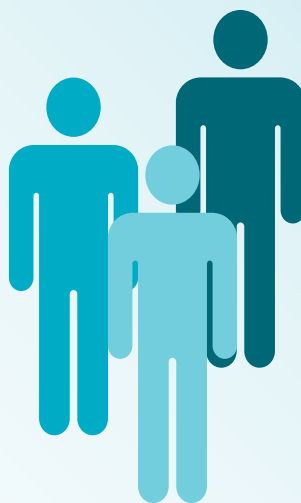


# COLLOQUE

Nurses | Pharmacists | Physicians



# Profession **Santé**

June 2015 / Montreal

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PRESENTED BY

Profession **Santé**  
LE TRAIT D'UNION MÉDECINS-PHARMACIENS

Profession **Santé**.ca

**ROGERS**<sup>TM</sup>  
**HealthcareGroup**  
A division of Rogers Publishing

# Concept

Inter-professional collaboration is more than ever a major challenge across today's healthcare landscape.

Utilizing its strong leadership role in healthcare professional publications, online platforms and events, The *Rogers Healthcare Group* is pleased to present the second annual *Colloque Profession Santé* for physicians, pharmacists and nurses.

This one-day seminar will emphasize the crucial role of the collaboration and sharing of activities among physicians, pharmacists and nurses, particularly in the clinical aspect of their work. The objective will be to provide participants with a better understanding and appreciation of other professionals' roles in team care as well as increasing the level of confidence in each other's clinical expertise.

The promotion of greater collaboration amongst healthcare providers via this seminar will encourage them to embrace this new work model, resulting in improved healthcare outcomes for patients while identifying success models of maximizing inter-professional utility in a resource-challenged environment.

# Program

Focusing on the implementation of processes, the *Colloque Profession Santé* will put forward a dynamic program including several 'hands-on' workshops, plenary sessions and a panel discussion. Based on a needs assessment survey conducted during the summer of 2014, this one-day seminar will be submitted for accreditation for each profession.

Experts from each profession and from various practice environments (healthcare institutions, family medicine groups, community pharmacy practices) will share their knowledge in a specific clinical field and their approach as to how to become a collaborative inter-professional team member working closely with others towards improving patients outcomes.

Dr Gaétan Barrette, Quebec Minister of Health and Social Services, will be invited to address the attendees on recent legislation regarding inter-professional collaboration and sharing of activities.

## Advisory Board

The faculty of the Rogers Healthcare Group *Colloque Profession Santé* will rely on an advisory board comprising:

- Dre Diane Poirier, physician
- Jean-François Guévin, pharmacist
- Steeve Gauthier, nurse

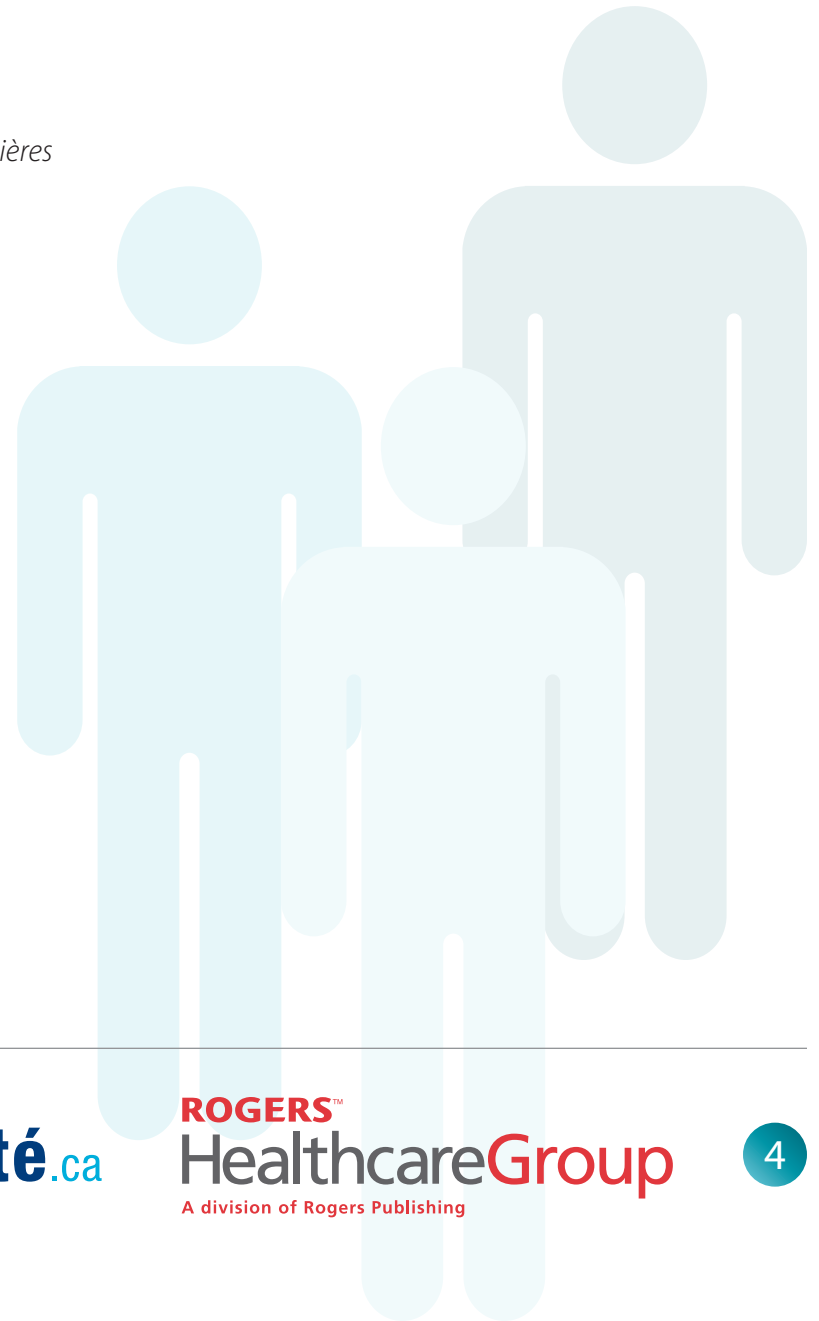
# Target Audience & Reach

Physicians, pharmacists and nurses will be invited to register to this symposium through announcements in:

- *Profession Santé* (physicians and pharmacists)
- In the eNewsletters *L'actualité médicale*, *L'actualité pharmaceutique* and *InfoInfirmières*
- On ProfessionSanté.ca

## Media Coverage

A full report of the symposium will be published in the August issue of *Profession Santé* as well as on ProfessionSanté.ca.



# Become a Partner

This unique event will allow partners to meet physicians, pharmacists and nurses already deeply engaged in advanced practices focusing on interdisciplinary collaboration, and discover their successes, issues and concerns surrounding inter-professional care.

As partners, you will get significant exposure to these healthcare providers while contributing to their continuing education.

## Partner's benefits

- Your company logo on all promotion, print and online
- Your company logo in the event report printed in *Profession Santé* and on ProfessionSanté.ca
- A magazine size ad within the event report (corporate or brand), in *Profession Santé* (value of \$8,286)
- One table-top booth exhibiting your company or brands at the event, including the registration of two company representatives to the entire event.
- Your company recognized as a partner from the podium

## Partnership

\$12,000