

2023 ANNUAL REPORT

Canadian Dermatology Association
ADVOCATE. PROTECT. SUPPORT.

June 1, 2023 to May 31, 2024

[dermatology.ca](https://www.dermatology.ca)



"We have focused on strengthening the growth of our association's operations, re-imagining our community in new and diverse ways, and creating opportunities to advocate, protect and support, our members."

Dr. Michele Ramien, CDA President

Land Acknowledgement

The land where the Canadian Dermatology Association is located, Ottawa, has been and remains the unceded, unsurrendered Territory of the Anishinaabe Algonquin Nation, who continues to care for and sustain the land on which we have the privilege of working.

We honour all First Nations, Inuit and Métis Peoples and their valuable past, present and future contributions to this land.



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PRESIDENT'S MESSAGE

Dr. Michele Ramien

The Board of Directors and I have truly appreciated the support of our Canadian dermatologists during this year of change and growth. We have focused on strengthening the growth of our association's operations, re-imagining our community in new and diverse ways, and creating opportunities to advocate, support, and protect our members.

In July 2023, a dedicated group of Board volunteers took on the challenge of recruiting a new CEO to propel our association forward by executing our strategic plan. In the absence of a CEO, two directors, Karen Norris and Cara Harder, stepped up to work alongside our Board to ensure we achieved our goals for 2023-24. We were thrilled to welcome our new CEO, Jacinthe Desaulniers, to the CDA office in December 2023. The Board and our six committees, four working groups, and three advisory boards, armed with the strategic plan, set our workplans to direct the association's efforts for the year.

Highlights from the year include **advocating** for our members on a national and international stage. Canada was the country of honour of the *Société Française de Dermatologie* at the World Congress of Dermatology in Singapore in July 2023 and at their annual conference, *les Journées Dermatologiques de Paris* in December 2023 due to the intrepid efforts of past president, Dr. Catherine McCuaig. A member survey, which included advocacy questions, was launched in the fall and a public relations firm was retained to develop an advocacy strategy under the guidance of the the Member and Stakeholder Relations Committee, led by Dr. Mark Kirchhof. A Sun Awareness Month education campaign, focused on protecting children from unsafe early sun exposure, was developed by the Sun Awareness Working Group, led by Dr. Sunil Kalia, for May 2024.

CDA took a decisive stance not to partner with Melanoma Canada in 2024. We had concerns that could not be addressed in the nine months leading up to the Mole Mobile project, and our withholding of support led to a strategic pivot that has refocused the Mole Mobile on outreach, education, and awareness, aligning more closely with Melanoma Canada's mission. Our actions were guided by the fundamental principle of advocating for equitable access to quality dermatology care and accepting nothing less for our Canadian patients. Dermatologists are the leaders in skin health and there is no substitute.

PRESIDENT'S MESSAGE

Protecting members went beyond the position we took with Melanoma Canada. We produced and promoted a publicly accessible advocacy toolkit that includes a reporting mechanism for misrepresentation. Our Equity, Diversity, and Inclusion Committee, led by Dr. Raed Al-Husayen, experienced unprecedented engagement after the 2023 annual conference, enabling EDI representation on every CDA committee and working group.

Supporting our members began with recognizing every day Canadian dermatologist heroes with our 99 Days of Kudos campaign as we head into our 99th year. The CDA reception at the annual *American Academy of Dermatology conference* in San Diego in March 2024 was another opportunity for our community to gather with international colleagues to create and renew connections. We also gathered in Toronto at the *Women's Dermatology Leadership conference*, led by Drs. Ashley Sutherland and Régine Mydlarski, in April 2024 for networking and skill development. Quality educational offerings via webinars and our flagship Annual Conference provided ongoing CME support to our members, and we introduced member value benefits, including CDA-branded scrubs and renewal packages.

This year did bring with it some challenges/losses that are opportunities for future growth and improvement. We were unable to recruit a community member skilled in advocacy, strategy and EDI to the Board of Directors and the Board of Directors election identified challenging election processes that are being addressed by the Governance and Nominating Committee.

Looking ahead to key outcomes to be achieved by 2025, the biggest challenge for the next year will be to advance our outreach and advocacy, delivering a clear, united message that represents members' views wholistically and continues to position us — dermatologists — as the skin experts and critical providers of Canadians' healthcare. Our 99-year legacy of dermatologists and stakeholders from across the country collaborating to elevate dermatology and one another speaks to our greatest strength: our community. We are better and stronger together. I hope you will accept this invitation and my challenge to get involved in our advocacy efforts.

Onward, together!



Dr. Michele Ramien,
MDCM, MSc, FRCPC,
DABD (Pediatric Dermatology)
President,
Canadian Dermatology Association



MESSAGE FROM THE CEO

Jacinthe Desaulniers

What an honour it is to join the CDA, an organization with such a rich history dedicated to recognizing Canadian dermatologists as the experts and leaders in skin health. During my short time I have met some incredible members of our association-dermatologists who make a difference in patients' lives daily and volunteer numerous hours to unite Canadian dermatologists through education and advocacy. Thank you!

I was also delighted to discover talented and dedicated CDA staff who support the organization in achieving its strategic plan. As well as the CDA's strong financial position with a clean financial audit, solid and secure investments, and diverse revenues sources enabling us to support our strategic initiatives and membership.

Equipped with a clear strategic plan and committed volunteers and staff, I began my journey to deliver on our strategic priorities. In particular, I dedicated significant time to understanding the dermatology environment and working with Santis Health to develop a comprehensive advocacy strategy that will support and guide dermatologists and the CDA for years to come. The high-level plan was endorsed by the Member and Stakeholder Relation Committee in May 2024 and will be presented to the board of directors and the membership for endorsement.

Supporting our membership and ensuring all our decisions are member-centered is another key strategic priority. The first and most important element of being member-centered is to listen and be in touch with our members. To this effect, a membership survey was launched (the last one was done in 2019) for which we received 118 responses (18% response rate). I am pleased to report that 85% of members declared being satisfied or very satisfied with their membership. The survey results are being used to develop our member strategy and value proposition.

MESSAGE FROM THE CEO

The board of directors also reflected on how we collaborate with other related dermatology associations and subspecialties. I have started to meet with these groups and work on a comprehensive collaboration model.

Many other activities were initiated to support our membership which you will find in the membership section. I would like to highlight the Membership Lounge at the CDA Annual Conference, which provided a safe space for members to connect with colleagues. The membership lounge received 85% “good” to “excellent” rating from the post conference survey and will now be a permanent space at future conferences.

In the background, we have selected a new association software and started its implementation. Given that members are dispersed across Canada, a robust platform is essential to support member interaction and engagement. It will also support better data gathering feeding into our ability to make evidence-based decisions, drive performance, and report on key performance metrics.

I hope you enjoy reading our annual report, which details the CDA’s accomplishments. We welcome your feedback and encourage you to get involved in our initiatives.

Finally, I take this opportunity to thank the Board of Directors for their vote of confidence, the staff for their hard work and dedication, and our stakeholders for their support throughout the year. As I look to the year ahead, our 100th anniversary fast approaching, I am reminded of our rich history and am inspired to build on it, ensuring dermatologists are recognized as experts and leaders in skin health!



Jacinthe Desaulniers,
MHA, MGSS
CEO, Canadian Dermatology
Association

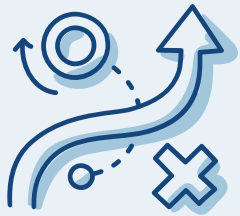




Advocate

The CDA is committed to advocating for Certified Dermatologists and our essential role in the Canadian Healthcare system.





MULTI-YEAR ADVOCACY PLAN

In 2023, the CDA embarked on a multi-year phased approach to advocacy, supporting the three strategic priorities identified in its strategic plan: advocate, protect, and support. The plan was initiated to reaffirm the essential role of Certified Dermatologists and the Specialty of Dermatology in the Canadian healthcare system. By way of targeted initiatives, the plan aims to not only tackle existing gaps in dermatologic care but also to establish sustainable solutions for the future.

To date, under the leadership of the Member and Stakeholder Relations Committee, the CDA has:

- **Elevated awareness** of the plan through strategic promotional giveaways at the CDA 2023 Annual Conference, the unveiling of a comprehensive advocacy toolkit webpage featuring essential resources, and proactive engagement with Dermatologist Societies nationwide.
- **Responded to opportunities** to connect and collaborate with other Specialty Societies and Regulatory Bodies to position and strengthen the expertise of Certified Dermatologists.
- **Enlisted a trusted**, health-focused public relations agency to conduct a comprehensive dermatology landscape review to pinpoint strategic priorities and initiatives the CDA can effectively pursue to maximum impact.
- **Enhanced and broadened the Dermatology Workforce Survey**, to be sent out in 2024, to gather essential data crucial for supporting the advocacy interests of the CDA and strengthening the negotiation endeavors of provincial societies.
- **Established an advocacy** column in the CDA eBulletin to deliver timely updates on advocacy news and ongoing initiatives, and to identify opportunities for members to actively engage.
- **Initiated action** on new cases of misrepresentation by directly contacting physicians rather than involving their provincial colleges, resulting in more responsive and positive outcomes.

POSITION STATEMENTS

The CDA periodically issues statements on public health matters and their implications for dermatology.

In addressing emerging global health challenges, Canadian Certified Dermatologists play a crucial role, leveraging their expertise in skin health to combat these concerns. This year, the CDA issued two position statements: one on the role of dermatologists in the return of measles, and another, in collaboration with the Acne and Rosacea Society of Canada, on benzene in BPO-containing products.

CDA POSITION STATEMENT

The Role of Dermatologists in the Return of Measles

For emerging global health issues, Certified Dermatologists play an important role in the Canadian health care system. As experts of skin health, Certified Dermatologists address over 3,000 skin, hair, and nail conditions. Their clinical skills transcend individual cases to encompass broader public health concerns, such as the recent resurgence of measles.

By an important role in helping to improve patients about the disease and addressing the routinely assess vaccination status during patient tion and benefits. Moreover, they are equipped vely. When dealing with patients undergoing in and measles exposure are crucial. The Public Health Agency of Canada's vaccination health recommendations in patient care. ents' physical and mental well-being in managing easles prevention, diagnosis and management, ts resurgence.

ists also provide essential guidance and support immunology and pediatrics, they can pool their naging critical health issues. This collaboration and emphasizes the collective efforts needed to

nging global health threats showcases their nancing the overall well-being of Canadians. e counselling and education, dermatologists healthcare landscapes and ensuring the best

is a member organization that sential role in the healthcare ented to advancing the science. ons. Our commitment extends ic through comprehensive



CDA POSITION STATEMENT

Benzene in BPO Containing Products

This is a joint position statement in collaboration with the Acne and Rosacea Society of Canada 

Benzoyl peroxide has been widely used for the treatment of acne for over 60 years. On March 5, 2024, Valisure, an American laboratory which independently tests medications and consumer products, issued a citizen petition to the United States Food and Drug Administration (FDA) raising concerns about benzene, a known human carcinogen, in benzoyl peroxide acne products.

Valisure's testing detected levels of benzene beyond FDA thresholds (2 parts per million) in benzoyl peroxide products from various manufacturers available in the United States. In their testing, 66 different benzoyl peroxide products, both prescription and over the counter, were incubated at 50 C for 18 days. Valisure detected over 10 parts per million (ppm) of benzene in 42 products, greater than 100 ppm in 17 products and over 1500 ppm in 2 products. Incubated benzoyl peroxide products typically displayed an increase in benzene concentration over time and with increased temperature.

Valisure's finding suggest that benzoyl peroxide products on the market could produce substantial amounts of benzene when stored at above-ambient temperatures, such as in a hot car. Moreover, benzene produced in the products may escape into the surrounding air. Based on their findings, Valisure recommended an investigation and the market withdrawal of benzoyl peroxide containing products.

Health Canada is currently reviewing Valisure's findings and has yet to issue recommendations.

The Acne and Rosacea Society of Canada and the Canadian Dermatology Association would like to raise awareness of Valisure's findings of benzene in benzoyl peroxide acne products while we await further testing and Health Canada's recommendations. In the meantime, use of these products remains a personal choice. If you do decide to continue using benzoyl peroxide containing acne products, avoid storage in hot environments such as hot cars and shower stalls and discard the product before its expiry date. Alternative options to benzoyl peroxide for acne are available including salicylic acid, glycolic acid and retinoids. Consult with your health care professional for more details.

*Acne and Rosacea Society of Canada's Disclaimer, Legal and Privacy Policy

Released April 11, 2024

Established in 1925, the Canadian Dermatology Association (CDA) is a member organization that advocates for dermatologists across Canada, underscoring their essential role in the healthcare system. As a community of Certified Dermatologists, we are dedicated to advancing the science of dermatology encompassing over 3000 skin, hair and nail conditions. Our commitment extends beyond professional support; we also protect and educate the public through comprehensive educational initiatives and our product recognition program.



MOLE MOBILE

SKIN CANCER SCREENING UNIT

The Canadian Dermatology Association partnered with Melanoma Canada in 2023 to support the Mole Mobile Skin Cancer Screening Unit, which provided patient screenings to those living in remote, Indigenous, and underserved communities.

With skin cancer being one of the most common yet preventable and detectable forms of cancer, Certified Dermatologists, as the skin experts, emphasize the importance of self-skin examinations. They aim to educate all Canadians about the simple steps that can be taken to protect against the sun's harmful ultraviolet radiation exposure. Dermatologists are the best-suited healthcare providers to examine, assess and diagnose skin cancer.

In 2023 the Mole Mobile

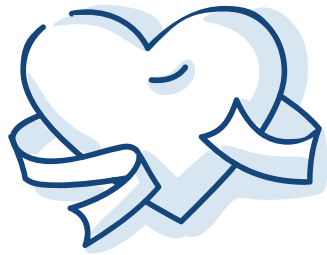
- ✓ Visited 42 communities
- ✓ Over 4,078 patients, were screened by dermatologists
- ✓ 772 suspicious lesions or suspected skin cancers including melanomas were found



Mole Mobile Generated

96,392,403 media impressions

significantly promoting skin cancer awareness and the important role dermatologist play in the health care system.



Protect

The CDA is committed to protecting the value of our specialty and the expertise of our members while also protecting and educating the public.



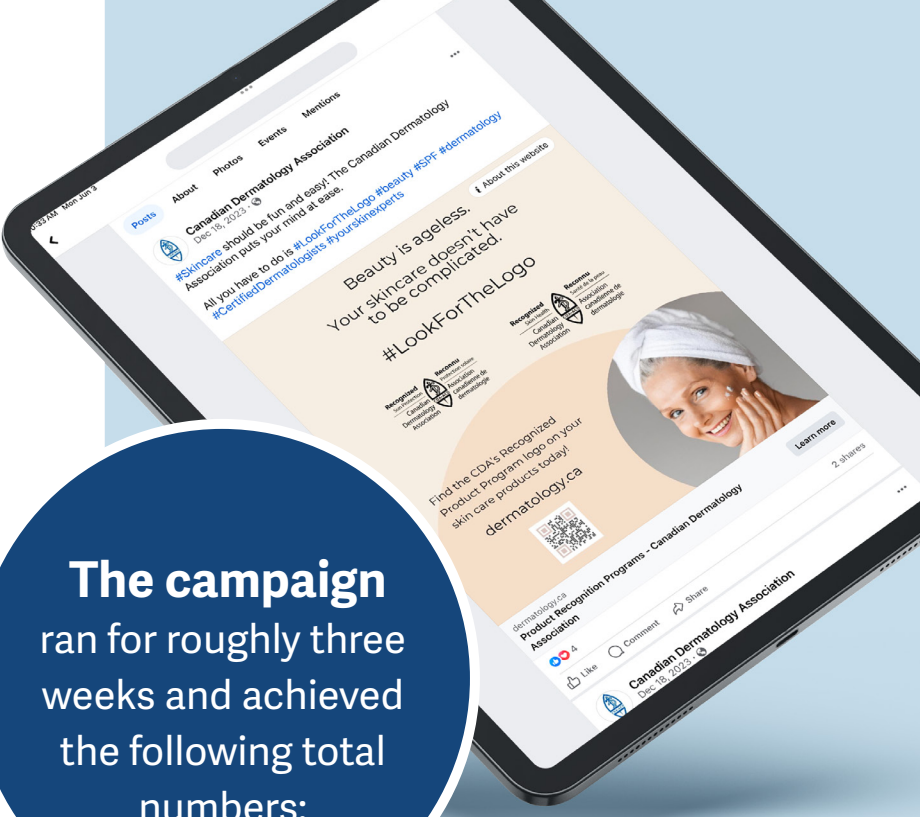
CDA'S COMMITMENT

The CDA aims to not only protect the value of the specialty and the expertise of our members while also aims to protect and educate the public about sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails.

The CDA's [Recognized Logo Program](#), which offers Canadians skin care and sun protection products that have been scientifically evaluated by an expert panel of Certified Dermatologists to meet high dermatological standards, got national exposure this year.

In October 2023, the CDA produced a variety of creative, impactful assets to use in the 2023 Look for the Logo Campaign. In mid-December we launched a series of static ads across our social media channels and released an animated video encouraging Canadians to [#LookForTheLogo](#) when purchasing skin and sun care products and cosmetics.

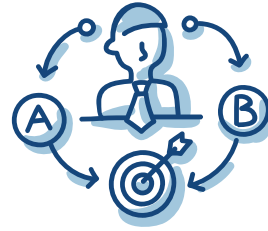
The main objective of this initiative was to generate awareness for the [#LookForTheLogo](#) campaign in preparation for a significant marketing and public relations push in 2024.



The campaign
ran for roughly three
weeks and achieved
the following total
numbers:

- ✓ Follower Increase: **100**
- ✓ Increased Traffic to CDA Product Recognition Pages: **805% EN, 267% FR**
- ✓ Total Campaign Reach: **131,310**
- ✓ Total Clicks: **1,110**
- ✓ Total Video Plays: **76,655**
- ✓ Media Hits: **8**

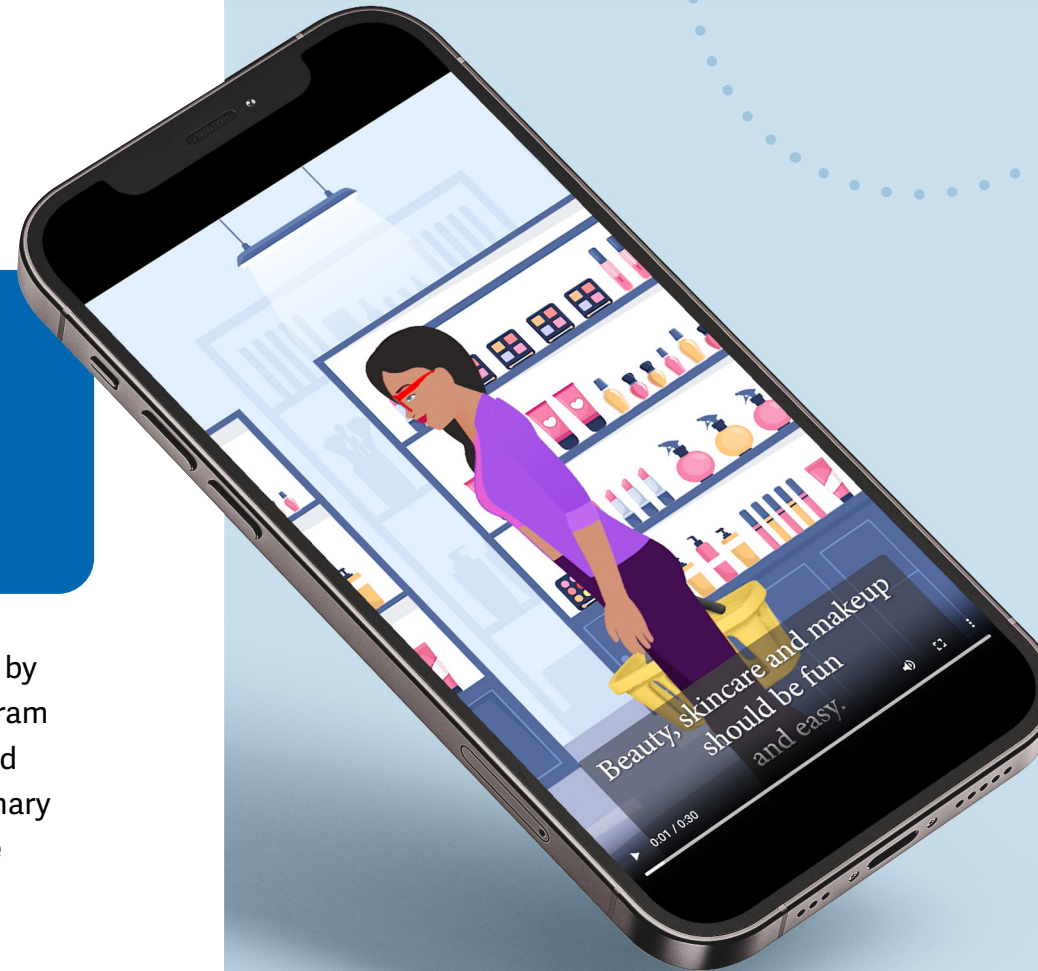
CDA'S PROGRAMS



In February 2024, patients spending time in waiting rooms in 100 primary health care clinics across the country viewed the animated [video](#) as part of a six-month initiative to raise awareness of the program.


From January 2024 to April 2024 the CDA SHP/SPP video has been played across all clinics a **total of 1,033,320 times** and has made **5,140,400 total impressions** on clinic patients and staff.

The video focuses on the criteria of the products to be recognized by the CDA's Sun Protection Program (SPP) and the Skin Health Program (SHP). Bilingual brochures, which include QR codes for the SPP and SHP, were conveniently placed alongside the video screens in primary health care clinics. These brochures are designed to be accessible to patients of all ages, providing convenient access to additional information available on the CDA's website through the QR codes. **Currently, the Skin Health Program has 196 recognized products, and the Sun Protection Program has 68 recognized products.**



SKIN HEALTH PROGRAM (SHP) PARTICIPANTS

Recognized
Skin Health
Canadian
Dermatology
Association



Reconnu
Santé de la peau
Association
canadienne de
dermatologie

Aveeno®

EAU THERMALE
Avène
LABORATOIRE DERMATOLOGIQUE

BAO
LABORATORY

Bioré®

CW
BEGGS
AND
SONS
*
CHICAGO
1874

BURT'S BEES®

CeraVe
DEVELOPED WITH DERMATOLOGISTS
DÉVELOPPÉ AVEC DES DERMATOLOGUES

Cetaphil

DermaKB Biofilm

DUCRAY
LABORATOIRES DERMATOLOGIQUES

Eucerin®

GARNIER

it COSMETICS™

Kiehl's
SINCE 1851


LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

L'ORÉAL
PARIS

MARCELLE®

Neutrogena®

omy LABORATOIRES


Pierre Fabre


PURGENESIS™
NATURE'S INGENUITY APPLIED TO SKINCARE


THAYERS
NATURAL REMEDIES SINCE 1847

URIAGE
EAU THERMALE

VICHY
LABORATOIRES

SUN PROTECTION PROGRAM (SPP) PARTICIPANTS

Recognized
Sun Protection
Canadian
Dermatology
Association



Reconnu
Protection solaire
Association
canadienne de
dermatologie

Aveeno®

EAU THERMALE
Avène
LABORATOIRE DERMATOLOGIQUE

 biomedic

CW
BEGGS
AND
SONS
*
CHICAGO
1874

CeraVe
DEVELOPED WITH DERMATOLOGISTS
DÉVELOPPÉ AVEC DES DERMATOLOGUES

Eucerin®

 GARNIER

**HAWAIIAN
Tropic®**

 **Jean Coutu**


LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

MARCELLE®

Neutrogena®

GARNIER®
 **OMBRELLE**
THE SUN MADE SAFER

VICHY
LABORATOIRES

SUN AWARENESS MONTH

Sun Awareness Month is another national initiative that not only promotes Certified Dermatologists as skin experts but also encourages Canadians to educate themselves on effective sun protection behaviors and to embrace lifestyle changes that contribute to long-term skin health. This year was focused on protecting children and adolescents. Through a combination of educational resources, community engagement initiatives, and strategic partnerships, the CDA envisioned a proactive and united front against the preventable risks of skin cancer, especially among the most vulnerable demographic.

The Shade Structure Grant Program was launched for a second time in 2024, providing five grant(s) of up to \$7,500 each for the purchase or construction of permanent shade structures to schools, daycares, city parks, and not-for-profit organizations. The goal is to create a safe outdoor environment that protects people from the sun's harmful ultraviolet radiation. Public engagement is always high, and the Sun Awareness Working Group will assess applications to announce recipients in September 2024.





Support

The CDA is committed to supporting our members as a strong community of Canadian dermatologists through member value benefits, education and continuing professional development, accreditation services and communication and outreach.

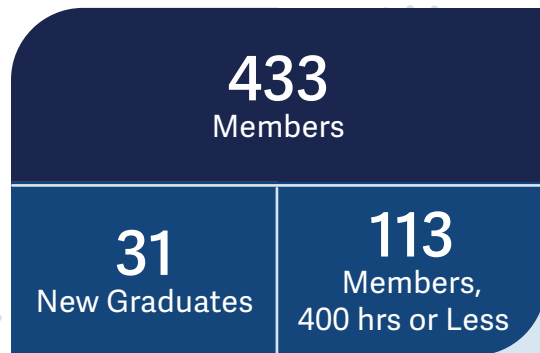




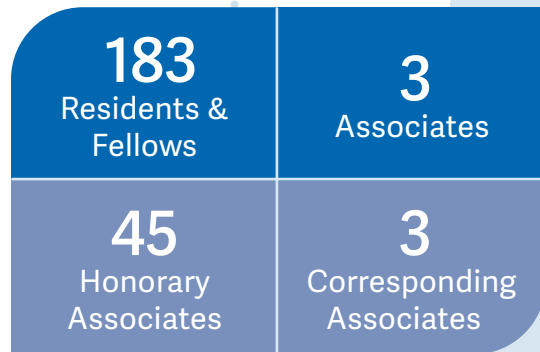
2023 MEMBERSHIP BY THE NUMBERS

MEMBERSHIP CATEGORY BREAKDOWN

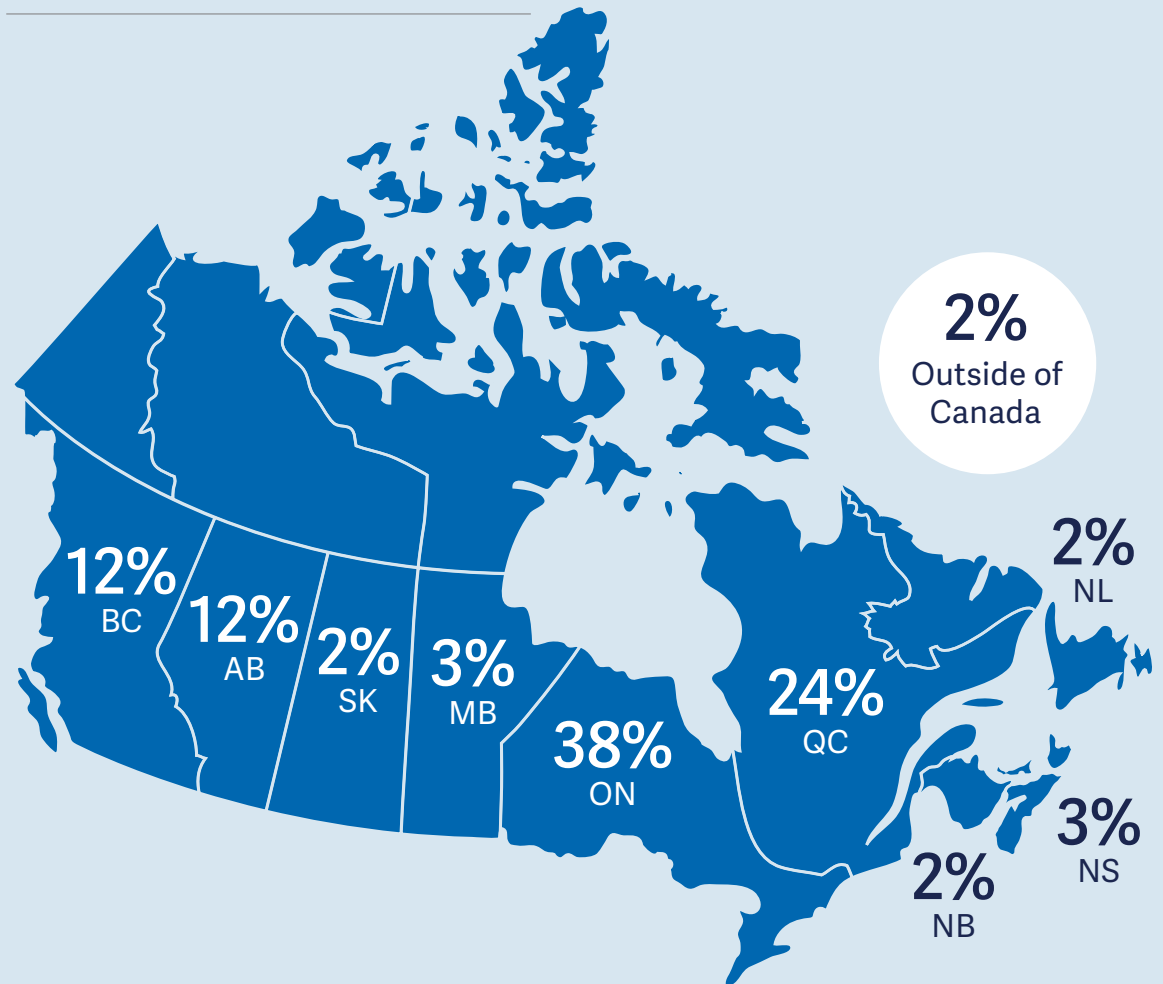
Certified Practicing Members



Associates



CERTIFIED PRACTICING MEMBERS BY LOCATION



MEMBER BENEFITS



The benefits of CDA membership are vast.

From heavily discounted registration fees for the CDA Annual Conference to members' only access to accredited online content, to the opportunity to join the Editorial Board of the *Journal of Cutaneous Medicine and Surgery* to review articles for Maintenance of Certification credit, or professional promotion through our "Find a Dermatologist" directory, member benefits touch on many spheres, including education and continuing professional development, networking and community.

This year, the CDA released 25+ newly updated and redesigned patient education materials.

Enhancing dermatologists' ability to provide comprehensive care to patients, materials are tailored to address a spectrum of skin, hair, and nail conditions, are offered in a variety of formats for members: digital brochure toolkit, tri-fold brochures and bookmarks ordered online and shipped directly to offices, and a QR flipbook offering a quick way to provide additional information about a condition to patients during their visit to a dermatologist's office. Each QR code seamlessly directs patients to the CDA's website, offering comprehensive content on more than 25 conditions.



MEMBER BENEFITS



OTHER INITIATIVES

Access to limited-time offers for members only that have included:

- ✓ Pre-order discount on *Dermatology, 5th Edition* (Bologna, Schaffer, Cerroni)
- ✓ Ability to purchase CDA-branded FIGS scrubs



MEMBER BENEFITS



Education and Continuing Professional Development



Access to the *Journal of Cutaneous Medicine and Surgery* and discounts on submitting manuscripts and case reports

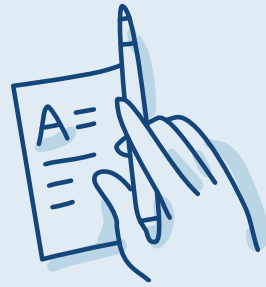


Professional Promotion



Networking and Community

EDUCATION



98TH CDA ANNUAL CONFERENCE
JUNE 14-17 JUNI 2023 | TORONTO (ONTARIO)
98^E CONGRÈS ANNUEL DE L'ACD

The 98th CDA Annual Conference was our second highest attended conference to date, drawing 551 delegates from across the country. As this was our second conference returning to in-person, following the COVID-19 pandemic, there was a 96% delegate satisfaction rate, according to our post conference evaluation. Of note, our abstract submissions increased by 16.2%, which resulted in 13.4% more accepted abstracts. New this year, we offered a membership lounge to help create a strong community atmosphere and enable members to build relationships.

According to evaluation data, the top three aspects of the scientific program were “expertise of presenters,” “practical tips and takeaways,” and “variety of educational sessions.” The top three reasons for attending were “relevant and timely content,” “interesting speakers,” and “opportunity to network.”

There were also high Equity, Diversity, and Inclusion ratings as members thought speakers were diverse (87%), content reflected the diverse range of skin tones and types that exist within the Canadian patient population (91%), and content reflected systemic diversity considerations, where applicable (88%).

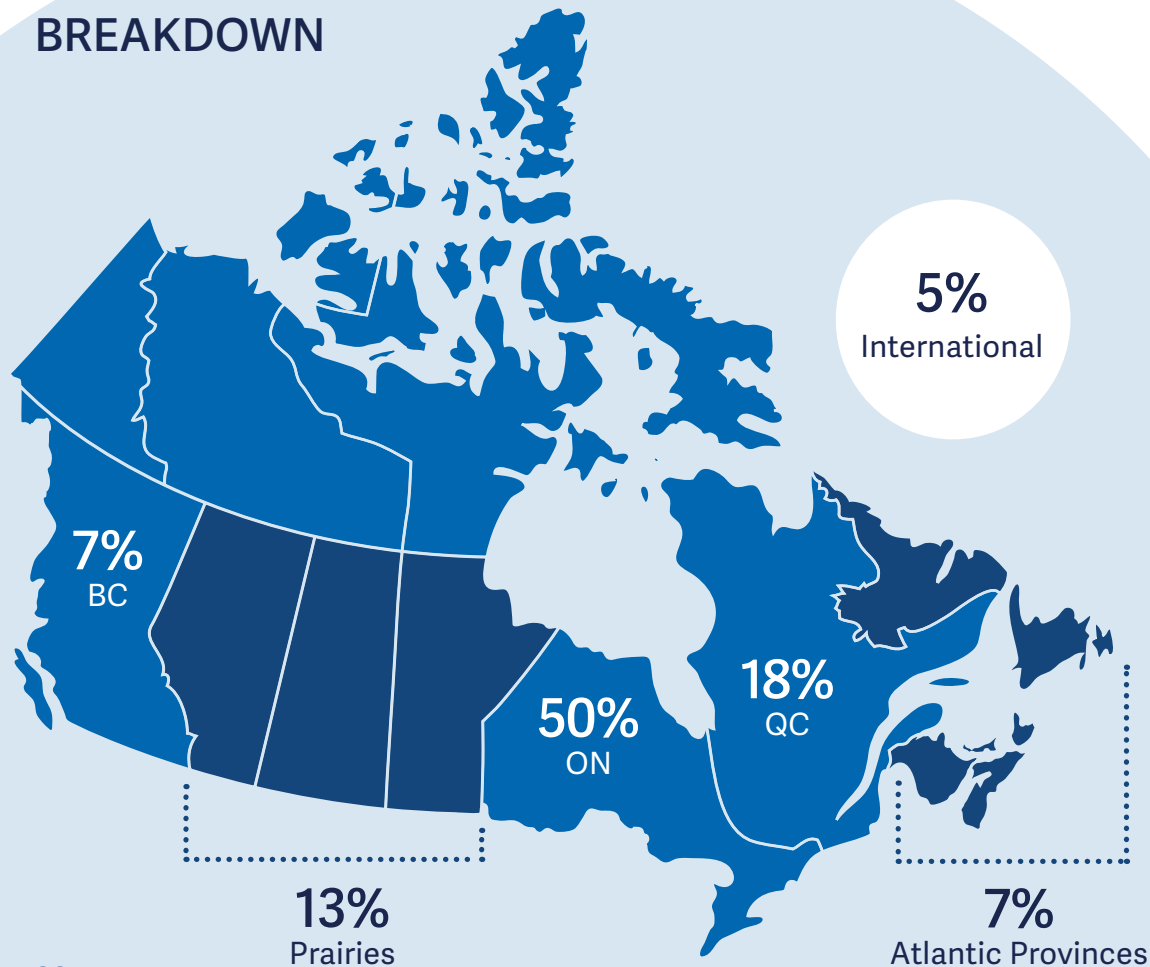


- Sponsors **36%**
- Dermatologists **32%**
- Residents **16%**
- Medical Students **9%**
- Media **1%**
- Other **6%**
(Medical Office Staff, etc.)



98TH CDA ANNUAL CONFERENCE
JUNE 14-17 JUIN 2023 | TORONTO (ONTARIO)
98^E CONGRÈS ANNUEL DE L'ACD

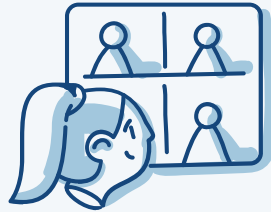
ATTENDEE GEOGRAPHIC BREAKDOWN



CONFERENCE FACTS

- ✓ 20.75 Accredited Section
1 hours
- ✓ 51 Invited national and international speakers
- ✓ 5 Co-developed Symposia
- ✓ 127 Abstracts
 - 122 E-posters (incl. 16 stand-by presentations)
 - 5 Oral presentations
- ✓ 33 Sponsors & Exhibitors
- ✓ Hosted inaugural CDA Aesthetic Dermatology Course, a hands-on workshop, attracted 36 registrants (PGY4s and PGY5s) and 4 sponsors

WEBINARS



WOMEN IN DERMATOLOGY LEADERSHIP CONFERENCE (APRIL 5-6, 2024)

Responding to CDA members' needs,

quarterly webinars were developed by the CDA and also in partnership with the Canadian Society for Dermatologic Surgery. All were well attended and provided valuable continuing professional development, ranging in topic from Cosmetic Complications for the Non-Cosmetic Specialist to a webinar on Scar Treatment.



Powerful and unforgettable are two words to describe the CDA's 4th biennial Women in Dermatology Leadership Conference held in Toronto this year. A total of 75 delegates including women dermatologists and dermatology residents came together, fostering a safe community at the conference that offered:

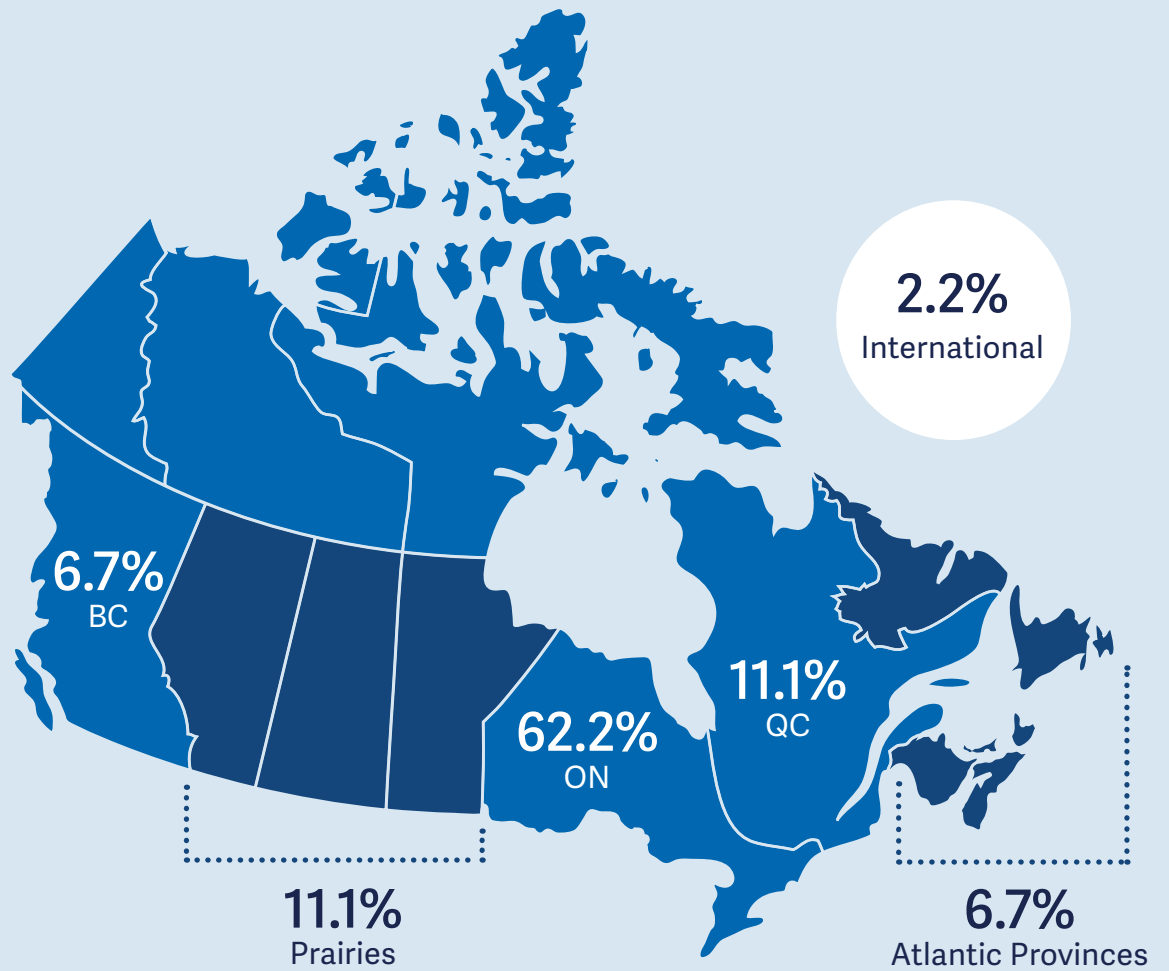
- Services to help them manage their practice
- Self-care in order to thrive in today's environment
- Sessions on technology, how to deal with challenges, and relieving work-related stress with humour.

WOMEN IN DERMATOLOGY LEADERSHIP CONFERENCE



- Dermatologists **37.3%**
- Residents **22.7%**
- Sponsors **22.7%**
- Subject Matter Experts **2.7%**
- Other **14.6%**
(Media/Staff/Volunteers)

PHYSICIAN ATTENDEE GEOGRAPHIC BREAKDOWN



PODCASTS



The CDA produces three types of podcasts for continuous professional development:

- **JCMS Author Interviews** – In-depth conversations with JCMS authors about recently published work
- **JCMS Editor's Choice** – Tackles current dermatology-related issues in the news
- **Dermalogues Podcast** – Delivers helpful tips and guidance for trainees with subject area experts

Insightful topics include *Sleep Disturbances in Children with Atopic Dermatitis* with Dr. Charles Lynde and *The AI Revolution and Dermatology* with Stanford's Dr. Zhuo Ran Cai. Listeners are tuning in from as far away as Brazil, Japan and Saudia Arabia to get answers to some crucial questions with the help of Canada's leading dermatologists.



BY THE NUMBERS*

- ✓ Total listens from May 2023 – May 2024: **27,336**
- ✓ Listens since launch in 2019: **91,111**
- ✓ Impactful plays: **82%** (audience listens to $\frac{3}{4}$ or more of each episode)
- ✓ Rating on Apple Podcasts: **4.9/5**
- ✓ Top chart positions on Apple Podcasts: **Canada #6, U.S. #26, Great Britain #26**

*Statistics from May 2023 - May 2024



ACCREDITATION SERVICES

In addition to providing accreditation services for in-house programming,

the CDA's accreditation services were once again sought by returning applicants, highlighting its continued role and commitment as an approved provider for the Royal College of Physicians and Surgeons of Canada.

Dedicated to advancing the continuing education of Dermatologists, the CDA maintains rigorous standards to enhance the quality of offerings within the Royal College's Maintenance of Certification Program.

In the past year, the CDA accredited a total of 64.5 hours of Section 1 group learning activities. Within this, 29.75 hours were attributed to CDA-developed programming, while 34.75 hours were attributed to external programming developed by other physician organizations seeking accreditation. Additionally, the CDA accredited two Section 3 self-assessment activities.





JCMS

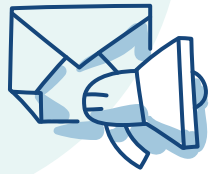
The official journal of the CDA, the *Journal of Cutaneous Medicine and Surgery* (JCMS)

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.



BY THE NUMBERS

- ✓ **623** Submissions from June 2023 – April 2024
- ✓ **38%** 2023 Acceptance rate
- ✓ **218,899** Article downloads from June 2023 – April 2024
- ✓ **2,614** package subscribers, plus **13** direct subscribers and **~700 CDA members:** 2023 Circulation
- ✓ **22** Editorial Board members
- ✓ **14** Associate Editors and Deputy Editors



COMMUNICATION & OUTREACH

eBULLETIN

In the 2023 members survey, over 60% of respondents reported reading at least one article in the CDA's monthly eBulletin.

The top three sections of the eBulletin are—Association News and Announcements, CDA Annual Conference News, and Continuing Professional Development Opportunities—each garnered over 50% interest, highlighting their value to our members.

To further enhance engagement, the eBulletin underwent a complete redesign this year, incorporating member feedback and modernizing its layout for improved readability and accessibility. This initiative reflects our commitment to continuously improving our communication with members.



English eBulletin

- ✓ ~ 9.6k Successful deliveries (Full year)
- ✓ 65% Average open rate
- ✓ 36% Average click-to-open rate

French eBulletin

- ✓ ~ 1.4k Successful deliveries (Full year)
- ✓ 61% Average open rate
- ✓ 31% Average click-to-open rate

COMMUNICATION & **OUTREACH**



WEBSITE **DERMATOLOGY.CA**

Total Website Page
Views: **357,244**

- **286,559** English speakers
- **56,202** French speakers
- Rest are other

Total Users

Average engagement
time on website:
1 minute, 4 seconds

List Top 10 Webpages Visited

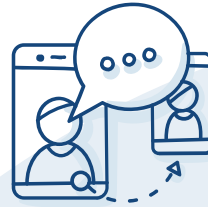
1. Homepage (EN)
2. Find a Dermatologist (EN)
3. Recognized Products – Sunscreen – Sun Protection Program (EN)
4. Recognized Products – Skincare – Skin Health Program (EN)
5. Subungual melanoma (FR)
6. CDA Annual Conference – Welcome (EN)
7. Rosacea (EN)
8. Acne (EN)
9. Shade Structure Grant Program (EN)
10. Sun Awareness Month (EN)

Top 5 Locations of CDA Website Visitors

1. Canada – **292,658**
2. U.S. – **18,247**
3. France – **13,354**
4. Brazil – **7,598**
5. India – **3,441**


Statistics from June 1, 2023 – May 31, 2024

COMMUNICATION & OUTREACH




SOCIAL MEDIA





 **Facebook**
✓ Followers gained: 218
✓ Total audience: 6,090

 **Twitter**
✓ Followers gained: 336
✓ Total audience: 6,631

 **LinkedIn**
✓ Followers gained: 892
✓ Total audience: 2,521

 **Tik Tok**
✓ Followers gained: 15
✓ Total audience: 70

 **Instagram**
✓ Followers gained: 519
✓ Total audience: 4,482

 **YouTube**
✓ Followers gained: 105
✓ Total audience: 1,368



MEDIA OUTREACH

The CDA receives frequent media inquiries on various topics related to skin health, sun awareness, nail and hair care, and other dermatological matters of national concern. To address these requests promptly and effectively, the CDA has developed and distributed a media spokesperson survey to its members. This initiative aims to elevate the profile of its members through various media outlets, thereby raising awareness and increasing the value of Certified Dermatologists among Canadians.

Media Outreach Success Rate

Approximately 71%
Success rate for all
internal requests



In 2024, we began tracking media appearances of CDA members, many of whom have previously served as spokespeople for various outlets. To date, **21 interviews** have been documented, though we estimate the actual number to be significantly higher.

CDA members are featured across a wide range of media platforms, including:

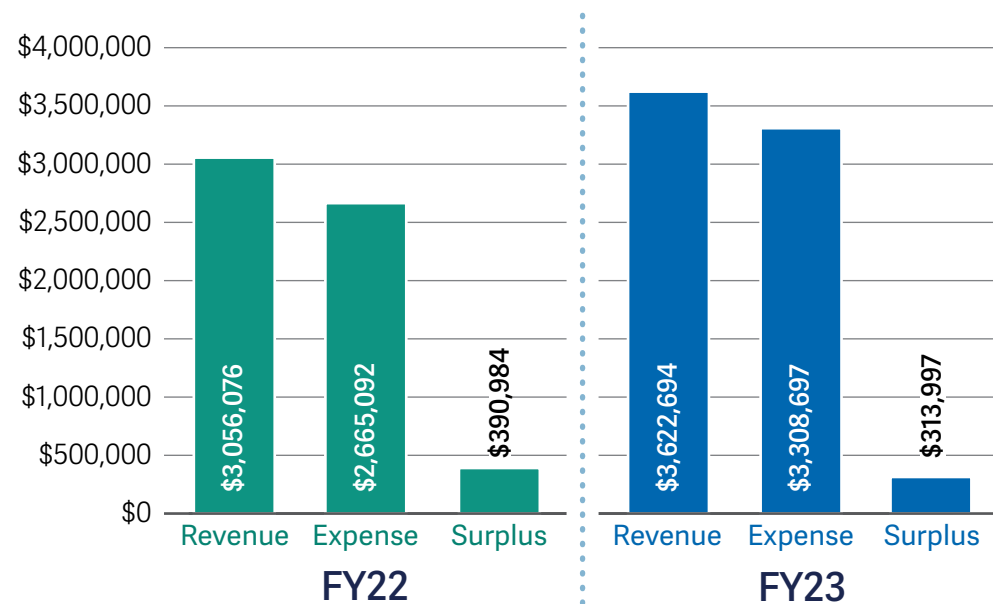
- Blogs
- Magazines
- Newspapers
- Podcasts
- Radio
- Social Media
- Television
- Websites

FINANCIAL HIGHLIGHTS

FINANCIAL STABILITY DESPITE ECONOMIC UNCERTAINTY

Despite global economic uncertainty, the CDA has maintained financial stability through diversified revenue streams and prudent spending. Cumulative surpluses have bolstered reserve funds, positioning the organization for resilience. These funds will be strategically allocated to support the operationalization of the 2023-2025 Strategic Plan, ensuring continued growth and adaptation to evolving economic conditions.

Comparative Figures



Auditor Opinion

Welch LLP has provided the following opinion of the FY23 Audited Financial Statements:



"In our opinion, the financial statements present fairly, in all material respects, the financial position of the Association as of December 31, 2023, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations."

GOVERNANCE

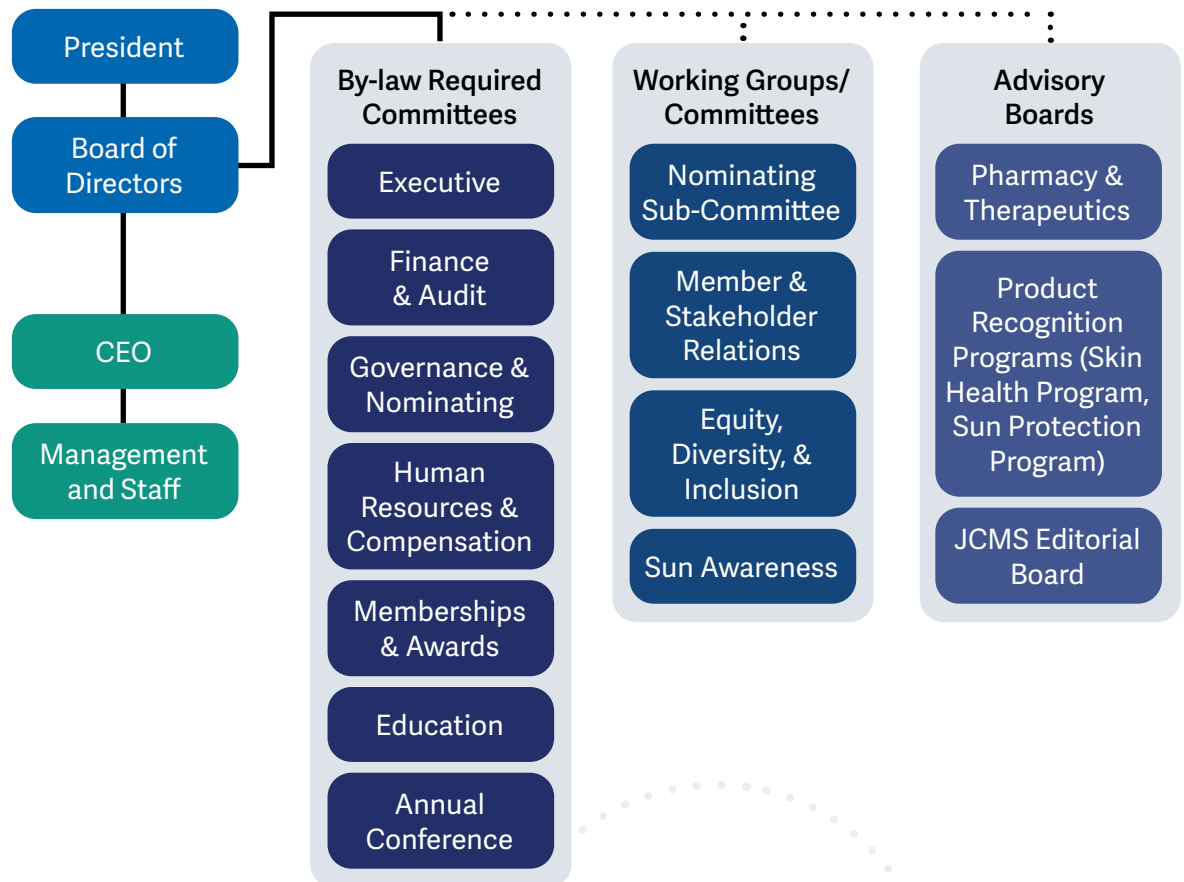
The CDA is committed to strong corporate governance practices.

The executive team is reviewing current policies, bylaws, committee structures and terms of reference to assess if we need to streamline practices and processes to ensure the CDA is leading with these principles in mind: accountability, transparency, fairness, responsibility and risk management.

Currently **15+ committees**, involving **more than 70 CDA members**, support our governance.

CDA GOVERNANCE MODEL

This model outlines the corporate governance structure of the CDA.



CDA GOVERNANCE MODEL

The CDA's strategic integration of new association software addresses critical operational challenges identified through internal assessments and future forecasting.

This robust, flexible, and scalable platform is crucial for enhancing member interaction and engagement given our membership is spread across the country. This platform will automate and streamline repetitive workflows, reduce manual efforts, and boost efficiency. Key benefits include personalized member experiences through automation, seamless program management, optimized resource allocation, improved internal communication, and strengthened data security. Additionally, the platform's enhanced data-gathering capabilities support evidence-based decision-making, drive performance, and improve reporting on key metrics, all while ensuring a robust and

secure technological infrastructure. By aligning with our strategic pillars, this software solidifies our leadership in dermatology and advances our mission of promoting excellence in skin health across Canada.

For 99 years, the CDA has relied on its community of committed dermatologists to volunteer their time and expertise, at varying levels, to provide governance oversight so that the association is recognized as the national voice of dermatologists in Canada. Additionally, numerous CDA member dermatologists actively participate in our committees, working groups, and advisory boards. Their involvement is key to advocating for the essential role of dermatologists in healthcare, advancing dermatological science, and promoting public awareness and education.



2023-2024

BOARD OF DIRECTORS



Michele Ramien
President



Jennifer Beecker
Immediate
Past President



Gabriele Weichert
President Elect



Mark Kirchof
Vice President



Sonya Abdulla
Secretary



Maxwell Sauder
Treasurer



Michelle Pratt
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



Zainab Ridha
Representative
CDA-RFS



Janis Chang
Representative
CDA-RFS



Mark Kirchof
Interim
Representative
Royal College
Specialty
Committee



Kirk Barber
JCMS
Editor-in-Chief



**Jacinthe
Desaulniers**
CEO

2023-2024 COMMITTEES, WORKING GROUPS, ADVISORY BOARDS & EDITORIAL BOARDS

Annual Conference Committee

- **Jennifer Beecker, Chair**
(Immediate Past President)
- **Raed Alhusayen**
(Host City Representative – Toronto, EDI Committee Representative)
- **Sophia Colantonio**
(Education Committee Chair)
- **Louise Gresham**
(Resident Representative)
- **Sameh Hanna**
(Host City Representative – Toronto, EDI Committee Representative)
- **Carly Kirshen**
(Host City Representative – Ottawa)
- **Laurie Parsons**
(Education Committee Member)
- **Kerri Purdy**
(Host City Representative – Halifax)
- **Ashley Sutherland**
(Host City Representative – Halifax)

Education Committee

- **Sophia Colantonio, Chair**
(Regional Director, Ontario)
- **Sameh Hanna**
(EDI Committee Representative)
- **Jori Hardin**
- **Carly Kirshen**
- **Malika Ladha**
(EDI Committee Representative)
- **Monica Li**
(EDI Committee Representative)
- **Nickoo Merati**
(Resident Representative, EDI Committee Representative)
- **Regine Mydlarski**
- **Laurie Parsons**
(EDI Committee Representative)
- **Michelle Pratt**
- **Julien Ringuet**
- **Cathryn Sibbald**
(EDI Committee Representative)

Equity, Diversity, and Inclusion Committee

- **Raed Alhusayen, Co-Chair**
- **Michele Ramien, Co-Chair**
- **Saima Ali** (Resident Representative)
- **Rachel Asiniwasis**
- **Reetesh Bose**
- **Shakira Brathwaite**
(Resident Representative)
- **Tiffany Chen**
- **Richard Crawford**
- **Natalie Cunningham**
- **Sameh Hanna**
- **Malika Ladha**
- **François Lagacé** (Resident Representative)
- **Monica Li**
- **Sylvia Martinez Cabriales**
- **Nickoo Merati** (Resident Representative)
- **Boluwaji Ogunyemi**
- **Laurie Parsons**
- **Wingfield Rehmus**
- **Cathryn Sibbald**
- **Jennifer Tran**
- **Jane Wu**

2023-2024 COMMITTEES, WORKING GROUPS, ADVISORY BOARDS & EDITORIAL BOARDS

Executive Committee

- **Michele Ramien, Chair**
(EDI Committee Representative)
- Sonya Abdulla
- Jennifer Beecker
- Mark Kirchhof
- Maxwell Sauder
- Gabriele Weichert

Finance and Audit Committee

- **Maxwell Sauder, Chair**
- Tom Bursey
- Michele Ramien
(EDI Committee Representative)
- Gabriele Weichert

Governance and Nominating Committee

- **Gabriele Weichert, Chair**
- Jennifer Beecker
- Ella Forbes-Chilibeck
- Mark Kirchhof
- Michele Ramien
(EDI Committee Representative)
- Maxwell Sauder

Human Resources and Compensation Committee

- **Michele Ramien, Chair**
(EDI Committee Representative)
- Jennifer Beecker
- Tom Bursey
- Ella Forbes-Chilibeck
- Gabriele Weichert
- Denise Wexler

Member and Stakeholder Relations Committee

- **Mark Kirchhof, Chair**
- Kaylin Bechard
(Resident Representative)
- Michael Copley
- Jérôme Coulombe
- Boluwaji Ogunyemi
(EDI Committee Representative)
- Irina Oroz
- Kerri Purdy
- Mariusz Sapijaszko
- Shanna Spring
- Robin Wiviott

2023-2024 COMMITTEES, WORKING GROUPS, ADVISORY BOARDS & EDITORIAL BOARDS

Membership and Awards Committee

- **Sonya Abdulla, Chair**
- Janis Chang (Resident Representative)
- Sophia Colantonio
- Richard Crawford
(EDI Committee Representative)
- Natalie Cunningham
(EDI Committee Representative)
- Diana Diao
- Shanna Spring

Nominating Sub-Committee

- **Jennifer Beecker, Chair**
- Eunice Chow
- Sameh Hanna
(EDI Committee Representative)
- Catherine McCuaig
- Kerri Purdy
- David Tsoulis
- Marcie Ulmer

Pharmacy and Therapeutics Advisory Board

- **Monica Li, Chair**
(EDI Committee Representative)
- Yuka Asai
- Rachel Asiniwasis
(EDI Committee Representative)
- Aaron Drucker
- Alex Kuritzky
- Sylvia Martinez Cabriaes
(EDI Committee Representative)
- Barbara Marzario
(Resident Representative)
- Andrei Metelitsa
- Sonja Molin
- Irina Oroz
- Cathryn Sibbald
(EDI Committee Representative)
- Chris Sladden

Sun Awareness Working Group

- **Sunil Kalia, Chair**
- Renita Ahluwalia
- Julia Carroll
- Joël Claveau
- Lyn Guenther
- Lisa Kellett
- Wei Jing Loo
- Erin Maguire
- Irina Oroz
- Leila Reguigui
(Resident Representative)
- Jason Rivers
- Marni Wiseman
- Robin Wiviott

2023-2024 CDA STAFF

- **Jacinthe Desaulniers**, Chief Executive Officer
- **Megan Amicone**, Manager, Governance and Administration
- **Tanya Baglole**, Manager, Integrated Communications
- **Darren Baycroft**, Manager, Digital Planning and Integration
- **Paul Glover**, Manager, Professional Development and Events
- **Cara Harder**, Director, Finance and Operations
- **Yasmine Haroun**, Manager, Recognized Product Programs
- **Maryn Hendry**, Integrated Communications Coordinator
- **Caroline Herzberg**, Program Director, Health Policy and Accreditation



- **Erika Kujawski**, Director, Integrated Communications
- **Becky Li**, Officer, Finance and Operations
- **Karen Norris**, Director, Programs and Member Services
- **Sarah Vout**, Manager, Member Services

THE ROAD TO 100



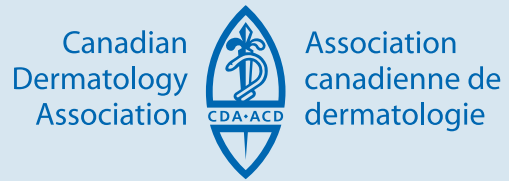
As we approach the Canadian Dermatology Association's 100th anniversary, we are filled with optimism and excitement for the future. Our community of Certified Dermatologists is truly exceptional, and we are committed to fostering collaboration and leadership within the healthcare system. In the coming year, as we journey towards our centennial milestone, we will reflect on our past achievements and look ahead with ambitious goals. We invite each of you to **join us at the Annual Conference in Halifax from June 18-21, 2025**, as we celebrate this momentous occasion together. Let's continue to build a brighter future for dermatology and to advocate for dermatologists across Canada.



“

"In a century of managing skin disease, Canadian Dermatologists have contributed to astonishing innovations in patient care. I am proud and excited to be part of an organization that champions excellence in dermatology research and education. The future is ripe with potential for even greater breakthroughs and improvements in dermatological care."

Dr. Gabriele Weichert, CDA President Elect



Canadian Dermatology Association

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dermatology.ca