the field of hematology.

On an ongoing basis, we develop several communication products to support these initiatives, including a newsletter publication, maintenance of a website, posters, flyers, information brochures, etc. We have also instituted a new interactive web portal. We maintain a central database of membership which is also used for up-to-date information and promotion of special events and research competitions. Due to the evolving nature of each of these initiatives, to keep them current and relevant, they incur ongoing costs.

Membership dues do not support the full costs of running the society and fulfilling our education and research mission. We therefore rely on the generous donations from our industry partners.

We would gratefully welcome your support for the initiatives outlined in this proposal. We will be grateful for support at any level, but for your reference, corporate partners whose grant support is at or above \$35,000 will be acknowledged in our meeting material as Platinum Sponsors. Donations at levels of \$20,000 and \$10,000 will be designated as Gold and Silver sponsorships respectively, and other amounts will be acknowledged as Bronze sponsorships. A detailed description of the benefits offered by each donation level is attached.

We are also pleased to welcome our representatives of our sponsors at the Silver level and higher at our annual dinner and awards night held in December each year and attended by over 130 hematologists from across the country.

On behalf of all my colleagues across Canada, I would like to express my deep appreciation for your consideration in this matter.

Dr. Lynn Savoie
President, Canadian Hematology Society



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Who we Are

The CHS is a professional association founded in 1971, whose membership includes most of the hematologists in Canada. Our main goals are to maintain the integrity and vitality of the specialty of hematology, by participating with the Royal College of Physicians and Surgeons of Canada in designing training programs for our successors, encouraging and rewarding scholarly research, and providing a forum for communication and mutual support for all of our colleagues in both community and academic settings.

The first annual meeting of the Society was held in the Richelieu Room of the Chateau Laurier in Ottawa on the 20th of January 1971, with fifty-six members present. The draft bylaws were presented by the executive and approved. R. Kennedy Smiley was appointed as the first president with Al Cousineau as vice president, W. Corbett as secretary treasurer.

OUR MISSION

The mission of the Canadian Hematology Society is to lead and influence the practice of hematology in Canada through being a recognized and valued voice of the Canadian hematology community.

In part, this mission is achieved by the promotion of education both through continuing medical education, continuing health education, and education at the annual meeting as well as fulfilling some of the MOCOMP requirements.

The mission is further achieved by promotion of young scientists, clinicians and investigators.

Support Opportunities

The Canadian Society of Hematology (CSH) is one of the world's largest professional societies concerned with the causes and treatments of blood disorders. There are a variety of opportunities for industry to support the Society's educational programs and annual meeting materials and services.

As you can see below, we offer different levels, all with their own benefits. The support offered helps the association focus on education and information sharing among the leaders in blood disorders in this country.

As such, we have also created a web portal (www.chsportal.ca) which enables academia, students and professionals to virtually meet and discuss cases and network.

	Email contact to CSH membership for a needs assessment survey or a notice about a product	Journal articles can be posted on the CSH website	Passes for yearly access to the web portal	Passes for the CSH gala event at ASH	Acknowledgement all meeting posters, signage and other printed material as appropriate
<i>Platinum</i> \$30,000 +	2 (during the year)	2	6	6	Prominent
<i>Gold</i> \$20,000 +	1 (during the year)	1	4	4	Yes
<i>Silver</i> \$10,000 +	-	-	2	2	Yes
<i>Bronze</i> < \$10,000	-	-	-	-	Yes

The CHS Web Portal Opportunities

The CHS has developed a web-portal (www.chsportal.ca) to facilitate hematology education in Canada. This portal has 5 primary features described below. We are seeking support to continue this portal.

1) Monthly academic hematology cases

Each month a new case related to a topic in malignant or benign hematology is posted along with a multiple choice quiz. Subsequently, answers to the quiz are provided and a summary article is posted highlighting knowledge gaps that become evident from the answers to the questions. The cases also include a discussion forum. These monthly cases cover the spectrum of hematology and provide a great way to keep up-to-date on new developments in the field. Approximately 40-50 hematologists participate in these cases each month.

2) Image challenge

Monthly, we are also providing an image challenge where we post on the portal a picture of a challenging blood film or bone marrow. This monthly challenge is a great way to keep one's hematopathology skills sharp.

3) Drug reimbursement library

The CHS web portal offers province-specific reimbursement criteria for hematology drugs. The goal of this portal is to be the go-to site for questions on coverage and inclusion criteria for prescription hematology drugs. Also, it is interesting to note the differences in criteria for drug reimbursement across the provinces. Email blasts to CHS members can be provided alerting them to changes in reimbursement criteria.

4) "Message Me"

Through the CHS portal, one can send an email to a fellow CHS member. This feature allows for networking and meet-ups with colleagues at meetings such as ASH.

5) Education center

The CHS portal offers a site where industry sponsored educational information such as webinars, videos, and articles can be posted, viewed and archived.

CHS INDUSTRY PARTNERSHIP – PACKAGES

PRODUCT REIMBURSEMENT LIBRARY

BASIC (no charge)	<ul style="list-style-type: none"> • Posting of basic product RE status (as provided by manufacturer), updated annually
LEVEL 1 (2.5k annually)	<ul style="list-style-type: none"> • Ability to update product RE status up to four times per year
LEVEL 2 (5K ANNUALLY)	<ul style="list-style-type: none"> • Ability to supplement basic RE status with additional information such as additional RE criteria, downloadable RE forms, support programs and other resources which assist prescribers in obtaining access to your product • Ability to update RE status up to four times per year, with additional updates available for \$500 each
LEVEL 3 (7.5K ANNUALLY)	<ul style="list-style-type: none"> • Ability to notify the hematology community of new product indications or new reimbursement criteria via direct email communication from CHS to the CHS membership. Email blast will highlight product updates and direct members to the product area of the RE Library • Ability to supplement basic RE status with additional information such as additional RE criteria, downloadable RE forms, support programs and other resources which assist prescribers in obtaining access to your product • Ability to update RE status as often as required during the calendar year

ACADEMIC CASE REVIEW (5K PER CASE)

- Sponsorship opportunities of the Academic Case Review Series are available at the disease site or topic of interest level (e.g. Myeloma, CLL, etc.)
- Sponsors are not involved with content development
- Sponsors may sponsor one or more monthly case reviews. Sponsorship will include:
- Notation re: company sponsorship on the case landing page for that particular month
- Access to case content, including aggregate physician responses and discussion on the topic once the case has closed

CONTINUING HEALTH EDUCATION (5K – 20K)

- Ability to host online educational programs and/or materials on the CHS portal CHE page
- Links to educational material will be posted on the Product page in the Product RE Library