

2023-2025 STRATEGIC PLAN

► OUR MISSION

Unite Canadian Dermatologists through education and advocacy.

► OUR VISION

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

► OUR STRATEGIC FOCUS

Our priorities incorporate our commitment to members, stakeholders, and our organization. In this new plan we are focusing on implementing a small set of carefully chosen strategic priorities to focus and ensure results.

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.

OUR KEY OUTCOMES AND RESULTS TO BE ACHIEVED

MEMBER OUTCOMES: RELEVANCE

- Outreach and advocacy deliver a clear, unified voice that represents the certified dermatologist member position on matters important to the speciality.
- Member's interests are represented at all levels, as appropriate.
- Members feel a greater sense of relevance, value, and belonging within the CDA member community.

STAKEHOLDER OUTCOMES: REPUTATION

- Canadian Dermatologists are seen as the experts and leaders in skin health.
- The CDA is seen as a credible source of expertise about the profession and the medical speciality.
- Stakeholders value the specialty and seek out CDA for mutually beneficial opportunities that advance shared interests.

ORGANIZATIONAL OUTCOMES: SUSTAINABILITY

- Continued member confidence and trust in financial stewardship and good governance of the Association.

See full Strategic Plan

