

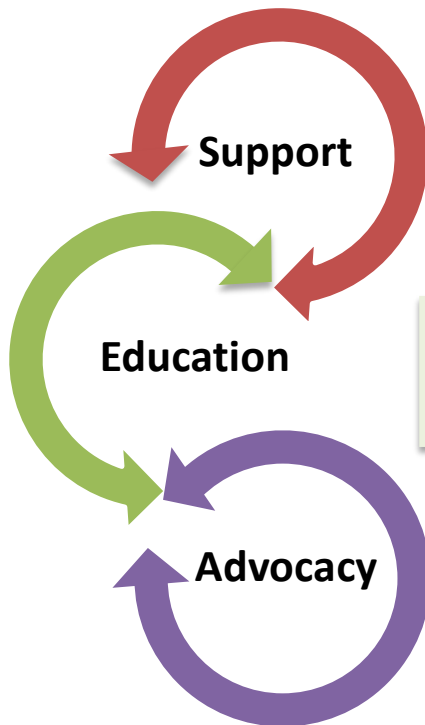


Canadian Skin Patient Alliance
Alliance canadienne des
patients en dermatologie

2017-2022 Strategic Plan

OUR VISION: By 2022, Canadians living with dermatological conditions* will have appropriate access to care and affordable treatments.

OUR MISSION: To promote skin health and improve the quality of life of Canadians living with skin conditions, diseases and traumas.



Increase our presence by creating greater brand awareness, strong networks for patients and families and mutually supportive relationships with Affiliate Members.

- Define our community of reach
- Strengthen and expand relationships
- Increase visibility and presence

Empower patients and their families and Affiliate Members through knowledge, education and access to information.

- Increase patient and family knowledge
- Create and foster patient communities
- Educate patients and families on choices for care and treatment and promote self-advocacy

Lead, as a respected voice, on key issues for skin patients and their families and Affiliate Members.

- Strengthen the voice of skin patients and families in Canada
- Improve advocacy efforts through a focused agenda

* Includes all conditions that affect skin, hair and nails.