

IMPACT REPORT



2025



Introduction



In 2025, Psoriasis Canada (PsoCan) launched our first three-year strategic plan, *A Future of Hope*, to guide our efforts as we build on 26 combined years of work by our two founding organizations, the Canadian Psoriasis Network and the Canadian Association of Psoriasis Patients, to serve the psoriatic disease community in Canada.

This strategic plan is rooted in the vision that all people with psoriatic disease live fully while we strive together towards a cure and demonstrates our mission to be Canada's trusted experts on psoriatic disease, offering community, resources, and hope for a better future for those affected and those who care for them.

Given the strong base from which PsoCan is formed, the overall focus of this inaugural strategic plan is to assess, enhance, and unify its strengths and assets, creating an enduring foundation to meet our vision and mission.

This includes increasing our visibility and impact to offer greater support to more people, advancing equitable and inclusive care for everyone affected by psoriatic disease, championing research by strengthening our existing research and knowledge translation efforts, and building capacity for sustainable growth to foster a resilient future.

As we reflect on 2025, we are encouraged by the progress made as highlighted in this document, and committed to the work ahead.

Strategic Plan 2025-2028



A FUTURE OF HOPE

Psoriasis Canada (PsoCan) is a Canadian non-profit established in May 2024 and led by board of directors comprised of those with lived experience of psoriatic disease, and those who care for them. PsoCan brings together 26 years of combined expertise from its two founding organisations, the Canadian Psoriasis Network and the Canadian Association of Psoriasis Patients. Recognizing this strong base from which PsoCan is formed, the overall focus of PsoCan's inaugural strategic plan is to assess, enhance, and unify its strengths and assets, creating an enduring foundation to meet our vision and mission.

WE WILL ACHIEVE THIS BY:

1 Increasing Visibility and Impact

We will position Psoriasis Canada as the trusted source of information, education, and support for psoriatic disease and equip people affected by psoriatic conditions with the tools needed to live their lives fully.

2 Advancing Equitable and Inclusive Care for Everyone Affected by Psoriatic Disease

We will strengthen awareness efforts while planning and engaging in the most effective campaigns and system-level change initiatives to improve access to care, including for structurally underserved communities.

3 Championing Research

We will strengthen our existing research and knowledge translation efforts while leveraging trusted relationships to establish partnerships for future research.

4 Building Capacity for Sustainable Growth

We will strengthen Psoriasis Canada's organizational resiliency and sustainability through capacity building, revenue diversification, and impact evaluation.

VISION

People affected by psoriatic disease in Canada live fully while we strive together towards a cure.

MISSION

We are Canada's trusted experts on psoriatic disease, offering community, resources, and hope for a better future for those affected and those who care for them.

VALUES

TRUSTWORTHY

We are sought after because of our reliability, accountability, integrity, and evidence-based actions.

COLLABORATIVE

We work effectively with each other and actively partner, convene, and engage with community members, other organisations, networks, coalitions, and sectors to amplify impact.

INCLUSIVE

Without judgement, we welcome everyone in Canada affected by psoriatic disease and strive to create an accessible community that meets diverse needs and promotes a sense of belonging.

GUIDED BY COMMUNITY

We make decisions based on the strengths and needs of our community, guided by our Board of Directors, which is primarily composed of individuals with lived experience. Our approach is further informed by ongoing engagement with psoriatic disease communities in Canada and around the world.

COURAGEOUS

We embrace thoughtful risk and respectfully challenging the status quo to remain open to new ideas and to continually evolve.

CREATIVE

We are adaptable and innovative, constantly learning about the needs, opportunities, and solutions for improving the future for everyone affected by psoriatic disease in Canada.

Community Engagement and Awareness

Community Engagement Activities



4 awareness presentations

Public Policy and Awareness



5 consultations on drug policy
3 consultations on other public policy
4 letters to government
3 patient input submissions to health technology reviews for new treatments

Conference Presence

Exhibit Booths



Canadian Rheumatology Association
Canadian Dermatology Association
Canadian Dermatology Nurses Association

Conferences Attended



Skin Spectrum Summit
American Academy of Dermatology
IFPA Members Meeting
GlobalSkin Members Meeting
European Academy of Dermatology
American College of Rheumatology
International Psoriasis Council Think Tank

Community Engagement and Awareness

Overall Community Reach and Impact

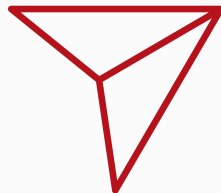
Total audience across newsletter and social media: **24,257**

Total reach across channels: **692,509**

Newsletter Reach

6,409 Current subscribers

11 Communications sent in 2025



LinkedIn



Over **17,000** followers across all channels

Facebook

- **579,800** views
- **4,300** content interactions
- **2,500** link clicks

Instagram

- **55,400** views and
- **17,100** reach in 2025
- **421** content interactions
- **420** link clicks (link in bio)

LinkedIn

- **28,800** impressions
- **2,189** interactions (reactions, comments, reposts, and link clicks)

YouTube

- **21** videos published
- Monthly audience of **3,800**
- **22,100** views
- **4,200** impressions
- **971.3** hours of total watch time

Affiliations, Partnerships, and Collaborations



The annual Patients Redefining the Future of Health Care in Canada Summit is an initiative led by [Save Your Skin Foundation](#) in collaboration with [Psoriasis Canada \(PsoCan\)](#), and an Indigenous volunteer from Kiyasiw Consulting. It provides opportunities for patients, caregivers, patient advocates and representatives from diverse disease and disability groups to come together, alongside the broader healthcare ecosystem, to explore and discuss a shared vision for healthcare and better health outcomes in Canada.



The Arthritis Action Plan (AAP) is Canada's first actionable, coordinated strategy to transform prevention, care, and research for arthritis. It is co-created by more than 22 national ecosystem champion organizations representing patients, clinicians, researchers, health system leaders, and advocates.

Psoriasis Canada is a proud ecosystem champion and supported the Equity Advisory Group as co-chair in 2025.

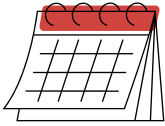


IFPA is an international federation of psoriatic disease associations. We are the psoriatic disease community. Our members represent over 60 million people living with psoriatic disease. Together, we advocate for progress. Psoriasis Canada is the proud Canada member of IFPA and Psoriasis Canada's Senior Program Manager sits as the Vice President of IFPA's board.



A Canadian non-profit founded in 2024 to promote and recognize positive change in payer claims administration practices for specialty drugs that require prior or special authorization (PA). Psoriasis Canada is a proud member of PAFA's Framework and Accreditation Advisory Board.

Online Support Program (OSP)



5 sessions held (Aug–Nov 2025)



36 Participants



High community demand for 2026 expansion



**WE WANT YOUR
FEEDBACK**

- 11 participants completed the feedback form across all OSP sessions.
- Comments were generally very positive having expressed:



01. Strong desire to continue the program in 2026



02. Requests for a French version



03. Interest in theme-based sessions

“
“I loved that everyone shares their experience and give some feedback to deal with the flare.”
“Excellent session and it helps me feel that I am not alone with this struggle.”
”

Looking Ahead to 2026

- ➡ Expand to bilingual programming psoriatic disease and related health risks
- ➡ Add new themed OSP series
- ➡ Increase session capacity to meet high demand

Studentship Program

The Studentship Program supports emerging researchers in psoriasis and psoriatic arthritis by providing funding, mentorship and patient engagement opportunities.

Number of applications received

◆ **9**

Number of Awards Granted

◆ **4**

Number of patient/caregiver reviewers engaged

◆ **3**

Number of medical/scientific reviewers engaged

◆ **5**

Knowledge Translation



- 3 out of 4 [project videos](#) posted
- Expected completion: February 2026

Funded Projects in 2025



- **Interferons and Joint Damage in Psoriatic Arthritis (PsA)**
- **Biologic Failure in Patients with Moderate to Severe Plaque Psoriasis**
- **Socioeconomic Determinants of Psoriasis in Canada**
- **Unravelling Social Determinants of Health to Enhance Care for Patients with PsA**

SPEAKERS AND PRESENTATIONS:

- Dr. Al Husayen, Psoriasis 101
- Dr. Kirchhof, Clinical Case Based Learning – Real life Applications
- Patient speaker, perspectives from remote communities in Northern Manitoba

Reach: Just over 100 registered and 49 attended.

- 40+ participants agreed to be contacted by PsoCan for future opportunities.



OVERALL IMPRESSIONS

- Sessions described as great, amazing, informative, and very well done
- Students valued interactive pieces like polls, quizzes, case studies, and live questions
- Multiple viewpoints from physicians and patient voices added strong value.
- Good mix of clinical teaching and real experience



SUGGESTIONS FOR IMPROVEMENT

- Add more polls, quizzes, and knowledge checks.
- Provide note-taking handouts.
- Encourage more dialogue between speakers.
- Share references, resource lists, and patient speaker templates.
- Keep sessions case-based and add visuals to patient stories.



FUTURE SESSION SUGGESTIONS



Biologic Treatments



Advocacy



Research

World Psoriasis Day

Overview

World Psoriasis Day 2025 centered on the theme #StopTheDominoEffect, drawing attention to the conditions that are most often associated with psoriatic disease, including psoriatic arthritis, cardiovascular disease, and mental health challenges. Our activities included a community survey to capture perceptions and experiences of psoriasis and its associated conditions, a social media campaign shaped by these insights, and a webinar series featuring medical experts alongside patients with lived experiences sharing their stories. Together, these initiatives raised awareness, empowered the community, and provided education on the importance of awareness, early screening and detection and treatment for individuals living with psoriatic disease. We collaborated with Unmasking Psoriasis, an awareness group based in Saskatchewan on all our WPD activities.

Activities



Community Survey

A bilingual survey of 16 questions asking our community about their perceptions and understanding of the conditions that are associated with psoriatic disease.



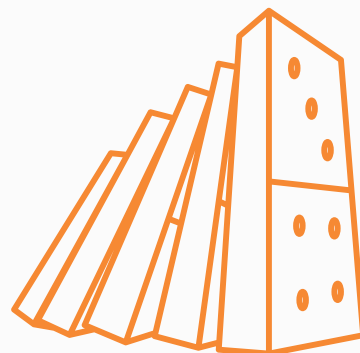
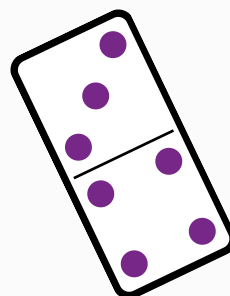
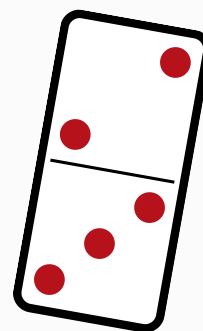
Social Media Awareness Campaign

A social media campaign disseminating what we learned from the community survey. 22 posts shared over the week surrounding World Psoriasis Day. (11 in each official language.)



Webinar Series

Three webinars offering simultaneous interpretation into French on three associated conditions: Psoriatic arthritis, mental health conditions, and cardiovascular disease.



Social Media Campaign

Our bilingual social media campaign was based on insights we learned from our community survey, targeting knowledge gaps and patient concerns. It ran across all our channels (Facebook, Instagram and LinkedIn), under the handle @PsoriasisCan1. The campaign focussed on awareness posts relating to comorbidities and were shared during the week surrounding World Psoriasis Day.

◆ Number of Posts

22

◆ Total Reach

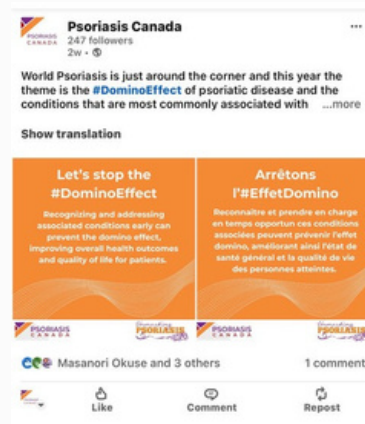
50,574

◆ Total Engagement

3,467

◆ Engagement Rate

6.85%



*All insights are as of November 14, 2025

Webinar Series

We hosted a weekly series of educational webinars addressing psoriasis and key comorbidities. Based on our community survey results, only 26% of participants felt that they were well informed about the associated risks of living with psoriatic disease. As such, we chose to highlight the three associated conditions that respondents were most aware of: psoriatic arthritis, cardiovascular disease, and mental health. Each session offered simultaneous interpretation into French, featured a medical expert in the field and with the exception of the mental health webinar, a patient speaker who shared their lived experience with the condition, providing a comprehensive blend of clinical insight and personal perspective followed by a Q and A session. All webinars are now available on our YouTube channel, @PsoriasisCan1, in both official languages.



◆ PSORIATIC ARTHRITIS (PSA)

Featuring a young psoriasis patient sharing their road to being diagnosed with PsA and rheumatologist Dr. Vinod Chandran who shared his medical insights. We looked at the relationship between psoriasis and PsA, risk factors, early symptoms, screening and diagnosing PsA. We also looked at management of the disease, available treatments and treatment guidelines and what you need to know when seeing a rheumatologist.

“ First time hearing about the mental aspect of skin disease
Appreciate the opportunity to access this expertise
I keep seeking ALL of the latest knowledge I can to stay as educated as possible.
Great webinar

“ Kerry's personal journey resonated with me. Dr. Chandran always impresses with his depth of knowledge

Great explanations and overview of diagnosis procedures
...how grateful I am to have access to such learning opportunities. I often feel alone in my disease journey

◆ BRAIN-SKIN CONNECTION

This webinar was presented by Dr. Marlene Dytoc, a dermatologist who specializes in psychodermatology. She spoke about the need to address psychodermatology in psoriasis, highlighting psychiatric comorbidities in psoriasis, provided practical tools on how to screen for the impact on mental health and quality of life, and how to provide a care pathway on how to manage psychodermatological conditions in individuals impacted by psoriatic disease.

The survey aimed to:

“ The cardiologist spoke in a very easy-to-understand manner and provided very useful information
m'encourage à faire plus attention à mon poids, diabète
Very thankful for this webinar and the info it gave - will definitely be following along to watch for upcoming webinars and looking up some previous ones.

◆ CARDIOVASCULAR DISEASE (CVD)

We were joined by cardiologist Dr. Janine Eckstein who shared information on heart disease and its symptoms and risk factors, the connection between psoriatic disease and cardiac health, as well as diagnosing and managing stable and unstable CVD. We were also joined by a patient living with psoriasis who shared her story of having a heart attack and not being aware that CVD was even connected to her psoriasis.

Webinar Series

PSORIATIC ARTHRITIS

1,858 ENGLISH VIEWS

2,103 FRENCH VIEWS

MENTAL HEALTH

2,649 ENGLISH VIEWS

2,819 FRENCH VIEWS

CARDIO VASCULAR DISEASE

3,800 ENGLISH VIEWS

6,856 FRENCH VIEWS

**All view counts as of November 17, 2025*

World Psoriasis Day Webinar

Comorbidities: Psoriatic Arthritis

Don't miss Dr. Vinod Chandran, Professor at UoF and Director of the Gladwin-Kennel Psoriatic Arthritis Program, as he explores new directions in psoriatic arthritis research and care.

Tuesday
21 October 2025
Start At
7:00 PM EST

Register Now

psoriasiscanada.ca



World Psoriasis Day Webinar

Mind-Skin Health in Psoriasis

Join us and Dr. Marlene Dytac for a discussion on the connection between your mind and your skin. Dr. Dytac is a Professor of Medicine in the Division of Dermatology at the University of Alberta and her special clinical and research interests include Psychodermatology.

Wednesday
29 October 2025
Start At
7:00 PM EST

Register Now

psoriasiscanada.ca



World Psoriasis Day Webinar

Cardiovascular Disease and Psoriasis

Join us and Dr. Janice Eckstein, an Interventional Cardiologist, Medical Director of the Structural Heart Program, Director of the Catheterization Lab at the Royal University Hospital, and Assistant Professor at the University of Saskatchewan as we learn more about the connection between your heart health and your skin health.

Thursday
6 November 2025
Start At
7:00 PM EST

Register Now

psoriasiscanada.ca



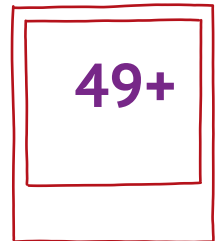
20,085
Total Views

WPD T-shirt Campaign

This year's t-shirt was designed by Dr. H el ene Veillette and incorporated the #StopTheDominoEffect theme. An electronic form was drafted in both official languages, and was distributed to clinics across the country. We also printed information postcards about Psoriasis Canada and made those available to all who wanted them. We distributed all 1,500 of the Psoriasis Canada post cards we had printed.



World Psoriasis Day we were thrilled with the number of dermatologists offices and clinics that sent us photos of their teams wearing the t-shirts. We received 49 photos and were tagged on many other posts. We shared as many as we could on social media and will be compiling a video incorporating all the photos we received.



Check out this interview that our Vice-Chair, Christian Boisvert Huneault participated in with Radio Canada on the Au rythme du Nord radio show.



Thank you to our 2025 WPD supporters! Gold-level: Sun Pharma, AbbVie and silver-level: Arcutis, J&J Innovative Medicines, UCB, and Lilly, as well as to the Canada Summer Jobs program.

We extend our sincere thanks to individual donors and the following funders for 2025!

Thank you for helping us make a difference for psoriatic disease in Canada.



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