

**ANNUAL  
REPORT**

**2022**

January 1, 2022 to May 31, 2023

**RISING TO THE  
CHALLENGE  
EMERGING FROM  
THE PANDEMIC**



Canadian  
Dermatology  
Association



Association  
canadienne de  
dermatologie

**dermatology.ca**



“In 2022, the CDA rose to the challenge of the ongoing pandemic by offering a diverse range of virtual learning opportunities while reintroducing in-person events after two long years. This multifaceted approach ensured that our members could continue to receive high-quality professional development, while adapting to the changing circumstances we faced emerging from the pandemic.”

**Dr. Jennifer Beecker**  
CDA President

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# PRESIDENT'S MESSAGE

## Message from: Dr. Jennifer Beecker, CDA President

It has been a year of positive transformation for the Canadian Dermatology Association (CDA), transitioning into the post-pandemic world. Some of the CDA's significant achievements include high quality accredited education events, in person conferences, and a new Strategic Plan that reflects the CDA's updated priorities in 2023. All these efforts are driven by our commitment to advocate for dermatologists and protect the value of our specialty and the expertise of our members.

In 2022, the CDA rose to the challenge of the ongoing pandemic by offering a diverse range of virtual learning opportunities while reintroducing in-person events after two long years. This multifaceted approach ensured that our members could continue to receive high-quality professional development, while adapting to the changing circumstances we faced emerging from the pandemic.

One of the highlights of the past year was the organization of the 3rd biennial Women in Dermatology Leadership Conference, our first in-person event held by the CDA following the pandemic. This gathering brought together esteemed national and international experts, renowned in their respective fields, to discuss topics such as resilience and burnout, communication

with power, self-awareness in leadership growth, and mentoring. By providing several bursaries for dermatology residents and newly Certified Dermatologists, we ensured that the invaluable insights and experiences shared at this conference reached a wide range of professionals within our community.

Another highlight was the resumption of our in-person flagship event, the 97<sup>th</sup> CDA Annual Conference, which took place in Quebec City and attracted 475 delegates. This conference provided a vital platform for members from across the country to converge, exchange knowledge, and forge enduring connections. The significance of this event not only lies in its contribution to our professional growth but also in the collective strength it imbues within us as a community of Canadian dermatologists and the essential role we play within the Canadian healthcare system.

In addition to these noteworthy in-person events, the CDA offered a 4<sup>th</sup> season of our esteemed podcast series: JCMS Author Interviews, JCMS Editor's Choice, and Dermalogues. All three podcasts bring in over 20,000 regular listeners. These digital platforms allowed us to transcend geographical barriers and ensure that our members had uninterrupted access to cutting-edge clinical research and expertise in dermatology. By embracing these innovative methods, we demonstrated our

unwavering commitment to supporting our members and fostering a strong community of Canadian dermatologists.

This year also saw the return of CDA's Sun Awareness Campaign with four weeks of education, promotion, and public engagement. The overarching goal of the campaign was to educate Canadians about the importance of early detection and the simple steps that can be taken to prevent skin cancer. Through an integrated communications strategy, there was a 13.53% increase in reach during the 2022 campaign period compared to the 2021 campaign period. Thank you to everyone who volunteered their time and expertise to keeping Canadians sun safe.

Throughout the past year, the CDA actively promoted opportunities for interaction and collaboration through our various committees, facilitated meaningful media engagements, and cultivated a vibrant environment at the annual conference. By fostering a sense of belonging and unity, we fortified our community and paved the way for collective advocacy in safeguarding the value of our specialty.

With the invaluable feedback of our membership, the CDA embarked on an essential undertaking: the creation of the 2023-2025 Strategic Plan, a comprehensive roadmap to our 100<sup>th</sup> anniversary. Thank you to our many CDA members who took the time to answer the comprehensive survey which helped inform the direction of the CDA for future years. The Strategic Plan reflects our unwavering commitment to advocate for Certified Dermatologists, protect the value of our specialty and support our members as one strong community. Through this plan, we will reinforce our role as essential contributors

to the Canadian healthcare system and solidify our position as leaders in skin health.

As we progress along "The Road to 100," let us embrace the spirit of resilience and collaboration that has defined the CDA throughout its 98<sup>th</sup> year history. Together we will celebrate our accomplishments, face challenges head on and advocate for our specialty. As we approach our 100<sup>th</sup> anniversary in 2025, let us ensure that the next 100 years are even stronger for our collective voice.



A handwritten signature in black ink that reads "J Beecker". The signature is fluid and cursive.

**Jennifer Beecker, MD, FRCPC, CCFP(EM), DABD**  
President, Canadian Dermatology Association

# STRATEGIC PLAN

## CDA STRATEGIC PLAN 2023-2025

**F**ounded in 1925, the Canadian Dermatology Association (CDA) is the national voice of Canada's Certified Dermatologists, the physician experts in skin health. The CDA is committed to uniting dermatologists through education and advocacy, fostering a strong, united professional community, and promoting excellent patient care through continued professional development.



### Mission

Unite dermatologists through education and advocacy.

### Vision

To have Canadian dermatologists recognized as the experts and leaders in skin health.

## Strategic Focus: Advocate, Protect, and Support

- Advocate for Certified Dermatologists and our essential role in the Canadian healthcare system.
- Protect the value of our specialty and the expertise of our members.
- Support our members as a strong community of Canadian dermatologists.



# THREE-YEAR OUTCOMES RESULTS TO BE ACHIEVED BY THE END OF 2025

## Key Member Outcomes

The CDA will develop messaging and advocacy themes that speak on behalf of members in a clear, unified voice. The end goal of the messaging will be to ensure that members feel a greater sense of relevance, value, and belonging within the CDA community.

Additionally, the CDA will strive to ensure that more members (retained and new) understand and value their annual membership. Communications activities will lead to a growing number of members being actively engaged in CDA initiatives and events.

Other outcomes will include an improvement in the number of career-long memberships, greater access to information and supports that strengthen members' ability to provide excellent patient care, and communications that are closely aligned with member preferences.

## People Outcomes

Creating an engaged, competent, and satisfied staff within the CDA will lead to better results and outcomes on behalf of the CDA's membership. This will require more volunteers and members engaged in CDA volunteer opportunities, both at the governance and committee/working group levels where member expertise is extremely valuable.

The CDA now has the appropriate human resources management processes in place to effectively run and manage CDA's affairs, including development, succession planning, and performance management at both the staff and board levels.

## Stakeholder Outcomes

As far as stakeholders are concerned, the CDA will work to be seen as a credible source of expertise about the profession and the dermatology specialty. Members' interests will be represented at all levels of government, as appropriate.

Our goal will be to ensure that stakeholders seek out the CDA for opportunities to advance shared interests. To that end, we will increase promotions and partnerships in the Skin Health Program and Sun Protection Program recognition programs, improved intelligence related to issues management, and build a better dialogue between dermatologists and other physicians.

More recognition of the CDA in national and local media coverage will also be an outcome going forward.

## Financial Sustainability Outcomes

Where sustainability is concerned, the CDA will continue to build members' confidence and trust in the association's financial stewardship through ongoing good governance. Long-term financial and reserve fund plans with a comprehensive revenue and dues strategy will help to drive future decision making.

Balanced operating budgets with clean financial audits will continue to be the norm.



Scan to view complete Strategic Plan

# CDA MEMBER VOLUNTEER LEADERSHIP

The CDA welcomes participation from all CDA members. Opportunities for involvement are vast, with varying levels of commitment. The CDA continues to identify and review any real or perceived barriers to member participation and is dedicated to having members see themselves in their medical specialty association and feel a part of this important community.

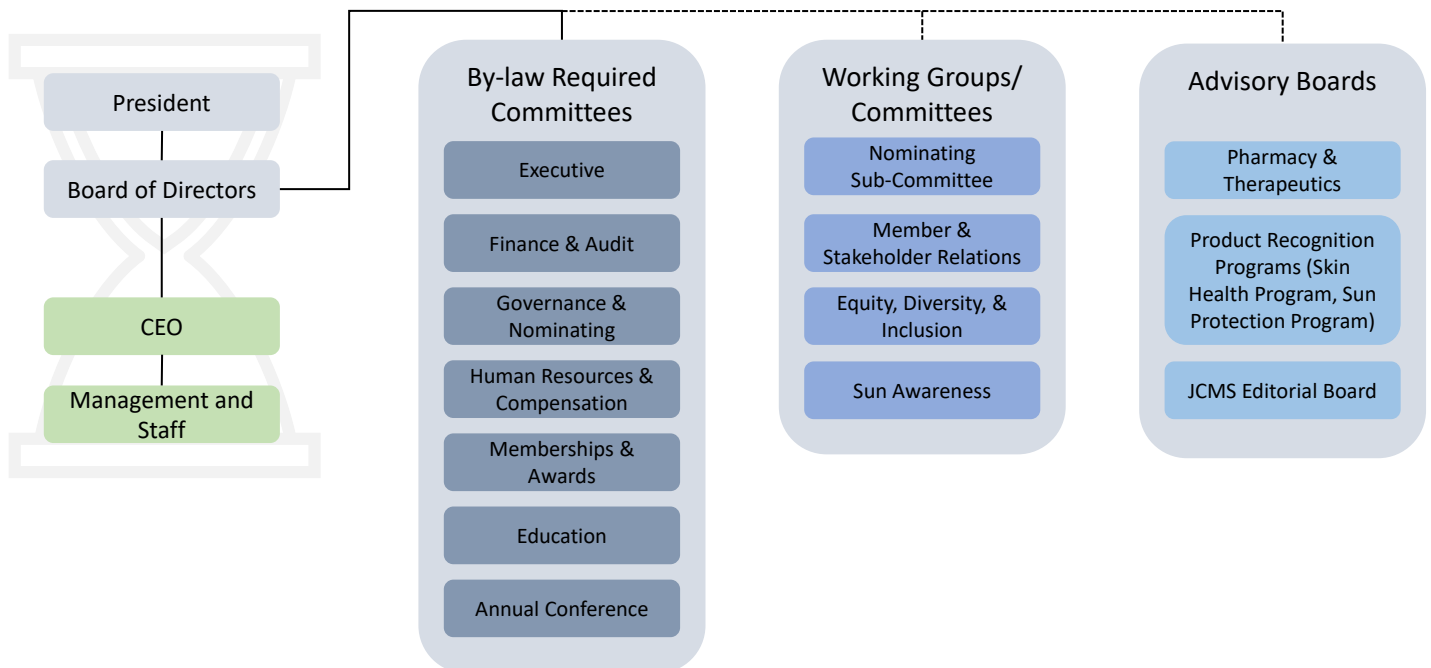
The CDA relies on volunteer members who give generously of their time and expertise. The countless hours spent on ensuring governance oversight are essential to the future of the CDA as the national voice of dermatologists in Canada.

As well, two volunteer community board members, with expertise and demonstrated leadership in law, talent management/human resources, and finance, continue to bring diversity in experience and perspectives, resulting in more fulsome considerations for effective decision making by the Board.

## CDA Governance Model

This model outlines the corporate governance structure of the CDA, reflecting best practice in medical specialty association management.

### CDA Governance Model



# 2022-2023 BOARD OF DIRECTORS



**Jennifer Beecker**  
President



**Catherine McCuaig**  
Immediate Past President



**Michele Ramien**  
President Elect



**Gabriele Weichert**  
Vice President



**Sonya Abdulla**  
Secretary



**Aaron Wong**  
Treasurer



**Maxwell Sauder**  
Treasurer Elect



**Ashley Sutherland**  
Regional Director  
Atlantic Provinces



**Lisa Iannattone**  
Regional Director  
Quebec



**Robin Wiviott**  
Regional Director  
Quebec



**Shanna Spring**  
Regional Director  
Ontario



**Sophia Colantonio**  
Regional Director  
Ontario



**Irina Oroz**  
Regional Director  
Prairie Provinces



**Marcie Ulmer**  
Regional Director  
British Columbia



**Ella Forbes-Chilibeck**  
Community Director



**Tom Bursey**  
Community Director



**Anastasiya Muntyanu**  
Representative  
CDA-RFS



**Saima Ali**  
Representative  
CDA-RFS



**Mark Kirchhof**  
Representative  
Royal College  
Specialty Committee



**Kirk Barber**  
JCMS Editor-in-Chief



**Linda Jones**  
CEO

# 2022-2023 COMMITTEES, WORKING GROUPS, ADVISORY BOARDS & EDITORIAL BOARDS

## Annual Conference Committee

**Catherine McCuaig**, Chair (Immediate Past President)  
**Raed Alhusayen** (Host City Representative – Toronto)  
**Joël Claveau** (Host City Representative – Quebec City)  
**Sameh Hanna** (Host City Representative – Toronto)  
**Carly Kirshen** (Host City Representative – Ottawa)  
**Anastasiya Muntyanu** (Resident Representative)  
**Vincent Richer** (Education Committee Designate)  
**Ashley Sutherland** (Education Committee Chair)  
**Hélène Veillette** (Host City Representative – Quebec City)

## Education Committee

**Ashley Sutherland**, Chair (Annual Conference Committee Representative)  
**Saima Ali** (Resident Representative)  
**Vincent Richer** (Annual Conference Committee Designate)  
**Julia Carroll**  
**Sophia Colantonio**  
**Jori Hardin**  
**Carly Kirshen**  
**Yvette Miller-Monthrope**

## Equity, Diversity, and Inclusion Committee

**Raed Alhusayen**, Chair  
**Saima Ali** (Resident Representative)  
**Shakira Brathwaite** (Resident Representative)  
**Tiffany Chen**  
**Patrick Fleming**  
**Malika Ladha**  
**Boluwaji Ogunyemi**  
**Michele Ramien**  
**Wingfield Rehmus**  
**Jennifer Tran**

## Executive Committee

**Jennifer Beecker**, Chair  
**Sonya Abdulla**  
**Catherine McCuaig**

**Michele Ramien**  
**Gabriele Weichert**  
**Aaron Wong**

## Finance and Audit Committee

**Aaron Wong**, Chair  
**Jennifer Beecker**  
**Tom Bursey**

**Michele Ramien**  
**Maxwell Sauder**

## Governance and Nominating Committee

**Michele Ramien**, Chair  
**Jennifer Beecker**  
**Ella Forbes-Chilibeck**

**Catherine McCuaig**  
**Maxwell Sauder**  
**Gabriele Weichert**

## Human Resources and Compensation Committee

**Jennifer Beecker**, Chair  
**Tom Bursey**  
**Ella Forbes-Chilibeck**

**Catherine McCuaig**  
**Michele Ramien**  
**Gabriele Weichert**

## Member and Stakeholder Relations Committee

**Mark Kirchhof**, Chair  
**Kaylin Bechard** (Resident Representative)  
**Michael Copley**  
**Boluwaji Ogunyemi**  
**Irina Oroz**

**Mariusz Sapijaszko**  
**Shanna Spring**  
**Robin Wiviott**

## Membership and Awards Committee

**Sonya Abdulla**, Chair  
**Sophia Colantonio**  
**Lisa Iannattone**  
**Anastasiya Muntyanu** (Resident Representative)

**Shanna Spring**  
**Ashley Sutherland**

## Nominating Sub-Committee

**Catherine McCuaig**, Chair  
**Eunice Chow**  
**Kerri Purdy**

**David Tsoulis**  
**Marcie Ulmer**

## Pharmacy and Therapeutics Advisory Board

**Susan Poelman**, Chair  
**Yuka Asai**  
**Alex Kuritzky**

**Irina Oroz**  
**Chris Sladden**

## Sun Awareness Working Group

**Sunil Kalia**, Chair  
**Renita Ahluwalia**  
**Julia Carroll**  
**Joël Claveau**  
**Lyn Guenther**  
**Lisa Kellett**

**Irina Oroz**  
**Leïla Reguigui** (Resident Representative)  
**Jason Rivers**  
**Cheryl Rosen**  
**Marni Wiseman**  
**Robin Wiviott**



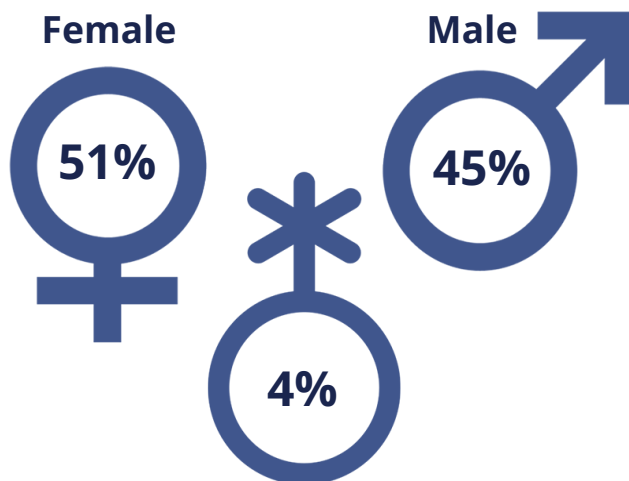
# 2023 BY THE NUMBERS

MEMBERSHIP, HEALTH POLICY & ADVOCACY,  
EDUCATION, COMMUNICATION & OUTREACH

## Membership Services

### CDA MEMBERSHIP: FROM RESIDENT TO RETIREE

The CDA has a total of 809 members across all membership categories. Reinforcement of the member value proposition continued over this period, emphasizing the importance of continuing professional development and online learning opportunities.



Unknown or  
chose not to answer

#### MEMBERSHIP CATEGORY BREAKDOWN

3	CORRESPONDING ASSOCIATES
3	ASSOCIATES
45	HONORARY ASSOCIATES
112	MEMBERS (400 HRS OR LESS)
186	RESIDENTS AND FELLOWS
460	MEMBERS

#### MEMBERS BY LOCATION

1%	NEW BRUNSWICK
1%	NEWFOUNDLAND & LABRADOR
2%	MANITOBA
2%	SASKATCHEWAN
4%	NOVA SCOTIA
8%	USA
11%	ALBERTA
13%	BRITISH COLUMBIA
26%	QUEBEC
32%	ONTARIO

## 2022-2023 LETTER FROM THE SECRETARY

The Membership and Awards Committee (MAC) is responsible for reviewing and approving membership applications, overseeing member recruitment and retention, and the selection of award recipients for the CDA Member Awards and Public Education Awards.

This past year was an active one for MAC. Thank you to my colleagues for their hard work and invaluable contributions: Drs. Sophia Colantonio, Lisa Iannatone, Anastasiya Muntyanu, Shanna Spring and Ashley Sutherland.

The CDA welcomed 33 new Certified Dermatologist members and 35 PGY-1 residents to the CDA, raising the current membership numbers to 809.

The CDA also acknowledges Drs. Anne Davis, Yolanda D'Intino, Lisa Kellett, Ian Landells, Maureen O'Malley, Tadeusz Pierscianowski, Gordon Searles and Sandra Skotnicki as members of the association for 25 years! Congratulations for your years of dedication to dermatology and thank you for your continued support of the CDA.

The CDA Awards program celebrates dynamic individuals who have done exceptional work to promote the specialty. We received numerous impressive submissions and are proud to celebrate our 2023 award recipients.

We encourage members to nominate colleagues who deserve recognition for their incredible achievements! Award nominations will be accepted for 2024 beginning in the late fall 2023.

MAC also continues to promote deserving members for prestigious external awards with organizations such as the Royal College of Physicians and Surgeons of Canada, Canadian Medical Association, and the International League of Dermatological Societies. We are

delighted to announce that Dr. Kerri Purdy was selected by the Royal College as the recipient of the 2023 AMS Donald Richards Wilson Award for CanMEDS Integration. The award celebrates excellence in integrating the CanMEDS roles into a Royal College or other health-related training program. Congratulations, Dr. Purdy!

My first year as Secretary of the Board and Chair of MAC has been a pleasure, and I look forward to the great work our committee will do in the year to come!



**Sonya Abdulla, MD, FRCPC,**  
Secretary and Chair,  
Membership and Awards Committee

## HEALTH POLICY AND ADVOCACY

The CDA engaged in a variety of strategic opportunities to continue to support the interests of dermatologists. These included:

- Supported access to life-changing drugs for dermatology patients through submissions to the Canadian Agency for Drugs and Technology in Health and the Institut national d'excellence en santé et services sociaux.
- Strengthened relations with Health Canada to collaborate on shared interests and raise awareness on dermatologic issues.
- Provided further recommendations to Health Canada for the proposed regulatory changes requiring the disclosure of fragrance allergens in cosmetic products.
- Commented on the proposed Out-of-Hospital Premises Inspection Program Standards drafted by the College of Physicians and Surgeons of Ontario.
- Initiated new round of outreach to dermatology societies to identify and prioritize issues where collaborative efforts would be beneficial.
- Reported incidents of general practitioner (GP) misrepresentation to provincial Colleges of Physicians and Surgeons.
- Supported stakeholders addressing healthcare inequities for Canadians in underserved areas.
- Created an online toolkit to facilitate efforts of CDA members advocating for their patients and the specialty.

## ACCREDITATION

As an approved accredited provider for the Royal College of Physicians and Surgeons of Canada, the CDA processed 26 program accreditation applications during this report term. Of these, five programs were developed by the CDA, 11 were co-developed with the CDA, and 10 were developed by other physician organizations.

## Accreditation Services



### EXTERNAL

University of Ottawa  
Canadian Laser and Aesthetic Specialists Society  
Dalhousie University  
University of Toronto  
Atlantic Provinces Dermatology Association  
Dermatology Association of Ontario

### INTERNAL

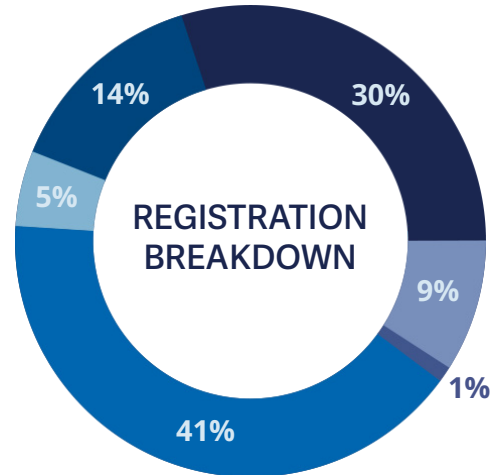
Co-Developed Symposia  
Women in Dermatology Leadership Conference  
Annual Conference  
Co-Developed Webinar  
Power Half-Hour

# EDUCATION

## CDA Annual Conference in Quebec City, June 22-25, 2022

Our 97th Annual Conference was a resounding success! Some 460 delegates attended our conference, held June 22-25, 2022, in Quebec City, featuring a robust scientific program with 16.5 accredited hours of learning, five co-developed symposia, 51 national and international speakers, 107 e-posters (including 14 e-poster stand-by presentations), and five oral presentations.

Physician attendance returned to pre-pandemic levels; sponsor attendance reached a 10-year high; and connecting with colleagues was stated as the top reason by delegates for attending.



- Dermatologists **30%**
- Residents **14%**
- Medical Students **5%**
- Sponsors **41%**
- Media **1%**
- Other (Medical Office Staff, etc.) **9%**

### CONFERENCE FACTS

**16.5**  
ACCREDITED  
SECTION 1 HOURS

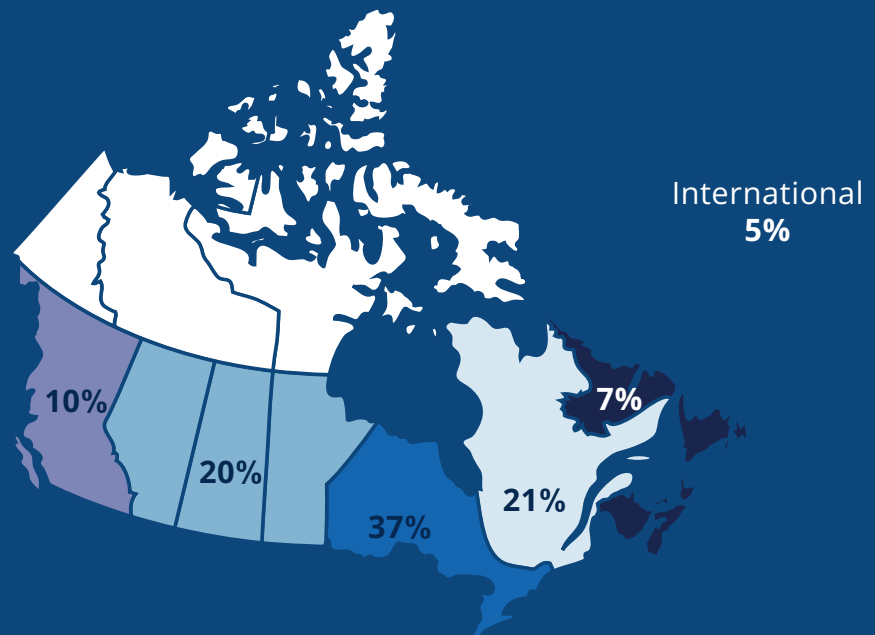
**6**  
SUBSPECIALTY  
SESSIONS

**5**  
CO-DEVELOPED  
SYMPOSIA

**112**  
ABSTRACTS

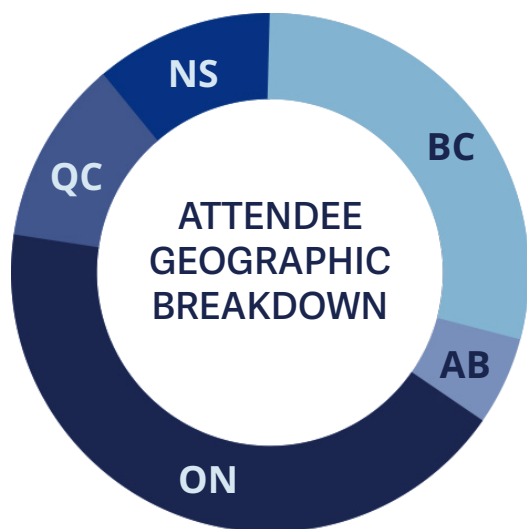
### ATTENDEE GEOGRAPHIC BREAKDOWN

- BC
- Prairies
- ON
- QC
- Atlantic Provinces



# Women in Dermatology Leadership Conference April 29-30, 2022

The first in-person CDA event since the pandemic, the CDA's 3rd biennial Women in Dermatology Leadership Conference, held in Toronto, brought together many dynamic dermatologists and dermatology residents from across the country. The conference highlighted essential reasons for networking and for assembling your own "board of directors" to guide your leadership path.



# PODCASTS\*

## JCMS Author Interviews and JCMS Editors Choice

**8,881**

TOTAL LISTENS SINCE  
JANUARY 2022

**21,736**

LISTENS SINCE LAUNCH  
IN 2019

**91%**

IMPACTFUL PLAYS  
(audience listens to  $\frac{3}{4}$   
or more of each episode)

**4.8/5**

RATING ON APPLE  
PODCASTS

**2**

In Chile

**19**

In Canada

**33**

In the U.S.

TOP CHART POSITION  
ON APPLE PODCASTS

## Dermalogues (Season 4)

**32,607**

TOTAL LISTENS SINCE  
JANUARY 2022

**66,111**

TOTAL LISTENS SINCE  
LAUNCH IN 2019

**87%**

IMPACTFUL PLAYS  
(audience listens to  $\frac{3}{4}$  or  
more of each episode)

**4.9/5**

RATING ON APPLE  
PODCASTS

**6**

In Canada

**26**

In the U.S.

**26**

In the UK

TOP CHART POSITION  
ON APPLE PODCASTS

\*Statistics as of January - May 2023

## JCMS Author Interviews

Prevention and Management of Filler Induced Iatrogenic Blindness - Pt 1 with Dr. John Arlette
Soft Tissue Filler Therapy and Informed Consent with Dr. John Arlette
The HS Patients Perspective with Dr. Mark Kirchhof
Facial Pyoderma Gangrenosum with Dr. Afsaneh Alavi
A Systematic Review of Efficacy and Safety of Monotherapy and Combination Therapy With Biologic for Stevens-Johnson Syndrome and Toxic Epidermal Necrolysis with Dr. Marisa Ponzio
Prominent Role of Type 2 Immunity in Skin Diseases: Beyond Atopic Dermatitis
Topical Cannabis with Dr. Mark Kirchhof
Pediatric Hidradenitis Suppurativa: A Study on Clinical Features and Treatment Approaches
Treating Chronic Hand Dermatitis - Low Dose Oral Alitretinoin with Narrowband Ultraviolet B Therapy
ToPAS2 as a Screening Tool for Psoriasis with Dr. Cheryl Rosen
Dermatologists and Sponsored Content on TikTok - An Analysis by Dr. Shari Lipner
Pediatric Cutaneous Hematologic Disorders with Dr. Julie Powell
Draping and Patient Dignity with Dr. Jennifer Beecker
The Truth about Cannabis and Dermatology on YouTube with Dr. Mark Kirchhof
Why Empathy is Good Medicine with Dr. Marlene Dytoc
Metabolic Aspects of Psoriasis with Dr. Paolo Gisondi
A Canadian Skin Science Research Program with Dr. David Croitoru
What AI means for Dermatology with Dr. Philippe Lefrançois

## JCMS Editor's Choice

Interventional Dermatology: Facial Cosmetic Imaging Using Ultrasound with Dr. John Arlette
Why We Need Sleep and How To Get More of It with Dr. Charles Samuels
Things That Bite! (in the Night) with Prof. David Beresford and Dr. Melinda Gooderham
Alopecia Areata with Dr. Cathryn Sibbald

## Dermalogues (Season 4)

Cross Specialty Conversation: Allergy and Immunology with Dr. Lori Connors
Cross Specialty Conversation: Rheumatology with Dr. Kam Shojania
Indigenous Health with Dr. Rachel Asiniwasis
Cross-Specialty Conversation on Oncology and Melanoma with Dr. Robyn MacFarlane
Cross-Specialty Conversation - Infectious Diseases with Dr. Sumon Chakrabarti
Cross-Specialty Conversation - Plastic Surgery with Dr. Simon Frank

## CO-DEVELOPMENT ACTIVITIES - WEBINARS

The CDA developed various webinars, including co-developing with organizations and companies, as part of a commitment to further the continuing professional development of CDA members.

### Power Half-Hour Webinars developed by the CDA

#### Pediatric Dermatology

(March 9, 2023)

Dr. Jérôme Coulombe

Dr. Shanna Spring

[57 members participated live]

#### Complex Medical Dermatology

(May 11, 2023)

with Dr. P. Régine Mydlarski

and Dr. Alexandra Mereniuk

[48 members participated live]

### Webinar co-developed by the CDA and Vichy Laboratoires

#### Tearing Your Hair Out Over Frontal Fibrosing and Androgenetic Alopecia? Clinical Management and the Role of the Exposome

(June 2, 2022)

Dr. María Eugenia Cappetta

Dr. Antonella Tosti

[72 members participated live]

## JOURNAL OF CUTANEOUS MEDICINE AND SURGERY

The CDA Journal of Cutaneous Medicine and Surgery (JCMS) aims to reflect the state of the art in cutaneous biology and dermatology by providing original scientific writings, as well as a complete critical review of the dermatology literature for clinicians, trainees, and academicians. The JCMS CME Program provided members with an opportunity to earn RCPSC Section 3 Maintenance of Certification Program credits. Readers of the JCMS include all CDA members and dermatology residents across Canada, as well as institutions, libraries, and international subscribers.

### FACTS

# 21%

Article downloads  
increase

# 2.854

Achieved highest  
Impact Factor ever

# 170,443

Full-text downloads in  
2022

# 52,551

Full-text downloads in  
March 2023

## COMMUNICATION AND OUTREACH

Emerging from the pandemic in 2022, the CDA continued to execute its communications strategy heavily through a digital model in order to provide services and resources to its members and the public.

The virtual model included three new educational webinars. A Coast-to-Coast video interview series with host Dr. Catherine McCuaig, CDA President (2022), highlighted Canadian dermatologists from across the country as they delved into why they chose dermatology as a career, and some of the biggest challenges they face today. The CDA also continued with the delivery of other digital services, including the CDA eBulletin, the CDA news eblast, the Dermalogues Podcast, and the JCMS Author Interviews Podcast, which garnered a total of 41,488 listens in 2022. The CDA also returned to an in-person annual conference in 2022 coming out of the pandemic.

Social media was fully utilized to deliver the 2022 National Sun Awareness Campaign. The CDA's significant increase in presence on social media resulted in an overall increase

## WEBSITE

### (dermatology.ca)

The CDA website continues to be the public's go-to source for information on skin, hair, and nail health. On dermatology.ca, the most frequently visited pages are those for finding a dermatologist, the Skin Health Program, the Sun Protection Program, and skin, hair, and nail conditions.

The Power Half-Hour Webinars, the Coast-to-Coast Interview Series highlighting Canadian dermatologists, and Women in Dermatology conference information were among the numerous new pages added to the website in 2022. These pages were added to deliver the most up-to-date information about dermatology education and issues to members and the public.

#### TOP 5 LOCATIONS OF CDA'S WEBSITE VISITORS

---

**288,296** Canada

---

**70,441** France

---

**24,021** United States

---

**4,227** India

---

**3,491** Belgium

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## TOP 10 WEB PAGES

1. Homepage
2. Find a Dermatologist (EN)
3. Subungual Melanoma (FR)
4. Recognized Products (Sunscreen – Sun Protection Program) (EN)
5. Alopecia (FR)
6. Recognized Products (Skincare – Skin Health Program) (EN)
7. Rosacea (FR)
8. Rosacea (EN)
9. Annual Conference (Welcome) (EN)
10. Acne (EN)



**350,777**

TOTAL USERS

**664,179**

TOTAL PAGE VIEWS

**568,432**

UNIQUE PAGE VIEWS

**1H 05**

AVERAGE TIME ON WEBSITE



## SOCIAL MEDIA



**6,141** Total Followers  
**4.4%** Engagement Rate  
**170,619** Total Impressions

---



**3,963** Total Followers  
**3.3%** Engagement Rate  
**224,663** Total Impressions

---



**1,660** Total Followers  
**5.8%** Engagement Rate  
**110,275** Total Impressions

---



**38** Total Followers

---



**6,292** Total Followers  
**3.3%** Engagement Rate  
**87,446** Total Impressions

---



**1,260** Total Followers

## MEDIA COVERAGE

The CDA elevates the profile of its members through various media outlets to raise awareness and increase the value of Certified Dermatologists among Canadians. Approximately 111 free media pieces enriched public awareness of skin, hair, and nail care. Media requests are classified into four categories: general care, sun awareness, health and medical care, and cosmetic.

## INQUIRIES

On a daily basis, the CDA receives inquiries from patients, the public, institutions, and organizations interested in all aspects of the CDA and dermatology. To respond to this high demand, the CDA relies on its CDA members who are practicing in various subspecialized areas of dermatological care, and are the "Skin Experts" for Canadians. All inquiries are answered in a timely manner and remain a valued service provided with a personal touch.

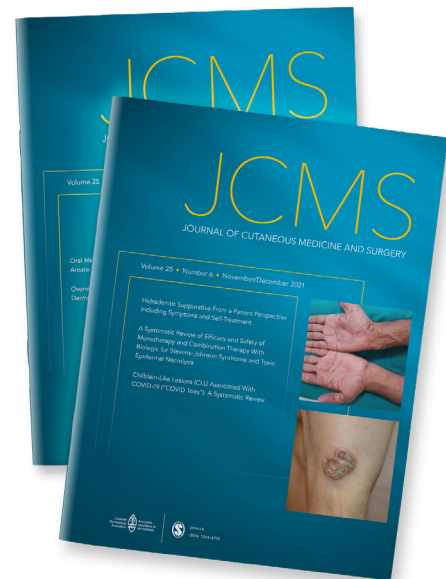


## PUBLICATIONS: DIGITAL & PRINT



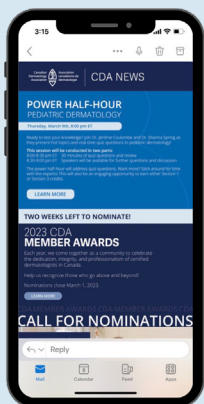
[cdaebulletin.ca](http://cdaebulletin.ca)

Launched in 2016, the CDA eBulletin ([cdaebulletin.ca](http://cdaebulletin.ca)) is an online resource for members, residents, and select industry partners in the Canadian dermatology community. It contains the most up-to-date information about the CDA's ongoing activities and important announcements. It is emailed and seen by over 1,000 subscribers across Canada once per month. Advertising opportunities provide industry with premium space on the eBulletin website, allowing them to showcase their products and/or services in a trusted resource for the Canadian dermatology community.



## Journal of Cutaneous Medicine and Surgery

The CDA utilizes society page ads in the CDA Journal of Cutaneous Medicine and Surgery (JCMS) to communicate services and resources to its members and the public. The JCMS is published six times/year with a circulation of 1,154 copies.



## CDA News

The CDA develops and distributes a monthly e-newsletter, CDA News, exclusively for its members to keep them up to date on the newest educational programs and podcasts accredited or developed by the CDA. Each listing provides access links and details on the number and type of MOC Program credits available. Also included is supplemental affiliate news and information relevant to the dermatology community, as well as an online discussion forum.

The CDA also often uses dedicated eBlasts to communicate to its members about various news and opportunities for engagement that are time sensitive.

# RECOGNIZING EXCELLENCE IN DERMATOLOGY AND PUBLIC EDUCATION

## 2022 AND 2023 CDA AWARD RECIPIENTS

The CDA awards program recognizes members and individuals for their outstanding achievements in leadership, professional practice, research, and education. The CDA recognized dermatological excellence in 2022 with an awards presentation held in June at the CDA Annual Conference. The CDA congratulates and thanks all award recipients for their meaningful contributions to the specialty of dermatology.

### 2022 CDA AWARD RECIPIENTS

**CDA  
Award of Merit:**

Dr. Vince Bertucci

**CDA Research  
Award in  
Dermatology:**

Dr. Anastasiya  
Muntyanu

**CDA Early  
Career Volunteer  
Award:**

Dr. Mark Kirchhof

**CDA Lifetime  
Achievement  
Award:**

Dr. Jean-Pierre  
DesGroseilliers

**CDA Resident  
Writing Award:**

Dr. Mathew Nicholas

**CDA Early  
Career Volunteer  
Award:**

Dr. Rachel Asiniwasis

**CDA Lifetime  
Achievement  
Award:**

Dr. Yves Poulin

**CDA Practitioner  
of the Year  
Award:**

Dr. Tadeusz  
Pierscianowski

## 2023 CDA Member Awards

### Lifetime Achievement Award:

Dr. Peter Hull and  
Dr. Jim Walker

### Award of Merit:

Dr. Régine Mydlarski

### Early Career Volunteer Award:

Dr. Sophia Colantonio  
and  
Dr. Aaron Drucker

### Practitioner of the Year Award:

Dr. Robert Tremaine

### Resident's Writing Award:

Dr. Janelle Cyr

## CDA Public Education Awards

### Not-For-Profit Canadian Hidradenitis Suppurativa Foundation:

*Patient education resources e-book*

### Media CBC Kids:

*'Street Cents' social media series*

### Media

*The Skin and Joints Podcast*

## OTHER INITIATIVES

The CDA Resident and Fellow Society (CDA-RFS) was established in 2004 to serve as a collective voice for dermatology residents across Canada. The society's goals are to promote resident camaraderie across programs, strengthen participation in the CDA, spearhead resident-centred programming and educational initiatives, and enhance the training experience of residents. The CDA-RFS has 17 resident representatives from the 11 Canadian dermatology programs. This year, Dr. Anastasiya Muntyanu (University of Toronto) and Dr. Saima Ali (University of British Columbia) served as the co-chairs.

Between November 2022 to March 2023, the CDA-RFS hosted the annual Resident Academic Study Hour (RASH) Series 3, comprised of 14 lectures. These weekly sessions were delivered by recent dermatology graduates and Fellows from across Canada as a high yield question-based review for the senior residents with over 350 questions reviewed. The series was extremely well-received and current senior residents have expressed interest in being involved in future RASH series upon graduation. Owing to the success of Series 1 and 2, the Junior Resident Bootcamp Series 3 took place over two Thursday evenings and two Saturdays in September and October 2022 via Zoom. There were 12 lectures delivered by dermatology staff across the country. The CDA-RFS sincerely thanks faculty from across Canada who took the time to present these sessions and participate in these national educational initiatives. Both initiatives had the highest resident turnout since its launch.

The 98th CDA Annual Conference was hosted in Toronto, Ont. There was comprehensive and innovative resident programming at the meeting. The pre-conference day consisted of the inaugural Aesthetic Workshop, developed by Dr. Kucy Pon and Dr. Sonya Abdulla. There was a full evening designated to Science, Pathophysiology, and Therapeutics (SPoT), previously known as Basics of Skin Science (BoSS). Both events were well attended by the residents and received excellent feedback. The CDA-RFS are grateful to the organizers and participants for their time and involvement.

In keeping with tradition, the annual CDA-RFS Awards were presented at the CDA Annual Conference. Firstly, the Impact Factor 100 Award, which was added several years ago, is given to a certified dermatologist to recognize their dedication and outstanding contributions to the goals, efforts, and mission of the CDA-RFS and are nominated by the co-chairs. This year Dr. Michael Sidiropoulos and Dr. Abdulhadi Jfri were the selected recipients for their great dedication to resident education through their involvement in numerous national lecture series hosted by CDA-RFS. For the other awards, the nominations were received from residents and faculty across the country and are voted upon by the RFS committee, comprised of representatives from each school. The 2023 recipients of the Excellence in Leadership Award were Dr. Anastasiya Muntyanu (University of Toronto) and Dr. Asma Ali (University of Calgary). The Resident Teaching Awards were awarded to Dr. Rahul Nanda (McGill University) and Dr. Laura Soong (University of Calgary).

The Excellence in Clinical Teaching Award went to Dr. Scott Walsh (University of Toronto) and Dr. Jeffrey Donovan (University of British Columbia).

The CDA-RFS are working to introduce new resident programming, including a wellness series and skin of colour series. These will aim to foster a connection amongst Canadian residents and further the national educational initiatives.

The CDA-RFS would like to say a big thank you again to all the residents who were involved with the RFS and various CDA committees, to those who attended and provided feedback for the education sessions, to all the staff across the country who have been involved in teaching residents and finally, the Board of Directors for their ongoing support and guidance. Sincerely,



**Saima Ali and Anastasiya Muntyanu**  
CDA-RFS Co-chairs

# CDA RECOGNITION PROGRAMS

## SKIN HEALTH PROGRAM (SHP)

Launched in 2013, the CDA Skin Health Program (SHP) recognizes skin care products that are non-comedogenic, fragrance-free or unscented, have a low potential for irritation, and do not contain the most common allergens. development of an effective evidence-based program that reflects the most recent available dermatological science. In 2022, the program had a total of 160 recognized products. Participants are listed below.



Recognized  
Skin Health  
Canadian  
Dermatology  
Association



Reconnu  
Santé de la peau  
Association  
canadienne de  
dermatologie

Aveeno®

Bioré®

B Δ O™  
MAKING SKIN HAPPY

CeraVe®  
DEVELOPED WITH DERMATOLOGISTS  
DÉVELOPPÉ AVEC DES DERMATOLOGUES

Cetaphil®

CW  
BEGGS  
AND  
SONS  
CHICAGO  
1874

DERMABLEND®  
PROFESSIONAL

DermaKB®  
by/for/with

DRYSOL®

DUCRAY  
LABORATOIRES DERMATOLOGIQUES

Eucerin®

GARNIER

innisfree

it COSMETICS®

LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE

L'ORÉAL  
PARIS

MARCELLE®

Neutrogena®

PURGENESIS™  
NATURE'S INGENUITY APPLIED TO SKINCARE

SINCE 1847  
THAYERS®  
NATURAL REMEDIES

URIAGE  
EAU THERMALE

VICHY  
LABORATOIRES

# SUN PROTECTION PROGRAM (SPP)

Launched in 1989, the CDA Sun Protection Program (SPP) recognizes sunscreen products that are broad spectrum, minimally perfumed or non-perfumed, non-comedogenic, have an SPF of 30 or higher, and have a low potential for irritation. The approved products are licensed to display the CDA SPP recognition logo and statement. Canadians can be assured of selecting an effective product if they look for the logo. In 2022, the program had a total of 60 recognized products. Participants are listed below.

**Recognized**  
Sun Protection  
Canadian  
Dermatology  
Association



**Reconnu**  
Protection solaire  
Association  
canadienne de  
dermatologie

**Aveeno**

EAU THERMALE  
**Avène**

**biomedic**

**CeraVe**  
DEVELOPED WITH DERMATOLOGISTS  
DÉVELOPPÉ AVEC DES DERMATOLOGUES

**CW**  
BEGGS  
AND  
SONS  
CHICAGO  
1874

**GARNIER**

**JeanCoutu**

**HAWAIIAN  
Tropic**

**LA ROCHE-POSAY**  
LABORATOIRE DERMATOLOGIQUE

**MARCELLE**

**Neutrogena**

GARNIER®  
**OMBRELLE**

**VICHY**  
LABORATOIRES

# MEDIA OUTREACH

The CDA gained significant media coverage for sun safety awareness during the campaign. The association answered 13 requests, most of which were from national media outlets, including CTV News, the Globe and Mail, the Medical Post and Radio Canada. The members of the CDA Sun Awareness Working Group were featured in these articles and interviews.

## Social Media Engagement



**37,318** Total Impressions  
**2,400** Total Engagement



**7,248** Total Impressions  
**5.8%** Total Engagement



**4,267** Total Engagement



**404** Total Engagement



**14,088** Total Video Views



**17,281** Total Video Views



## CDA SHADE STRUCTURE GRANT PROGRAM UPDATE

The CDA Shade Structure Grant Program, which was launched in 2019, wrapped up in October/November 2022. With the goal to create more safe outdoor environments that protect Canadians from the sun's harmful ultraviolet radiation, the program was a tremendous success, receiving over 1,200 applications for a total ask of over \$1.2 million for shade structure funds from across the country. A total of \$43,000 was awarded to six organizations for the construction of permanent shade structures in their communities.

## CDA CORPORATE SUPPORTER PROGRAM

The CDA Corporate Supporter Program provides a powerful opportunity to collaborate with the CDA to support its strategic goals, objectives and its members. The support received helps assist dermatology residents and the development of member and public education efforts. In 2022, the CDA recognizes and appreciates the support from the following companies:

abbvie

**VICHY**  
LABORATOIRES



# ONWARDS TO 2023 AND BEYOND:

## CRITICAL SUCCESS FACTORS

The 2022-23 CDA Board of Directors committed to the following actions to help ensure the association's future success

Focus on the 2023-2025 strategic plan; sustaining momentum and implementation

Realistic and reasonable expectations for implementation and flexible adaptation

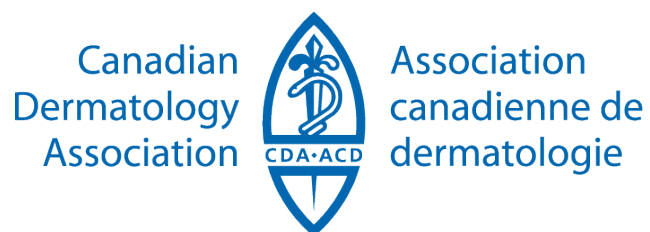
Full engagement in the success of the new plan and holding each other accountable

Membership engagement and ensuring involvement, commitment and ownership

Expanded opportunities for member engagement and community building

Progress towards outcomes through board oversight and management implementation

Success at every stage during the execution of the 2023-2025 strategic plan



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