



CANADIAN DERMATOLOGY ASSOCIATION

2023-2025 STRATEGIC PLAN

CERTIFIED DERMATOLOGIST: YOUR SKIN HEALTH EXPERT

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Founded 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.

Together, we advocate for the certified dermatologist and their essential role in the Canadian healthcare system; protect the value of our specialty and the expertise of our members; and support our members as a strong community of Canadian dermatologists.

► 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

The CDA will focus on achieving a small set of carefully chosen strategic priorities to 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 STRATEGIC PRIORITIES

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.

OUR STRENGTHS

Some of our key strengths that position us to succeed on behalf of our members.

- A century of expertise supporting dermatologists.
- Well recognized, credible, and trusted identity.
- A deeply engaged segment of active members.
- Legacy of delivering relevant, respected education & events.
- Supportive industry-stakeholder relationships.
- A renewed, passionate & committed staff team.
- Strong financial stability, with diversity in revenue streams.
- A priority on integrated communications as key to future success.

WHAT WE VALUE MOST

These are the principles and behaviours we will keep at the forefront as we live out our mission for members.

- Being a value-added, sustainable medical specialty Association.
- Fostering a strong, united professional community.
- Advocating for our members as their national voice.
- Being inclusive, approachable, and welcoming to all Certified Dermatologists.
- Being accountable & transparent to members.
- Being proactive, innovative & adaptable.
- Promoting excellent patient care through continued professional development to members.
- Providing the best dermatologic care for our patients.
- Never compromising standards and ethics in our speciality.

MEMBER PRIORITIES

- 1 Advocate for Certified Dermatologists and our essential role in the Canadian healthcare system.
- 2 Protect the value of our specialty and the expertise of our members.
- 3 Promote excellent patient care through continued professional development to members, CDA position statements and other member resources.
- 4 Strengthen & connect our member community.

STAKEHOLDER PRIORITIES

- 1 Advocate for Certified Dermatologists and our essential role in the Canadian healthcare system.
- 2 Strengthen relationships with Federal, Provincial/Territorial Medical Associations (PTMAs) and Industry Leaders to ensure the CDA position is sought and respected in decision making that affects our members.
- 3 Establish the CDA as the valued, trusted 'go-to' definitive source of dermatology expertise.
- 4 Reinforce the CDA reputation and awareness of its role as the voice of Canadian dermatologists.

PEOPLE PRIORITIES

- 1 Cultivate a supportive work environment and succession planning to foster long-term productive engagement of skilled staff and volunteer members.
- 2 Invest in the growth and development of staff and volunteer members.
- 3 Attract and foster new member-leaders with diverse experience to deepen and strengthen Board and committee effectiveness.
- 4 Ensure the Association employs all best practices to create an inclusive, safe, and healthy workplace.

INTERNAL STRATEGIC PRIORITIES

- 1** Ensure foundational information technology and information management systems meet current and future business requirements.
- 2** Develop the foundational steps towards a comprehensive advocacy strategy.
- 3** Ensure the development and implementation of a robust integrated communications strategy.
- 4** Ensure renewed operational and governance policies and procedures are in place.

SUSTAINABILITY PRIORITIES

- 1** Maintain the Association's long-term financial stability and good governance.
- 2** Maintain accountable and transparent financial and performance reporting with members.
- 3** Ensure decision making is guided by the use of a long-term financial strategy (revenue and reserve fund plan) aligned to new strategic priorities.

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

KEY MEMBER OUTCOMES

- Messaging and outreach/advocacy that delivers a clear, unified voice that represents members' views.
- Members feel a greater sense of relevance, value, and belonging within the CDA community.
- More members (retained & new) understand and experience the value of membership.
- Ensure outreach to diverse Canadian Dermatologists who may not traditionally have been members to ensure offerings are valuable to them.
- More members actively engaged in CDA initiatives and events.
- Improved resident member engagement that fosters career-long membership.
- Members have greater access to information and supports that strengthen their ability to provide excellent care to patients.
- Communication delivered most closely aligned with member preference.

STAKEHOLDER OUTCOMES

- The CDA is seen as a credible source of expertise about the profession and the medical speciality.
- Member's interests are represented at all levels, as appropriate.
- Stakeholders seek out CDA for mutually beneficial opportunities that advance shared interests.
- Increased promotion and partners in the SHP and SPP recognition programs.
- Improved intelligence for issues management at the national, provincial, and regional levels.
- Improved dialogue between dermatologists and other physicians.
- More recognition of CDA in media.

PEOPLE OUTCOMES

- Engaged, competent & satisfied staff and member-leaders to deliver results expected.
- More volunteer member-leaders engaged in CDA volunteer opportunities, both at the governance and committee/working group or ad hoc level where member expertise is sought.
- The CDA has the appropriate human resource management processes in place to effectively run and manage the affairs of the Association (includes development, succession plans, performance management system in place (staff and Board members)).

INTERNAL OUTCOMES

- The CDA has a technology infrastructure and enterprise architecture to effectively manage the affairs of the Association (IT and IS evaluation and development plan in place; updated public and member facing digital platforms (website, portals, etc.).
- The CDA has the appropriate business processes and technology in place to effectively run and manage the affairs of the Association (Cyber security plan, communication plan and tools in place; being implemented and tracked, Operational and governance policies in place, etc.).

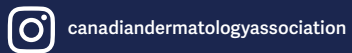
SUSTAINABILITY OUTCOMES

- Continued member confidence and trust in financial stewardship and good governance.
- Long term financial and reserve fund plan with revenue and dues strategy in place and guides decision making.
- Balanced operating budgets with clean financial audits.

CRITICAL SUCCESS FACTORS

The 2022-23 CDA Board of Directors committed to the following to ensure success:

- Maintaining focus on the new plan; sustaining momentum and our passion for implementation.
- Being realistic and reasonable with expectations for implementation and being flexible to adapt.
- Being fully engaged in the success of the new plan and holding each other accountable.
- Engaging membership and ensuring involvement, commitment and ownership.
- Expanding opportunities for member engagement and community building; new people, new ideas.
- Tracking the implementation and progress towards outcomes, as results reporting, respecting Board oversight and management implementation.
- Celebrating success at every stage as we execute our three-year strategic plan.



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