

September 9, 2011

**Re: 2012 Canadian Critical Care Review
Delta Meadowvale Conference Centre
May 28 – May 29th, 2012**

What a successful program again this year! We had 77 participants attend our 2011 program. Given the level of engagement and the quality of each presentation, we have a wonderful and bright future ahead in critical care!

On behalf of the Department of Critical Care at McMaster University, University of Western Ontario and the University of Toronto, we would like to invite you to partner with us and support our **6th** Annual Canadian Critical Care Review Program which will take place on **May 28 – May 29, 2012** at the Delta Meadowvale Conference Centre in Mississauga.

This vital critical care review program is designed specifically to meet the educational needs of the Canadian Critical Care Fellows. Based on the fellows' request, a program was designed to simulate the clinical challenges they would face both during their Royal College Fellowship Examinations and in professional practice. Utilizing touch pad media, the fellows are able to assess both their readiness and knowledge level for the Royal College Examination. In an anonymous environment, participants can identify areas of strength and weakness with no personal or professional compromise. The formats of this program include interactive clinical case presentations, multiple-choice questions and a slide pathology review. Please see the attached agenda from our 2011 program.

This course is precedent setting in Canada and endorsed by the Canadian Critical Care Society. No other course of such caliber exists and no other exam preparatory course has the support of the university training centres throughout Canada.

[Here's what attendees had to say about the 2011 Canadian Critical Care Review Program:](#)

- Educationally focused, excellent framework for the knowledge and a broad range of topics!
- Speakers were both very engaging and recognized as Canadian Experts.
- Interactive program utilizing touch pad technology was excellent for addressing weaknesses and keep us engaged!
- Good opportunity to voice questions/clarify issues with "experts" in an informal, non-threatening manner.
- Speakers were from various centers across the country, as such, provided a good variety of information and opinions.
- Excellent review, great for graduating Canadian CCM fellows and community intensivists!

Sponsorship of the Canadian Critical Care Review Program offers an excellent opportunity for organizations with products and services within the critical care community to highlight your organization's commitment to critical care education and enhance your profile. For more information, please review our website at <http://criticalcarereview.ca/>

We are writing to request your support in form of an unrestricted educational grant. The funds go towards supporting educational materials, audiovisual, venue, and offset the costs of travel for our faculty. To provide flexibility, we have broken down sponsorship into two tiers:

Your **Gold** sponsorship of \$10,000.00 guarantees that your company will enjoy a high level of visibility and recognition which will include:

- Verbal acknowledgment as major sponsor during welcoming remarks
- Your company logo on our website for one year (See Attached Number of Hits)
- Company name included in all promotional materials
- Opportunity for a representative from your company to attend the two day course and interact with graduating residents

Should you wish to sponsor this event at a **Platinum** level for \$25,000.00 your company will have all of the above recognition plus one trade booth space on **Tuesday, May 29th, 2012**. As well, two representatives from your company can attend the two day course to interact with graduating residents.

Thank you for your consideration of this unique educational activity. Should you have any questions, please feel free to contact any one of us. Please make your cheque payable to the Canadian Critical Care Society and send to the attention of Dr. John Granton at Toronto General Hospital, New Clinical Services Building, 11th Floor Rm. 1170, 585 University Avenue, Toronto, Ontario, M5G 2N2.

Sincerely,



Dr. John Granton
Program Co-Chair
University of Toronto
(416) 340-4800 ext. 4485
John.granton@uhn.on.ca



Dr. Mark Soth
Program Co-Chair
McMaster University
(905) 522-1155 ext.34935
msoth@cogeco.ca



Dr. Mithu Sen
Program Co-Chair
University of Western Ontario
(519) 667-6577
mithu.sen@lhsc.on.ca



Dr. Jeff Granton
Critical Care Society
University of Western Ontario
(519) 685-8500
jeff.granton@lhsc.on.ca

Topics/Speakers from 2011 Critical Care Review Program

1	SEPSIS	Dr. Claudio Martin	University of Western Ontario
2	TRANSFUSION & COAGULATION	Dr. Katerina Pavenski	University of Toronto
3	TRAUMA	Dr. Neil Parry	University of Western Ontario
4	RENAL REPLACEMENT	Dr. Jan Friedrich	University of Toronto
5	TOXICOLOGY	Dr. Dan Perri	McMaster University
6	CARDIOGENIC SHOCK	Dr. Susanna Mak	University of Toronto
7	NEUROLOGICAL CRITICAL CARE	Dr. Andrew Baker	University of Toronto
8	NON-INVASIVE VENTILATION	Dr. Mark Soth	McMaster University
9	NEUROMUSCULAR DYSFUNCTION	Dr. Bryan Young	University of Western Ontario
10	GASTROINTESTINAL & HEPATIC DISORDERS	Dr. John Marshall	University of Toronto
11	COMMON ICU CRISIS	Dr. Peter Brindley	University of Alberta
12	HEMATOLOGY	Dr. Mark Crowther	McMaster University
13	ENDOCRINE DISORDERS	Dr. Wael Haddara	University of Western Ontario
14	RESPIRATORY DYSFUNCTION	Dr. Niall Ferguson	University of Toronto
15	NUTRITIONAL SUPPORT	Dr. Gwynne Jones	University of Ottawa
16	WEANING - MECHANICAL VENTILATION	Dr. Niall Ferguson	University of Toronto
17	HEMODYNAMICS-CATHETER RELATED	Dr. Sheldon Magder	McGill University
18	INFECTIONS IN THE ICU	Dr. Steven Reynolds	University of British Columbia
19	OBSTETRICS IN CRITICAL CARE	Dr. Stephen Lapinsky	University of Toronto

Canadian Critical Care Review Program – Website Hits for 2010/2011

Month	Number of visits	Pages	Hits
Jan 2010	216	802	4965
Feb 2010	194	667	3994
Mar 2010	217	761	4484
Apr 2010	401	1624	8167
May 2010	355	1492	6946
Jun 2010	283	1463	5871
Jul 2010	316	1355	5327
Aug 2010	336	1212	4160
Sep 2010	339	1375	5066
Oct 2010	400	1131	5076
Nov 2010	369	838	3803
Dec 2010	346	907	3598
Total	3772	13627	61457

Month	Number of visits	Pages	Hits
Jan 2011	420	969	4885
Feb 2011	440	971	4167
Mar 2011	587	1504	7865
Apr 2011	548	1533	8333
May 2011	754	1858	9452
Jun 2011	721	1328	6089
Jul 2011	701	1229	3971
Aug 2011	80	111	261
Sep 2011	0	0	0
Oct 2011	0	0	0
Nov 2011	0	0	0
Dec 2011	0	0	0
Total	4251	9503	45023