

Canadian
Dermatology
Association



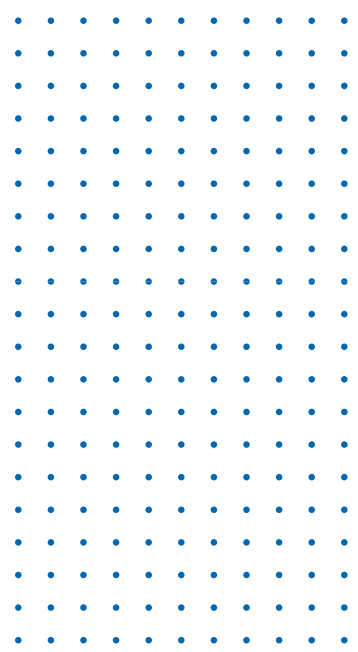
Association
canadienne de
dermatologie

dermatology.ca

2021 ANNUAL REPORT

CHALLENGE & RESILIENCE
THROUGH THE PANDEMIC

Canadian Dermatology Association
January 2021 - December 2021



“The CDA again successfully responded to the challenges and opportunities of the “new normal.” We are both very proud to have led the CDA through these times, proud of our achievements of this past year and proud to recognize the outstanding members who continued to deliver excellent patient care and medical leadership throughout this challenging past year.”

*Catherine McCuaig, CDA President
Linda M. Jones, CDA Chief Executive Officer*

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Message from: Catherine McCuaig, CDA President & Linda M. Jones, CDA Chief Executive Officer

None of us would have predicted a full year of the pandemic that was 2021. While 2020 took us all by storm, the uncertainties and challenges remained with us throughout the entire past year.

The CDA and its Board of Directors remained steadfast again this year to continue the course as set out in 2020. Both the CDA Board of Directors and the CDA National Office team maintained the direction to focus on providing member value while ensuring the on-going sustainability of the Association.

In 2021, the mitigation measures used were highly effective. We planned for the worst, hoped for the best. We continued to deliver conferences, educational services, and strengthen the voice of dermatologists, while we bolstered our ability to be agile and address obstacles and change.

We continued to scrutinize the effectiveness of everything we do and monitored opportunities to thrive. And as the year unfolded, the CDA was well positioned to respond.

If 2020 was considered the “unprecedented” year, then 2021 will be remembered as the continuation of more of the same. With that, the term “new normal” has emerged as the often-used term to describe 2021.

The CDA again successfully responded to the challenges and opportunities of the “new normal”. We are both very proud to have led the CDA through these times, proud of our achievements of this past year and proud to recognize the outstanding members who continued to deliver excellent patient care and medical leadership throughout this challenging past year.



Catherine C. McCuaig

Catherine M. McCuaig, MD, FRCPC, FAAD
CDA President



Linda M. Jones

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

Board of Directors, 2021



Catherine McCuaig
President (2021-2022)



Jason Rivers
Immediate Past President
(2021-2022)



Jennifer Beecker
President-elect
(2021-2022)



Michele Ramien
Vice President
(2021-2022)



Iren Kossintseva
Secretary (2020-2022)



Aaron Wong
Treasurer (2021-2023)



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



Lisa Iannattone
Regional Director-
Quebec (2021-2024)



Alexandra Mereniuk
Regional Director-
Quebec (2019-2022)



Shanna Spring
Regional Director-
Ontario (2021-2024)



Raed Alhusayen
Regional Director-
Ontario (2019-2022)



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



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



Kirk Barber
Editor-in-Chief, JCMS



Linda Jones
Chief Executive Officer



Anastasiya Muntyanu
CDA-RFS Rep.
(2021-2022)



Danny Mansour
CDA-RFS Rep.
(2020-2022)



Mark Kirchof
Royal College Specialty
Committee Rep.



Ella Forbes-Chilibeck
Community Director
(2019-2023)



Tom Bursey
Community Director
(2020-2022)

Who we are and what we do

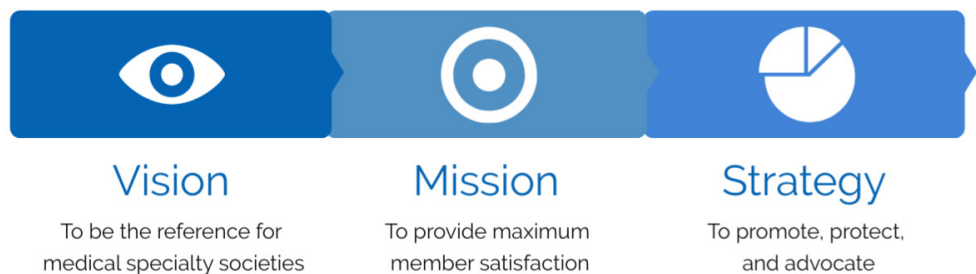
Since its inception in 1925 as the national medical specialty association for Canadian dermatologists, the association has been and continues to be the voice of dermatologists in Canada.

Throughout its 96-year history, the purpose of the association remains as important today as it was when it was founded: to advance the science and art of medicine and surgery related to the care of the skin, hair, and nails.

The CDA focuses 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, hair, and nail health. It is also dedicated to providing credible information and resources for a lifetime of healthier skin, hair, and nails.

The association ensures that issues that matter to Canadian dermatologists are voiced through advocacy, policy analysis, and issues management. The CDA also provides accredited continuing professional development for members in a variety of learning formats, including the Annual Conference.

The CDA Strategic Plan provides the association’s longer-term direction, while the Annual Operational Plan and Budget ensure that efforts are focused on the association’s priorities and intended goals.



2021: A Year of Challenge and Resilience Through the Pandemic

Since the start of the pandemic in 2020, the CDA has remained dedicated to the needs of its members. This dedication continued throughout 2021 as the challenges remained on all fronts, from the practice environments of our members to every other aspect of life as we knew it.

In this environment, the CDA remained resilient and addressed these challenges by implementing the following risk mitigation strategies.

- **A clear and comprehensive plan with well-defined priorities and outcomes:** Building on the success of 2020, the Board and Management developed a way forward into 2021 that addressed all of the critical operational and strategic issues at play.
- **Focused priorities and initiatives:** It was crucial that the CDA focus its efforts on essential programming with support efforts that provided the greatest benefit to members and patients. This included continuing to offer members virtual continuing professional development education, sun safety messaging, and certification programs.
- **“Maintain the course” focus:** The CDA continued to follow its success in 2020 by maintaining the same commitment to members while focusing on core deliverables. The approved Plan & Budget did not fund any new growth, initiatives, or activities.
- **Stronger emphasis on digital communications:** The use of traditional and social media was heightened this past year, especially for the delivery of sun safety messages during sun awareness month, traditionally delivered through a combination of in-person and promotional events. For the first time in 2021, the CDA spokespersons were trained and spoke to the CDA’s Skin Diversity Learning Series in the Fall, which strongly amplified the CDA’s key messages to a larger digital audience.
- **Shared commitment with open and transparent results monitoring and reporting:** Management and the Board worked closely, concentrating on effective service delivery while ensuring a solid financial footing. Management provided transparency on all matters, with solid leadership on strategy, operations, and results reporting.

The Year in Review: Actions and Key Results Highlights

The CDA was highly successful in mitigating risk and cultivating the opportunities that were in front of us. The following section outlines our commitments, actions taken, and key results delivered in 2021.

Supporting member’s needs

First and foremost, the CDA supported the needs of our dermatologist membership. During 2021, the CDA remained focused on ensuring high quality service to members. Priorities included superior educational services that are relevant to members and communicating the importance of knowing the extensive training and experience of a certified dermatologist.



Designed and delivered effective educational programs and services

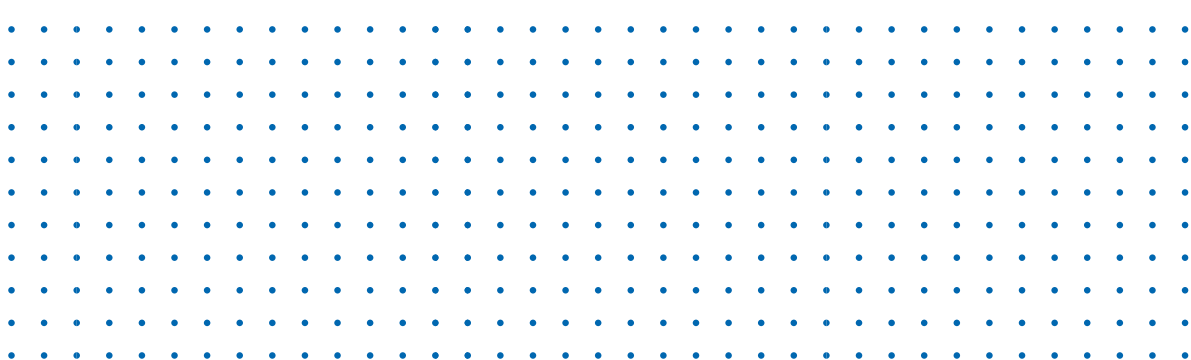
Highlights include the continuation of the 2019 CDA Shade Structure Program and a month-long Sun Awareness Digital Campaign, which highlighted the greater reach and impact of virtual events and promotions over in-person events.

Programs for members continued to be delivered in a virtual format, all fully accredited. The CDA is proud of its co-developed programs, including the CDA Skin Diversity Learning Series, the two-part virtual CDA Annual Conference, educational podcasts, and self-directed learning events.



Continued to offer great value to members at a reasonable membership rate

The CDA continued to strengthen its online services to members as well as its social media presence. Once again in 2021, the CDA was able to hold the line on membership fees. Members of the CDA have exclusive access to information and benefits that are made available through the CDA member portal on dermatology.ca.



Responding to issues that matter



Increased our outreach regarding policy and advocacy

Last year, the CDA continued to build its presence with key stakeholders. As the national medical specialty association for dermatology, the CDA continues to strengthen its voice when speaking on issues that matter to members, building trust and enhancing our credibility and the positive reputation of the association.

Ensuring our fiscal and corporate health

The CDA continued its prudent fiscal planning with a relentless pursuit of sustainability. Focus was placed on ensuring diversification of revenue streams and prudent management of resources.



Lean and effective operations and program delivery

Mitigation efforts included a complete review of operations with consideration of need, impact, and effectiveness. As a result, the CDA has found efficiencies and is well positioned for the post-COVID world, both in terms of service delivery and corporate health.



Solid financial footing

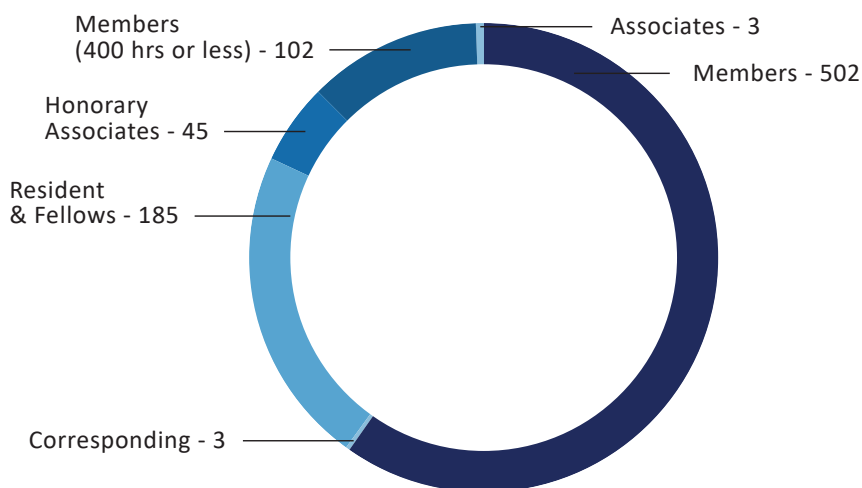
As a result of being fiscally responsible, the CDA held no debt and remained in a positive financial position to start 2022. During 2022, the CDA will keep a close eye on the recovery of the economy and the investment markets while focusing on key investments in technology infrastructure renewal, strategic planning, and top-notch talent.

2021 by the Numbers: Membership, Health Policy & Advocacy, Member Education, Communication & Outreach

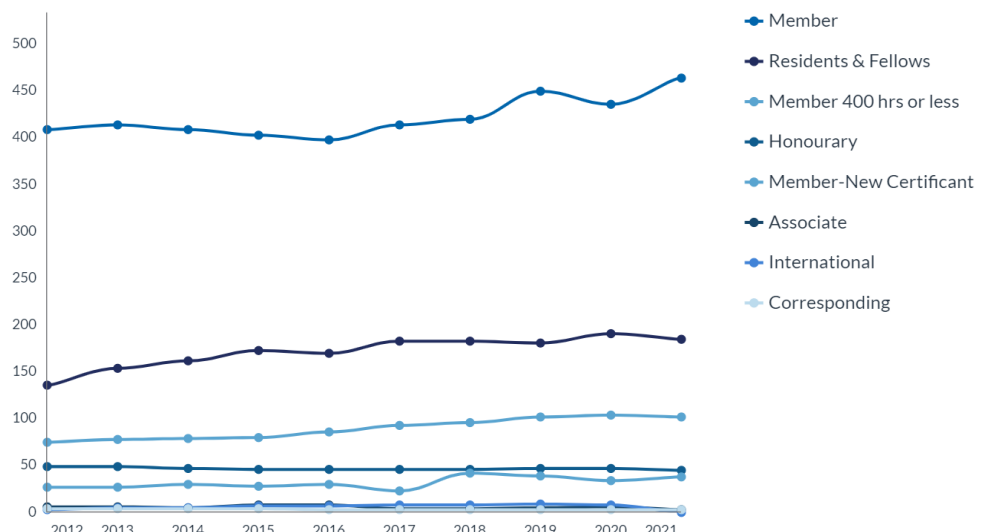
CDA Membership: From Resident to Retiree

The CDA saw a slight increase in membership in 2021, with a total of 840 members across all membership categories. Reinforcement of the member value proposition was strong during the pandemic, which emphasized the continuation of the CDA webinar series and online learning opportunities for all members.

Membership Category Breakdown



10 Year Membership Trend



Health Policy and Advocacy



Responded to emerging public issues such as the finding of benzene in sunscreens, resulting in the creation and dissemination of position statements on the matter, for both Canadians and member dermatologists.



Supported access to life-changing drugs for dermatology patients through submissions to provincial health ministries.

Provided expert opinions and submissions to Health Canada as well as the Canadian Agency for Drugs and Technology in Health (CADTH) and the Institut national d'excellence en santé et services sociaux (INESSS).

CDA Member Certified Medical Education

The CDA Skin Diversity Learning Series Expanding Perspectives in Dermatology

The hallmark of 2021 education was the 6-part webinar series: CDA's Skin Diversity Learning Series: Expanding Perspectives in Dermatology. Made possible through support from Johnson & Johnson Consumer Health Canada to the CDA Corporate Supporter Program, this program was developed to address knowledge gaps in providing optimal care to diverse skin types and tones for certified Canadian dermatologists. With Canada's sizeable and growing multicultural population, dermatologists are looking to expand and update their knowledge of diverse skin so that all patients receive representative, appropriate care. This is part of the CDA's commitment to take action on understanding issues affecting Canadians of all ethnicities and be part of efforts to ensure equitable access to care. With leading Canadian and international expert speakers, the webinar series was offered live from September to December, with recordings made available to members via the member portal following the live sessions for those who missed any of the 6 informative sessions.



2021 Virtual 2-Part CDA Annual Conference

This year's Annual Conference was again held virtually, this time spaced over two sessions, June 25 and 26, and then again on October 23, 2021. With an outstanding program with over 270 attendees, the virtual conference was an important connection to colleagues and speakers during the pandemic.

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.



Communication and Outreach

In 2020, the CDA adapted its communications strategy to a completely digital model to continue providing services and resources to its members and the public throughout the pandemic. Over time, our new virtual model grew in its scope to include eight new educational webinars, a two-part virtual annual conference, and a virtual AGM. We also continued with the delivery of other digital services, including the CDA eBulletin, the CME opportunities eblast, the Dermalogues Podcast, and the JCMS Author Interviews Podcast, which garnered a total of 20,510 listens in 2021.

Due to the pandemic restricting in-person learning opportunities, the CDA-RFS RASH lecture series was hosted on the CDA's digital platform, dermatology.ca, allowing residents from all around the country to access the educational materials virtually.


Social media was fully utilized to deliver our 2021 National Sun Awareness Campaign due to the pandemic restricting in-person events. Our significant increase in presence on social media resulted in an overall increase in followers and engagement on our social channels in 2021 compared to 2020.






PODCASTS

JCMS AUTHOR INTERVIEWS | JCMS EDITOR'S CHOICE | DERMALOGUES




JCMS AUTHOR INTERVIEWS

-  Dr. Raed Alhusayen Ultrasound Imaging in Dermatology
-  Dr. Kerri Purdy Resident Dermatology Education in Canada During the Pandemic
-  Dr. Elena Netchiporouk Inhibition of IL-13: a New Pathway for Atopic dermatitis
-  Dr. Elena Netchiporouk Understanding Environmental Risk Factors in Systemic Sclerosis
-  Dr. Ron Vender Lessons From the first Wave of the Pandemic: Skin features of COVID-19
-  Dr. Ivan Litvonov Cutaneous Side Effects from Immune Checkpoint Inhibitors
-  Dr. Marie-Michèle Blouin Evaluating Cure Rates of Minimally Invasive Cutaneous Carcinomas with Curettage-Cryosurgery Compared to Curettage-Electrodesiccation
-  Dr. Patrick Fleming Vaccines, COVID-19 and the Safe Use of Biologics in treating Psoriasis
-  Dr. Vincent Richer Preventing Post-Inflammatory Hyperpigmentation in Laser Treatments
-  Dr. Jensen Yeung Treating Moderate-to-Severe Atopic Dermatitis with Dupilumab

JCMS EDITOR'S CHOICE

-  Dr. Melinda Gooderham & Pr. David Beresford: Ticks and Bed bugs and Lice, Oh my!
-  Dr. Melinda Gooderham & Pr. David Beresford: Gypsy Moth Dermatitis
-  Dr. Harvey Lui, Dr. Régine Mydlarski, and Dr. Steven Feldman: Telehealth Goes Viral

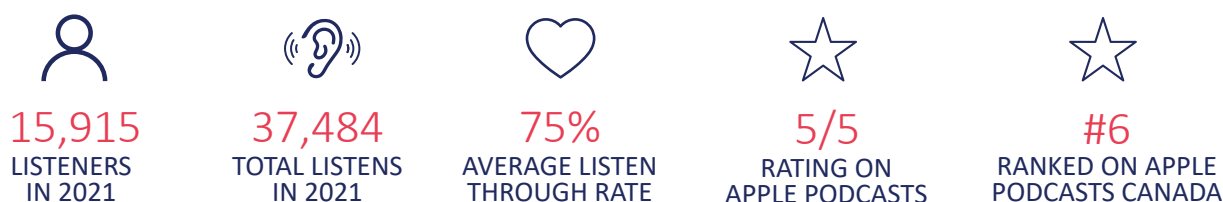
DERMALOGUES (season 3)

-  Hairs to you with Dr. Jeff Donovan
-  Derm for Kids with Dr. Michele Ramien
-  Diagnosis and Treatment of HS with Dr. Mark Kirchof
-  Opening a Practice with Dr. Geeta Yadav
-  Aesthetics with Dr. Julia Carroll

JCMS Author Interviews Podcast Statistics

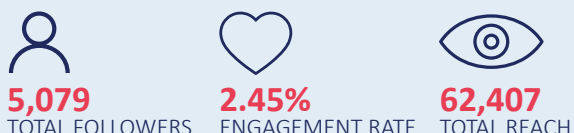


Dermalogues Podcast Statistics

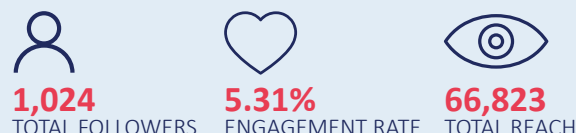


Social Media

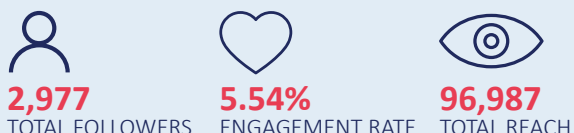
facebook



LinkedIn



Instagram



twitter



Media Coverage

The CDA raises the profile of its members through various media outlets to raise awareness and increase the value of certified dermatologists among Canadians. Approximately 48 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.

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)

The CDA website continues to be the public’s go-to source for information on skin, hair, and nail health. On dermatology.ca, the most frequently visited pages are those for finding a dermatologist, the Skin Health Program, the Sun Protection Program, and skin, hair, and nail conditions. The Skin Diversity Learning Series, the CDA’s Statement on Diversity and Inclusion, and Benzene Exposure Risk were among the numerous new pages added to the website in 2021. These pages were added to deliver the most up-to-date information about dermatology education and issues to members and the public.



TOP 10 WEBPAGES

Homepage
 Subungual Melanoma (French)
 Find a Dermatologist
 Recognized Products
 (Skincare – Skin Health Program)
 Recognized Products
 (Sunscreen – Sun Protection Program)
 What is a dermatologist
 Subungual Melanoma (English)
 Rosacea (English)
 Acne
 Rosacea (French)



TOP 5 LOCATIONS

Canada (239,870)
 France (48,783)
 United States (26,163)
 India (4,679)
 United Kingdom (4,364)



297,919
TOTAL USERS



556,430
TOTAL PAGEVIEWS



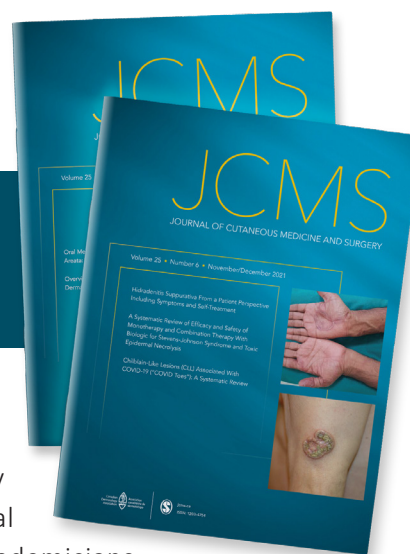
476,338
UNIQUE PAGEVIEWS



1:01
AVERAGE TIME ON WEBSITE

Publications: Digital & Print

Journal of Cutaneous Medicine and Surgery

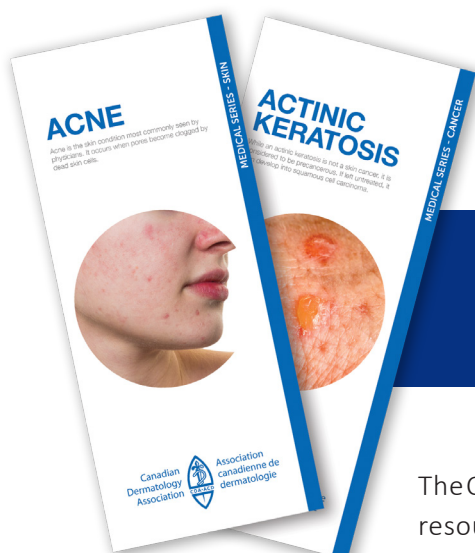


The CDA Journal of Cutaneous Medicine and Surgery (JCMS) aims to reflect the state of the art in cutaneous biology and dermatology by providing original scientific writings, as well as a complete critical review of the dermatology literature for clinicians, trainees, and academicians.

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, as well as institutions, libraries, and international subscribers.

Editor: Kirk Barber, MD, FRCPC

Publication Circulation: 1,049 copies, 6 times/year Size: 8.5” x 11”



Patient Resources & Brochures

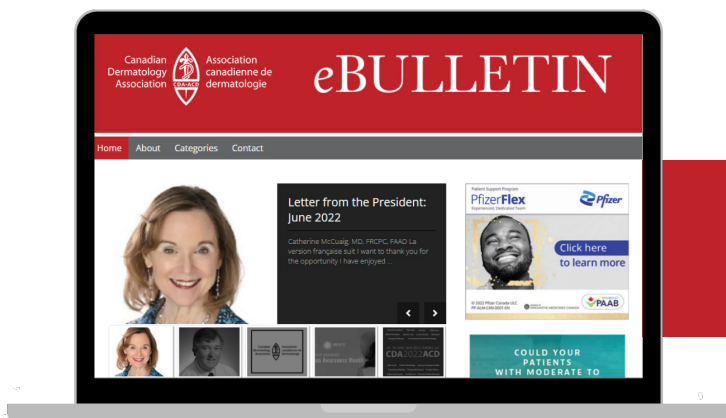
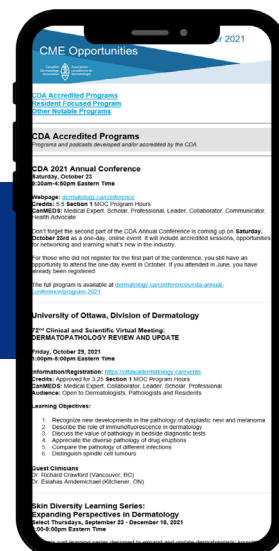
The CDA provides patient handouts to members on key topics of interest. These resources make it easy to communicate accurate information to patients.

The CDA now offers corporate brochure sponsorship that includes digital version rights, to reflect the movement from hard copy resources to digital versions, particularly important as virtual visits became the norm during the pandemic.

Publications: Digital & Print

CME Opportunities & Affiliates Newsletter

The CDA develops and distributes a monthly e-newsletter, CME Opportunities and CDA and Affiliate News, exclusively for 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.



cdaebulletin.ca

Launched in 2016, the CDA eBulletin (cdaebulletin.ca) is an online resource for 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 provide industry with premium space on the eBulletin website, allowing them to showcase their products and/or services in a trusted resource for the Canadian dermatology community.

May 2021 Sun Awareness Month: Delivering virtual messages all month long



2021 marked the 32nd year in a row that the CDA successfully delivered a comprehensive sun awareness campaign. Given the unique challenges presented by the pandemic, particularly limiting in-person gatherings and events, the 2021 Sun Awareness campaign efforts focused on virtual tactics and, for the first time, was extended to be a month-long campaign.

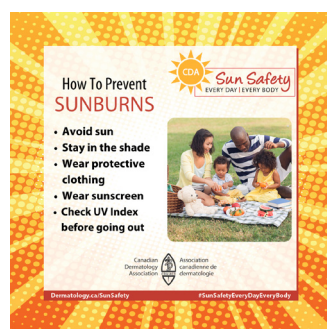
The 2021 sun awareness campaign emphasized the importance of sun safety for every day of the year for every body. With daily posts, engaging graphics and key facts, the campaign was a tremendous success.

Sun safety messages throughout the month focused on sun safety tips, prevention, a series of myth busters debunking the common myths around sun protection, and when to see a certified dermatologist. These messages were communicated to the public through the CDA website and social media channels (LinkedIn, Facebook, Twitter, and Instagram) during the month of May.



WEEK 1: SUN AWARENESS WEEK - BE AWARE!

The campaign was launched with a media release followed by a blitz of promotions supporting the campaign theme throughout the week.



WEEK 2: MYTH BUSTERS AND DID YOU KNOW?

Messages emphasized sun protection and prevention facts through a series of “did you know?” and myth buster posts debunking common myths around sun protection.



WEEK 3: HOW TO PREVENT AND SELF-EXAMINATION

Messages emphasized how to prevent skin cancer and how to examine your skin.



WEEK 4: SEEING YOUR DERMATOLOGIST

The final week of the campaign supported the overall campaign theme: when to see a dermatologist, how to prepare and what to expect at your first appointment.

Media Outreach

The CDA gained significant media coverage for sun safety awareness during the campaign. The association answered 13 requests, up from five in 2022, most of which were from national media outlets, including CBC Radio, Global News, the Globe and Mail, Today’s Parent, and CBC Life. The members of the CDA Sun Awareness Working Group were featured in these articles and interviews.

Social Media Engagement

facebook



7,517

TOTAL IMPRESSIONS



219

TOTAL ENGAGEMENT

LinkedIn



4,927

TOTAL IMPRESSIONS



313

TOTAL ENGAGEMENT

Instagram



1,862

TOTAL ENGAGEMENT

twitter



201

TOTAL ENGAGEMENT

CDA Shade Structure Grant Program Update: Building Success Almost Complete

The CDA launched the Shade Structure Grant Program in 2019 to create more safe outdoor environments that protect Canadians from the sun's harmful ultraviolet radiation. Combined with sun-safe habits, such as wearing sunscreen, sunglasses, and protective clothing, providing shade is one of the most important ways of minimizing sun exposure and reducing the risk of developing skin cancer later in life.

The program was a tremendous success, receiving over 1,200 applications for a total ask of over \$1.2 million for shade structure funds from across the country. A total of \$43,000 was awarded to six organizations for the construction of permanent shade structures in their communities.

Due to the pandemic's challenges, recipients experienced numerous roadblocks that prevented final construction in both 2020 and 2021. However, after two years, the shade structure projects are nearly complete, with the last structure to be finished in Spring 2022.

Shade Structure Grant Program Recipients

- 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: 2021 CDA Award Recipients

The CDA awards program recognizes members and individuals for their outstanding achievements in leadership, professional practice, research, and education. The CDA recognized excellence once again in 2021 with the virtual awards presentation held in June. The CDA congratulates and thanks all award recipients for their contributions to the specialty of dermatology.

CDA Member Awards

Award of Merit

Dr. Gordon Searles

Lifetime Achievement

Dr. Wayne Gulliver

Early Career Volunteer

Dr. Boluwaji Ogunyemi

Dr. Michele Ramien

Research Award in Dermatology

Dr. Laurence Mainville

Resident's Writing Award

Dr. Suzel Fournier

CDA Public Education Awards

Industry

The World's Most Uncomfortable Bed

Sanofi Genzyme

Not-for-Profit

French version of an educational video on Mohs Surgery

CHU de Québec–Université Laval

Impact of COVID-19 On the Psoriasis and Psoriatic Arthritis

Community in Canada Campaign

Unmasking Psoriasis

Margaret Peters

Canadian Association of Psoriasis Patients

Rachael Manion

Canadian Psoriasis Network

Antonella Scali

Media-Print

Dermatitis herpetiformis: Celiac disease of the skin

Canadian Skin Magazine

Other Initiatives

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 and lead resident-centred programming and initiatives through strengthened participation in the CDA for an enhanced learning experience.

In 2021, 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.

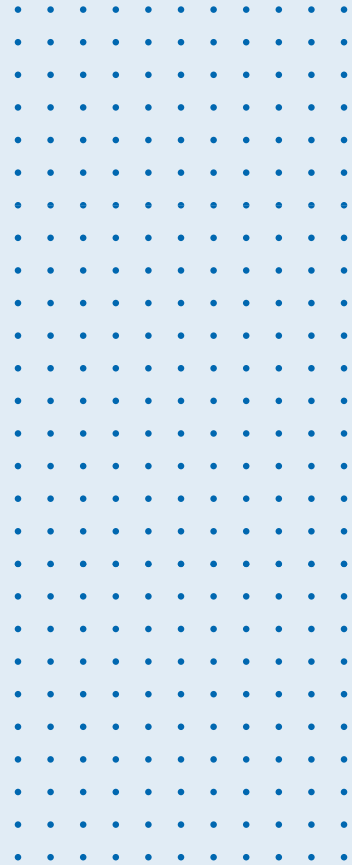
The CDA-RFS was co-chaired by Dr. Danny Mansour and Dr. Anastasiya Muntyanu.



Anastasiya Muntyanu
CDA-RFS Representative



Danny Mansour
CDA-RFS Representative



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 Liberté 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 CDA Skin Health Program (SHP) recognizes skin care products that are non-comedogenic, fragrance-free or unscented, have a low potential for irritation, and do not contain the most common allergens. The approved products are licensed to display the CDA SHP recognition 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 evidence-based program that reflects the most recent available dermatological science.

In 2021, the program had a total of 134 recognized products. Participants are listed below.



Sun Protection Program (SPP)



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

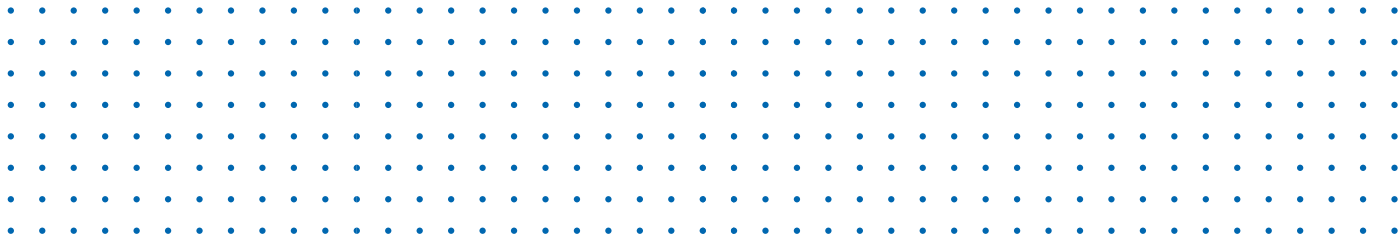
In 2021, the program had a total of 68 recognized products. Participants are listed below.



CDA Corporate Supporter Program

The CDA Corporate Supporter Program provides a powerful opportunity to partner with the association to support the strategic goals and objectives of the CDA and its members. The support received helps assist dermatology residents and the development of member and public education efforts.

In 2021, despite the on-going challenges of the pandemic, the CDA recognizes and appreciates the support from the following companies:



CDA Member Volunteer Leadership

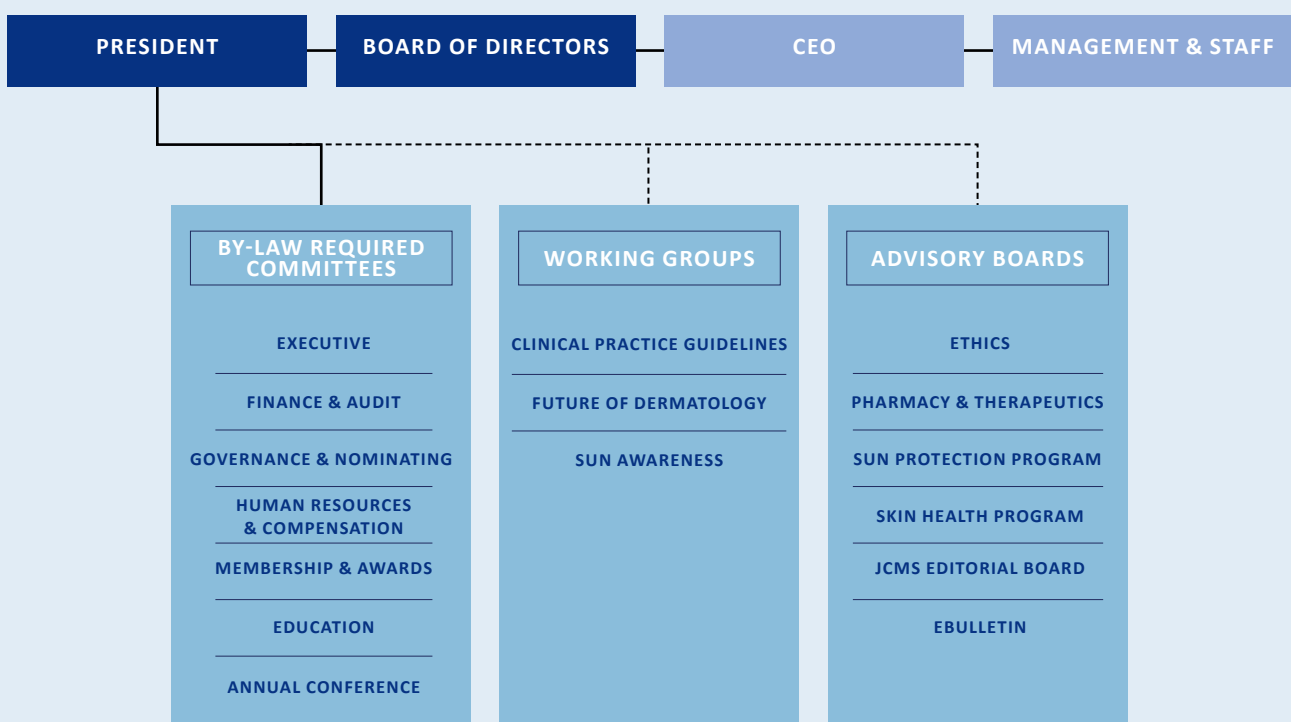
The CDA welcomes participation from all CDA members. Opportunities for involvement are many, with varying levels of commitment. The CDA continues to identify and review any real or perceived barriers to member participation and is dedicated to having members see themselves in their medical specialty association and feel a part of this important community.

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

As well, two volunteer community board members, with expertise and demonstrated leadership in law, talent management/human resources, and finance, continue to bring 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.



Committees, Working Groups, and Advisory Boards

Annual Conference Committee

- Anastasiya Muntyanu, (2021-2023), Resident Rep.
- Helene Veillette, (2020-2022), Host City Rep. Quebec
- Jason River, (2021-2022), Immediate Past President
- Joel Claveau, (2021-2023), Host City Rep. Quebec
- Raed Alhusayen, (2021-2023)
- Sameh Hanna, (2020-2023), Host City Rep. Toronto
- Vincent Richer, (2021-2023), Ed. Committee Rep.
- Ashley Sutherland, (2021-2023), Ed. Committee Rep.

Education Committee

- Ashley Sutherland, (2020-2023), Chair
- Carly Kirshen, (2020-2023)
- Julia Carroll, (2020-2023)
- Kerri Purdy, (2020-2023)
- Rob Bobotsis, (2020-2022), Resident Rep.
- Yvette Miller-Monthrope, (2021-2024)
- Vincent Richer, (2021-2022)
- Jori Hardin, (2021-2024)

Executive Committee

- Catherine McCuaig, (2021-2022), Chair, President
- Aaron Wong, (2021-2023), Treasurer
- Iren Kossintseva, (2020-2022), Secretary
- Jason Rivers, (2021, 2022), Immediate Past President
- Jennifer Beecker, (2021-2022), President Elect
- Michele Ramien, (2021-2022), Vice President

Finance and Audit Committee

- Aaron Wong, (2021-2023), Chair, Treasurer
- Catherine McCuaig, (2020-2023)
- Tom Bursey, (2020-2022)
- Youwen Zhou, (2020-2022)
- Jennifer Beecker, (2021-2022), President Elect
- Evert Tuyp, (2021-2022), Past-Treasurer

Governance and Nominations Committee

- Jennifer Beecker, (2021-2022), Chair, President Elect
- Alexandra Mereniuk, (2020-2022)
- Ella Forbes-Chilibeck, (2021-2022)
- Catherine McCuaig, (2021-2022), President
- Michele Ramien, (2021-2022), Vice President
- Raed Alhusayen, (2020-2022)
- Jason Rivers, (2021-2022), Immediate Past President

Human Resources and Compensation Committee

- Catherine McCuaig, (2021-2022), Chair, President
- Jennifer Beecker, (2021-2022), President Elect
- Ella Forbes-Chilibeck, (2020-2022)
- Jason Sneath, (2020-2022)
- Jason Rivers, (2021-2022), Immediate Past President
- Tom Bursey, (2020-2022)

Membership and Awards Committee

- Iren Kossintseva, (2021-2023), Chair
- Catherine McCuaig, (2021-2022), President
- Ashley Sutherland, (2020-2022)
- Lisa Iannattone, (2021-2023)
- Tetyana Khlabatyn, (2020-2022)

Clinical Practice Guidelines Working Group

- Jerry Tan, (2019-2022), Chair
- Angela Law, (2017-2020)
- Julia Carroll, (2018-2021)
- Mariusz Sapijaszko, (2017-2020)
- Mark Kirchhof, (2017-2020)
- Nathaniel Teegee, (2018-2021), Resident Rep.
- Neil Shear, (2019-2022)
- Raed Alhusayen, (2019-2022)
- Sunil Kalia, (2017-2020)
- Yuka Asai, (2017-2020)

Committees, Working Groups, and Advisory Boards

Ethics Committee

- Aaron Drucker, (2021-2024)
- Denise Wexler, (2021-2024)
- 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
- Boluwaji Ogunyemi, (2020-2023)
- Danny Mansour, (2020-2022), Resident Rep.
- Evert Tuyp, (2018-2021)
- Mark Kirchhof, (2018-2021), Ontario Rep.
- Natalie Cunningham, (2018-2021), Atlantic Rep.
- Valérie Johnson-Girard, (2021-2024), Quebec Rep.
- Sameh Hanna, (2020-2023)
- Susan Poelman, (2020-2023)
- Trevor Champagne, (2020-2023)

Nominating Sub-Committee

- Jason Rivers, (2021-2022), Chair
- Kerri Purdy, (2021-2022)
- David Tsoulis, (2020-2022)
- Eunice Chow, (2020-2022)
- Marcie Ulmer, (2020-2022)
- Alexandra Mereniuk, (2021-2022)

Pharmacy and Therapeutics Advisory Board

- Susan Poelman, (2021-2024), Chair
- Ivan Litvinov, (2018-2021)
- Kyle Cullingham, (2018-2021)
- Shannon Humphrey, (2018-2021)
- Zhuo Ran Cai, (2018-2021), Resident Rep.

Sun Awareness Working Group

- Sunil Kalia, (2020-2023), National Chair
- Cheryl Rosen, (2017-2022)
- Jason Rivers, (2017-2022)
- Joël Claveau, (2017-2022)
- Lauren LaBerge, (2020-2023)
- Lisa Kellett, (2020-2023)
- Lyn Guenther, (2017-2022)
- Marisa Ponzio, (2018-2021)
- Marni Wiseman, (2017-2022)
- Maxwell Sauder, (2017-2022)
- Misha Zarbafian, (2020-2023)
- Renita Ahluwalia, (2020-2023)
- Julia Carroll, (2021-2022)

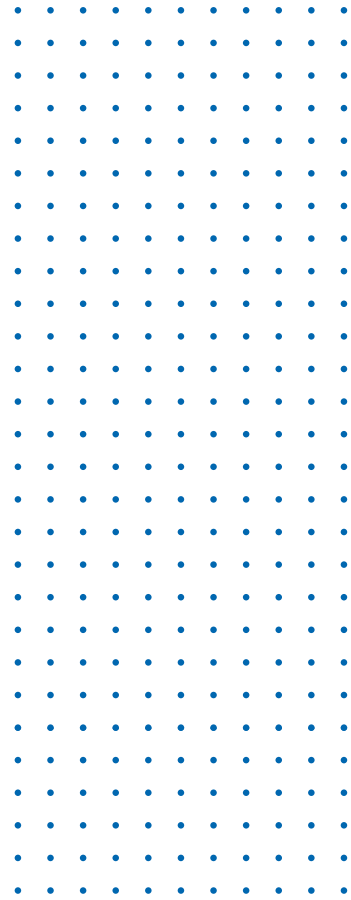
Onwards to 2022: Moving Beyond the Pandemic and into the Future

Once again, the CDA, like all organizations, has been challenged by the relentless nature of the pandemic. It has been persistent and pervasive, and the CDA has been ready.

2021 saw the CDA remain on solid financial footing and all aspects of operations right-sized for the times. The CDA focused on delivering the programs and initiatives that provide high value and continued to enhance advocacy efforts to ensure the value of a certified dermatologist was promoted and understood.

In 2022, the CDA will begin the process of creating a new strategic plan for the association to create a path forward to guide the CDA beyond the pandemic. The CDA will also focus on reputation management and ensure sustainable CDA Logo Recognition programs.

Hopefully, 2022 will see an end to the pandemic and, in any event, we will craft a new way forward in 2022. The CDA remains well positioned to take on these challenges and opportunities once again!





Canadian Dermatology Association

320 March Road, Suite 400
Ottawa ON K1K 2E3

Tel: (613) 738-1748 or 1-800-267-3376

dermatology.ca

