

Canadian
Dermatology
Association



Association
canadienne de
dermatologie

Annual Report

JANUARY 2019 - DECEMBER 2019



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MESSAGE FROM THE PRESIDENT & CEO

The Canadian Dermatology Association (CDA) had another productive year in 2019. We have been working steadily on building our public brand while using our strong voice to advocate for patients and safe skin care.

Dermatologists are leaders. Our work through the CDA is inspiring change at the community, national and international levels. We must continue to fulfil our mission by looking for new opportunities and inspiration. We also continue to encourage our members to get involved with the CDA!

An accurate measure of the CDA's performance is the ability to create an active dermatology community that represents our membership's interests. The past year gave us many opportunities to have a voice in important topics, which included direct inquiries from, and expert submissions to Health Canada, the Canadian Agency for Drugs and Technologies in Health, and Health Quality Ontario. We also addressed our concerns with the senior leaders at Shoppers Drug Mart and its parent company, Loblaws Companies Ltd., about using the word "dermatology" in the chain's Beauty Clinics marketing materials, as well as our recommendation about the importance of having a qualified physician on-site.

At our core as dermatologists is the well-being of our patients. To raise awareness and value of certified dermatologists among Canadians, the CDA, with the Future of Dermatology Working Group, is collaborating with the creative agency Rethink to develop a public awareness campaign based on findings from the market research firm Ipsos. Concepts for the campaign to be launched in 2020 are under development. We look forward to moving ahead with this mandate, which is a top priority for our members.

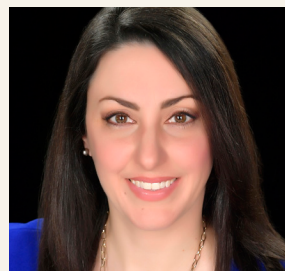
The CDA took a pivotal role in providing education to our members in 2019. Over the year, we accredited 13 CME programs and offered eight co-developed programs at the annual conference or online. We continue to make strides in using technology and in encouraging community initiatives to promote education. Early in the year, we launched an online journal club to support our members in rural and remote areas. As for residents, their education needs are being addressed with the Montreal Journal Club pilot project and Dermalogues, a popular new podcast series that provides information that residents may not get in their residency programs. Various scholarships and bursaries further supported resident education, enabling residents to attend local and international conferences.

With a strong commitment to become a model association, we hired a corporate governance expert to evaluate the Board's governance structure. The result is a wholly transformed Board Committee structure to better support our mission and strategy. There are now three strategic Board committees: the Governance and Nominating Committee, the Finance and Audit Committee, and the Human Resources and Compensation Committee. All other committees will function as working committees. These changes will enhance the Board's engagement with the CDA, but will not affect the quality of service and values you have come to expect.

The Canadian public continued to remain front and centre through public education activities, including World Melanoma Day, Sun Awareness Week and World Skin Health Day. We also launched the Shade Structure Grant Program, which is open to the public.

We achieved a significant milestone in 2019 for the Skin Health Program, designed to help Canadians make informed choices about skin care products. Six years after it was launched, the program now has more than 100 products. And to help the public make educated decisions when it comes to skin, hair and nail care products, we laid the groundwork for a new campaign called "Look for the Logo," which aligns with the Sun Protection Program.

We are navigating in a new world, where technology, legislation and Canadians' attitudes toward health are having a significant impact on our profession. We have all the right elements in place for success – a strong strategy, a solid governance structure and a supportive membership – to manage any of the headwinds that come with a continually evolving landscape.



Kerri Purdy, MD, FRCPC
President

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Chantal F. Courchesne
Chief Executive Officer

A handwritten signature in black ink, appearing to be 'Chantal Courchesne'.

STRATEGIC PLAN

2019-2021

VISION

To be the reference for medical specialty societies

MISSION

To provide maximum member satisfaction

STRATEGY

To promote, protect, and advocate

OBJECTIVES

1. Become a “must-have” for all Canadian Dermatologists
2. Increase the appreciation of the Dermatologist among Canadians

ACTIVITIES

1. Promote the value of CDA to its members
2. Raise awareness and value of the Certified Dermatologist amongst Canadians
3. Enhance CME offerings to members and non-members
4. Increase advocacy initiatives and number of position statements

BOARD OF DIRECTORS

2019-2020



KERRI PURDY
President



NEIL SHEAR
Past-President



JASON RIVERS
President-elect



CATHERINE MCQUAIG
Vice President



JENNIFER BEECKER
Secretary



EVERT TUYF
Treasurer



PETER GREEN
Regional Director – Atlantic Provs



IVAN LITVINOV
Regional Director – Québec



ALEXANDRA MERENIUK
Regional Director – Québec



JULIA CARROLL
Regional Director – Ontario



RAED ALHUSAYEN
Regional Director – Ontario



SUSAN POELMAN
Regional Director – Prairie Provs



IRÈN KOSSINTSEVA
Regional Director – British Columbia



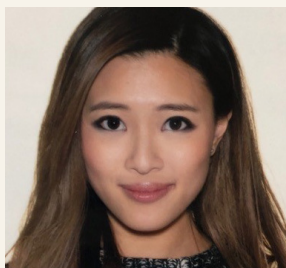
KIRK BARBER
Editor in Chief, JCMS



MARK KIRCHHOF
Royal College Specialty
Committee Representative



MALIKA LADHA
CDA-RFS Representative



NOELLE WONG
CDA-RFS Representative



CHANTAL COURCHESNE
CEO



ELLA FORBES CHILIBECK
COMMUNITY DIRECTOR

COMMITTEES, WORKING GROUPS, ADVISORY BOARDS & EDITORIAL BOARDS

FUTURE OF DERMATOLOGY WORKING GROUP STAFF: Suzanne Joyal

Mariusz Sapijaszko (2018-2021), Chair	Nicole Hawkins-Scoon (2018-2021)	Neil Shear (2018-2020)
Kerri Purdy (2018-2021), Vice-Chair	Mark Kirchof (2018-2021)	Irina Turchin (2018-2020)
Vince Bertucci (2018-2020)	Irèn Kossintseva (2018-2021)	Evert Tuyp (2018-2021)
Natalie Cunningham (2018-2021)	Carrie Lynde (2018-2020)	Régine Mydlarski, Royal College Representative (2018-2021)
Sam Hanna (2018-2020)	Julie Powell (2018-2020)	Sabrina Nurmohamed (2018-2020), Resident

EDUCATION COMMITTEE STAFF: Caroline Herzberg

Afsaneh Alavi (2017-2020), Chair	Julia Carroll (2016-2019)	Irèn Kossintseva (2017-2020)
Sonya Abdulla (2017-2020)	Simone Fahim (2018-2021)	Kerri Purdy (2016-2019), Member & CPD Representative
Sheila Au (2017-2020)	Shannon Humphrey (2017-2020)	Amin Bahubeshi (2017-2020), Resident

FINANCE AND AUDIT COMMITTEE STAFF: Robyn Hopkins

Evert Tuyp (2019-2021), Treasurer & Chair	Robert Tremaine (2017-2020), Atlantic Provinces
Irèn Kossintseva (2017-2020), British Columbia	Irina Turchin (2017-2020), Past Treasurer
Asfandyar Mufti (2018-2021), Ontario	Catherine Zip (2016-2020), Prairie Provinces
Kerri Purdy (2019-2020), President	Chantal Courchesne, Chief Executive Officer

ANNUAL CONFERENCE COMMITTEE STAFF: Olu Akinwumi

Neil Shear (2019-2020), Immediate Past-President	Irèn Kossintseva (2019-2021), 2021 Vancouver Co-Chair
Afsaneh Alavi (2017-2020), Education Committee, Chair	Annie Langley (2017-2020), Resident
Jennifer Beecker (2017-2020), 2020 Ottawa Co-Chair	Kerri Purdy (2019-2020), President
Julia Carroll (2019-2020), Education Committee Representative	Jason Rivers (2019-2021), 2021 Vancouver Co-Chair
Mark Kirchof (2018-2020), 2020 Ottawa Co-Chair	Chantal Courchesne, Chief Executive Officer

MEMBERSHIP AND AWARDS COMMITTEE STAFF: Maura Hope

Jennifer Beecker (2018-2020), Chair	Noelle Wong, Resident (2018-2020)
Monica Ka Yi Li (2019-2021)	Chantal Courchesne, Chief Executive Officer
Ivan Litvinov (2017-2020)	
Alexandra Mereniuk (2018-2020)	

SUN AWARENESS WORKING GROUP STAFF: Nimmi Lawrence

Jennifer Beecker (2014-2020), National Chair	Alexandra Kuritzky (2017-2020)	Cheryl Rosen (2017-2020)
Sheila Au (2016-2019)	Richard Langley (2017-2020)	Max Sauder (2017-2020)
Joël Claveau (2017-2020)	Susan Poelman (2017-2020)	Rochelle Van de Velde (2017-2020)
Peter Green (2017-2020)	Marisa Ponzo (2017-2020)	Marni Wiseman (2017-2020)
Lyn Guenther (2017-2020)	Marie-Eve Pinet (2018-2020), Resident	Chantal Courchesne, Chief Executive Officer
Sunil Kalia (2017-2020)	Jason Rivers (2017-2020)	

ACCREDITATION TASK FORCE STAFF: Caroline Herzberg

Mark Kirchof (2019-2020), Chair
Sonya Abdulla (2019-2020)
Ivan Litvinov (2019-2020)
Laurie Parsons (2019-2020)

ETHICS COMMITTEE STAFF: Caroline Herzberg

Kyle Cullingham (2017-2020)
Lisa Iannattone (2019-2022)

Boluwaji Ogunyemi (2019-2021)
Laurie Parsons (2019-2022)

Kucy Pon (2017-2020)
Jordana Schachter (2018-2019)

CANADIAN DERMATOLOGY ASSOCIATION INDUSTRY COMMITTEE

STAFF: Chantal Courchesne

Kerri Purdy (2019-2020), President & Chair
Neil Shear (2019-2020), Immediate Past-President
Jason Rivers (2019-2020), President-Elect

Joan Chypyha, President, CDIA
Dominique Soussan, Past-President, CDIA
Chantal Courchesne, Chief Executive Officer

PHARMACY AND THERAPEUTICS ADVISORY BOARD STAFF: Caroline Herzberg

Zhuo Ran Cai (2018-2021), Resident
Julia Carroll (2018-2021), Board Representative
Kyle Cullingham (2018-2021)

Shannon Humphrey (2018-2021)
Ivan Litvinov (2018-2021), Board Representative

RESIDENT AND FELLOWS SOCIETY STAFF: Maura Hope

(each member represents a university resident program)

Malika Ladha, Co-chair
Noelle Wong, Co-chair
Alia Cloutier-Bosworth, Dalhousie
Abdulhadi Jfri, McGill
Roxana Mititelu, McGill

Laura Iglesias-Girard, Montreal
Naomi Labonté-Truong, Montreal
Anne-Sophie Smilga, Laval
Suzel Fournier, Laval
Annie Langley, Ottawa

Megan Lim, Ottawa
Bahar Bahrani, Toronto
Mathew Nicholas, Toronto
Meghan Clynick, Toronto
Danny Mansour, British Columbia

Misha Zarbafian, British Columbia
Fatmah Al-Zahrani, Alberta
Matthew Hughes, Calgary

JOURNAL OF CUTANEOUS MEDICINE AND SURGERY

STAFF: Chantal Courchesne EDITOR IN CHIEF: Kirk Barber PUBLISHER: Sage Publications Inc. MANAGING EDITOR: Victoria Hawkins

Deputy Editors
Wayne Gulliver
Harvey Lui
Charles Lynde

Christian Murray
Kim A. Papp
Yves Poulin
Cheryl Rosen

Neil Shear

Associate Editors
Sheila Au
Aaron Drucker
Melinda Gooderham

Ivan Litvinov
Jensen Yeung

CDA eBULLETIN EDITORIAL BOARD STAFF: Nimmi Lawrence

Charles Lynde (2017-2020), Ontario, National Editor
Catherine Zip, Alberta (2017-2020)
Victoria Taraska, Manitoba (2017-2020)
Marc Bourcier, New Brunswick (2017-2020)
Ian Landells, Newfoundland and Labrador (2017-2020)
Benjamin Barankin, Ontario (2017-2020)

Daniel Schachter, Ontario (2017-2020)
Steven Glassman, Ontario (2017-2020)
Catherine McCuaig, Quebec (2017-2020)
Yves Poulin, Quebec (2017-2020)
Nicole Hawkins-Scoon, Saskatchewan (2017-2020)

SPP EXPERT ADVISORY PANEL STAFF: Caroline Herzberg

Anatoli Freiman, Chair
Jennifer Beecker
Joel DeKoven

Jason Rivers
Cheryl Rosen

SHP EXPERT ADVISORY PANEL STAFF: Caroline Herzberg

Joel DeKoven
Ian Landells
Melanie Pratt

DERMATOLOGY STARTUP ASSISTANCE WORKING GROUP STAFF: Olu Akinwumi

Susan Poelman, Chair
Sam Hanna
Kerri Purdy

Gordon Searles
Evert Tuyp

CLINICAL PRACTICE GUIDELINES WORKING GROUP STAFF: Caroline Herzberg

Jerry Tan (2017-2020), Chair
Raed Alhusayen (2019-2022)
Yuka Asai (2017-2020)
Julia Carroll (2018-2021)
Sunil Kalia (2017-2020)

Mark Kirchof (2017-2020)
Angela Law (2017-2020)
Mariusz Sapijaszko (2017-2020)
Neil Shear (2019-2022)
Nathaniel Teegee, Resident (2018-2021)

PROVINCIAL DERMATOLOGY REPRESENTATIVES

Evert Tuyp, British Columbia, President
Gregory Storwick, Alberta
Lorne Hurst, Manitoba
Robert Hayes, New Brunswick
Joseph Coffey, Newfoundland and Labrador

Robert Tremaine, Nova Scotia
Samir Gupta, Ontario
Catherine Rodriguez, Prince Edward Island
Dominique Hanna, Quebec
Duane Lichtenwald, Saskatchewan

THANK YOU TO ALL THE MEMBERS WHO HAVE VOLUNTEERED THEIR EXPERTISE THROUGHOUT THE YEAR.

CDA NATIONAL OFFICE

Chantal Courchesne, Chief Executive Officer
Olu Akinwumi, Manager, Professional Education
Camila Bahamon, Communication Specialist
Pamela Belfer, Manager, Corporate Services
Sean Dawson, Manager, Education Program
Lyne DiMillo, Coordinator, Membership Services & Operations
Jack Gorman, Officer, Finance & Contracts

Caroline Herzberg, Director, Health Policy & Accreditation
Maura Hope, Manager, Membership Services
Robyn Hopkins, Sr Director, Finance
Jonelle Istead, Director, Development
Suzanne Joyal, Director, Marketing & Communications
Nimmi Lawrence, Manager, Marketing & Communications
Andrea Van Den Tillaart, Sr Director, Human Resources & Operations

FUTURE OF DERMATOLOGY

The Future of Dermatology Working Group has laid the groundwork and is getting ready, with new insights and a creative partner, to raise awareness of our profession and explain the benefits we provide to Canadians.

Educating people about the role and value of certified dermatologists requires understanding their perception of dermatology in relation to their overall health care. To gain this clarity, we worked with Ipsos, a market research firm, which conducted focus groups with the general public and family physicians, and fielded a survey to Canadians and dermatologists.

To bring life to the insights and recommendations that emerged from the research, we hired the creative agency Rethink. They impressed us with their clear understanding of our mandate and with their positive, inclusive strategic angle. In the fall, Board members participated in a branding workshop led by Rethink. The workshop output – the CDA brand blueprint – will help us define points of reference for future communication initiatives, as well as guiding the Rethink team in developing our awareness campaign for 2020.

In 2019, members continued reporting possible cases of misrepresentation through the Members only section of the website. Since the launch of this initiative, the CDA has received 34 submissions of possible misrepresentation of medical

practitioners across Canada. Of these cases, eight involved individuals who had misleading advertising, and the CDA sent an official letter of complaint to the respective provincial colleges.

Some members of the working group, as well as other CDA members, engaged with their provincial colleges to make inroads in protecting our credentials and to define the appropriate language for non-dermatologists with an interest in skin diseases to use when advertising their practice. These efforts build on the success achieved in Alberta, where the title “dermatologist” and the term “dermatology” can only be used by RCPSC-certified dermatologists.

There are exciting times ahead for the Future of Dermatology Working Group. Thank you for your ongoing feedback as we shape the future of our profession.



A handwritten signature in black ink, appearing to read 'Mariusz Sapijaszo', with a stylized flourish at the end.

Mariusz Sapijaszo
Chair,
Future of Dermatology Working Group

MEMBERSHIP

The main objectives of the Membership and Awards Committee (MAC) are to encourage and promote membership growth through recruitment, engagement and retention, and to propose members for internal and external awards.

This past year was an active one for MAC, with several meetings by teleconference and email exchange. Thank you to my colleagues for their hard work and invaluable contributions: Drs. Ivan Litvinov, Alexandra Mereniuk and Noelle Wong. I also welcome our newest member, Dr. Monica Ka Yi Li.

The CDA welcomed 40 new members in 2019, bringing the current membership to 877 across all categories. Dues-paying members increased from 456 to 506. Resident and Fellow Associate numbers also grew, from 181 to 189.

The CDA also acknowledges Drs. Jean Côté, Kevin Peter, Robert Richards, Barry Lycka and Kevin Smith for their contributions to advancing dermatology and the CDA over the span of their careers. As they set off to enjoy retirement, we wish them the best and welcome them to the Members-400 hours-or-less group, which now has 102 members.

We constantly strive to deliver the best value to our members by providing networking and professional development opportunities. In 2019, we launched a podcast series for the Journal of Cutaneous Medicine and Surgery and Annual Conference, as well as the Dermalogues podcast series for residents. Thank you to our volunteers, whose collective efforts bring many of these opportunities to life. In 2020, our PGY5 residents will also get the "Headspace" meditation app for free to support them through their last year of residency, which can be very stressful. We encourage members to take advantage of all these many member benefits.

The CDA Awards program recognizes and celebrates dynamic individuals who have done exceptional work to promote the specialty. We received many impressive submissions, and are proud to recognize the following award recipients for 2019:

CDA AWARDS

Award of Merit:	Dr. Richard Haber
Practitioner of the Year Award:	Dr. Duane Litchenwald
Lifetime Achievement Award:	Dr. Gilles Lauzon
CDA Resident's Writing Award:	Dr. Annie Langley
CDA Research Award in Dermatology:	Dr. Feras Ghazawi

PUBLIC EDUCATION AWARDS

INDUSTRY

My Skin and Bones

Novartis Pharmaceuticals Canada Inc. and Canadian Association of Psoriasis Patients

Lifetime of Handshakes program

Sanofi Genzyme

NOT-FOR-PROFIT

#BeSunSafe program

David Cornfield Melanoma Fund, Douglas Wright Foundation and City of Toronto

#LifewithEczema campaign

Eczema Society of Canada

MAC continues to promote deserving members for prestigious awards with other medical organizations, such as the Royal College of Physicians and Surgeons of Canada, the Canadian Medical Association and the International League of Dermatological Societies. We are delighted that Dr. Andrew Simone was selected by the International League of Dermatological Societies for the 2019 Certificate of Appreciation for Humanitarian Dermatology. The award acknowledges his life-long efforts to improve health among disadvantaged groups around the world. Congratulations, Dr. Simone!

We encourage you to nominate colleagues who you think deserve special recognition. By doing so, you are not only recognizing their accomplishments, but also promoting the specialty of dermatology.

My term as Secretary of the Board and Chair of MAC will come to an end at the Annual Conference in Ottawa in June. It has been a great opportunity and a real pleasure to have served you and the specialty for the last two years.



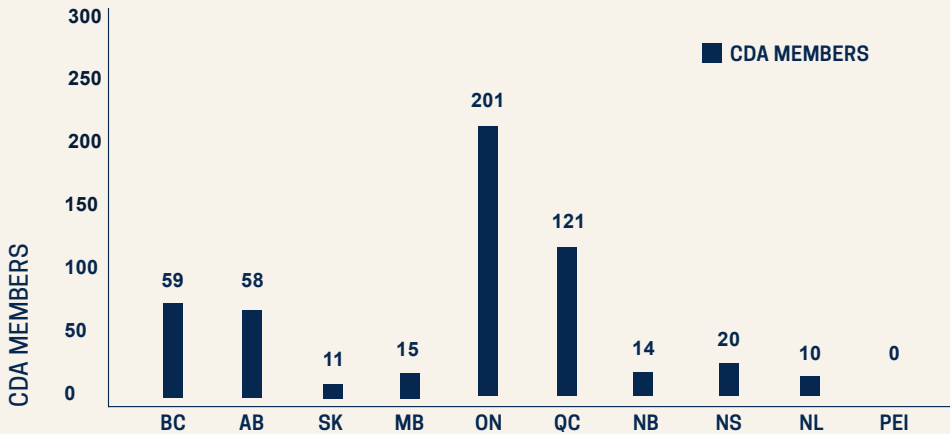
Jennifer Beecker

MD, CCFP(EM), FRCPC, FAAD, DABD
Secretary and Chair,
Membership and Awards Committee

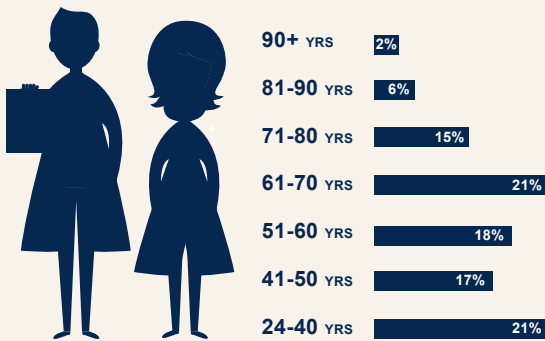
PRO-RATED MEMBERSHIP FEE FOR NEW CERTIFICANTS

CDA continues to offer new certificants, who join the Association during the last six months of the year, a pro-rated membership fee of 50%, following their complimentary year of membership.

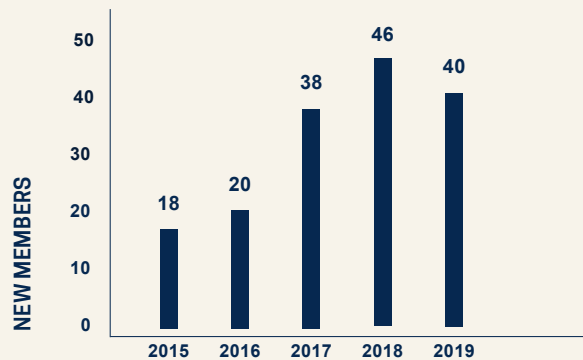
DERMATOLOGISTS PER PROVINCE



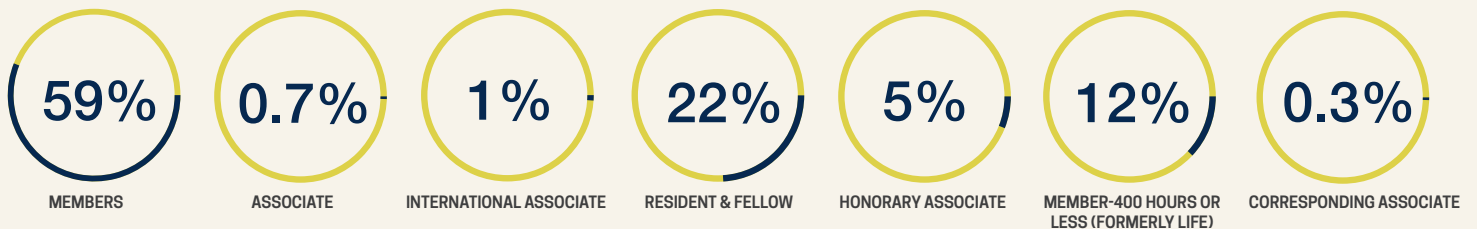
MEMBER AGE DISTRIBUTION



NEW MEMBERS OVER LAST 5 YEARS



MEMBERSHIP BREAKDOWN



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.

RESIDENTS & FELLOWS SOCIETY

The CDA Resident and Fellow Society (CDA-RFS) was established in 2004 to serve as a collective voice for dermatology residents across Canada. The society's goals are to promote resident camaraderie across programs, strengthen participation in the CDA, spearhead resident-centred programming and initiatives, and enhance the training experience of residents. The CDA-RFS has 16 resident representatives from the nine Canadian dermatology programs. This year, Drs. Malika Ladha (University of Calgary) and Noelle Wong (Dalhousie University) served as the co-chairs.

The 94th CDA Annual Conference was hosted in Calgary. The pre-conference day consisted of a Royal College Examination preparation panel and the annual Basics of Skin Science (BoSS) lectures. Both sessions garnered strong positive feedback and we are grateful to the organizers and participants for their time and involvement.

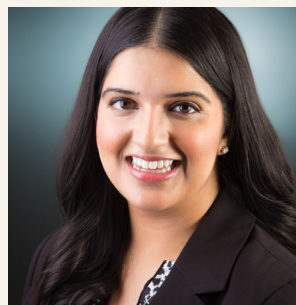
In keeping with tradition, the annual CDA-RFS Excellence in Resident Teaching Awards and Excellence in Clinical Teaching Awards were presented by the CDA-RFS at the Annual Conference. The 2019 recipients of the Excellence in Resident Teaching Award were Drs. Sabrina Nurmohamed (University of Calgary), Claudia Flores Echaiz (McGill University) and Amin Bahubeshi (University of Ottawa). The Excellence in Clinical Teaching Award went to Drs. Christopher Gallant (Dalhousie University) and Aaron Wong (University of British Columbia).

We are working to introduce new resident programming for future CDA conferences. This includes a series of introductory sessions for junior residents; a networking event for chief residents to share best practices; the highly requested resident power-hour for examination preparation; and a practice management session that focuses on job recruitment, salary negotiation and contracts.

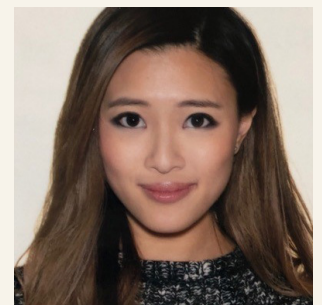
Dermalogues, a podcast series for dermatology residents, was officially launched in 2019. It shares national expertise from different centres with learners across the country. CDA President Dr. Kerri Purdy spearheaded Dermalogues with support from the CDA Board of Directors, BoSS Directors, Canadian Professors of Dermatology and the CDA-RFS. Topics have included wound healing (Dr. Laurie Parsons), lasers (Dr. Vincent Richer), biologics (Dr. Perry Grewal), injectables (Dr. Sam Hanna) and contact dermatitis (Drs. Sandy Skotnick and Melanie Pratt). The series has been extremely well received by residents. We continue to work with residents and Dr. Purdy to generate relevant and high-yield topics for future podcasts.

We are pleased to announce the launch of a longitudinal, online video-based basic science curriculum for residents. This initiative, also spearheaded by Dr. Purdy, addresses the ongoing concern at many programs across Canada about a well-organized and comprehensive basic science curriculum. Residents have already expressed great appreciation and enthusiasm in anticipation of this educational initiative.

Overall, we are excited about all the resident-centred projects at the CDA and look forward to maintaining this momentum. We thank the Board of Directors for their ongoing support and guidance.



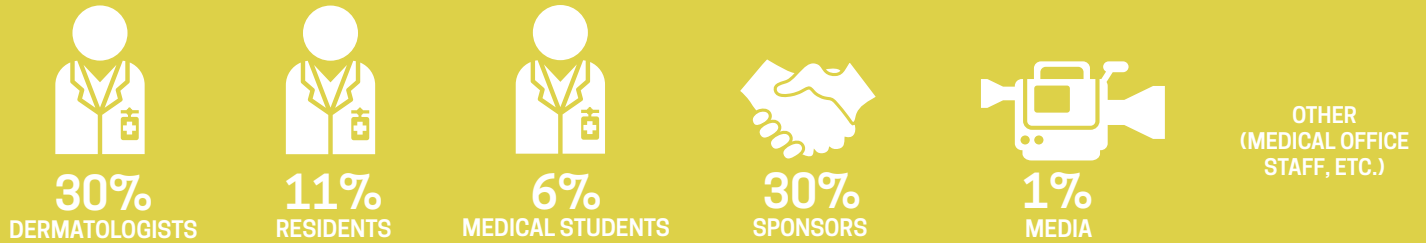
MALIKA LADHA
CDA-RFS Co-chair



NOELLE WONG
CDA-RFS Co-chair

2019 CALGARY ANNUAL CONFERENCE STATS

REGISTRATION BREAKDOWN



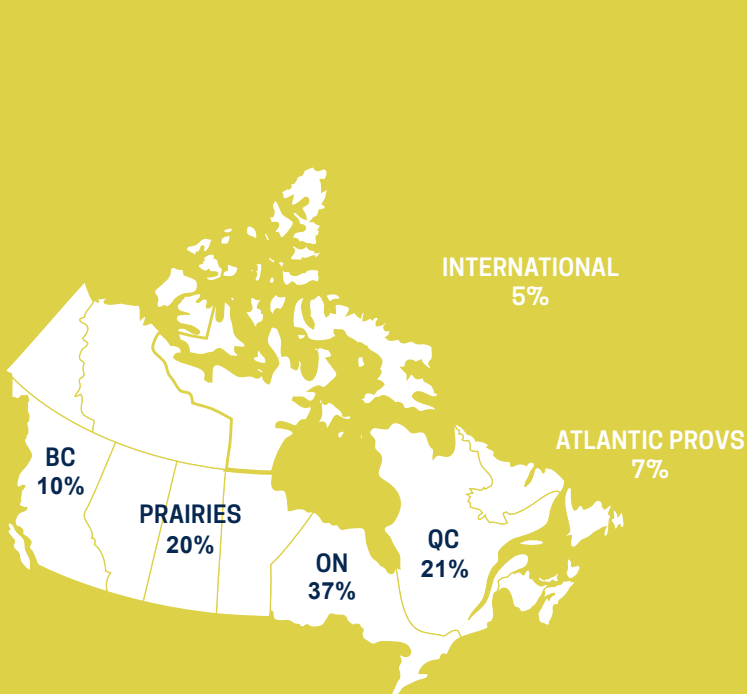
SPEAKERS



CHAIRS



ATTENDEE GEOGRAPHIC BREAKDOWN



CONFERENCE FACTS

31
CME HOURS

6 SUBSPECIALTY
SESSIONS



2
INVITED
LECTURERS

6
INVITED
SPEAKERS

60
TOTAL
SPEAKERS

6
SYMPOSIA

122 ABSTRACTS



EDUCATION

PODCAST SERIES

DERMALOGUES

Launched in 2019, Dermalogues is a series of fun and engaging podcasts featuring questions most commonly asked by dermatology residents. The first season was ranked “new and noteworthy” on iTunes, and was downloaded over 4,000 times within months of its launch. The podcasts, which are hosted by CDA President, Dr. Kerri Purdy, can be accessed via CDA’s website and major podcast streaming services. This program is supported by an educational grant from Sun Pharma Canada, made available through the CDA Corporate Supporter Program.

JCMS AUTHOR INTERVIEWS

These are a series of engaging, deep-dive conversations between Dr. Kirk Barber, Editor-in-Chief of the Journal of Cutaneous Medicine and Surgery, and authors of articles published in the JCMS. This program is supported by an educational grant from Bausch Health Canada Inc. made available through the CDA Corporate Supporter Program.

ANNUAL CONFERENCE PODCASTS

For the second year in a row, CDA produced a podcast series featuring in-depth one-on-one interviews with presenters at the 2019 Annual Conference in Calgary. Dr. Kerri Purdy interviewed prominent leaders, innovators and researchers in the field of dermatology and medicine. The series includes conversations with Dr. Swen Malte John on occupational dermatology, Dr. Heidi Kong on the microbiome’s role in skin disease, Zayna Khayat, PhD, on the future of health care, Dr. Anna Bar on device-based treatments in dermatology, Dr. George Hruza on challenges to dermatology on both sides of the 49th parallel, and Dr. Patrick Ott on melanoma and cancer vaccines. The podcasts are available via CDA’s website and major podcast streaming services.

CO-DEVELOPMENT ACTIVITIES

The CDA Education Committee co-developed eight programs in 2019: six Section 1 symposia at the Annual Conference and two online Section 3 self-assessment programs launched in the early spring and fall. Development and accreditation were overseen by the Education Committee. Thank you to the following sponsors for their support in raising the number of CME credits available for conference attendees and for providing new learning opportunities for CDA members throughout the year:



ACCREDITATION SERVICES

The CDA received and approved thirteen accreditation applications for CME programs developed for dermatologists and dermatology residents in 2019. Thank you to the following physician organizations for their support: Atlantic Provinces Dermatology Association; Canadian Dermatology Foundation; Canadian Laser and Aesthetic Specialists Society; Canadian Professors of Dermatology; Dermatology Association of Ontario; Queen’s University, Division of Dermatology; University of Ottawa, Division of Dermatology; University of Toronto, Division of Dermatology.

EDUCATION ABSTRACT REVIEWS

A total of 122 abstracts were submitted for consideration for the 2019 Annual Conference were reviewed by the Education Committee, Annual Conference Committee and Subspecialty Chairs.

DERMATOLOGY START-UP ASSISTANCE PROGRAM

Led by the Dermatology Start-Up Assistance Working Group, the program provided additional resources and support to dermatology residents and early-career dermatologists transitioning into practice. Through a dedicated online practice management centre, the program offers helpful tools for early-career dermatologists. These include recordings from practice management presentations at annual conferences, links to provincial recruiting agencies and other useful national and province-specific resources.

ONLINE JOURNAL CLUB

Launched in 2019, the online journal club caters to the needs of CDA members who do not have opportunity to participate in local journal clubs. Led by JCMS Editor-in-Chief Dr. Kirk Barber, meetings take place once every two months to discuss the latest, clinically relevant papers from key dermatology journals. Participants earn 1.5 Section 1 credits per meeting. This program is supported by an educational grant from LEO Pharma, made available through the CDA Corporate Supporter Program.

MONTREAL JOURNAL CLUB

The Montreal Journal Club was launched in October 2019 to provide an opportunity for Montreal-based dermatologists to network and review recent high-impact practice-changing articles from dermatology journals. The club holds bi-monthly dinner meetings at different venues with faculty members from the University of Montreal and McGill University. It is an important opportunity to connect dermatologists in Montreal and increase engagement with other CDA programs. The event is accredited and open to all dermatology residents and certified dermatologists in Montreal. This program is supported by educational grants from Amgen, Celgene, Galderma, Janssen and L’Oréal, made available through the CDA Corporate Supporter Program.

REPRESENTATIONS

In 2019, the CDA had a number of opportunities to represent dermatologists' interests that included direct inquiries from, and expert submissions to, Health Canada, the Canadian Agency for Drugs and Technologies in Health, and Health Quality Ontario. Projects included assessing a product monograph recommendation to screen for DPD deficiency, advocating for the coverage of a new biologic for patients with atopic dermatitis, participating in consultations to implement biosimilars, and supporting public funding for home-use NB-UVB phototherapy devices. The CDA also took action on Shoppers Drug Mart's Beauty Clinic campaign by requesting that the word "dermatology" not be used in this marketing context, as well as reaffirming the CDA's position that a qualified physician be on-site to mitigate patient risk.

CLINICAL PRACTICE GUIDELINES

Building on the CDA guideline framework, a Clinical Practice Guidelines webpage was launched in 2019. It contains all policy and procedure documents relating to the framework, assuring an open and transparent process and defining measures for objective and unbiased recommendations. The webpage invites health care practitioners, patients and their caregivers to submit guideline topic suggestions and apply for positions on guideline development groups. To date, three guideline topics have been identified.

JOURNAL OF CUTANEOUS MEDICINE AND SURGERY

The JCMS CME Program provides members with an opportunity to earn RCPSC Section 3 Maintenance of Certification Program credits. The program runs on a two-year accreditation cycle, each selected article is available for two years. In 2019, twelve articles from volume 23 of the JCMS were selected for participants to earn CME credits by reviewing the articles and conducting self-assessments with online multiple choice tests. Participants also conducted self-assessments on CME articles from volumes 21 and 22. At year-end, 350 certificates of participation were issued. The JCMS CME Program is funded by Eli Lilly through an educational grant, and is recognized under the CDA's Corporate Supporter Program.

DISEASE & COSMETIC AWARENESS

(PATIENT HANDOUTS FOR MEMBERS)

The CDA continued to develop educational resources that reflect its reputation as a reliable source of medical knowledge on skin, hair and nail conditions. Content was developed and reviewed by CDA members and published on the CDA website in addition to updating current patient brochures and developing new ones. These easy-to-read resources provide patients and their families with the most up-to-date, reliable information about dermatological conditions, from signs and symptoms to treatment options.

The CDA continues to make these resources available to members free of charge.

CANCER	SKIN	HAIR	NAILS
Actinic Keratoses*	Acne*	Hair General Information	Nail General Information
Basal Cell Carcinoma*	Adolescent Acne*	Alopecia	Brittle Nails
Melanoma*	Dry Skin*	Dandruff	Nail Discolouration
Squamous Cell Carcinoma	Eczema	Folliculitis	Nail Fungus & Infection
Subungual Melanoma	Childhood Eczema*	Grey Hair	Nail Care
	Hidradenitis Suppurativa*	Hair Care	
	Photoaging	Hair Removal	
	Psoriasis*	Hirsutism	
	Rosacea	Ingrown Hair	
	Vitiligo*		

*New brochure or recently reviewed and updated content.

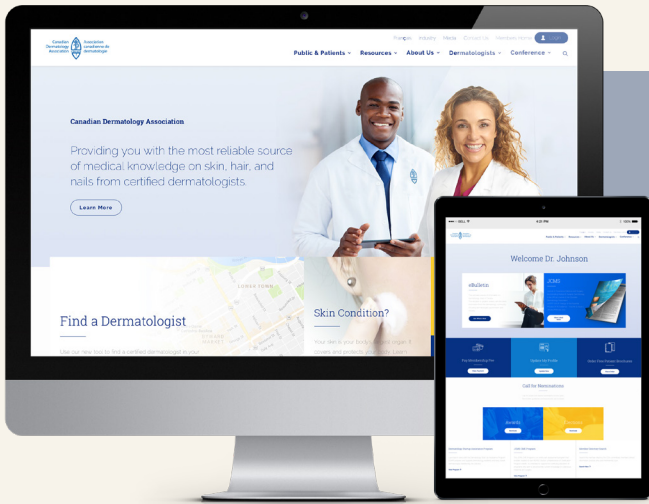
eBULLETIN

The eBulletin is one of the CDA's most promising communication channels, providing members with the latest information about the organization's services, high-level news about the specialty and industry, and networking opportunities for the community. Since its launch in 2016, the eBulletin website has grown considerably. In the last four years, it has attracted more than 1,900 users, representing growth of 47%. Users are spending more time on the website interacting with the content. Over 200 articles were published in 2019.

In 2019, the eBulletin's comments feature was very popular. Compiling and highlighting different perspectives

and opinions, it gave readers the opportunity to share their thoughts on many topics. Over 36 interactions demonstrate how this new feature helps members to connect.

Another highlight of 2019 was the Annual Conference Resident Contributor Bursary. Four residents received \$1,000 each to write summary highlights of seven conference sessions. These summaries were shared on the Conference News webpage, giving readers access to top clinical pearls and tips from the Calgary conference.



DERMATOLOGY.CA

In 2019, the CDA added new features, resources and tools to enhance user experience and provide new member benefits.

NEW PAGES & FEATURES IN 2019

- New and updated skin, hair and nail content
- Shade Structure Grant Program
- Updated online application process for CDA awards
- CDA Online Journal Club
- Updated position statements
- Sun safe behaviour survey data

- Dermalogues podcasts series
- JCMS podcasts series
- Annual conference podcasts series
- Members' Forum in Members' section
- Topical Calcineurin Inhibitors (TCI) Self-Assessment Program

DERMATOLOGY.CA STATISTICS AS OF DECEMBER 2019



PAGEVIEWS
2019: **739,605**
2018: **582,479**



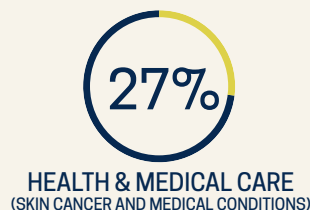
UNIQUE PAGEVIEWS
2019: **646,517**
2018: **505,000**

NEW VS. RETURNING VISITORS
+ 84% **↻ 16%**

TRADITIONAL MEDIA

The CDA continued to profile members through various media outlets to raise awareness and increase the value of certified dermatologists among Canadians. Over 50 free media pieces enriched public awareness of skin, hair and nail care.


Media requests are classified into four categories: general care, sun awareness, health and medical care and cosmetic.




The CDA is committed to continue empowering the specialty by offering numerous media opportunities to position dermatologists as the most reliable source of information on skin, hair and nails.

Twitter

 420
TWEETS

 50%
MALE FOLLOWERS

 50%
FEMALE FOLLOWERS


 161 RETWEETS

 630 NEW
FOLLOWERS


4,284 TOTAL TWITTER FOLLOWERS    



  4,786 FACEBOOK FANS

 68.1%
FEMALE FOLLOWERS

351,575 IMPRESSIONS

 31.9%
MALE FOLLOWERS

FANS GAINED 514

Facebook

55 
COMMENTS

3,217
PROFILE VISITS

211 
WEBSITE
CLICKS

 2,203
LIKES

1228 
FOLLOWERS

TOTAL REACH
46,543

86,093 TOTAL IMPRESSIONS

121 POSTS



514  FOLLOWERS

53 POSTS


576 LIKES



36.366 IMPRESSIONS



1,093 NUMBER OF CLICKS

PROGRAMS

SUN PROTECTION PROGRAM

Recognized
Sun Protection
Canadian
Dermatology
Association



Reconnu
Protection solaire
Association
canadienne de
dermatologie



SPP EXPERT ADVISORY BOARD RECOGNIZED PRODUCTS MEET THE FOLLOWING CRITERIA

- ✓ Broad-spectrum with a SPF 30 or higher
- ✓ Low potential for irritation
- ✓ Minimally perfumed or non-perfumed
- ✓ Non-comedogenic



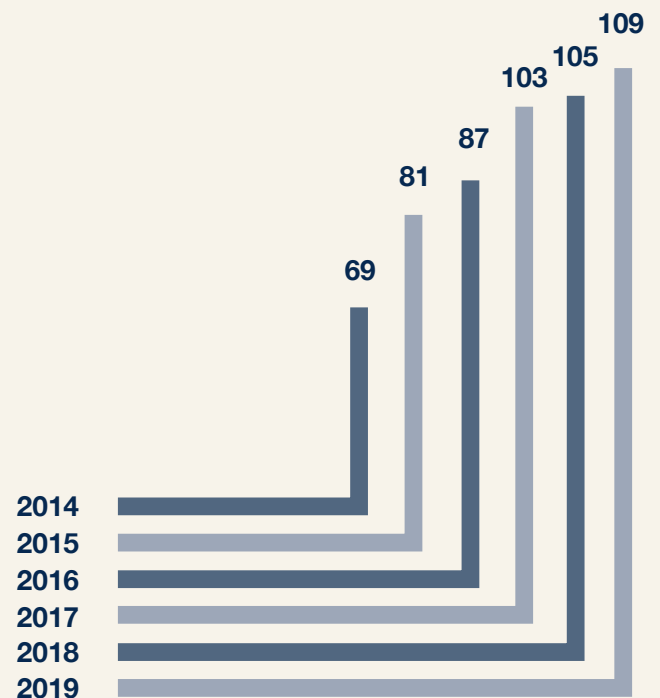
OVER

50%

OF CANADIANS SAY THEY WOULD BE MORE LIKELY TO PURCHASE A PRODUCT WITH THE CDA SPP LOGO*

SPP RECOGNIZED BRANDS	# OF PRODUCTS
Aveeno	7
Avène	4
Biomedic	1
Biotherm	1
CeraVe	1
Coppertone	8
CW Beggs & Sons	1
Hawaiian Tropic	2
Jean Coutu	2
La Roche-Posay	12
Life Brand	13
Marcelle	3
Neutrogena	14
Ombrelle	21
President's Choice	7
Vichy	11
Yves Rocher	1
TOTAL	109

OF PRODUCTS IN THE PROGRAM



SKIN HEALTH PROGRAM

Recognized
Skin Health
Canadian
Dermatology
Association



Reconnu
Santé de la peau
Association
canadienne de
dermatologie

EAU THERMALE
Avène

BIODERMA
LABORATOIRE DERMATOLOGIQUE

CeraVe

CW
BEGGS
AND
SONS
CHICAGO
1872

DERMABLEND®
PROFESSIONAL

Eucerin®

GARNIER

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

L'ORÉAL
PARIS

MARCELLE

PURGENESIS™

URIAGE
EAU THERMALE

VICHY
LABORATOIRES

YVES ROCHER

SHP EXPERT ADVISORY BOARD RECOGNIZED PRODUCTS MEET THE FOLLOWING CRITERIA

- ✓ Low potential for irritation
- ✓ Fragrance free or unscented
- ✓ Do not contain the most common allergens
- ✓ Non-comedogenic

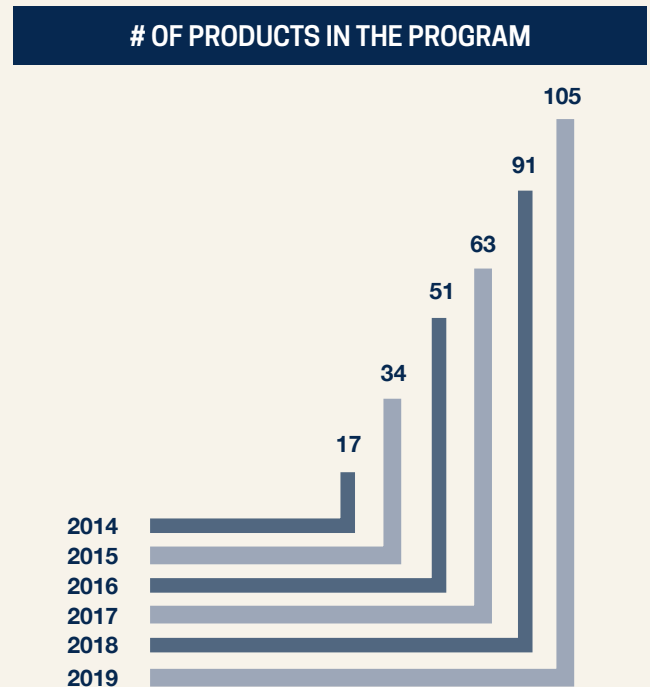


OVER

60%

OF CANADIANS SAY THEY WOULD BE MORE LIKELY TO PURCHASE A PRODUCT WITH THE CDA SHP LOGO*

SHP RECOGNIZED BRANDS	# OF PRODUCTS
Avène	1
Bioderma	2
CeraVe	6
CW Beggs & Sons	18
Dermablend	1
Eucerin	2
Garnier	10
La Roche-Posay	1
L'Oreal Paris	3
Marcelle	55
Purgenesis	1
Uriage	2
Vichy	2
Yves Rocher	1
TOTAL	105



5 MATERNITY

18 MEN

21 MAKEUP

26 HYDRATING

35 CLEANSING

PRODUCT CATEGORIES

*Data collected through Ipsos' Canadian online omnibus between September 6 and 12, 2019 to a representative sample of n=1,228 Canadians age 16+.

SUN AWARENESS PROGRAM

SUN AWARENESS WEEK

In recognition of Sun Awareness Week, which ran May 13–19, the CDA launched a social media campaign that featured short videos of members sharing information about skin cancer and skin cancer prevention. It also released the results of its annual Sun-Safe Behaviour Survey.

During the three weeks around Sun Awareness Week, the CDA received 62,813 impressions and 2,044 post engagements on Facebook. On Twitter, there were 224 post engagements, 37 mentions and 27 new followers. On Instagram there were nine posts and 164 likes.

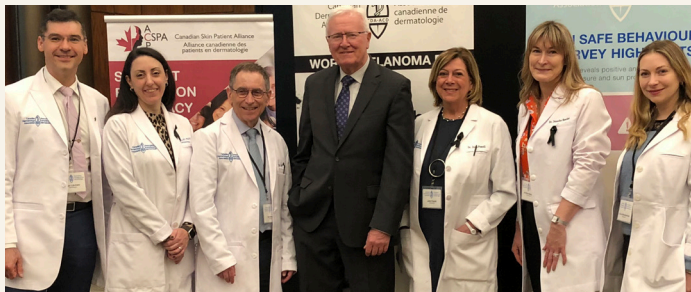
To increase media coverage on the importance of early detection, skin cancer prevention and sun-safe behaviour during Sun Awareness Week, the CDA contacted media outlets across the country in advance and provided summaries of planned activities and messaging. CDA members did many interviews across the country with media outlets that included CBC Radio, CTV Edmonton, Today's Parent, Huffington Post Quebec, Walmart Tips & Ideas (online), Cottage Life and CKNW Vancouver Nurse Talk.

In addition to social media and traditional media outreach, member volunteers hosted a skin cancer screening event on Parliament Hill and a free public skin cancer screening clinic in Vancouver.

WORLD MELANOMA DAY

World Melanoma Day was recognized at the start of Sun Awareness Week on May 13. The CDA issued a press release to announce the release of the findings from its annual Sun-Safe Behaviour Survey. The findings were shared with media outlets across the country and on social media, and were published on the CDA website.

The CDA and member volunteers also hosted a skin cancer screening event and reception on Parliament Hill for members of Parliament and senators to educate them on the importance of skin cancer prevention and early detection.



EVENTS

The CDA was involved in several events across the country. These included the Winnipeg Teddy Bear Picnic, World Melanoma Day in Ottawa and World Skin Health Day in Vancouver. Other events were held by members through funding available through the CDA. Member events included a Sudbury Public Skin Cancer Screening Clinic, Toronto Public Skin Cancer Screening Clinic and a Sun Awareness Station in London.



WORLD SKIN HEALTH DAY

In recognition of World Skin Health Day, a collaborative initiative between the International League of Dermatological Societies and the International Society of Dermatology, dermatologists and dermatology residents hosted a free public skin cancer screening clinic in Vancouver on May 25. Dermatologists and residents conducted skin cancer screenings, gave media interviews, answered patient questions, distributed educational materials and educated participants about skin cancer prevention.



POSITION STATEMENTS

The Sun Awareness Working Group reviewed and updated four position statements: Sun Protection and Sunscreen Use; Artificial Tanning Equipment; Use of Self-Tanning Products; and Use of Nanoparticles in Sunscreens. These statements are available to members and the public on the CDA website.

CORPORATE SUPPORT

The Corporate Supporter Program is a powerful opportunity for organizations to fuel the mission and vision of the CDA. Initiatives supported by the program include:

- Disease and cosmetic patient brochures
- Section 1, 2 and 3 CME opportunities, such as the Online Journal Club, JCMS Author Interviews podcast, Dermalogues podcast and JCMS CME Self-Assessment program
- Free JCMS subscriptions for residents and fellows
- Practice management sessions during the Annual Conference
- Scholarships for residents
- Complimentary CDA memberships for residents and new dermatology graduates
- Resident receptions and the Women's Dermatologic Society reception
- CDA initiatives in support of World Melanoma Day

The Corporate Support Program changed in 2019 to allow organizations to direct their support to one or more of the areas listed above. Listed below are all program supporters, in alphabetical order.



AFFILIATES

THE CDA WORKS HARD TO BUILD A STRONG DERMATOLOGY COMMUNITY. TO THIS END, IT HAS BEEN RESPONSIBLE FOR THE ADMINISTRATION OF VARIOUS ORGANIZATIONS SINCE 2012. THE WORK GIVES CDA STAFF AN OPPORTUNITY TO APPLY A WIDER RANGE OF SKILLS AND EXPERTISE WHILE PROVIDING THE KNOWLEDGE THESE ORGANIZATIONS NEED TO FUNCTION EFFICIENTLY AND EFFECTIVELY, AND TO MEET STANDARDS OF GOOD GOVERNANCE.

CANADIAN PROFESSORS OF DERMATOLOGY



The Canadian Professors of Dermatology (CPD) provides a forum for discussing all levels and aspects of dermatologic education in an informal, collegial setting. The CPD functions independently. 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 in-person programs during the year: DRIVE (Dermatology Residents Innovation & Vision in Education) and BoSS (Basics of Skin Science). It also gives awards for Best Oral Presentation and Best Poster Presentation by a trainee (resident or fellow) during the Annual Conference.

DERMATOLOGY RESIDENTS INNOVATION & VISION IN EDUCATION



DRIVE is an annual national educational initiative directed at final-year (PGY5) dermatology residents. It prepares candidates for the Canadian Royal College of Physicians and Surgeons' Certification Examination in Dermatology. Launched recently was DRIVE Online, a regularly held online program that provides additional study resources for PGY5 residents.

PROGRAM COMMITTEE

Michele Ramien, Co-chair
Jerome Coulombe, Co-chair
Kerri Purdy, Past Co-chair
Aaron Wong, Co-chair (Acting)

Harvey Lui, Chair, CPD
Joel DeKoven, Member
Ibrahim Fayez, Member

SPONSORS

AbbVie Canada
Bausch Health
Celgene Canada
Galderma Canada
Janssen Canada

LEO Pharma Canada
Novartis Pharmaceuticals Canada
Pfizer Canada
Sanofi Genzyme

EXAMINERS

Sonya Abdulla
Faisal Al-Mohammed
Judith Cameron
Benoît Côté
Jérôme Coulombe
Richard Crawford
Kyle Cullingham
Erin Dahlke
Joel DeKoven
J.P. DesGroseilliers

Phil Doiron
Aaron Drucker
Ibrahim Fayez
Laura Finlayson
Odette Fournier-Blake
Martin Gilbert
Carly Kirshen
Jim Limacher
Alexandra Mereniuk
Ashley O'Toole

Laurie Parsons
Mathieu Powell
Kerri Purdy
Diane Quintal
Michele Ramien

Cheryl Rosen
Gordon Searles
Mylène Veilleux
Scott Walsh
Aaron Wong

PARTICIPATING RESIDENTS

Dalhousie University 1
Laval University 4
McGill University 4
University of Alberta 2
University of British Columbia 4

University of Calgary 3
University of Montreal 5
University of Ottawa 4
University of Toronto 7

BOSS - BASICS OF SKIN SCIENCE

BoSS is an annual program offered during the Annual Conference to all dermatology residents enrolled in a Canadian training program. The 2019 program was co-chaired by Drs. Neil Shear and Yuka Asai, who replaced founding co-chair Dr. Gilles Lauzon. AbbVie sponsored the program, as it has done since the program's inception in 2010.

2019 PRESENTERS

Régine Mydlarski
Patrick Ott
Scott Walsh
Aaron Drucker
Laurie Parsons

CPD AWARDS

At the 2019 Annual Conference, the CPD issued awards to two dermatology trainees (residents or fellows) for Best Oral Presentation and Best Poster Presentation.

CANADIAN ASSOCIATION OF RHEUMATOLOGY AND DERMATOLOGY

The Canadian Association of Rheumatology and Dermatology (CARD) functions independently and is a collaboration between the CDA and the Canadian Rheumatology Association (CRA). It promotes data gathering and research and focuses on sharing knowledge for optimal clinical care of patients with autoimmune/auto-inflammatory rheumatic diseases.

EXECUTIVE MEMBERS

Jan Dutz, Dermatologist
Stephanie Keeling, Rheumatologist

CANADIAN DERMATOLOGY FOUNDATION



Celebrating 50 years of supporting excellence in dermatology, the Canadian Dermatology Foundation (CDF) is Canada's only national, not-for-profit funder of basic and applied dermatology research. The CDF has proudly invested over \$10 million in dermatologic research since its inception in 1969.

This year, the CDF unveiled a new mission and vision:
Mission – Promote skin research. Advance dermatology.
Vision – Healthier skin, better life.

The CDA has provided administrative services to the CDF since 2012. To learn more about the CDF, visit cdf.ca

EXECUTIVE MEMBERS

Gordon Searles, President (2017–2020)
Youwen Zhou, Secretary (2016–2020)
Robert Gniadecki, Treasurer (2017–2020)
John Elliott, Chair, Scientific Advisory Committee (2016–2020)

BOARD MEMBERS

Afsaneh Alavi (2019–2022)
H. John Albers (ex officio)
Yuka Asai (2019–2022)
Kirk Barber (2017–2020)
Jan Dutz (2018–2021)
Patrick Fleming (2017–2020)
Shannon Humphrey (2019–2022)
Kerri Purdy (CDA President)
Neil Shear (Immediate Past-President)
Jack Toole (2018–2021)
Irina Turchin (2019–2022)

CAMP LIBERTÉ SOCIETY



Alberta, the camps run for six days and are open to children from across Canada who have moderate to severe skin conditions. Camp Liberté was inspired by a group of dermatologists dedicated to offering children an opportunity to enjoy a summer camp experience. An independent board of directors oversees the organization, which is funded solely through donations from CDA members, the dermatology industry and other supporters.

BOARD OF DIRECTORS

Danielle Marcoux, President
Kirk Barber, Vice-President

Michele Ramien, Vice-President
Gordon Searles, Secretary-Treasurer
James Bergman, Director
Joël Claveau, Director
Loretta Fiorillo, Director
Sharon Henderson, Associate
Julie Loignon, Associate
Claudia Posso, Associate
Chantal Courchesne, Executive Director

CANADIAN HIDRADENITIS SUPPURATIVA FOUNDATION



The Canadian Hidradenitis Suppurativa Foundation (CHSF) is dedicated to improving the lives and care of Canadians with hidradenitis suppurativa (HS) by helping dermatologists better manage the condition.

Among the CHSF's objectives are communicating the latest HS management techniques, creating research opportunities and education for dermatologists and mentorship for residents, establishing cross-specialty dialogue to improve patient outcomes and collaborating with international HS foundations to optimize research, education and patient care.

Every year, the CHSF co-presents the Symposium on Hidradenitis Suppurativa Advances. The event provides an interdisciplinary forum for researchers, scholars and clinicians to present practical challenges and solutions and the most recent innovations in the field of HS.

The 4th SHSA took place on November 1 -3, 2019 at the Westin Book Cadillac Hotel in Detroit. Over two hundred delegates registered to attend, including Physicians, Nurses, Residents & Fellows and Industry Representatives. The SHSA is an Accredited Group Learning Activity (Section 1) as defined by the Maintenance of Certification program of The Royal College of Physicians and Surgeons of Canada and approved by the Canadian Dermatology Association.

EXECUTIVE MEMBERS

Raed Alhusayen, President (2018–2020)
Marc Bourcier, Past-President (2018–2020)
Isabelle Delorme, Vice-President (2019–2020)
Chuck Lynde, Treasurer (2018–2021)
Neil Shear, Secretary (2018–2021)

BOARD MEMBERS

Afsaneh Alavi, Ontario (2017–2020)
Tracey Brown-Maher, Newfoundland and Labrador (2018–2021)
Pat Coutts, Ontario (2018–2021)
Isabelle Delorme, Quebec (2018–2021)
Ralph George, Ontario (2017–2020)
Danielle Marcoux, Quebec (2018–2021)
Susan Poelman, Alberta (2018–2021)
Marni Wiseman, Manitoba (2018–2021)
Simon Wong, British Columbia (2018–2021)



CANADIAN DERMATOLOGY ASSOCIATION

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