

Annual Report

JANUARY 2017 - DECEMBER 2017

Canadian
Dermatology
Association



Association
canadienne de
dermatologie

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This year has been one of tremendous activity and growth for the Canadian Dermatology Association (CDA) and we are pleased to report significant progress on many key issues. You may also notice that the CDA Annual Report is coming to you a bit earlier this year. This change was brought in to better align the reporting of activities to members with the association's financial year-end. One thing that has not changed, however, is the CDA's unwavering commitment to serving its members.

Dermatology as a speciality is at a pivotal point in Canada. Now, more than ever, we must come together as united members of the CDA. The CDA's goal is to bring forward a strong and united voice to build awareness about dermatology's benefits to patient care, education and training, and the ability of dermatologists to work collaboratively with regulatory bodies and fellow medical professionals. We must also educate and engage with patients about the unique advantages dermatologists provide. In short, the CDA and its members need to seize the opportunity to build a successful future. While that may seem daunting, the good news is that the CDA – supported by an ever-growing and engaged membership – is taking great strides toward building a strong future.

Members will be very pleased to know that the Future of Dermatology initiative is taking flight. This extensive, forward-looking initiative focuses on the issue of quality of care and the commitment of dermatologists to continuously strive to deliver the best care for patients. This means having the right health care professional doing the right work at the right time, whether that is a dermatologist, family doctor, nurse or technician. Each health care team member has a vital and specific role to play and the CDA is committed to championing the role of Canada's certified dermatologists as clinicians, advocates, researchers, teachers and more. Please consult the full report on the Future of Dermatology initiative provided in this Annual Report for more details.

In 2017 the CDA continued to champion the ways in which dermatologists provide the best value when it comes to the care, treatment and diagnosis of the skin, hair and nails. CDA public education and other programs expanded, particularly the Sun Protection Program and the Skin Health Program, which build CDA's brand and reputation by helping consumers find and choose healthy skin products. This public-facing work is being tremendously well received. In fact, an increasing number of manufacturers are entering the recognition programs.

The *Journal of Cutaneous Medicine and Surgery (JCMS)* also took an important step ahead this year with a new collaboration with SAGE Publishing to publish *JCMS Case Reports (JCMSCR)*, a cascade Open Access journal in conjunction with *JCMS*. This new journal will feature case reports, concise narratives that describe unique or unexpected presentations of cutaneous diseases, novel treatments or reactions. The discussions are learned, very

specific, and relevant to the one or two cases discussed. All members are encouraged to read this important new vehicle to advance our profession when it launches in 2018.

The CDA remains committed to excellence, dedicated to accountability and devoted to transparency in its activities, just like the members it seeks to serve. These initiatives are but a few of the critical activities and projects being undertaken on your behalf. This consolidated Annual Report contains much, much more. Please read on and learn more about our tremendous successes over the past year and our plans for a bright and engaged future.



Julie Powell, MD, FRCPC
President



Chantal F. Courchesne
Chief Executive Officer

MESSAGE FROM THE PRESIDENT & CEO
THE FUTURE IS NOW

BOARD OF DIRECTORS
2017-2018



JULIE POWELL
President



MARIUSZ SAPIJASZKO
Past President



NEIL SHEAR
President-elect



KERRI PURDY
Vice President



SAM HANNA
Secretary



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Treasurer



PETER GREEN
Regional Director – Atlantic
Provinces



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Regional Director – Québec



JENNIFER BEECKER
Regional Director – Ontario



AFSANEH ALAVI
Regional Director – Ontario



CATHERINE ZIP
Regional Director – Prairie
Provinces



IRÈNE KOSSINTSEVA
Regional Director – British Columbia



KIRK BARBER
Editor in Chief, JCMS



CHANTAL COURCHESNE
CEO



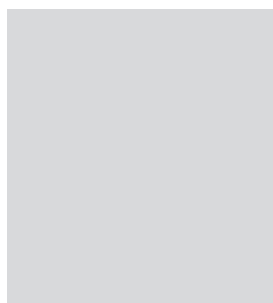
MARK KIRCHHOF
Royal College Specialty
Committee Representative



SABRINA NURMOHAMED
CDA-RFS Representative



HEIDI WAT
CDA-RFS Representative



VACANT
Regional Director – Québec

COMMITTEES, WORKING GROUPS, ADVISORY BOARDS, & EDITORIAL BOARDS 2017

EXECUTIVE COMMITTEE

STAFF: P. Belfer

Julie Powell (2017-2018), Chair
Mariusz Sapijaszko (2017-2018)
Neil Shear (2017-2018)
Kerri Purdy (2017-2018)

Sam Hanna (2016-2018)
Irina Turchin (2017-2019)
Chantal Courchesne

FUTURE OF DERMATOLOGY WORKING GROUP

STAFF: S. Joyal

Mariusz Sapijaszko, Acting Chair
Vince Bertucci
Neil Shear
Sam Hanna
Julie Powell

Mark Kirchhof
Irina Turchin
Kerri Purdy
Carrie Lynde
Evert Tuyp

Irèn Kossintseva
Bez Toosi, Resident
Chantal Courchesne

EDUCATION COMMITTEE

STAFF: C. Herzberg

Afsaneh Alavi (2017-2020), Chair
Sonya Abdulla (2017-2020)
Sheila Au (2017-2020)

Julia Carroll (2016-2019)
Sam Hanna (2016-2018)
Shannon Humphrey (2017-2020)

Irèn Kossintseva (2017-2020)
Kerri Purdy (2016-2019), CPD
Amin Bahubeshi (2017-2020), Resident

FINANCE AND AUDIT COMMITTEE

STAFF: R. Hopkins

Irina Turchin, Treasurer (2017-2019), Chair
Afsaneh Alavi, Ontario (2016-2019)
Irèn Kossintseva, British Columbia (2017-2020)

Julie Powell, Quebec (2017-2020)
Robert Tremaine, Atlantic Provinces (2017-2020)
Catherine Zip, Prairie Provinces (2016-2019)

ANNUAL CONFERENCE COMMITTEE

STAFF: C. Herzberg

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Afsaneh Alavi, Chair Education Committee (2017-2019)
Kirk Barber, Calgary (2016-2019)
Jennifer Beecker, Ottawa (2017-2020)
Julie Powell, Montréal (2016-2018)

Melanie Pratt, Contact Dermatitis Group Liaison (2017-2018)
Kerri Purdy, Education Committee Representative (2016-2019)
Denis Sasseville, Contact Dermatitis Group Liaison (2017-2018)
Annie Langley, Resident (2017-2020)
Chantal Courchesne, Chief Executive Officer

MEMBERSHIP AND AWARDS COMMITTEE

STAFF: M. Hope

Sam Hanna (2016-2018), Chair
Peter Green (2017-2019)
John Kraft (2016-2018)

Ivan Litvinov (2017-2019)
Kerri Purdy (2016-2018)
Geneviève Thérien (2015-2018)

PUBLICATIONS STANDING COMMITTEE

STAFF: S. Joyal

Afsaneh Alavi, Board Representative
Geneviève Thérien, Board Representative
Kirk Barber, JCMS Editor in Chief

Charles Lynde, eBulletin National Editor
Chantal Courchesne, Chief Executive Officer

SUN AWARENESS WORKING GROUP

STAFF: N. Lawrence

Jennifer Beecker, National Chair
Sheila Au
Joël Claveau
Peter Green
Lyn Guenther

Sunil Kalia
Alexandra Kuritzky
Richard Langley
Susan Poelman
Jason Rivers

Cheryl Rosen
Max Sauder
Rochelle Van de Velde
Marni Wiseman

CDA-CDIA EXECUTIVE ADVISORY BOARD

STAFF: C. Courchesne

Julie Powell, President, Chair
Mariusz Sapijaszko, Past President
Neil Shear, President-elect

Joan Chypyha, President, CDIA
Dominique Soussan, Past President, CDIA

ETHICS COMMITTEE

STAFF: C. Herzberg

Kyle Cullingham (2017-2020)
Iren Kossintseva (2016-2019)
Kucy Pon (2017-2020)

Karen Scully (2016-2019)
Michelle Withers (2015-2018)
Miriam Weinstein (2015-2018)

PHARMACY AND THERAPEUTICS ADVISORY BOARD

STAFF: S. Joyal

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Julia Carroll (2015-2018)
Shannon Humphrey (2015-2018)

RESIDENT AND FELLOWS SOCIETY ADVISORY BOARD

(each member represents a university resident program)

STAFF: M. Hope

Sabrina Nurmohamed, Co-chair
Heidi Wat, Co-chair
Meghan Clynick, Toronto
Claudia Posso, Toronto
Daniel Wong, Toronto
Alana McEvoy, Ottawa

George Christodoulou, McGill
Dorota Kadlubowska, McGill
Noelle Wong, Dalhousie
Julie Mireault, Montreal
Catherine Besner-Morin, Montreal
Maude Allard, Laval

Alexandre Laroche, Laval
Eric Wong, Alberta
Diana Diao, British Columbia
Boluwaji Ogunyemi, British Columbia

JOURNAL OF CUTANEOUS MEDICINE AND SURGERY

STAFF: C. Courchesne **PUBLISHER: S. Withers** **MANAGING EDITOR: V. Hawkins**

Kirk Barber, Editor in Chief	Jeffrey Dover	Neil J Korman	Victor Tron
Harvey Lui, Deputy Editor	Steven R Feldman	Robert Jackson	Martin Trotter
Charles Lynde, Deputy Editor	James Ferguson	Ian Landells	Stephen K Tyring
Christian Murray, Deputy Editor	Richard Granstein	Mark Lebwohl	Ronald Vender
Kim Papp, Deputy Editor	Christopher Griffiths	Danielle Marcoux	Laurence Warshawski
Cheryl Rosen, Deputy Editor	Lyn Guenther	Gillian Murphy	Martin Weinstock
Neil Shear, Deputy Editor	Wayne Gulliver	Hubert Pehamberger	Marni Wiseman
Benjamin Barankin	Richard Haber	Darrel Rigel	Youwen Zhou
Andreas Blum	Gary Halliday	Mariusz Sapijaszko	David Zloty
J Alastair Carruthers	John Hawk	Jerry Shapiro	
Joël Claveau	Vincent Ho	Gary Sibbald	
Clay Cockerell	Peter Hull	Shane Silver	

CDA eBULLETIN EDITORIAL BOARD

STAFF: N. Lawrence

Charles Lynde, National Editor	Ian Landells, Newfoundland and Labrador	Steven Glassman, Ontario
Catherine Zip, Alberta	Benjamin Barankin, Ontario	Catherine McCuaig, Québec
Victoria Taraska, Manitoba	G Daniel Schachter, Ontario	Yves Poulin, Québec
Marc Bourcier, New Brunswick	Robert Jackson, Ontario	Nicole Hawkins-Scoon, Saskatchewan

PROVINCIAL DERMATOLOGY REPRESENTATIVES

Evert Tuyp, British Columbia, President	Robert Tremaine, Nova Scotia
Gregory Storwick, Alberta	Samir Gupta, Ontario
Lorne Hurst, Manitoba	Catherine Rodriguez, Prince Edward Island
Robert Hayes, New Brunswick	Dominique Hanna, Québec
Joseph Coffey, Newfoundland and Labrador	Duane Lichtenwald, Saskatchewan

CDA NATIONAL OFFICE

Chantal Courchesne, Chief Executive Officer
Pamela Belfer, Officer, Corporate Services
Lyne DiMillo, Program Coordinator
Jack Gorman, Officer, Finance & Contracts
Caroline Herzberg, Director, Professional Education & Accreditation
Maura Hope, Manager, Membership Services
Robyn Hopkins, C.A., Senior Director, Finance
Jonelle Istead, Director, Development
Suzanne Joyal, Director, Marketing
Nimmi Lawrence, Officer, Marketing & Communications
Colin MacDougall, Coordinator, Admin & Communications
Andrea Van Den Tillaart, Senior Director, Human Resources & Operations

My term as Secretary and Chair of the Membership and Awards Committee (MAC) will come to an end at the Annual Conference in June 2018. It has been an honour and pleasure serving the association and I have enjoyed working with all my colleagues from across the country to help create and enhance member value.

Over the past year the MAC held several meetings by teleconference and through email exchange. We are pleased to have welcomed 39 new members and wish to acknowledge Drs. Canagasundrum Anandakrishnan, Alastair Carruthers, Robert Conklin, John Goodall, Gilles Patry, Marie Prihoda, Cecil Sigal, Susan Swiggum, Christopher Tsoulis and Gary Wasserman who joined in the category of Members-400 hours or less. We wish them well as they embark on a new chapter in their lives.

MAC continues to recognize the accomplishments of our members through its awards program. This year the Committee received excellent candidates for the CDA awards with six awards being presented across all categories. The Young Dermatologists' Volunteer Award criteria was broadened and renamed the Early-Career Volunteer Award. This award now celebrates both early-career dermatologists and residents who are undertaking significant volunteer efforts in their communities. We hope you will consider nominating outstanding colleagues for this award. The Committee is also pleased to continue promoting members for prestigious awards with other medical organizations, like the International League of Dermatological Societies, the Royal College of Physicians and Surgeons of Canada and the Canadian Medical Association.

Thank you to all who took time to complete the membership survey over the summer. These bi-yearly surveys are important for future planning of programs and priorities. As we move forward with our next Strategic Plan, the association will allow Resident Associates to serve on committees or participate in programs, thereby ensuring they have a voice in their association. Hopefully this involvement will encourage our resident colleagues to be active long-term members. The new development on the Future of Dermatology will also present new opportunities for member engagement and we will keep you updated on this initiative.

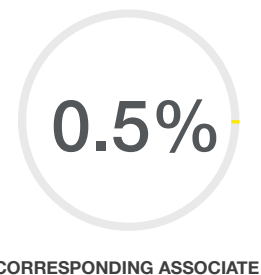
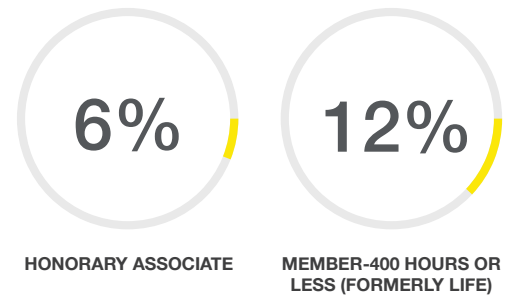
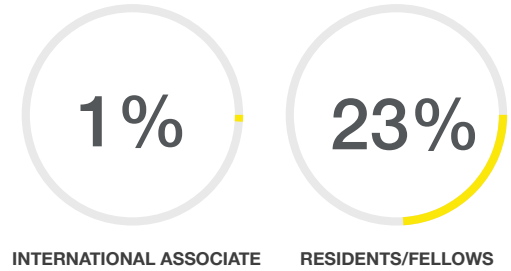
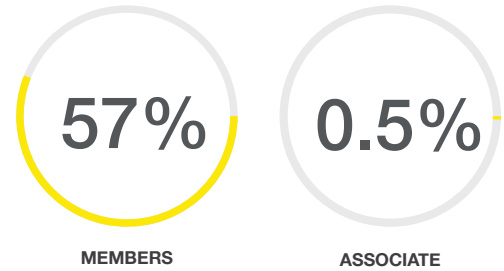
I am delighted to report that the CDA currently has 815 members across all categories. This is our highest number ever. The CDA's dues-paying members have increased from 412 to 440 and we have 97 in the Members-400 hours or less category. The Committee continues to encourage and promote membership growth and we will embark on a membership recruitment drive highlighting the advantages and benefits of belonging to CDA in 2018. If you have colleagues who are not yet members, please encourage them to join you as a member of the CDA. Together we have a stronger voice to make a positive difference.

I would like to acknowledge and thank my colleagues on the Membership and Awards Committee for their valuable contributions: Drs. Peter Green, John Kraft, Ivan Litvinov, Kerri Purdy, and Geneviève Thérien.



Sam Hanna MD, DABD
Secretary and Chair,
Membership and Awards Committee

MEMBERSHIP BREAKDOWN

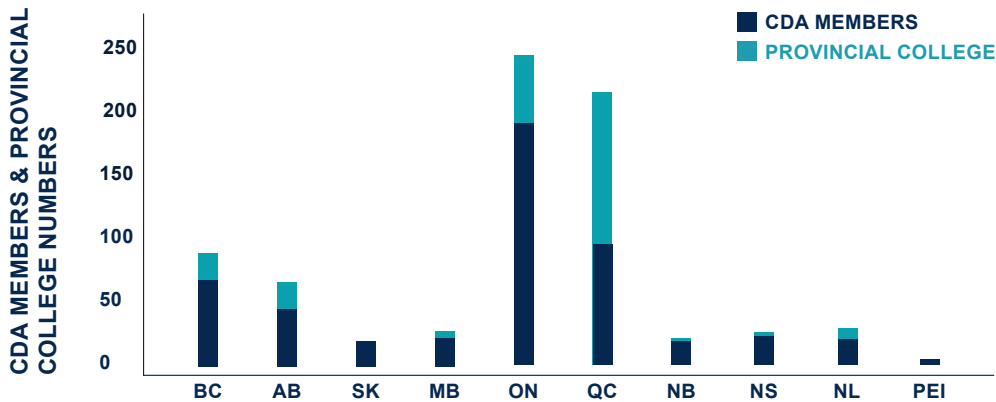


Membership Breakdown as of December 31, 2017

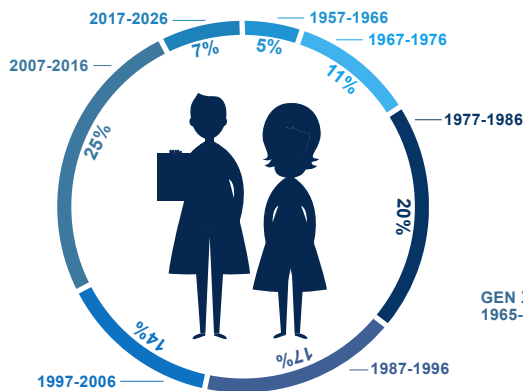
Pro-rated Membership Fee for New Certificants

CDA is pleased to offer new certificants who join the association during the last six months of the year with a pro-rated membership fee at 50%, following their complimentary year of membership.

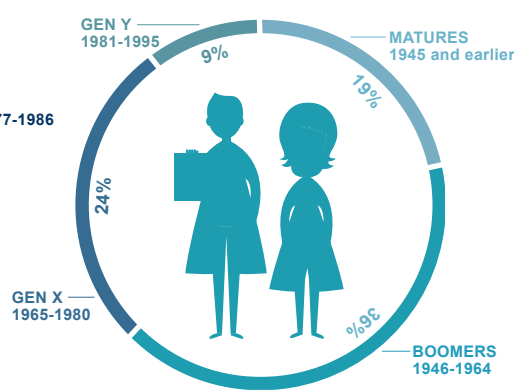
DERMATOLOGISTS PER PROVINCE



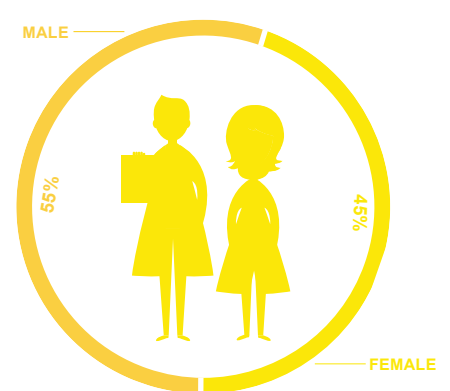
MEMBERS BY CERTIFICATION YEAR



GENERATION BREAKDOWN



GENDER BREAKDOWN



INCLUDES MEMBERS, MEMBER-400 HRS OR LESS, ASSOCIATE, INTERNATIONAL ASSOCIATE

COMPLIMENTARY MEMBERSHIP

The association continues to offer complimentary membership to Residents and Fellows during their enrollment in a Canadian dermatology program. This benefit is made possible through the Corporate Supporter Program. The CDA thanks Lilly (Jan 29, 2015 – Jan 29, 2017) and LEO Pharma Inc. (Oct 20, 2017 – Oct 20, 2018) for their generous contribution.



During my term as President of the Canadian Dermatology Association (CDA) in 2016/17, I was honoured to have the opportunity to meet members in communities across the country. At these meetings our colleagues spoke honestly and eloquently about the challenges they faced every day in their practices. They told me how they needed their national association to stand up for them and to champion a brighter future for our specialty. I am very pleased to say that the issues I heard raised by these members at these meetings served as the foundation for the work now well underway on the CDA Future of Dermatology initiative.

As we look to build a strong, vibrant future for our specialty, our members told us clearly that the most important issue is – and always has been – quality of care. We strive always to deliver better care to patients and members said that their national association should never be reticent in speaking up about the fact that dermatologist-delivered consultations offer both the highest quality and most cost-effective dermatologic care.

When it comes to skin conditions, dermatologists know that we are in the best position to determine what type of investigative mechanisms are required – imaging, allergy-patch testing, laboratory assessments and biopsies. In many cases, these diagnostic tools are themselves spread thin, and ordering the wrong ones puts a burden on both the patient and the system, so our work to be stewards of scarce health care resources is very important. We are also uniquely qualified to understand potentially serious medical conditions that sometimes present as subtle skin findings. High-quality care not only meets our patients' needs – it is also more efficient and eliminates the need for recalls and reworking.

Dermatologists are vital to the health care system. We are clinicians, advocates for patients' well-being, researchers and teachers. Teaching skin health and disease to non-dermatologists is vital as the spectrum of dermatology care needs to include not just us, as experts, but also others who can assist in putting patient needs first. That is why the Future of Dermatology Working Group is proud to say that the extensive member input gathered over the past two years that I described above has now coalesced into a new action plan designed to strengthen the future of dermatology in Canada. Approved by the CDA Board of Directors in the fall of 2017, the plan comprises four components that support the Association's strategic direction, elevate the specialty and increase public awareness:

Part I – Public Awareness Campaign:

This component seeks to increase the general public's knowledge about the specialty, including the

qualifications, education, and explain why a certified dermatologist is the best medical professional to consult to diagnose and treat skin, hair and nail conditions.

Part II – Reporting of False Advertising:

Misrepresentation is of great concern to the CDA. As a result, the CDA website now provides a reporting form on the members-only site that CDA members can use to report incidents where non-dermatologists deliberately falsify credentials. The CDA will inform the provincial bodies of the misrepresentation, copying the Royal College of Physicians and Surgeons of Canada. This process will allow the CDA to track the number and location of non-dermatologists practicing dermatology.

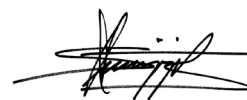
Part III – Lobbying:

The CDA will work with the provincial ministries of Health and Finance and provincial medical associations to curtail the distorting of credentials, which has a worrisome impact on both patients and the reputation of our specialty.

Part IV – Educating non-Dermatologists:

The historical difficulties in increasing the dermatologist workforce to adequately meet patient demand are well known. The CDA is considering how it can best serve Canadians with skin disease in the immediate and near future, while reconciling the growing interest of non-dermatologist providers to care for patients.

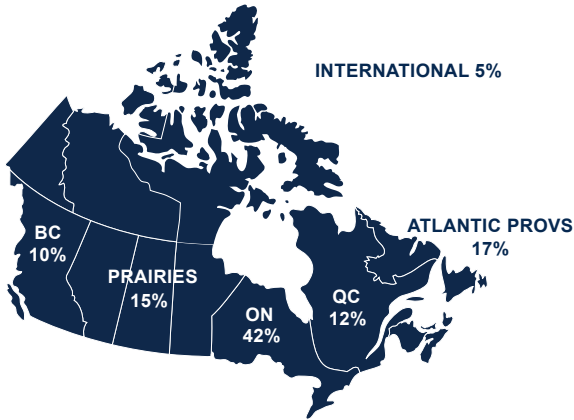
A quality-oriented, cost-effective health care system puts the right person in the right place at the right time. And when it comes to dermatologic care, that person is a certified dermatologist. The Future of Dermatology Working Group will continue to provide regular updates to members as work progresses.



Mariusz Sapijaszko
Acting Chair, Future of Dermatology Working Group

The CDA's 92nd Annual Conference took place in Fredericton, NB, in June 2017 and was the first-ever CDA conference held in the province. The program provided 30.75 Section 1 MOC and Category 1 AAD and AMA PRA education credits. Attendance included 104 dermatologists, 44 residents and was supported by 25 corporate sponsors and exhibitors.

ATTENDEE GEOGRAPHIC BREAKDOWN



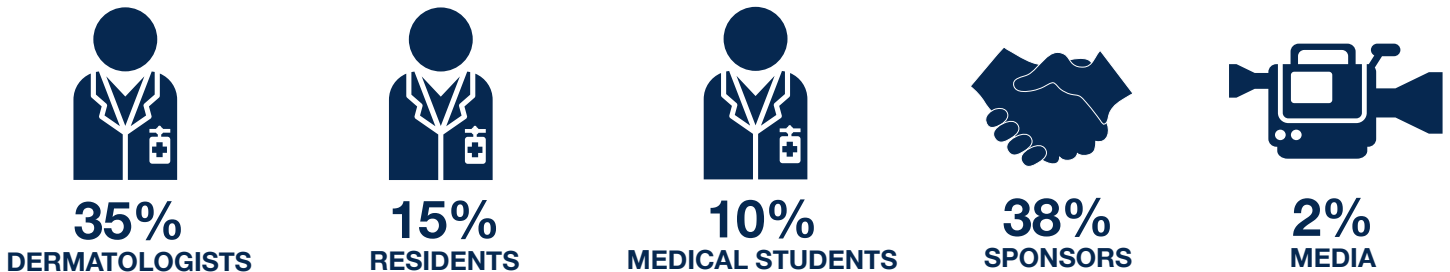
CONFERENCE APP BREAKDOWN



402
UNIQUE VISITORS

41,833
TOTAL PAGEVIEWS

REGISTRATION BREAKDOWN



CONFERENCE FACTS

30.75
CME HOURS

22 **25**
SPONSORS

7 SUBSPECIALTY
SESSIONS



7
SYMPOSIA

133
ABSTRACTS

23 INVITED SPEAKERS
72 TOTAL SPEAKERS

CO-DEVELOPMENT ACTIVITIES



All seven Annual Conference symposia sponsors sought CME accreditation with the CDA in 2017. Education Committee members actively participated from concept to final approval and would like to thank the sponsors below for helping to raise the number of CME credits available for conference attendees.



The successful Exploring Hidradenitis Suppurativa education program co-developed with AbbVie was extended in 2017, providing another 14 program opportunities for 170 participants. Education Committee members also approved a new 5-module program, Hidradenitis Suppurativa 2.0, that covers more management aspects of the disease and provide Section 1 CME credits; and oversaw the co-development of two new Section 3 CME programs to be launched in 2018.

ACCREDITATION SERVICES

Nine accreditation applications were reviewed in 2017 for programs developed by dermatologists on behalf of the Atlantic Provinces Dermatology Association, Canadian Association of Rheumatology Dermatology, Canadian Hidradenitis Suppurativa Foundation, Canadian Laser Aesthetics Specialists Society, Canadian Professors of Dermatology, Dermatology Association of Ontario, Toronto Dermatological Society, University of Ottawa, and University of Toronto.

EARLY DERMATOLOGY RESEARCHER SCHOLARSHIP

In its third year, the Early Dermatology Researcher Scholarship supported the attendance of dermatology researchers from PGY-3 to seven years' post-certification at key international dermatology congresses. In 2017, registration and travel assistance were awarded to 23 applicants. Funding of these scholarships was made possible through an unrestricted educational grant from Eli Lilly.

PAINTING PSORIASIS

The CDA along with Novartis and the Canadian Association of Psoriasis Patients (CAPP) came together to develop a public service announcement to raise awareness of psoriasis and the emotional and physical impact it has on the 1 million Canadians who live with it. Canadian dermatologists and dermatology residents took part in this campaign by having parts of their bodies painted as a tribute to the patients they treat who live with this disorder and to help Canadians better understand the perspectives and emotions experienced by their patients living with psoriasis.



CDA RESIDENT & FELLOW EDUCATION BURSARY

Funded by the CDA, the bursary provided financial support to residents in PGY-3 to PGY-5 who had an abstract accepted for presentation, either in oral or poster format, at the Annual Conference. With new funding made available through the Dermatology Start-Up Assistance Program, eligibility was extended to all program years and expanded to include attendance at the new Practice Management sessions for those not presenting.



PUBLIC EDUCATION PROGRAM

Four articles were reviewed by the Education Committee and awarded permission to use the CDA's Public Education Program logo. All articles focused on disease management.

EDUCATION ABSTRACT REVIEWS

The committee participated in the review of 133 abstracts in 2017. Special thanks to the Annual Conference Committee and the Subspecialty Chairs who also helped with the adjudication process.

DERMATOLOGY START-UP ASSISTANCE PROGRAM

The program seeks to prepare and support dermatology residents and early-career dermatologists transitioning into practice. The program includes online resources and recordings from Practice Management presentations at Annual Conferences. The 2017 Annual Conference generated 15 videos providing more practice tips and pearls, insightful commentary about the medico-political landscape in each province, and advice on how to research and write articles and get published.



The eBulletin website (cdaebulletin.ca) has continued to grow since its launch in 2016. New sections have been created to house content like “Did you know?” articles related to dermatology, poll questions to engage readers and most recently a dermatologist autobiography column. The web platform allows CDA to communicate new fun and interesting opportunities in addition to the general CDA news section. The CDA can also reach out to members with features and information such as how to earn *JCMS* CME credits, receive support for sun awareness events, join committees and much more. The vast array of information makes the eBulletin the “go-to” source for the latest goings on in the dermatology community.



The *JCMS* CME Program was launched in January 2017 to provide members with an opportunity to earn RCPSC Section 3 Maintenance of Certification Program credits. Funded by Eli Lilly through an educational grant and recognized under the CDA’s Corporate Supporter Program, the *JCMS* CME Program identified nine articles in Volume 21 of the *JCMS* that participants could review and then assess their understanding of the topic through multiple-choice questions. At year end, 106 certificates of participation were issued to 39 participants. Analytics have shown the following participant interest:

VOL/ISSUE	TITLE	CME CERTIFICATES GIVEN TO MEMBERS
21.1	Review of systemic treatment options for adult atopic dermatitis	30
21.2	Canadian Dermatology Association Clinical Practice Guidelines (CPGs)	14
21.3	Sweet’s syndrome: clinical features, histopathology and associations of 83 cases	14
21.3	Atopic Dermatitis, Depression, and Suicidality	13
21.4	Establishing a Role for Interleukin-17 in Atopic Dermatitis-Related Skin Inflammation	6
21.5	Acute Cutaneous Necrosis: A Guide to Early Diagnosis and Treatment	7
21.5	Age and Anatomical Location–Related Dermoscopic Patterns of 210 Acral Melanocytic Nevi in Turkish Population	6
21.6	Approach to the Management of Patients With Hidradenitis Suppurativa: A Consensus Document	7
21.6	Onychomycosis in the 21st Century: An Update on Diagnosis, Epidemiology, and Treatment	9
Number of Certificates Awarded		106
Number of Participants		39

DERMATOLOGY.CA

The CDA website was redesigned to improve the usability of the member section by designing a member-specific homepage linking to the most sought-after functionality such as profile update, paying membership dues or ordering patient brochures and to offer an enhanced experience to the public looking for information about skin, hair, and nail conditions.

Usage statistics indicate that the public information pages are responsible for most of the traffic on dermatology.ca, but finding information was not always straightforward.

THE REDESIGN ALSO INTRODUCED NEW FUNCTIONALITIES SUCH AS

Powerful member directory search: by name, region, practice area, committees, teaching universities

Misrepresentation Reporting Tool

Find a dermatologist feature for the public

Online nominations forms for both elections and awards

JCMS CME with online self-assessment

Practice Management Centre featuring the Dermatology Start-up Assistance Program

Integration of social media

Industry Product Recognition Programs Toolkits


Resident Elective Directory and Posting Tool



Twitter

 **348**
TWEETS

 **43.8%**
MALE FOLLOWERS

 **56.3%**
FEMALE FOLLOWERS


 **528 RETWEETS**

 **483 NEW FOLLOWERS**

3,143 TOTAL TWITTER FOLLOWERS    




  **3,950 FACEBOOK FANS**

 **67.3%**
FEMALE FOLLOWERS

455,620 IMPRESSIONS

FANS GAINED 3,950

 **32.7%**
MALE FOLLOWERS

Facebook



PAGEVIEWS
735,384



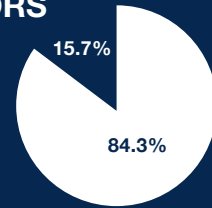
UNIQUE PAGEVIEWS
623,449



69.48%
CANADIAN VIEWERS

NEW VISITORS

RETURNING VISITORS



You **Tube**



142 SUBSCRIBERS GAINED

639 SHARES



191 LIKES



148,314 VIEWS



9.9% OF VIEWS



28% OF VIEWS

PROGRAMS
SUN PROTECTION

The Sun Protection Program (SPP) has been in existence for over 29 years! The SPP logo has become the standard bearer of safe and effective sunscreens. The program grew with 20 new products added in 2017.



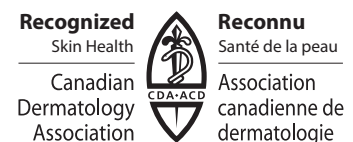
COMPANY	# OF PRODUCTS
L'Oréal Ombrelle, Vichy, La Roche-Posay	41
Johnson & Johnson Neutrogena, Aveeno, RoC	26
Fruit of the Earth Life Brand	17
Bayer Healthcare Coppertone	8
Pierre Fabre Avène	4
Edgewell Personal Care Canada Hawaiian Tropic	3
Prime Enterprises Life Brand	3
Empack Spraytech Jean Coutu Personelle	3
Groupe Marcelle Marcelle	2
TOTAL	107



As of December 31, 2017

PROGRAMS
SKIN HEALTH

Since being established in 2013 to help consumers find healthy skin care products for themselves and their families, the Skin Health Program (SHP) has had constant year-to-year growth with 14 new products joining the program in 2017. The SHP is quickly becoming acknowledged by industry and the public as being the highest standard a skin care product can achieve.



COMPANY	# OF PRODUCTS
Groupe Marcelle Marcelle, CW Beggs & Sons, Marcelle for Thyme	57
L'Oréal Garnier, CeraVe	14
Bieredorf Canada Eucerin	2
Bioderma Laboratoire Dermatologique	2
Pierre Fabre Dermo-Cosmétique Canada Inc. Avène	1
Devonian Health Group Inc. PurGenesis	1
TOTAL	77



As of December 31, 2017

The Healthy Skin Promise



Recognized
Skin Health
Canadian
Dermatology
Association



Reconnu
Santé de la peau
Association
canadienne de
dermatologie

healthyskinpromise.ca

This consumer-facing microsite includes videos, articles, a skin quiz, information about the approval process and a dedicated page featuring recognized products images linking to the manufacturers' web pages. The site also includes consumer-focused educational tools such as Skin Myths and Skin Allergens articles from certified dermatologists. A toolkit including these resources is available to participating manufacturers to promote the campaign on their social media platforms and websites.



WELCOME

The Sun Awareness Working Group welcomed three new members in 2017, Drs. Alexandra Kuritzky, Sunil Kalia and Maxwell Sauder.

EVENTS

Five public events were held across the country: the Winnipeg Teddy Bear Picnic; Melanoma Monday in Ottawa; Vancouver Public Screening; Sudbury Public Screening; and the Haywood NorAM Canadian Eastern Championships.

MELANOMA MONDAY

On Monday, May 1, 2017, the CDA celebrated the sixth annual Melanoma Monday in Canada by returning to Parliament Hill to hold a skin cancer screening and reception for Members of Parliament, Senators and their staff.



Melanoma Monday - Dr. Kerri Purdy, Dr. Neil Shear, Dr. Mariusz Sapijaszko, The Honourable Geoff Reagan, Dr. Julie Powell, Dr. Jennifer Beecker and Dr. Bez Toosi

WHEN OUTSIDE PROTECT YOUR EYES

“The Sunglasses Project”, an ongoing partnership between CDA and the Canadian Ophthalmology Society (COS) raises awareness about eye and skin health. This is the first program developed by the two organizations designed to drive behavioural change around eye and skin sun awareness among Canadians. The COS and the CDA hope that through this campaign, launched in June 2017, every Canadian will become aware of the eye-health risks associated with UVR exposure and take steps to protect themselves, their families, and their loved ones.

250+ POSTS
12 ARTICLES PUBLISHED

20,000+ REACHED
5 VIDEOS CREATED

1,000 FOLLOWERS
324 ARTICLES READ



THE
SUNGLASSES
PROJECT

[THESUNGLASSESPROJECT.CA](http://thesunglassesproject.ca)

The central hub of the campaign consisted of a variety of health-related information, human-interest articles, and lifestyle news. The Sunglasses Project used Twitter, Facebook and Instagram to engage with Canadians – particularly younger Canadians – online. English and French social media influencers and bloggers also added their voice to the campaign, contributing to the blog and posting facts and stats to their accounts.

CDA strives to build a strong dermatology community. To this end, the CDA has been looking after the administration of the CLS, CDF, CPD, CHSF and CARD. The paid services allow the CDA staff to be more varied in skills and expertise and also provide the necessary knowledge to ensure these organizations function efficiently, effectively and meet standards of good governance.

The Canadian Dermatology Association Residents and Fellows Society (CDA-RFS) was established in 2004 and consists of 16 Resident Representatives from the nine dermatology programs headed by two Co-Chairs. The goals of the CDA-RFS include promoting resident camaraderie across programs, sharing resources and insight into shared resident interests and concerns, and serving as a collective national voice for dermatology residents across Canada.

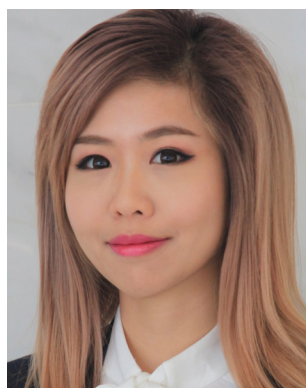
The CDA held its Annual Conference in Fredericton, New Brunswick on June 21-25, 2017. Residents in attendance found this smaller conference refreshing and a great opportunity to reconnect with friends on a more intimate level. The CDA-RFS Reception was very well attended and offered an opportunity for residents to network with CDA Board Members. The smaller convention facilitated attendance to all the educational activities and brought together familiar faces. The annual Basics of Skin Science (BoSS) program introduced new speakers with different training backgrounds and offered unique perspectives into emerging discoveries in dermatology. The conference concluded with the President's Gala where the CDA-RFS presented the annual CDA-RFS Teaching Awards. Residents and teaching staff are nominated by their colleagues and the awardees are selected based on a vote by the CDA-RFS. This year we were happy to present the awards to Drs. Abeer Al-Sarheed, Annie Genois, and Jori Hardin in the Resident Teaching Category, and Drs. Mathieu Powell, Peter Green and Philip Doiron in the Clinical Teaching Staff category. Congratulations to all the winners!

At the last CDA-RFS meeting, we discussed many important issues faced by dermatologists in Canada. Resident representatives all shared valuable insight and experiences on this issue and it was evident that similar problems were faced nationally. Residents are enthusiastic to see the enactment of the CDA Future of Dermatology Action Plan. This initiative addresses areas of unmet need for dermatologists, residents and patients across Canada. The CDA-RFS also wishes to recognize the contributions of Past President, Dr. Mariusz Sapijaszko on this initiative. His vision and drive to protect our specialty was evident during the Presidential Tour, where he met with residents from each of the dermatology programs. The tour was a great platform for residents to interact with the CDA leadership.

Another major theme discussed at the CDA meetings was the Royal College Examination and DRIVE Program. We had an engaging discussion incorporating the different program perspectives on the many unique and similar challenges faced by residents challenging the exam. In response to resident needs, the CDA has introduced an Exam Preparation Session at the next annual conference in Montreal. We eagerly look forward to this new program and hope that it may continue as a regular session at future meetings. Members also discussed the potential benefits of integrating the experiences of successful graduates from different programs across the country.

Finally, we completed several orders of business including revising the CDA Constitution to reflect the current committee structure and incorporate updates put forth by resident members. It has been an enriching and successful year of bringing together new and experienced faces together to brainstorm, inspire and work toward initiatives that better serve residents, practicing dermatologists and our patient community.

We at the CDA-RFS are very optimistic about the momentum and vision exemplified by the initiatives put forth in the past year.



HEIDI WAT
CDA-RFS Co-chair



SABRINA NURMOHAMED
CDA-RFS Co-chair

THE CANADIAN PROFESSORS OF DERMATOLOGY



The Canadian Professors of Dermatology (CPD) provides a forum for the discussion of all levels and aspects of dermatologic education in an informal and collegial setting. The CPD functions independently and is led by current Chair Dr. Cheryl Rosen and Vice-chair Dr. Harvey Lui. Voting members are Canadian dermatology program directors, residency research directors and undergraduate dermatology directors. Non-voting membership is open to any Canadian dermatologist with a university affiliation and an interest in dermatology education.

The CPD offers two programs during the year; DRIVE (Dermatology Residents Innovation & Vision in Education) and BoSS (Basics of Skin Science).

Cheryl Rosen, Chair
Harvey Lui, Vice-chair

DRIVE



The DRIVE program is an annual national educational initiative directed at final-year (PGY5) Canadian Dermatology Residents. The program is designed to help prepare eligible candidates for the Canadian Royal College of Physicians and Surgeons' Certification Examination in Dermatology.

PROGRAM COMMITTEE

Cheryl Rosen, Chair, CPD
Gillian de Gannes, Co-chair
Kerri Purdy, Co-chair
Gordon Searles, Co-chair
Joel DeKoven, Member

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Judith Cameron
Benoit Côté
Richard Crawford
Joel DeKoven

Jean-Pierre DesGroseillers
Pierre-Luc Dion
Ibrahim Fayez
Odette Fournier-Blake
Martin Gilbert
Bernice Krafchik
John Kraft
Gilles Lauzon
Jim Limacher
Alexandra Mereniuk
Elizabeth O'Brien
Laurie Parsons
Michele Ramien
Cheryl Rosen
Danya Sereda
Mylène-Sara Veilleux
Scott Walsh
Aaron Wong
Youwen Zhou

PARTICIPATING RESIDENTS (43)

Dalhousie University	1
Laval University	6
McGill University	5
University of Alberta	3
University of British Columbia	5
University of Calgary	4
University of Montreal	4
University of Ottawa	4
University of Toronto	8
Foreign	3

BoSS - BASICS OF SKIN SCIENCE

The program has been chaired by Drs. Neil Shear and Gilles Lauzon and supported by AbbVie Corporation since its inception in 2010. It is an annual program offered to all dermatology residents enrolled in a Canadian training program.

2017 PRESENTERS

Robert Gniadecki
Gilles Lauzon
Joanie Pinard
Scott Walsh
Youwen Zhou

CANADIAN DERMATOLOGY FOUNDATION



The CDA has provided administrative services for the CDF since 2012.

EXECUTIVE MEMBERS

Gordon Searles, President
Neil Shear, Past President
Youwen Zhou, Secretary
Robert Gniadecki, Treasurer
John Elliott, Chair Scientific Advisory Committee

BOARD MEMBERS

H. John Albers (ex officio)
Kirk Barber
Jan Dutz
Patrick Fleming
Peter Hull
Julie Powell (CDA president)
Jack Toole

CANADIAN ASSOCIATION OF RHEUMATOLOGY DERMATOLOGY

The Canadian Association of Rheumatology Dermatology (CARD) functions independently and is a collaboration between the CDA and the Canadian Rheumatology Association (CRA) under the leadership of dermatologist Dr. Jan Dutz and rheumatologist Dr. Stephanie Keeling.

CARD is designed to share knowledge for the optimal clinical care of patients with autoimmune/auto-inflammatory rheumatic diseases, to promote data gathering and research.

The CARD meeting is hosted biannually by the CDA and by the CRA on alternating years.

EXECUTIVE MEMBERS

Jan Dutz, Dermatologist
Stephanie Keeling, Rheumatologist

CANADIAN HIDRADENITIS SUPPURATIVA FOUNDATION



CHSF is dedicated to improving the daily life and quality of care for Canadians living with Hidradenitis Suppurativa (HS) through education, research, and patient empowerment.

CHSF has numerous objectives including awareness of HS and associated health issues, empowering HS patients to lead productive and healthy lives, creating HS research opportunities, establishing dialogue across medical specialties to enhance HS patient outcomes, and collaborating with international HS foundations to optimize research, education, and patient care.

Annually, the CHSF co-presents the Symposium on Hidradenitis Suppurativa Advances (SHSA). SHSA provides an interdisciplinary forum for researchers, scholars and clinicians to present the most recent innovations and practical challenges encountered and solutions adapted in the fields of HS.

EXECUTIVE MEMBERS

Marc Bourcier, President
Afsaneh Alavi, Past President
Raed Alhusayen, Vice President
Chuck Lynde, Treasurer
Neil Shear, Secretary

BOARD MEMBERS

Pat Coutts
Ralph George
Melinda Gooderham
Wayne Gulliver
Danielle Marcoux
Yves Poulin

Bringing Together Canada's Certified Dermatologists



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