



# WHY PARTNER WITH CANOSC?

We are inviting Canada's leading spasticity clinicians, including physiatrists, pediatricians, neurologists, plastic-surgeons, orthopedic-surgeons and neuro-surgeons to join spasticity experts (clinicians including physiatrists) and participate in groundbreaking approaches to spasticity.

This is the third year for this interdisciplinary congress on improving spasticity outcomes with novel approaches with an international panel of experts. We encourage all spasticity and peripheral nerve experts to collaborate and learn. We are inspired to redefine your definition of contracture and maximal and plateaued outcomes. Using a simple technique of performing nerve blocks with US guidance, we have been able to demonstrate the potential length of spastic muscles. Blocking the musculocutaneous to brachialis and biceps, radial to brachioradialis, tibial to the branches of the triceps surae, pectoral nerves, ulnar to FCU, and fascicular branches of the median nerve, the potential for a greater active or passive range of motion can be demonstrated.

Once further range and function are determined then both traditional approaches with botulinum toxin and novel interventions are proposed.



**These include:**

- Neurotomy with cryoablation for a long-term, but a reversible technique that causes Wallerian Degeneration but the preservation of the epineurium
  - Neurotomy and microsurgical tendon lengthening with laser
  - World experts will show bedside needle tenotomy contracture and long-term care patients
  - Surgical neurectomy for the upper and lower extremity
- Our Canadian colleagues will also demonstrate:
- ✓ Key peripheral nerves that can selectively be targeted to improve function and quality of life
  - ✓ Importance of adjunctive serial casting

**Continuing Professional Development Objectives (but not limited to):**

- Describe and provide direct awareness and knowledge of surgical approaches to spasticity
- Improve your botulinum toxin injection outcomes
- Learn to manage your treatment refractory patients
- Develop the skill set to perform diagnostic nerve blocks for spasticity
- Develop the skills to provide casting for spasticity
- Describe novel neurotomy procedures and other novel techniques such as: laser tenotomy, cryotherapy, novel tenotomy procedures
- Discuss how an interdisciplinary approach can be of benefit to patient care

## Connect with CANOSC

Gain maximum exposure of your company and products by hitting over 2,500 CANOSC contacts.

Sent out mid-monthly, the CANOSC eNews averages an open rate of 41% among its readership. eNews is also posted to CANOSC Twitter and Facebook pages for additional global exposure.

### Headline Banner Ad:

- Premium placement centered at the top of the CANOSC eNews
- \$1,000 per issue

### Secondary Banner Ad

- Placement of ad within the body of the CANOSC eNews
- \$900 per issue

### Ad Details & Requirements

**Availability:** First come, first serve

**Audience:** All contacts in CANOSC Database & Membership

**Deadline:** First Friday of the month

**Tracking:** Email opens and banner clicks will be provided. Advertisers encouraged to add unique URLs that they can track on their own site

**Editable:** Advertisers purchasing multiple weeks can provide new ads month to month

\*Ad subject to CANOSC approval:  
5-day turnaround

## OPPORTUNITIES & ENTITLEMENTS

We have created a variety of sponsorship options to fit the range of marketing objectives and level of investment of our corporate supporters.

**We are of course open to specifically designing a sponsorship package that fits your needs and may appropriately leverage other marketing initiatives you are undertaking this year.**

You will have the opportunity to introduce your company's products and services to 100+ key decision makers; physicians treating spasticity in an interdisciplinary or multidisciplinary setting, PMR, plastic surgery, orthopedics, pediatrics, neurology, neurosurgery, physio and OT, and Orthotists.

Depending on the investment, recognition for the 2021 calendar year will be as follows:



**\$30,000 +**  
Lead Sponsor



**\$20,000 - \$29,999**  
Platinum Sponsor



**\$10,000 - \$19,999**  
Gold Sponsor



**\$5,000 - \$9,999**  
Silver Sponsor

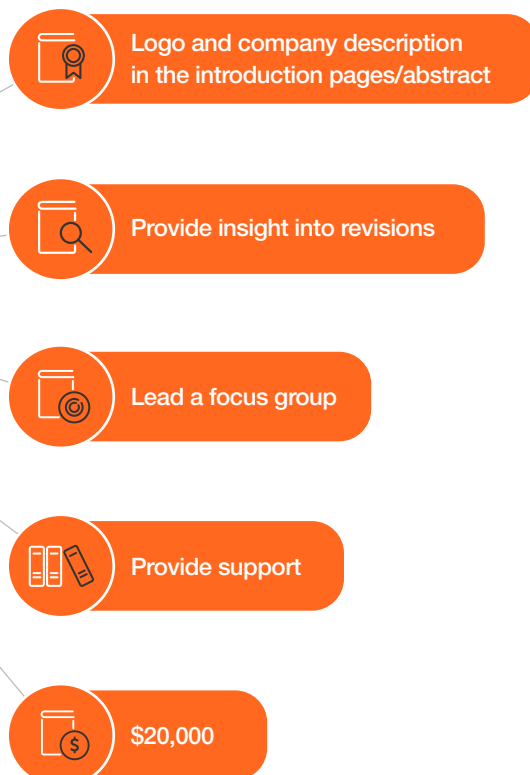


**Under \$5,000**  
Bronze Sponsor

## Research Needs Assessment

CANOSC has significant data captured from 11 webinars that occurred in 2020. The data reveals recurring themes that can provide insight into both perceived and unperceived needs within the target audience.

Analyzing this data and reporting on recurring themes will benefit the Scientific Planning Committee as they develop future programming. This support will allow CANOSC to contract a Resident or Medical Student for this project.



## Surveys

- CANOSC will survey the membership on your behalf
- Take advantage of this opportunity to gain insight from our global or national contacts
- Your company will provide survey questions (subject to approval by CANOSC). The survey should be developed to be completed in 15 to 20 minutes
- CANOSC will send all aggregate responses to surveyor in electronic format
- **\$3,000; limited to two per month**

## Exclusive Marketing

- Reach all members in CANOSC's membership database with a sponsored email blast
- E-Blasts will be sent the last Tuesday & Thursday of each month
- Ad subject to CANOSC approval: 5-day turnaround
- **\$2,000 limited to two per month**

## Inaugural Summit

### CRYONEUROTOMY FOR ANALGESIA & SPASTICITY

THURSDAY MAY 13, 2021, 0900-1200 EST

Join us for this half day summit; open to physicians and therapists from around the world.

We are thrilled to offer CANOSC members an opportunity to learn from a world leading authority and pioneer on cryoneurolysis; Dr. Andrea Trescot, Interventional Anesthesiologist.

Joined by, Dr. Neil Segal, Physiatrist, University of Kansas (expert in office based cryoanalgesic procedures and clinical research in cryoanalgesia), Dr. Paul Winston, Physiatrist, University of British Columbia and Dr. Daniel Vincent, Interventional Anesthesiologist, BC, this dynamic team of experts will present on their ground-breaking, novel work on cryoneurotomy for spasticity.

CANOSC has a mandate to provide continuing professional development, from world leading experts, at no cost to the participant. Our events gain global attention with participants from over 45+ countries and hundreds of attendees.

#### At the end of the session, participants will be able to:

- Introduce cyroneurolysis and cryoanalgesia
- Show examples of indications for cryoneurolysis
- Advocate for medication free anagelsia
- Demonstrate the efficacy of cryoneurotomy in pain, spasticity, neuroma, arthritis and peripheral nerve pain

#### Entitlements:

- List of participants is provided
- Logo on website, pre and post PowerPoint slide with logo
- Opportunity to speak at the close of the virtual education and address the participants and the panelists (1 min per \$1K of sponsorship). Synchronous tools are encouraged: screen share, polls, whiteboard, video, graphics, PowerPoint presentation, etc.
- **\$2,000 BRONZE, \$4,000 SILVER, \$6,000 GOLD; limited to this specific activity**



#### Target Audiences:

- Anesthesiologists
- Physiatrists
- Neurologists
- Pain Physicians
- Orthopedic Surgeons
- Neurosurgeons
- Physiotherapists

## One Time Sponsorship for Accredited Activities

- List of participants is provided
- Logo on website, pre and post PowerPoint slide with logo
- Opportunity to speak at the close of the virtual education and address the participants and the panelists (1 min per \$1K of sponsorship). Synchronous tools are encouraged: screen share, polls, whiteboard, video, graphics, PowerPoint presentation, etc.
- **\$1,000 BRONZE, \$3,000 SILVER, \$5,000 GOLD; limited to the specific activity**





## Co-Developed Virtual Accredited Continuing Professional Development (CPD) for RCPSC MOC Section 1 or 3 Activities

Due to the postponement of the face-to-face conferences CANOSC is offering online learning opportunities. Benefit from this exceptional opportunity to gain widespread exposure, to our entire CANOSC membership, and bring education right to their workspace.

The online series sponsorship provides high-visibility support for evidence-informed health system improvement. Sponsors are acknowledged for support on the CANOSC webinar webpage, all webinar communications, the online registration platform, during the webinar, and the follow up attendee email with the certificate of participation.

Virtually bringing together teams, from across Canada, will help us improve our ability to conduct research regarding the importance of this collaborative care and to enhance the professional camaraderie to help improve outcomes in the treatment of patients.

We have 2500+ contacts in our database who are receiving our communications. The list continues to grow as there are no significant barriers to participants from joining (travel, time off and funding) yet there is an increase in need for education.

Our members are asking for learning opportunities. This is your invitation to fill this need and be a leader for our members.



- Activities are co-developed with CAPM&R and planned to achieve scientific integrity, objectivity and balance. Communication plan prepared by CANOSC with input from the Industry partner
- Section 1 or 3 MOC credits
- Speaker honoraria included in cost of activity
- List of participants is provided
- Delivery platform (Zoom Client) can host up to 500 participants for a webinar or 3,000 for a video conference
- Logo on program, graphics and certificate of participation
- Needs assessments are provided at the close of each activity
- CPD Activity administrative support provided by CANOSC
- **\$5,000 per activity (90 mins max)**

## Self Assessment Program or Modules: Section 3 Co-Developed Activity

Self-assessment programs (SAPs) are tools that enable physicians to assess aspects of their knowledge or practice and identify opportunities to enhance their competence with additional learning. SAPs are not tests — they are assessment strategies to help physicians develop an effective continuing professional development plan linked to their professional roles and responsibilities.

### Accredited self-assessment programs (SAPs) must:

- Be co-developed by CANOSC as defined by the Royal College. CANOSC is responsible to ensure that all accreditation standards are met and to submit the application to an accredited CPD provider
- Be planned to address the identified needs of the target audience with a specific subject area, topic or problem(s)
- Be based on a needs assessment of the target audience that must be performed to identify areas of knowledge, skills, performance and/or health outcomes that the CPD activity intends to address or improve. The needs assessments can identify either perceived or unperceived needs and should be used to inform:
  - ✓ The development of learning objectives
  - ✓ The identification of appropriate educational or delivery methods
  - ✓ The selection of relevant educational content
  - ✓ The development of evaluation strategies
- Provide participants with a process to record their answers to the assessment questions
- Provide participants with a strategy to assess their knowledge, skills, clinical judgment and/or attitudes in comparison to an established scientific evidence base (clinical practice guidelines, meta-analysis or systematic review, etc.)
- Use methods that enable participants to demonstrate these abilities across the key areas of the subject area, topic or problem(s). The selected format must also enable participants to review their current knowledge or skills in relation to current scientific evidence
- Provide detailed feedback to participants on their performance to enable the identification of any areas requiring improvement through the development of a future learning plan
- Provide specific feedback on correct and incorrect answers (with references) which enables specialists to determine if there are important aspects of their knowledge, skills, clinical judgment or attitudes that need to be addressed through engaging in further learning activities

Credits can only be claimed under Section 3 of the Maintenance of Certification (MOC) Program if the self-assessment program has been approved by a Royal College-accredited continuing professional development (CPD) provider.

- Accreditation is valid for 3 years
- CPD Activity administrative support provided by CANOSC
- Activities are co-developed with CANOSC and planned to achieve scientific integrity, objectivity and balance
- Communication plan prepared by the CANOSC with input from the Industry partner
- Hosted on the CANOSC website  
(example <https://canosc.com/courses/ipsen-course>)
- Speaker honoraria included in cost of development
- Needs assessments are provided at the close of each activity
- List of participants is provided
- Logo on website, graphics and certificate of participation
- Section 3 MOC credits
- **\$10,000 per SAP (maximum 5 modules)**

## Activities for the 2021 Virtual Education Calendar:

- ✓ Toxin Optimization & Differentiation Tenotomy
- ✓ Laser/Cryoneurotomy
- ✓ Surgical Innovations and Techniques
- ✓ Orthotics, Casting, OT
- ✓ Systematic Review, Case Studies & Surveys
- ✓ CRPS Triage for the Shoulder
- ✓ Ultrasound, Anatomy Markers w/ Stroke Patient
- ✓ Clinical Review and Differentiation of Neurotoxins
- ✓ Anatomy
- ✓ Tenotomy Course

## CANOSC International Board of Directors

**Alessandro Picelli**  
(PMR) Italy

**Mary Ann Keenan**  
(Surgeon) USA

**Rajiv Reebye**  
(PMR) Canada

**Heather Dow**  
(CEO) Canada

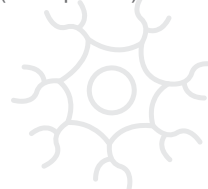
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(Orthopedics) Belgium

**Heather Finlayson**  
(PMR) Canada

**Paul Winston**  
(PMR) Canada

**Tom Goetz**  
(Orthopedics) Canada



## CANOSC International Faculty & Champions (List is Growing!)

Alberto Esquenazi  
Alessio Barcichi  
Alexis Schnitzle  
Areerat Suputtitada  
Bertand Coulet  
Carl Ganzert  
Daniel Vincent  
Emily Krauss

Etienne Allart  
Flavia Coroian  
Franco Molteni  
Francois Genet  
Jörg Wissel  
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