



Canadian  
Dermatology  
Association

# Annual Report

January 2020  
– December 2020

# Contents

Who we are and what we do	3
Message from the CDA President & CDA Chief Executive Officer	4
2020: A Year like no other and a Challenge like no other	5
The Year in Review: Actions and Key Results Highlights	7
Supporting Member Needs	7
World Melanoma Day	7
Responding to Issues that Matter	8
Ensuring our Fiscal and Corporate Health	8
Sun Awareness Week	9
CDA Shade Structure Grant Program	10
Recognizing Excellence in Dermatology and Public Education	11
By the numbers: Membership, Education, Health Policy,	12
Podcasts	14
Communications & Outreach	15
Publications: Digital and Print	16
Other Initiatives	17
CDA Certification Programs	18
CDA Corporate Supporter Program	19
Member Volunteer Leadership	20
Board of Directors, 2020	21
Committees	22
Onwards to 2021	23

# Resiliency and Results in the face of Adversity: The Canadian Dermatology Association's

## Annual Report 2020 Who We Are and What We Do

The Canadian Dermatology Association was founded in 1925 as the national medical speciality association for certified Canadian dermatologists. Throughout our 96-year history, our purpose remains as important today as it did when it was founded.

The Association is the one voice of Canadian Dermatologists and exists to advance the science and art of medicine and surgery related to the care of the skin, hair, and nails.

We are focused on ensuring the training and expertise of certified dermatologists is understood and recognized by the public and other stakeholders as the experts on all aspects of skin health.

The Association provides continuing professional development for members, advocates for the best outcomes in patient care; and provides the public with credible information to promote a lifetime of healthier skin, hair and nails.

The CDA Strategic Plan guides all efforts to insure the achievement of the intended goals of the Association.



## Message from:

Jason Rivers, CDA President &

Linda Jones, CDA Chief Executive Officer


2020 – A Year that challenged everyone of us. It was a year that no one wanted or anticipated but affected the entire world. The ability to assess and respond has been the challenge of every medical speciality association, in fact, every organization this past year.

The Canadian Dermatology Association decided early on to embrace these challenges as opportunities, to examine what these challenges could accelerate in terms of positive change and what we could do differently and what we could leave behind.

This was a year where we responded and we have shown what we are capable of, even in a year that tested us all.

The CDA Board of Directors, together with the CDA National Office team took several proactive measures to ensure that valued in-person programs will still be offered to members, in a virtual format, we undertook rigorous line-by-line reviews of costs and benefits. We scrutinized the effectiveness of everything we do, and we monitored for opportunities to thrive. In the end, the CDA did not just survive, but thrived, as was our intention from the beginning!

Through it all, together we have enjoyed leading the CDA through a very challenging time in our history. Through courageous leadership, tough decision making and commitment to our purpose, the CDA is well positioned for the future, with purposeful direction and hopefully a return to normal, whatever that might be!



**Jason K. Rivers, MD, FRCPC**  
CDA President



**Linda M. Jones, BPA, MPA**  
CDA Chief Executive Officer

# 2020: A Year like no other and a Challenge like no other

**unprecedented**  
**pivot**      **adapt**      **respond**      **reimage**

So many of the same words have been used to describe 2020. We have all heard many of these words we heard over and over in 2020, in a year often referred to as "a year like no other" given the disruption that the COVID-19 pandemic had brought into every aspect of our lives.

The CDA was in no way immune to any of the challenges that 2020 brought. However, we were quick to anticipate many of the difficulties and choose to focus on resiliency in the face of adversity. As such, we searched for the opportunities that this unprecedented situation may provide.

In the face of adversity, here are some of the challenges the CDA took on during this stormy past year and how we weathered the storm.

## Challenges and Opportunities

### ► **Adapt, Pivot and Respond:**

The CDA was ready to adapt and pivot to the challenges and opportunities that COVID presented to the CDA. While it was nothing that any of us would want, the CDA Board of Directors and Chief Executive Officer focused in on ensuring sustainability and supporting our members, particularly in the practice environments that emerged across the country. An agile, nimble response was our mindset, focusing on the immediate with an eye to the longer term.

### ► **Provide services that matter to members ensuring relevant and timely member support and education:**

The CDA was quick to respond to the emerging pandemic and assessing its impact on dermatology, patients, and practice. We assessed what our members want the Association to do as a national medical speciality association and what products and services are important to the member.

Beginning in March, the CDA Covid-19 Task Force was struck. A panel of CDA member dermatologists met to assess member needs and required support in this quickly evolving landscape.

# unprecedented pivot adapt respond reimage

Between April and June, the CDA delivered 12 one-hour webinars each week on key topics of special interest to dermatologists as the pandemic continued. These weekly webinars that allowed us to reach a segment of our members we traditionally have not reached, those being our members who practice alone or in community settings. Based on feedback and topics suggested by members, we continued the Fall webinar series with seven more sessions and the first in a series of co-developed educational events. The CDA also produced fact sheets and position statements for members and patients, providing strong leadership and practical resources through these challenging times.

The CDA pivoted its Annual Conference to a virtual platform with a one-day offering held Saturday October 17, 2020 that was well received by the membership. As well, the highly anticipated Women in Dermatology Leadership Meeting went virtual on Friday-Saturday, September 11-12, 2020.

The CDA continued its online programs, such as the CDA Online Journal Club, and self directed CME learning opportunities, all available to members before the pandemic.

## ► Focus on efficiency and effectiveness:

Given the revenue constraints imposed by the inability to hold in person meetings, the CDA examined all revenue and expense streams. We looked at everything we do, if we need to do it and how we do it better, faster or cheaper. The Board and the National Office team took on this challenge in a work from home environment, during the pandemic.

The Board reviewed all programs and prioritized CDA efforts towards high value, high return initiatives. The CDA reconfirmed its commitment to the CDA Certification Programs and its value to the CDA, industry partners and the public.

The CDA is proud of our achievements through our extraordinary efforts and unwavering commitment to putting members first. Through it all, the CDA delivered:

- Solid member value
- Support and commitment to our medical speciality; with
- Frugal prudent risk aware leadership.

We have shown our ability to be agile and address the challenges. The CDA was well positioned to anticipate and react to the challenges and uncertainties that COVID brought. We have embraced the challenges and continue to change and strengthen our association. Our resiliency and commitment remained strong leading into 2021.



# The Year in Review: Actions and Key Results Highlights

The CDA is pleased to outline our key accomplishments achieved in the last year which saw the Association supporting member needs, supporting Canadians for sun safety, recognizing excellence in dermatology and public education, responding to issues that matter and ensuring our fiscal and corporate health.

## Supporting Member Needs



The CDA's initial response was swift, with on-going action taken to provide updates and support to members as the pandemic and its impact began to be felt by our members.

Even during these tough times, the CDA continued to offer value to members after our COVID-19 weekly webinar series, with more education that included the Fall Webinar Series of topics of special interest to members, as well as the Virtual Women in Dermatology Leadership Meeting in September and our one-day Virtual CDA Annual Conference, held in October.

## World Melanoma Day 2020

CDA marked World Melanoma Day 2020 with a press release highlighting facts about melanoma, including its rising incidence rates among Canadians and as it is one of the few types of cancer that continues to increase every year. The press release revealed new public opinion research on Canadians' knowledge and behaviour about preventing skin cancer according to the CDA's 2019 Sun Safe Behaviour Survey. It contained some encouraging results and revealed some worrisome trends around public misconceptions about what they can do to reduce their risk of melanoma from exposure to the sun's ultraviolet (UV) radiation.

To help prepare for media interviews, the full survey report, an infographic with main survey results and core sun protection messaging resources were made available on the CDA member portal in the "Media Prep" section. Survey findings were also shared with its members and the Canadian public through CDA communication vehicles including the CDA website, eBulletin and social media channels.

# Responding to Issues that Matter

Last year the CDA spoke when we needed to speak up on issues that matter to our membership and patients. In our new virtual world, we have strengthened our online and social media presence and have increased our outreach regarding policy and advocacy.

## Diversity and Inclusion



We issued the CDA statement on diversity and inclusion in response to global events. The CDA stands behind all members ability to train and practice in a culture of psychological safety and supports all efforts for recognizing and addressing systemic barriers, bias and discrimination.

## COVID Statement



The CDA issued position statements on COVID vaccination and issued recommendations on side effects providing leadership on important issues to dermatologists and patients.

As the strong and unified voice for dermatology, the CDA also provided key insights and recommendations to the Canadian Agency for Drugs and Technology in Health (CADTH) and other stakeholders.

## Listening to the Community



We continue to listen to the broader community and continually evolve the value proposition to ensure all members see themselves in the CDA and feel connected to the voice of dermatology in Canada.

As the national medical speciality association for dermatology, we continue to strengthen our voice when we speak on issues that matter to our members building trust and enhancing our credibility and the positive reputation of the Association.

# Ensuring our Fiscal and Corporate Health

## Ensuring Sustainability Diversification of Revenue Streams



The CDA anticipated a funding shortfall with the cancellation of our in-person Annual Conference and reductions in other revenue streams. The challenges presented a bleak picture as the whole country reacted and responded to the lockdowns and restrictions that tested us all.

The CDA Certification Programs remained strong with minor corrections anticipated from several industry partners. Both the CDA and industry participants confirmed the mutual importance of both the Skin Health Program and the Sun Protection Program to our shared goals.

To ensure fiscal stability and organizational stability, the CDA was courageous in its efforts to rationalize expenditures and reduce costs. Programs were reviewed to determine what was essential to continue, and initiatives that could be postponed were adjusted.

The CDA was able to benefit from both the COVID-19 Relief Programs, those being the Canadian Emergency Wage Subsidy (CEWS) and the Canadian Emergency Rent Subsidy (CERS).

Given these endeavours, the CDA was able to hold the line on membership fees for 2021. And as a result of being fiscally responsible, the CDA held no debt and remained in a positive financial position to start 2021.





# Sun Awareness Week: Local Sun Awareness Initiative by CDA Member

For years, CDA member Dr. Wei Jing Loo has hosted a sun awareness station in her community during the CDA National Sun Awareness Week. However, due to COVID-19, Dr. Loo was not able to host her event. Her children, Elena and Edward, found a creative way to spread the message of sun safety in their community.

*"A great effort! Congrats to Dr Loo and her children for their ability to think outside the box."*

Jason K. Rivers, MD, FRCPC, FAAD  
CDA President



*Letter from CDA Member's children:*

*Sun awareness program: Covid safe, sun save, fun save*

*My name is Elena Tay and I am in Grade 11. My brother, Edward Tay is in Grade 9. We go to the Oakridge Secondary School in London, Ontario. We missed school and our friends during the lock-down due to the Covid-19 pandemic.*

*In the past couple of weeks, the pandemic is better controlled and the government is starting to relax the rules on social distancing. As the lock-down became less stringent over the summer, more and more people will be venturing outdoors. I think it is important for everyone to understand the importance of sun protection. Sun damage is the major cause of skin cancer and this is highly preventable. With this in mind, my brother and I decided to help my mom and partner with the Canadian Dermatology Association to promote sun awareness in our local community. Our message to our local community is "Covid safe, sun save, fun save". We would like to encourage everyone to enjoy their summer with friends and family but at the same time be mindful of the rules (currently small groups of up to 10 people) of socializing to prevent a 2nd wave of Covid, and as they do so, protect their skin from sunburn. Everyone should wear a hat, put on their sun glasses and apply their sunscreen.*

*How did we spread this message to our local community? My brother and I delivered "goodie bags" with sunscreen and brochures from door-to-door on our bicycles. We dropped the bags off and rang the door bell, stepped 2 meters away from the door and explained our mission with our masks on to protect ourselves and the owner of the house. We did this every evening in July and August. We spread this message to over 150 homes in our community.*

*- Elena and Edward Tay*

## CDA Shade Structure Grant Program Recipients:

# CDA Shade Structure Grant Program



The Shade Structure Grant program, launched in Fall 2019, was a tremendous success and is almost complete. Six organizations received a CDA grant to build permanent shade structures in their communities.



The CDA Acknowledgement Sign installed on all Shade Structures

Despite Covid delaying several of the builds last year, our \$43 thousand dollar investment in the community is paying dividends in terms of name recognition, reach, and impact across the country. This program garnered 1200 applications for a total ask of over \$1.2 million for shade structures.

### Back Bay Elementary Home and School Association, Back Bay, NB



### Corporation of the Town of Carleton Place, Carleton Place, ON



### Corpus Christi Fundraising Association, Corpus Christi, AB



### École Powerview School, Powerview-Pine Falls, MB



### Ville de Beresford, NB



### Ville de Delson, QC



# Recognizing Excellence in Dermatology and Public Education

The CDA recognized excellence again in 2020 with the virtual awards presentation held in June. The CDA Awards Program recognizes and celebrates dynamic individuals who have made outstanding contributions and have achieved excellence in each award category. In 2020 the CDA is proud to recognize these award recipients.

## CDA Awards

### Award of Merit

Dr. Mariusz Sapijaszko

### Practitioner of the Year

Dr. William Gerstein

### Lifetime Achievement

Dr. Melanie Pratt

### Early Career Volunteer Award

Dr. Kerri Purdy

### CDA Research Award in Dermatology

Dr. Aaron Drucker

### CDA Resident's Writing Award

Dr. Megan Lim

## Public Education Awards

### Industry

#### ***The World's Most Uncomfortable Bed***

Sanofi Genzyme

### Not-For-Profit

#### ***Skin Patient Charter of Rights***

Canadian Skin Patient Alliance

#### ***Eczema Q***

Eczema Quebec/McGill University

#### ***#ADaywithEczema Public Education Campaign***

Eczema Society of Canada

### Media-Digital

#### ***What to know about laser hair removal as a woman of colour***

#### ***Woman develops skin cancer under her nail***

Global News

### Media-Print

#### ***A Sign of things to Come***

Best Health Magazine

#### ***Clinical Images, a series of images published in the CMAJ***

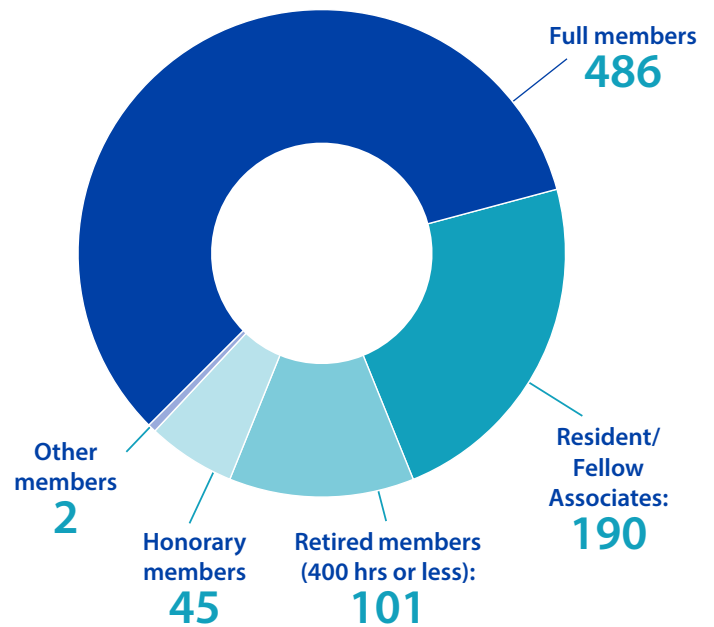
CMAJ-Canadian Medical Association Journal

# By the Numbers: Membership, Health Policy, Education, Communications & Outreach

## Membership

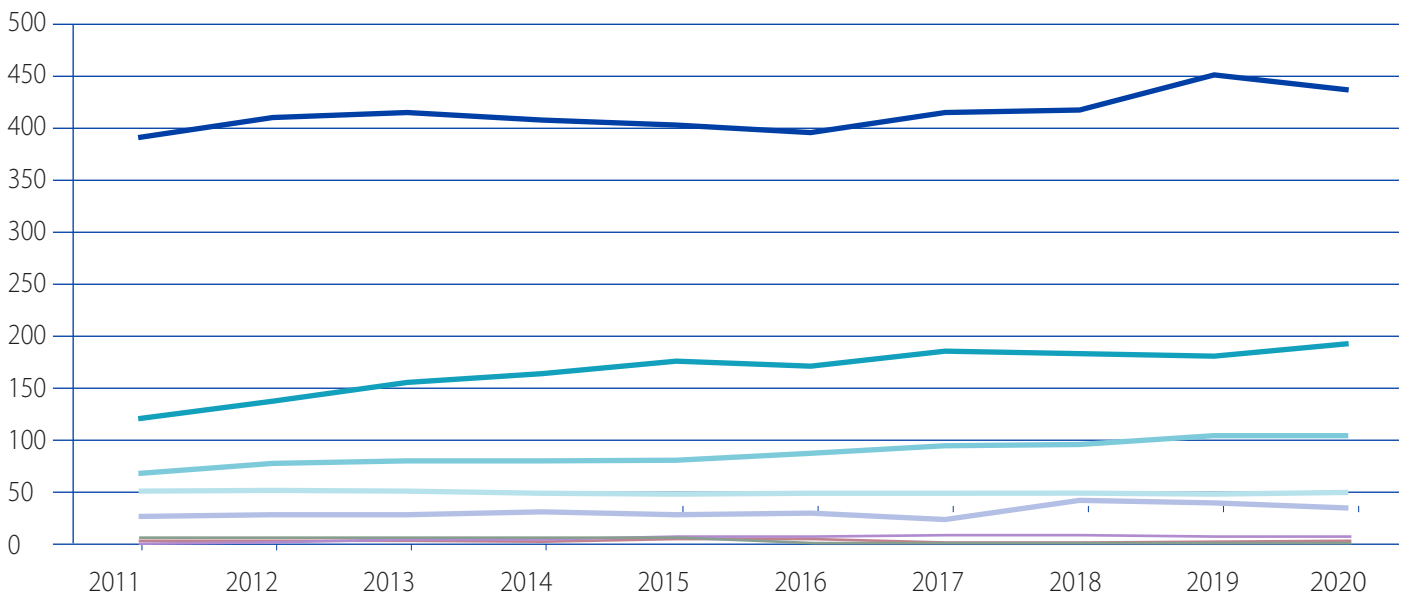
- ▶ CDA membership remained steady in 2020, with a total of 829 members across all membership categories, with strong recruitment promotions during the pandemic to reinforce the member value proposition.
- ▶ Overall, the ten-year trend shows membership numbers remain steady in 2020.

Membership 2020



## Membership Trends 2011–2020

- Member
- Residents & Fellows
- Member-400 hrs or less
- Honourary
- Member-New Certificant
- Associate
- International
- Corresponding



## Health Policy

- ▶ Supported access to life changing drugs for dermatology patients through submissions to provincial health ministries
- ▶ Issued position statements on COVID vaccination and other matters of importance to dermatologists and patients



- ▶ Provided expert opinions and submissions to Health Canada as well as Canadian Agency for Drugs and Technology in Health (CADTH)

## Member Education

### COVID-19 Weekly Webinar Series

- ▶ 12 one-hour webinars on key topics regarding dermatologists and COVID-19, with attendees from all across Canada, as the situation evolved week by week.

### Fall Webinar Series

- ▶ 7 one-hour webinars on additional topics of interest, as suggested by CDA members.

## WOMEN IN DERMATOLOGY LEADERSHIP MEETING

SEPTEMBER 11-12, 2020

### Virtual Women in Dermatology Leadership Meeting

- ▶ Was held virtually over two days, September 11-12, 2020 with over 200 attendees

## CDA•ACD 2020

OCTOBER 17 OCTOBRE, 2020

### Virtual Annual Conference Congrès annuel virtuel

### Virtual CDA Annual Conference

- ▶ Pivoted to virtual in a one-day format on October 17, 2020 in an outstanding program with over 250 attendees

### Virtual JCMS CME Programs

- ▶ CDA members were offered a Section 3 Self Assessment Program that expands on two selected articles in each issue of CDA's official Journal, the Journal of Cutaneous Medicine and Surgery (JCMS)
- ▶ Online JCMS Journal Club sessions provided collegial review and discussion on important developments as presented in leading journals.

# Podcasts

## JCMS — Author Interviews

- Top pick** **Dr. Michele Ramien:** Treatment of Mycoplasma pneumoniae-Induced Rash and Mucositis With Cyclosporine
- Top pick** **Dr. Catherine Besner-Morin:** Don't Scratch that Itch: Emerging Treatments and Novel Pathways in Pruritus
- Top pick** **Dr. Aaron Drucker:** Canadian Burden of Skin Disease From 1990 to 2017: Results From the Global Burden of Disease 2017 Study
- Dr Steven Feldman:** Why Empathy Helps Improve Patient Medication Adherence with Dr Steven Feldman
- Top pick** **Dr Harvey Lui:** Implementing a "Skin Patient Charter of Rights"
- Dr Regine Mydlarski:** Dermatologic Training and Practice in Canada: An In-Depth Review
- Dr Catherine McCuaig:** Skin Manifestations in Pediatric Patients Treated With a TNF-Alpha Inhibitor for Inflammatory Bowel Disease
- Dr Patrick Fleming:** Treating PRP with Biologics
- Dr Jensen Yeung:** Managing Plaque Psoriasis with Biologics in Women of Childbearing Potential
- Dr Patrick Fleming:** Common Atopic Dermatitis Rating Scales: A Practical Approach

**74%** listen on mobile devices

**#2** ranked medical podcast in it's Apple/iTunes category

**#47** on Apple Podcasts Canada-Business  
**2708** listeners in 2019

**4.7/5** rating on Apple Podcasts

**6,981** Total listens  
**3579** listeners in 2020 (12 percent audience growth with 4 episodes to go)

as of Dec 2020

## Dermalogues Podcast

### Season 2

- EPISODE 1: Dr. Vincent Richer:** Phototherapy and PDT... made as easy as 1-2-3 / host Dr. Kerri Purdy (1,180 downloads)
- Top pick** **EPISODE 2: Dr Phil Doiron:** Male Genital Dermatology / host Dr. Kerri Purdy (1,346 downloads)
- EPISODE 3: Dr. Mary Lou Baxter:** The Vulvar Dermalogues / host Dr. Kerri Purdy (1,078 downloads)
- Top pick** **EPISODE 4: Dr. Raed Alhusayen:** Cutaneous Lymphoma host Dr. Kerri Purdy (1,457 downloads)
- Top pick** **EPISODE 5: Dr. Jan Dutz:** Rheum and Derm host Dr. Kerri Purdy (1,235 downloads)
- EPISODE 6: Dr. Marissa Joseph:** Neonatal Derm / host Dr. Kerri Purdy (1,016 downloads)

**5/5** rating on Apple Podcasts

**#1** ranked medical podcast in it's Apple/iTunes category

**#46** on Apple Podcasts Canada-Business

**10,298** downloads

as of Dec 2020

# Communication and Outreach

## Social Media



**5,048**  
Twitter  
Followers



**2,360**  
Instagram  
Followers



**4,976**  
Facebook  
Followers



**746**  
LinkedIn  
Followers



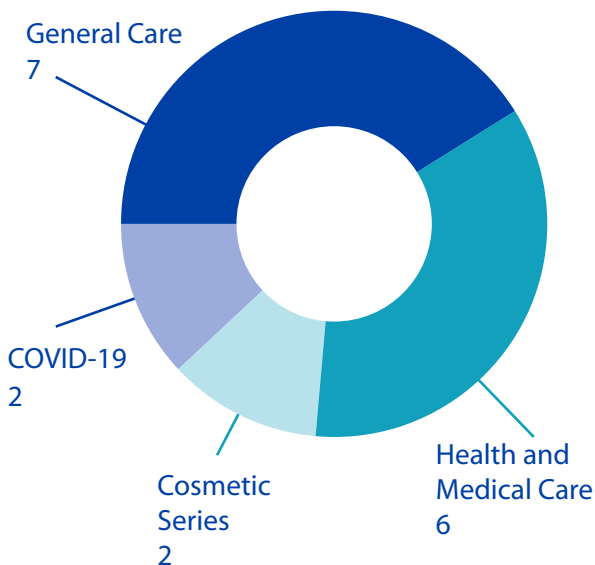
**1,002**  
YouTube  
Followers

## Media Coverage

### Media Interviews

CDA raises the profile of its members through various media outlets to raise awareness and increase the value of certified dermatologists among Canadians. Approximately 20 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. Due to its significant impact, COVID-19 category was also added.

### Total media coverage 17



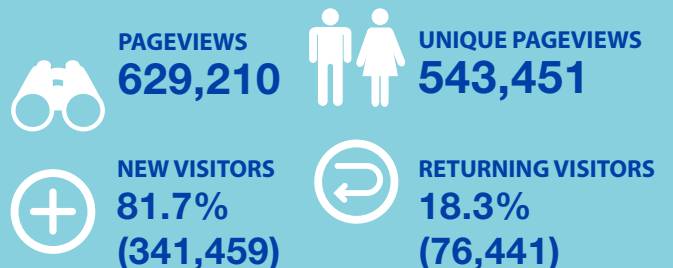
## Inquiries

On a daily basis, the CDA receives inquiries from patients, the public, institutions, and organizations interested in all aspects of the CDA and dermatology. To respond to this high demand, the CDA refers to the website and the popular "Find a Dermatologist" app on the website for many inquiries. All inquiries are answered and remain a valued service provided with a personal touch.



## Website – Dermatology.ca

During the pandemic, more and more people turned to on-line resources. The CDA website continues to be the definitive source of information for patients and the public on matters of skin, hair, and nail health. Up-to-date information on COVID-19 and its impact on dermatologic conditions was regularly provided during 2020.



Statistics as of December 2020

# Publications: Digital and Print

## JCMS

The CDA Journal of Cutaneous Medicine and Surgery (JCMS) aims to reflect the state of the art in cutaneous biology and dermatology by providing original scientific writings, as well as a complete critical review of the dermatology literature for clinicians, trainees, and academicians. The JCMS CME Program provides members with an opportunity to earn RCPSC Section 3 Maintenance of Certification Program credits. Readers of the JCMS include all CDA members and dermatology residents across Canada, institutions, libraries, and international subscribers.

**Editor: Kirk Barber, MD FRCPC**

**Publication Circulation: 785 copies, 6 times/year**

**Size: 8.5" x 11"**

## eBulletin

Launched in 2016, the CDA eBulletin ([cdaebulletin.ca](http://cdaebulletin.ca)) is an online resource to all members, residents and select industry partners in the Canadian dermatology community. It is emailed and seen by over 1,000 subscribers across Canada once per month. Advertising opportunities offer premium space on the eBulletin website which enable industry to feature their products and/or services in a trusted resource to the Canadian dermatology community.

## CME Opportunities and Affiliates eNewsletter

CDA publishes a monthly e-newsletter, CME Opportunities and Affiliates, exclusively to its members to keep them up to date on the newest programs and podcasts accredited or developed by the CDA. Each listing provides access links and details on the number and type of MOC Program credits available. Also included is supplemental affiliate news and information relevant to the dermatology community.

## Patient Resources/Brochures

The CDA provides patient handouts to members on key topics of interest. These key resources make it easy to communicate accurate information to patients. In 2020, the CDA offered corporate brochure sponsorship to include digital version rights, to reflect the movement from hard copy resources to digital versions, particularly important as virtual visits became the norm during the COVID lockdown period.



### CANCER

- Actinic Keratoses
- Basal Cell Carcinoma
- Melanoma
- Squamous Cell Carcinoma
- Subungual Melanoma

### SKIN

- Acne
- Eczema
- Hidradenitis Suppurativa
- Photoaging
- Psoriasis
- Rosacea
- Urticaria

### HAIR

- Hair General Information
- Alopecia
- Dandruff
- Folliculitis
- Grey Hair
- Hair Care
- Hair Removal
- Hirsutism
- Ingrown Hair

### NAILS

- Nail General Information
- Brittle Nails
- Nail Discolouration
- Nail Fungus & Infection
- Nail Care



# Other Initiatives

## The CDA Residents and Fellows Society

The CDA Resident and Fellows Society (CDA-RFS) established in 2004 serves as a collective voice of dermatology residents across Canada. The Society seeks to promote resident unity across programs, lead resident-centred programming and initiatives through strengthened participation in the CDA for an enhanced learning experience.

In 2020, the Society continued to generate relevant and high yield topics for the Dermalogues podcast series, as well as a longitudinal, online video-based basic science curriculum.

The Society was co-chaired by Dr Malika Ladha and Dr Danny Mansour.



**Malika Ladha**  
CDA-RFS Representative  
(June 2019 – June 2020)



**Danny Mansour**  
CDA-RFS Representative  
(March 2020 – March 2021)

## Professional Support

In addition to providing liaison support to the CDA-RFS, the CDA National Office has serviced the following initiatives in a charge-back costing model:

- ▶ Canadian Dermatology Foundation – CDF
- ▶ Canadian Hidradenitis Suppurative Foundation – CHSF
- ▶ Camp Liberte Society – CLS
- ▶ Canadian Professors of Dermatology – CPD and its sponsored programs
  - Basics of Skin Science – BOSS
  - Dermatology Residents Innovation & Vision in Education – DRIVE
- ▶ Canadian Working Group of Rheumatologists and Dermatologists – CARD



# CDA Recognition Programs

## Skin Health Program (SHP)



Launched in 2013, the Skin Health Program recognizes skin care products that are non-comedogenic, fragrance free or unscented, have low potential for irritation and do not contain the most common allergens. The approved products are licenced to display the CDA logo and statement. This program was created to effectively fill a need expressed to us by consumers and industry for the development of an effective evidenced-based program that reflects the most recent available dermatological science.

This program helps Canadians navigate the variety of products on the market designed to enhance and maintain skin health. It is led by its Expert Advisory Board.

In 2020, the program had a total of 99 recognized products. Participants are listed below.



## Sun Protection Program (SPP)



The Sun Protection Program recognizes sunscreen products that are broad spectrum with an SPF of 30 or higher, minimally perfumed or non-perfumed, non-comedogenic and have a low potential for irritation. The approved products are licenced to display the CDA recognition logo and statement. Canadians can be assured of selecting an effective product if they look for the logo.

In 2020, the program had a total of 61 recognized products. Participants are listed below.



# CDA Corporate Supporter Program

The CDA Corporate Supporter Program provides a powerful opportunity to partner with the CDA to support the overall mission and vision for the CDA. Revenues received help support residents and follows development, member and public education efforts.

In 2020, despite the covid-19 challenges, the CDA appreciated the support from the following companies.



# CDA Member Volunteer Leadership

The CDA relies on the volunteer dermatologist members who give generously their time and expertise to the Association. The countless hours spent on ensuring the governance oversight is essential to the future of the Association as the national voice of dermatologists in Canada.

The addition of volunteer Community Board Members, with expertise and demonstrated leadership in law, talent management/human resources, and finance, has brought diversity in experience and perspectives resulting in more fulsome considerations for effective decision making by the Board.

## CDA Governance Model

This model outlines the corporate governance structure of the CDA, reflecting best practice in medical specialty association management.



# Board of Directors, 2020



**Jason Rivers**  
President (2020-2021)



**Kerri Purdy**  
Immediate Past  
President (2020-2021)



**Catherine McCuaig**  
President-elect  
(2020-2021)



**Jennifer Beecker**  
Vice President  
(2020-2021)



**Iren Kossintseva**  
Secretary (2020-2022)



**Evert Tuyt**  
Treasurer  
(2019-2021)



**Ashley Sutherland**  
Regional Director –  
Atlantic Provinces  
(2020-2023)



**Ivan Litvinov**  
Regional Director –  
Quebec (2018-2021)



**Alexandra Mereniuk**  
Regional Director -  
Quebec (2019-2022)



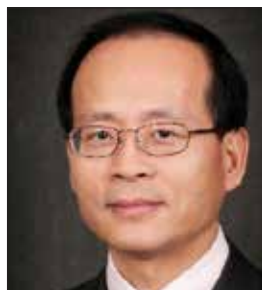
**Julia Carroll**  
Regional Director –  
Ontario (2018-2021)



**Raed Alhusayen**  
Regional Director –  
Ontario  
(2019-2022)



**Susan Poelman**  
Regional Director –  
Prairie Provinces  
(2019-2022)



**Youwen Zhou**  
Regional Director –  
British Columbia  
(2020-2023)



**Ella Forbes-Chilibeck**  
Community Director  
(2019-2021)



**Tom Bursey**  
Community Director  
(2020-2022)



**Kirk Barber**  
Editor in Chief, JCMS



**Mark Kirchof**  
Royal College Specialty  
Committee Rep.



**Linda Jones**  
Chief Executive Officer



**Malika Ladha**  
CDA-RFS Representative  
(June 2019 –June 2020)



**Danny Mansour**  
CDA-RFS Representative  
(March 2020 –March 2021)

# Committees

## Annual Conference Committee

- Kerri Purdy (2019-2021), Immediate Past President
- Iren Kossintseva (2019-2021), Host City Representative - Vancouver
- Jason Rivers (2019-2021), Host City Representative - Vancouver
- Julia Carroll (2019-2021), Education Committee Representative
- Sameh Hanna (2020-2023), Host City Representative – Toronto

## Education Committee

- Kerri Purdy (2020-2023), Chair
- Ashley Sutherland (2020-2023)
- Boluwaji Ogunyemi (2020-2023)
- Carly Kirshen (2020-2023)
- Julia Carroll (2020-2023), Annual Conference Committee Representative
- Nicole Hawkins Scoon (2020-2023)
- Rob Bobotsis (2020-2022), Resident Representative
- Simone Fahim (2018-2021)

## Finance and Audit Committee

- Evert Tuyp (2019-2021), Chair
- Aaron Wong (2020-2021), Treasurer Elect & Co-Chair
- Catherine McCuaig (2020-2023), President-Elect
- Tom Bursey (2020-2022), Community Representative
- Youwen Zhou (2020-2022), British Columbia

## Governance & Nominations Committee

- Catherine McCuaig (2020-2021), Chair & President Elect
- Alexandra Mereniuk (2020-2021)
- Ella Forbes-Chilibeck (2020-2021), Community Representative
- Jason Rivers (2020-2021), President
- Jennifer Beecker (2020-2021), Vice President
- Raed Alhusayen (2020-2021)

## Human Resources & Compensation Committee

- Catherine McCuaig (2020-2021), President-Elect
- Ella Forbes-Chilibeck (2020-2021), Community Representative
- Jason Rivers (2020-2021), Chair & President
- Jason Sneath (2020-2021)
- Kerri Purdy (2020-2021), Immediate Past President
- Tom Bursey (2020-2021), Community Representative

## Membership & Awards Committee

- Aaron Wong (2020-2022)
- Alexandra Mereniuk (2018-2022)
- Ashley Sutherland (2020-2022)
- Jennifer Beecker (2020-2021)
- Monica Ka Yi Li (2019-2021)
- Tetyana Khlabatyn (2020-2022), Resident Representative

## Ethics Committee

- Boluwaji Ogunyemi (2019-2021)
- Jordana Schachter (2019-2021)
- Laurie Parsons (2019-2022)
- Lisa Iannattone (2019-2022)
- Matthew Hughes (2020-2023)
- Tadeusz Pierscianowski (2020-2023)

## Future of Dermatology Working Group

- Mariusz Sapijaszko (2018-2021), Chair
- Kerri Purdy (2020-2023), Vice Chair
- Boluwaji Ogunyemi (2020-2023)
- Danny Mansour (2020-2022) Resident Representative
- Evert Tuyp (2018-2021)
- Iren Kossintseva (2018-2021), BC Representative Mark Kirchhof (2018-2021), Ontario Representative
- Natalie Cunningham (2018-2021), Atlantic Provinces Representative
- Valérie Johnson-Girard (2020-2022), Quebec Representative
- Sameh Hanna (2020-2023)
- Susan Poelman (2020-2023)
- Trevor Champagne (2020-2023)

## Nominating Sub-Committee

- Kerri Purdy (2020-2021), Immediate Past President & Chair
- Boluwaji Ogunyemi (2020-2021)
- David Tsoulis (2020-2021)
- Eunice Chow (2020-2021)
- Marcie Ulmer (2020-2021)

## Pharmacy and Therapeutics Advisory Board

- Julia Carroll (2019-2021), Chair & Board Representative
- Ivan Litvinov (2018-2021), Board Representative
- Kyle Cullingham (2018-2021)
- Shannon Humphrey (2018-2021)
- Zhuo Ran Cai (2018-2021), Resident Representative

## Sun Awareness Working Group

- Sunil Kalia (2020-2023), Chair
- Jennifer Beecker (2020), Past Chair
- Cheryl Rosen (2017-2021)
- Jason Rivers (2017-2021)
- Joël Claveau (2017-2021)
- Lauren LaBerge (2020-2023)
- Lisa Kellett (2020-2023)
- Lyn Guenther (2017-2021)
- Marisa Ponzio (2018-2021)
- Marni Wiseman (2017-2021)
- Maxwell Sauder (2017-2021)
- Misha Zarbafian (2020-2023), Resident Representative
- Renita Ahluwalia (2020-2023)
- Susan Poelman (2017-2021)



## Onwards to 2021

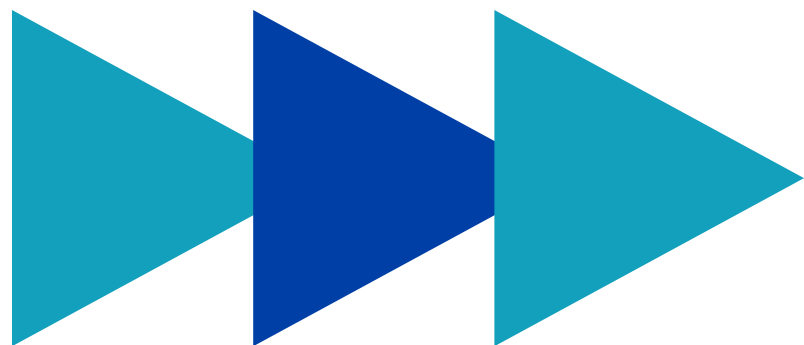
The events of 2020 were far reaching and challenged all aspects of the CDA. What never wavered was the CDA's commitment to supporting our members. As we rose up to the challenge to reinvent many aspects of the CDA, with calculated risks, we have been successful at focusing on the adding value to our members, with the underlying focus on preserving the fiscal health of the Association.

As 2021 proves to be another challenging year, we remain committed to a continuous improvement culture that supports our efforts to be even more efficient and effective in our service delivery. We have remained steadfast in rightsizing the organization to support the key priorities, focusing on essential services while reducing costs.

We enter 2021 on solid financial footing, and all aspects of operations right sized for these times, we will focus on delivering the programs and initiatives that provide high value, and continue to enhance our advocacy efforts ensuring the value of a certified dermatologist expert is promoted and understood.

And in this exciting new year, the CDA will begin the process to renew our Strategic Plan in 2022, a task that is essential in carving our path forward at this critical time in our Association's history.

In 2020 the CDA proactively managed our response to thrive not just survive. 2021-The CDA is ready for you!



## Canadian Dermatology Association

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