

active

Hot off the presses:
the 2nd issue
of ACTIVE

Thank you for making our inaugural issue such a success. In this edition, you'll get a glimpse of our new disease awareness campaign for consumers. Catch up on the latest IMID conference. And learn more about The Colour of Communication CME program. We hope you enjoy reading these articles. Should you wish to receive more information pertaining to them, please don't hesitate to let us know. Remember, ACTIVE is *your* rheumatology newsletter.

Together we can fight the fire

Abbott Immunology rheumatic disease public awareness campaign

This direct-to-consumer program gives both a face and a voice to those living with inflammatory disease. Through a series of compelling print ads, we meet courageous individuals like Kim S., a 24-year-old with ankylosing spondylitis. We hear, in their own words, how they were diagnosed with their rheumatic disease and how they are dealing with it. The people featured in the ads also make an appeal to others experiencing joint pain to speak with their doctor right away for early diagnosis and treatment.

*Imagine your spine is on fire.
You're imagining*
ANKYLOSING SPONDYLITIS.

"I'd always played basketball.
"Until the day I felt a searing, relentless pain in my back and legs.
My doctor diagnosed ankylosing spondylitis.
I wasn't even 24, and I had arthritis of the spine.
"The chronic pain led to depression. Then one day I discovered yoga.
"If you have lower back pain, don't ignore it. Talk to your doctor.
And keep fighting until you find the right answer for you."

Kim S. is a 24-year-old with ankylosing spondylitis. She opened her own yoga studio last spring.

Brought to you by one of Canada's leading health care companies. | The Arthritis Society | www.arthritis.ca

RHEUMATOID ARTHRITIS.

There's more pain. That's because of RHEUMATOID ARTHRITIS. The chronic inflammation of the joints can cause pain, swelling, and stiffness. It can also affect other parts of the body. If you have joint pain, don't ignore it. Talk to your doctor. And keep fighting until you find the right answer for you.

PSORIATIC ARTHRITIS.

There's more pain. That's because of PSORIATIC ARTHRITIS. The chronic inflammation of the joints can cause pain, swelling, and stiffness. It can also affect other parts of the body. If you have joint pain, don't ignore it. Talk to your doctor. And keep fighting until you find the right answer for you.

The desired result of the public awareness campaign is to shatter the myths about rheumatic diseases and impress upon those suffering with joint pain not to ignore it. Rather, people should inform themselves, seek medical attention and get the answers that work for them. The campaign will run throughout 2010 and consist of print ads in high readership publications such as *Chatelaine*, *Today's Parent*, *Reader's Digest* and *Enfants Québec*. Watch for the ads and let us know what you think. We value your opinion.

The meeting of the minds

From Bedside to Bench: A spotlight on immune-mediated inflammatory diseases (IMIDs).

Toronto April 17–18, 2009

Supported by an unrestricted educational grant from Abbott Canada, *From Bedside to Bench* provided Canadian clinicians with a platform to share expertise in treating IMIDs in daily practice. These thought leaders assessed diversities and commonalities of IMIDs from a multi-disciplinary perspective, and the meeting was a resounding success.



Numerous topics of discussion were covered, including:

Epidemiology of IMIDs

Immune-mediated inflammatory diseases present a group of common and disabling conditions sharing inflammatory pathways. Studies reveal a considerable variation in IMIDs among different populations. The estimated overall prevalence of IMID's in Western society is 5–7%.

Lecturers:

Hani El-Gabalawy
Lyn C. Guenther
Charles N. Bernstein

Pathophysiology and pathogenesis of IMIDs

Genetic and environmental factors play an important role in the development of IMIDs. There is strong evidence suggesting an association between IMIDs and environmental factors, smoking, diet, drugs, stress and others that could trigger or modulate the disease's course or outcome.

Lecturers:

Proton Rahman
Robert D. Inman
Hani El-Gabalawy
Denis O. Krause

A supplement highlighting all of the meeting's presentations and discussions is available in the May 2010 issue of *The Journal of Rheumatology*. Upcoming topics to be covered in the next meeting will be: a comparison of quality of life measurement tools, guidelines on education on quality of life, work productivity and work disability.



Different patients, different interventions

The **Colour of Communication** program

The Need: Clear communication

In 2008, an educational needs assessment in inflammatory arthritis was conducted among patients, nurses and rheumatologists. Interestingly, an unperceived communication gap was discovered between rheumatologists and their patients.

Additionally, a knowledge gap was identified regarding the use of biologics in specific patient populations.

In response to these results, CME-accredited
The Colour of Communication program
was developed and launched country-wide.

The program

To help rheumatologists better communicate with their patients and attain improved treatment outcomes, The Colour of Communication program used the Insights Discovery™ concept based on the personality theories of eminent Swiss psychologist Dr. Carl G. Jung. The program included explanatory video presentations and discussions regarding the Insights Discovery™ concept along with case discussions and intervention techniques. Communication challenges involving denial of disease, fear of secondary effects and others were examined in detail. Rheumatologists also received a personalized Insights Discovery™ profile detailing their communication style, interaction with others and their approach to decision-making.

The results

By the end of the program, rheumatologists left with the ability to recognize the different communication styles different patients have. And most importantly, to adapt to their preferences for a better level of patient care. The very lively and interactive program was highly praised by attendees, generating comments such as “novel”, “useful for my practice” and “a major impact on our practice and in everyday life”. Watch for future initiatives furthering the learnings of The Colour of Communication program.



The Colour of Communication program was accredited by The Division of Continued Professional Learning at the University of Alberta as an Accredited Group Learning Activity of the Royal College of Physicians and Surgeons of Canada.

The Colour of Communication Development Committee

Paul Davis (Chair)
University of Alberta

Louis Bessette
Université Laval, Québec

Michael Starr
McGill University, Québec

Andrew Thompson
University of Western Ontario

Power of Movement continues to break records

Thanks to the support and participation of companies like Abbott, this year's Power of Movement event raised **\$325,000!**

The event was held on March 2nd, 2010 in cities around the country.

Since 2007, the Power of Movement has raised over \$700,000 for arthritis and autoimmune research. This momentum will continue into 2011; the next Power of Movement day will be February 27th, 2011. Save the date!

Visit www.powerofmovement.ca.



Abbott and Canadian rheumatologists: Bringing the power of ultrasonography online

The Canadian Rheumatology Ultrasonography Society (CRUS), with the support of Abbott Immunology, has launched a new website to further their goal of promoting the effective use of ultrasonography (US).

The new website contains information about indications for US in rheumatology and recommended standards. It also offers courses as well as suggested reading and links of interest.



This groundbreaking website is a valuable tool, bringing the benefits and applications of US technology in rheumatic disease to an online audience.

Visit www.ecrus.ca today!

Sponsor/fellow program

Abbott and CRA: Helping to guide the next generation of rheumatologists

The Canadian Rheumatology Association (CRA) and Abbott Immunology have joined forces to help drive the next generation of rheumatologists. Abbott has sponsored the CRA's ongoing clinical summer studentship with the hopes of introducing medical students registered in a Canadian medical school to the specialty of rheumatology.

This summer, studentship will put medical students side by side with rheumatologists to work on interesting research projects. The hope is that such a program will provide value to both students and rheumatologists and ultimately address the need for manpower in Canadian rheumatology.

We hope you have enjoyed this edition of **ACTIVE**, a newsletter dedicated to the Canadian rheumatology community.

If you would like more information on any of the topics discussed, wish to contribute to a future issue, or simply want to give us your feedback, please contact muriel.haraoui@abbott.com.