



Skin Health Institute

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The Skin Health Institute respectfully acknowledges that we work on the traditional land of the Kulin Nation, and we acknowledge the Wurundjeri people who are the traditional custodians of this land.

We pay respect to Elders past, present and those of the future.



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About Us

Founded in 1987 by a group of visionary dermatologists, the Skin Health Institute is a unique organisation providing the very best in diagnosis, treatment and patient care; education at multiple levels, including skin health advocacy; and research and trials that help shape clinical practice around the world.

The Institute is the only centre in Victoria dedicated to furthering the three pillars of skin treatment, education and research. We work closely with the Australasian College of Dermatologists to provide world-class education to local, national and international audiences comprising medical, nursing and allied health staff.

We embrace a collaborative, multidisciplinary approach with a multi-skilled team to provide excellence in our core areas. Currently, there are 67 dermatologists,

8 plastic surgeons, a psychiatrist, a psychologist, a podiatrist, an oral-mucosal specialist, and other allied health care professionals, all working together to deliver the highest quality support and care to our patients.

In all our work, we aim to improve skin health and awareness for all Australians, and every day, we work to advance treatments in dermatology.

Vision & Purpose

Our vision is to be a centre of excellence in skin health and a home for dermatology. We aim to create a lasting impact in skin health through excellence and innovation in treatment, education and research.

Our Board



**Associate Professor
Rosemary Nixon AM**
President



**Associate Professor
Victoria Mar**
Vice-President



Dr Edward Upjohn
Company Secretary



Jim Power
Treasurer



**Associate Professor
Peter Foley**
Board Member



Margie Stewart
Board Member



**Associate Professor
Alvin Chong**
Board Member



Dr Patrick Mahar OAM
Board Member



Dr Chris Jalilian
Board Member



**Associate Professor
Johannes Kern**
Board Member



Dr Damien Angus
Board Member;
Chair of Governance



Hamish Walton
Board Member

Timeline



JANUARY 2021
There is an amicable separation of the Institute and the Australasian Society of Cosmetic Dermatologists, led by Associate Professor Greg Goodman.

JANUARY 2021
The Legacy Series, a series of webinars featuring legends in the field of dermatology, is introduced.

FEBRUARY 2021
In response to many requests regarding skin problems in healthcare workers in COVID times, the ODREC team organises an online seminar on the topic.

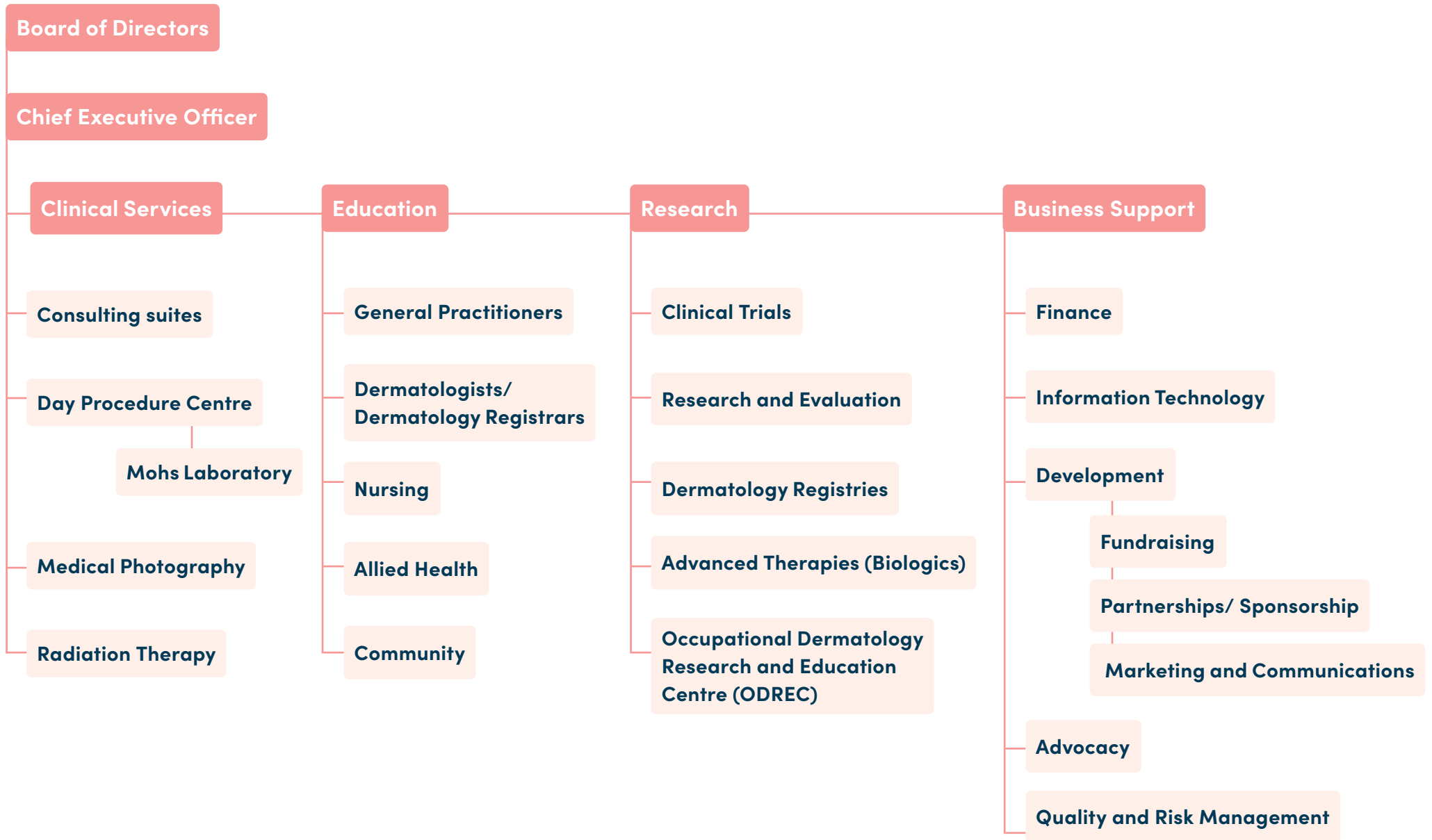
MARCH 2021
The first Institute Cost of Business study is completed.

JUNE 2021
A/Prof Alvin Chong resigns as Director of Education, and Dr Aaron Robinson (pictured) is appointed as the new Director of Education.



Australasian Society of Cosmetic Dermatologists





2020 — 2021 Our Impact Story



Our Biologics Nurses assisted in the adherence of biologic therapy of **over 670 biologics patients**



We had **3,091 people** attend our educational events



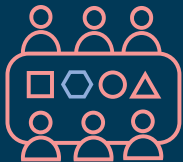
1,817 patients underwent surgery at the Institute to remove a skin lesion



People from **63 countries** listen to our podcast *Spot Diagnosis*



We have **exceeded budgeted partnership income by 137%**



There was a **43% increase in attendance** at our GP Workshops



We were the **#1 recruiter internationally** for an atopic dermatitis clinical trial



Our Medical Photography Department **photographed 5,391 patients**



We have had **15 ongoing clinical trials**

Service Delivery & Care

“Talking to people who understand how skin issues affect my life and who have such advanced knowledge and experience of the issues is really wonderful. You don’t get that level of care in many places.”

– Skin Health Institute patient

Education & Training

“You have all been so fantastic and everything has gone so well without any issues despite speakers from all over the world. Both ASDR board and international speakers have given feedback that they are very impressed with the Skin Health Institute, a truly global conference venue!”

– ASDR board member

Research & Evidence

“[The Trials team] were great: they were very thorough in explaining the process and organising everything I needed. Everything was just smooth and easy from there on. And the results were just what I hoped for and more – so it was a phenomenal experience.”

– Clinical trials participant

Community & Partnerships

“Thank you for all your support in making our first online sponsorship so smooth! You are always so helpful and available to answer questions – we very much appreciate all that you do!”

– Skin Health Institute partner

A Thriving Institute

“My condition is not debilitating, but it really interferes with my life. It’s also a hereditary condition and I have three children. I need the Institute to be there long-term, because I want my kids to have access to that treatment if they need it. The Institute is the only place the treatment is available in Australia, and there’s not that many places overseas that offer it either.”

– Skin Health Institute donor



President's Report

After the disruption of 2020 with the longest Victorian lockdown to date, the Skin Health Institute bounced back onto its feet with pent-up demand for our many clinics. The support of both JobKeeper and the Institute's ongoing surgical services saved the day, with a steady stream of emergency skin cancer cases.

The impact of the pandemic on Victoria was significant in so many ways, and not just financially. To date, over 4,218 healthcare workers have been diagnosed with COVID, and our services were in demand, giving advice to those with skin problems from personal protective equipment.

The impressive Education team adapted mightily to the new normal with multiple nightly online offerings, and in October we had our first online Victorian Faculty Clinical Meeting, with an attendance of over 100 people. In November, we hosted our first online AGM, where we farewelled longstanding Board Members Associate Professor Chris Baker AM and Mr Miki Pohl OAM, and welcomed back Associate Professor Alvin Chong. We had been delighted to welcome lawyer Mr Hamish Walton onto the Board earlier in the year.

In June, Associate Professor Alvin Chong departed from his long tenure as Director of Education. We thank him sincerely for years of service, which have revitalised and strengthened our educational offerings. We are also delighted to welcome the appointment of Dr Aaron Robinson as his successor and look forward to Aaron's enthusiastic involvement in this area.

And finally, we acknowledge with immense gratitude the extraordinary contribution of Professor Greg Goodman AM, who left the Institute in April. Greg contributed decades of excellent service to the Institute, including co-founding the Skin & Cancer Foundation together with Dr Michael Rich. We are forever indebted to his vision, dedication, ambition, desire for excellence and spirit of collaboration.

Associate Professor Rosemary Nixon AM
BSc (Hons) MBBS, MPH, FACD, FAFOEM



CEO's Report

Looking back, there is no doubt that this has been an extraordinary and varied year, but in amongst all the challenges our team has risen to the occasion, and we have continued to deliver on our purpose in providing treatment to our patients; education to registrars, GPs and the wider community; and research and clinical trials.

I'd like to thank our Medical Response Team for their support and guidance during the ongoing pandemic. Our staff demonstrated their flexibility and tenacity in the face of daily directions and changes from the Victorian Government and always adhered to our ever-changing COVID Safe Plan. We have introduced digital temperature-taking, daily attestations, travel permits, an entry QR code system that records the date and time of each visitor, increased hand hygiene surveillance and environmental cleaning, desk shields and the wearing of PPE.

Each lockdown has resulted in fewer patients

attending the Institute for treatment and care; however, we have continued to triage all essential services and offered telehealth consultations where possible and appropriate. Paradoxically, we have had the busiest surgical year in the history of the Institute.

I am proud to say that despite the challenges presented by the pandemic, we were not forced to furlough any staff. We continue to invest in the people that make up the Institute and treat them with respect and empathy. Programs were developed to improve staff morale and support, including a staff survey, the Love Your Work initiative, culture workshops and focus groups.

Though we farewelled two stalwart members of our Executive team, Peter Monaghan as Director of Education Services and Jane English as Director of Nursing, this has allowed us to appoint two new directors: Uta Meyer as Director of Education Services and Janice Fernandes as Director of Clinical Services. They have already demonstrated their expertise and enthusiasm and we look forward to their ongoing contributions to the Institute.

This report details many achievements including:

- The Education team continuing to produce and promote online education sessions, despite COVID impacting their ability to deliver a face-to-face education programs
- Our Business Support teams have moved downstairs to a new office, enabling more clinical space and for Biologics to merge with the Clinical Trials team
- Advocacy initiatives with the Cancer Council (skin health) and AMA (regarding Registrar Pay Parity and parental leave)
- Undertaking a Cost of Business Project, a costing exercise with the aim to better understand the actual costs of running all medical and surgical services undertaken
- The Development, Marketing and Communications team, together with the Education team, implementing a new system of tiered partnerships, ensuring they are more uniform, ongoing and of mutual benefit to both partnering organisations.

Although our budgetary operational income took a hit this year, our Balance Sheet and financial standing remains strong and we are in a good position, as we move into the next financial year. Thank you to all of our clinicians and general staff – with your support, the Institute has continued to deliver and be successful this year. My thanks also to the Board for your continuous support, guidance and wise advice.

Caroline Mulcahy
MSc Science, GAICD



Excellence in Service Delivery & Care

2020–21 has been a demanding year with numerous changes for staff at the Institute. The team is united by its purpose of delivering excellence in skin health. Under the guidance of the Clinical Operations Manager Jane English, and now Director of Clinical Services Janice Fernandes, the clinical team at the Institute have continued to deliver high-quality holistic care to patients who have a wide range of debilitating skin diseases such as skin cancer, melanoma, psoriasis, and vitiligo.

Our team of nurses, doctors, photographers, laboratory scientists and administrative staff ensures from the get-go that the patient's experience is one of trust, reassurance, and positivity in an often emotional and physically demanding time for them.

Up to 50 surgical patients and 250 other dermatology patients pass through our doors in a week. Some of the varied treatments offered to our patients range from Mohs' surgery, which removes skin cancers effectively while preserving surrounding tissue; patch testing to diagnose contact dermatitis; Excimer 308 light for vitiligo patients and Grenz radiotherapy for patients with stubborn skin conditions on their palms and soles. Our clinics also comprise multidisciplinary teams such as Biologics/Phototherapy/Rheumatology, Oral Mucosal (including dermatologists and an oral specialist), Liaison (a dermatologist and psychiatrist) and the Nail/Nail Surgery/Podiatry team.

We ensure that our consultants, surgeons and nurses are continually updated, so that we can continue to deliver the best possible treatments and outcomes to our patients.

Excellence in Service Delivery & Care

COVID-19

Under the direction of the CEO, a Medical Response Team was established to coordinate our COVID response to minimise any negative impacts on the business. The Institute has remained open, and our staff has continued to deliver patient-centred care throughout the year. In accordance with mandatory directives and guidelines from the Victorian Department of Health, daily health attestations became a necessary requirement for all staff and visitors. The temperature scanner installed at reception enabled patients and other visitors to have their temperature checked digitally on entering, without need for assistance from staff.

Surgery

The leadership team also implemented all Victorian Department of Health surgical directives and redefined the necessary admission processes to ensure that all essential categories for surgery were met in a timely manner.

The continued surgical sessions throughout lockdowns supported the business, with surgical numbers surpassing that of a 'normal, COVID-free' year. Over the last financial year, the Institute treated 1,817 Advanced Surgery and Mohs' Surgery patients. This surgical growth, especially in the 2020 Stage 4 lockdown, was truly phenomenal and a real credit to our team.



Excellence in Service Delivery & Care

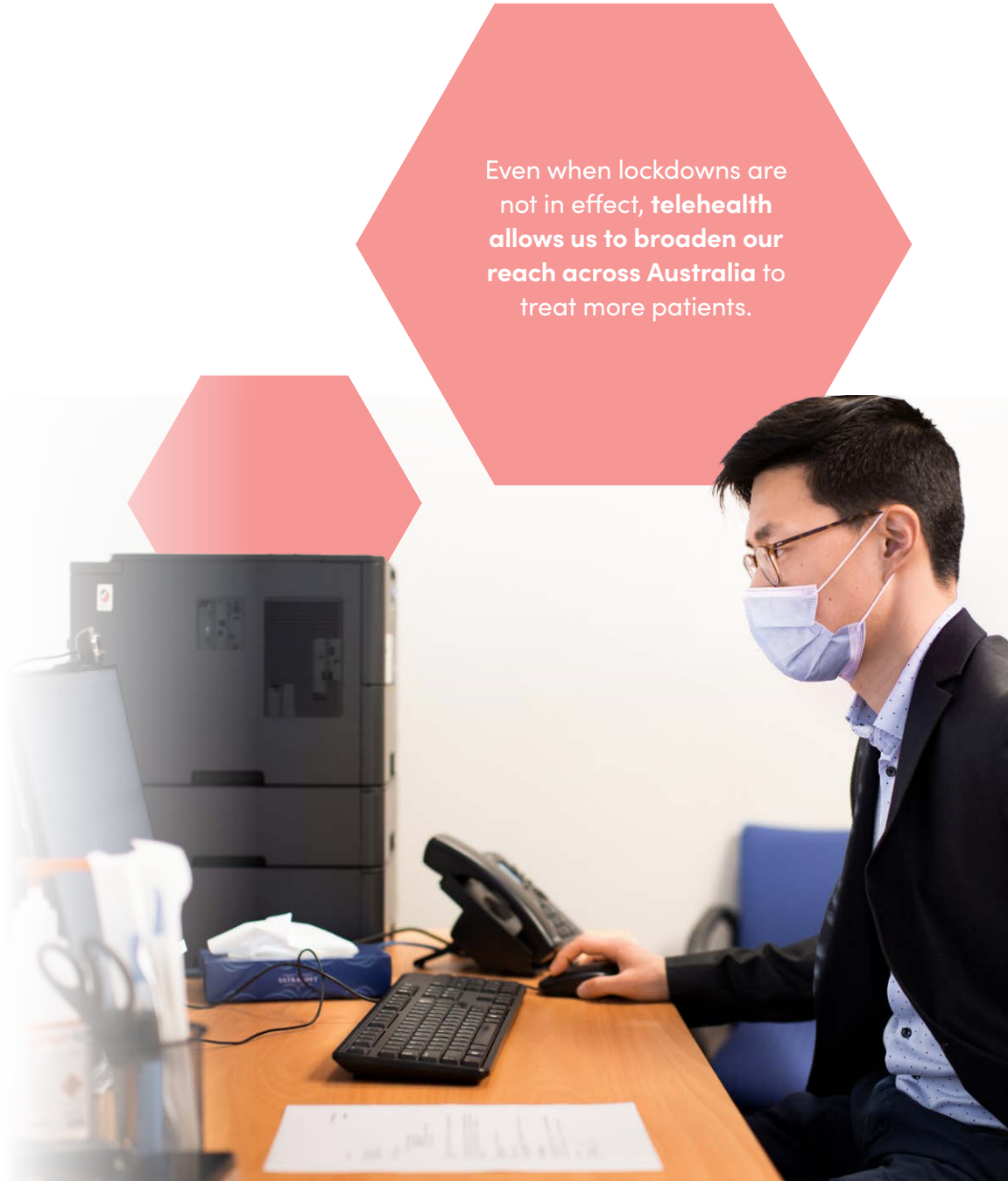
Clinical Administration

The Institute's Clinical Administration team aims to provide patients with a seamless, positive experience, however the COVID-19 pandemic introduced new challenges. As the patients' first point of contact, the Clinical Administration team is the first line of defence in keeping everyone at the Institute safe, ensuring all visitors abide by public health directives such as mask-wearing, completing their health attestations and having their temperatures taken. The team kept patients informed when new COVID-19 restrictions were announced, managing their expectations when clinics had to be cancelled and moving patient appointment times to accommodate social distancing.

The implementation of telehealth meant navigating new technologies, including training both doctors and patients on new processes, and coordinating with doctors on caring for onsite and offsite patients. Despite the challenges of telehealth, a silver lining emerged: when lockdowns are not in effect, telehealth allows us to broaden our reach across Australia to treat more patients.

A new phone system and banking system were also introduced. While there were a few expected hiccups, these new technologies have improved efficiencies and reduced our paper usage.

While staff were constantly adapting to the changing environment, customer demands were changing as well, and the team continued to deliver outstanding care with consistently high patient satisfaction scores at 98%.



Even when lockdowns are not in effect, **telehealth** allows us to broaden our reach across Australia to treat more patients.

Excellence in Service Delivery & Care

Biologics

The Biologics team supports and manages patients with chronic inflammatory skin disease, such as psoriasis, atopic dermatitis and hidradenitis suppurativa. Over the last 12 months, the team have assisted in the commencement, education, and adherence of biologic therapy for over 670 Biologic patients at both the Institute and St Vincent's Hospital at 11 clinics per month.

The COVID-19 pandemic created an enormous challenge; however, the Biologics nurses adapted to this challenge by providing telehealth during lockdown and pivoting seamlessly back to face-to-face appointments in line with Victorian Department of Health guidelines.

Support and education have been provided to patients in relation to COVID-19 and the implications to their health and their biologic treatment. The nurses have also assisted many patients in accessing COVID vaccinations.

Despite the pandemic, 2020–21 has also been a period of growth for the Biologics Unit, with the addition of a monthly Atopic Dermatitis Clinic following a new biologic therapy, dupilumab, becoming available in March 2021. Our Hidradenitis Suppurativa Clinic based at St Vincent's Hospital also continues its development and is dedicated to improving clinical care and outcomes for these patients.

Medical Photography

The Medical Photography Department provides clinical photographic services and this year, our photographers have worked with both the clinical and surgical teams to professionally document and monitor skin pathology for patient medical records. Photography is a particularly useful diagnostic tool in dermatology, which is a very visual medical speciality. The department supports clinicians and patients directly with images, ensuring that its services exceed the industry standard for clinical photography and prides itself on technical excellence

Fortunately, during periods of relaxed COVID-19 restrictions, our popular total body photography/mole surveillance services could once again be provided. This year the team have photographed 5,391 patients, compared with 5,304 last year, with have processed and uploaded 28,924 photographs, an increase of 934 photographs on the previous year.

Like other services, COVID-19 also impacted our ability to deliver medical photography services. More telehealth as opposed to face-to-face services had a significant impact on the workflow of the team, however protocols in place allowed flexibility and adaptation to the new normal.



Patient Interview Elise McLagan

“The whole process from start to finish puts me much more at ease, since I know how the treatment and follow-ups work and because my whole experience was simply amazing.”



Patient Interview Elise McLagan

I hadn't heard about the Skin Health Institute before being a patient – it was my doctor who referred me, since I had not had a check-up in a while.

For the skin check I just used to go to my doctor, but then she suggested that I go to a place that is more specialised in terms of skin health. I now get my skin checked with Professor Stephen Gilmore on a yearly basis. And one of my moles looked like it changed a bit. Professor Gilmore wanted it to come off – just for precautionary reasons as he explained to me, using the metaphor of wearing a seatbelt when driving. He wanted to check whether it was cancerous or not. Luckily, it did not turn out to be melanoma. But when I got to thinking about it, I was just terrified. I am a single mum with a 7-year-old, and all I had in mind at that time was about how I would raise my son if something happened to me. My anxiety went through the roof.

First, I was offered to have the mole removed in a week's time. Professor Gilmore could pick up on my anxiety and stress though – I was crying and really upset – so he offered me to remove it at the same day so that I would get the results back quicker. He did all he could to reassure me and make me feel better. My anxiety went down drastically because the mole had been removed within an hour. Professor Gilmore was very caring, understanding and went out of his way to make sure I had quicker results. His manner and kindness towards me will never be forgotten and helped me get through the next few days as I was waiting for the results.

A lady named Cathy then explained everything that I needed to know regarding payments and insurance. She sat down with me, talked about her personal experience with skin cancer and reassured me as much as she could that there are lots of options, that my mole was caught early thanks to this regular check-up, and so on. She did her absolute best to talk me through all the steps.

All in all, the experience I had from start to finish was just amazing, and everyone – the doctor and nurses – were so very kind to me, and had such a patient, reassuring and caring manner. They all absolutely made

a difference in my life, even if it was just for a few days.

I had a follow-up appointment, where I was given instructions by the nurses as to how to treat my skin right after they have removed the mole. It was all really understandable.

The experience that I had with the Institute made me more reassured in case something was to happen in the future: I know that I can get the support that I need, from doctors that I am able to talk to and who understand my feelings and anxiety. I feel more comfortable going to the appointments – before all of this happened, I used to be anxious whenever I had to go for a check-up. Now, the whole process from start to finish puts me much more at ease, since I know how the treatment and follow-ups work and because my whole experience was simply amazing.

“The experience I had from start to finish was just amazing, and everyone – the doctor and nurses – were so very kind to me, and had such a patient, reassuring and caring manner.”

2020/2021 Consultants

ADVANCED SURGERY

Mr John Beer
Mr Nigel Mann
Mr Miklos Pohl OAM
Mr Jeremy Richardson
Dr Angela Webb
Mr Julian Peters

ADVANCED PRIVATE SURGERY

A/Prof Johannes Kern
Dr Vanessa Morgan
Mr Miklos Pohl OAM
Dr Angela Webb

BIOLOGICS

Dr Katherine Armour
A/Prof Peter Foley
Dr Shyamalar Gunatheesan
Dr Shoba Joseph
Dr Philip Lane
Dr Patrick Mahar
Dr Rose Mak
Dr Matheen Mohamed
Dr Rebecca Nguyen
Dr Alice Rudd
Dr Lena Ly
Dr Francis Lai
Dr Diana Norris
Dr Maree Micallef -
Rheumatologist

CONTACT DERMATITIS

Dr Anina Fitzgibbon
Dr Adriene Lee
Dr Mei Tam
Dr Bruce Tate
Dr Nishan Amersinghe

GENERAL DERMATOLOGY (private)

Prof Stephen Gilmore
Dr Kamaldeep Sandhu

GENODERMATOSIS

Prof Ingrid Winship

HAIR

Dr Jill Cargnello
Dr Olivia Milne
Dr Alana Tuxen
Dr Jack Green
Dr Pooja Sharma
Dr Sarah Shen
Dr Jane Li

HYPERHIDROSIS

Dr Vanessa Morgan
Dr Kamaldeep Sandhu
Dr Annaliesa Wright

LASER

Dr Michael Rich (gen derm)
Dr Belinda Welsh (vascular)

LIAISON

Dr Melissa Thomas
Dr Josie Yeatman

MELANOMA

Dr Chris Jalilian
Dr Hugh Roberts

MEN'S HEALTH

Dr Mark Darling
Dr Tony Hall

MOHS' SURGERY

A/Prof Philip Bekhor
Dr Edward Upjohn
Dr Bonnie Swan
Dr Tim Rutherford

MOHS' SURGERY PRIVATE

Dr Tim Rutherford
Dr Bonnie Swan
Dr Edward Upjohn
A/Prof Philip Bekhor

NAIL

Dr Joseph Frenkel – Podiatrist
Dr Anne Howard
Dr Marguerite Seith
A/Prof Johannes Kern
Dr Hope Dinh
Dr Shyamalar Gunatheesan

NAIL SURGERY

A/Prof Johannes Kern

OCCUPATIONAL DERMATOLOGY

Dr Jennifer Cahill
Dr Adriene Lee
A/Prof Rosemary Nixon

ORAL MUCOSAL

Dr Ryan de Cruz
Dr Ellen Ma
Dr Eric Poon
Dr Julia Rhodes
Dr Tami Yap
Dr Lara DeAngelis

PHOTODYNAMIC THERAPY

Dr Kamaldeep Sandhu

RADIOTHERAPY

Dr Michael Webster

SKIN CANCER ASSESSMENT

Dr Mark Darling
Prof Stephen Gilmore
Dr Michelle Goh
Dr Sarah Smithson
Dr Joy Yee
Dr Bevin Bhoyrul

TRANSPLANT

Dr Sarah Brennand
A/Prof Alvin Chong
Dr Rebecca Dunn
Dr Michelle Goh
Dr Jane Li
Dr Aaron Robinson

VARICOSE VEINS (private)

Dr Stefania Roberts

VITILIGO

Dr Desmond Gan
Dr Shally Gupta
A/Prof Adrian Mar
Dr Michelle Rodrigues



Farewell to Professor Greg Goodman AM

In 2021, Professor Greg Goodman AM informed us that he would be leaving the Institute. Greg, together with Michael Rich, played a pivotal role in the establishment of the Skin & Cancer Foundation in 1987. He has been instrumental in shaping the Skin Health Institute, as well as making a tremendous contribution to the contemporary practice of dermatology and dermatological education.

During his tenure, the Institute has seen huge growth. We are now a leading dermatological hub, unique in Australia, with our equal focus on education, treatment and research, and Greg has been integral to many important advances, including his work as Chief of Surgery, where he pioneered both Mohs and Scar Revision clinics. Greg was one of the first surgeons to perform Mohs surgery in Australia, which speaks to the visionary and ground-breaking way he has approached dermatology. Greg is also a former Foundation President, serving for 8 years in 2 stints, and a dedicated Board Member and advisor for decades.

Greg has been widely recognised for his leadership, teaching, public speaking and research. He was recently honoured as a Member of the Order of Australia and appointed as a full Professor at Monash University. He is also an Honorary Associate Professor at the University College of London and established the Dermatology Institute of Victoria. He masterminded the creation of the Australasian Society of Cosmetic Dermatologists and serves as its inaugural Chair. He is also International Contributing Editor of the Journal of Dermatologic Surgery and has recently established the Journal of the Australasian Society of Cosmetic Dermatologists.

We at the Institute are thankful for all of Greg's behind-the-scenes work, particularly his passion for teaching and mentoring. Many of those involved with the Institute today are here because Greg recruited them. Many of our achievements and our breadth of subspecialties would not have been possible without Greg at the helm. We are forever indebted to his vision, dedication, ambition, desire for excellence and spirit of collaboration. We wish him well in his private practice and with the development of the Australasian Society of Cosmetic Dermatologists, especially its educational initiatives.



Education & Training

Education is one of the pillars of the Skin Health Institute. As a tertiary referral centre, our 27 sub-specialty clinics provide a rich and diverse clinical training environment for all Victorian dermatology registrars. This training environment complements their rotations through the major Melbourne hospitals and is often supplemented by stints at leading international hospitals in England and Singapore. Sadly, COVID has interfered with these rotations.

In addition to hands-on training for Victorian registrars, we deliver professional education sessions and workshops for:

- dermatologists and dermatology registrars nationally
- dermatology nurses
- general practitioners (GPs) and GP registrars
- pharmacists
- pharmaceutical representatives (team training)
- patients and the broader public (through a host of other education resources and information sessions).

There were 3,091 attendees at Institute events last year – up 27% from the previous year, despite the total number of events only increasing by 2 to 84 events. 54 events were held in the last quarter of the 2021 financial year, an increase of 28.5% compared to the average number of events held per quarter over the previous 2 years.

Education & Training

Since March 2020, most events have been hosted virtually due to the COVID-19 pandemic. This has allowed attendance to grow significantly and for the Institute to gain a substantial attendee base both nationally (34% attendance from other states) and internationally (1% international attendance).

The virtual education format will continue, but it is anticipated that as COVID restrictions ease, some events will be held in a blended fashion to allow partner representatives, as well as national and international participants, to attend.

In February 2021, as a response to the significant increase in our education offering, the department was segmented into Internal Education, providing education to dermatology registrars and Institute staff, and External Education, which includes education services to all other stakeholder groups.

Hosting virtual events since March 2020 has allowed us to **significantly grow our attendance** and to gain a substantial attendee base both nationally and internationally.



Education & Training

COVID challenges

The education program has undergone substantial growth both in the number and scope of events. The biggest challenge during this pandemic has been the ability to deliver all these events with the human resources available. It was observed that the actual attendance rate (i.e., registrants vs attendees) has recently decreased slightly compared to the peak in 2020, possibly due to COVID fatigue and the proliferation of other educational opportunities on offer.

To manage these pressures, we have streamlined and automated some processes, hired an additional team member and are diversifying our audience base in order to offer dermatology education to a more varied audience.

Biologics Education

In September, the Institute held its first session in a series of online Biologics Masterclasses for Nurses across Australia. This series of six sessions was led by Sue Anderson RN Biologics Team Leader, who presented to 157 nurses. 234 nurses were registered for the series in total.

The number of subscribers to the Online Biologics Education Portal has increased again this year by 14%, from 611 to 700. We continue to work with pharmaceutical companies to ensure that the information pertaining to their biologic therapy medications is up-to-date and accurate. We ensure that subscribers get the most value possible by constantly uploading new content, including webinars and masterclasses, to the Portal.

Supporting Dermatology Registrars Nationally

At the start of the COVID pandemic, the Education team were asked by the Australasian College of Dermatologists (ACD) to include dermatology registrars from all states and territories in our Skin School program. We have been inundated with requests by registrars nationally to continue to attend, due to the high quality of the program. In response, we will invite all registrars to attend our Skin Schools on a permanent basis – something that we are very proud of. We are working closely with the ACD to ensure our educational program for registrars is curriculum-blueprinted and complements their formal education program.

Supporting Professional Development of Nurses

To support nurse education, the Education team will also offer all external education opportunities to nurses, free of charge. This aligns to our goal of providing more professional development for dermatology nurses and improving patient outcomes.



Education & Training

Addition of Inflammatory Skin Disorder GP Workshop Series

This 5-part series, providing an opportunity for GPs and GP registrars to upskill in the examination, diagnosis and management of inflammatory skin disorders, was added to our GP Workshop offering this year. Sessions are 2 hours long and attract 4 CPD Activity points. Topics are hair disorders, psoriasis, acne & rosacea, atopic eczema, and nail disorders.

Five GP workshops have been held so far with 109 attendees – a 43% increase in attendee numbers compared with last year.

Spot Diagnosis explodes

Spot Diagnosis, the podcast series that discusses dermatological patient presentations commonly encountered by GPs, has reached almost 10,000 downloads – a 230% increase in just a year. The series provides evidence-based, up-to-date medical education and information aimed at upskilling medical practitioners in treating skin complaints, to improve the skin health of our communities. The series has 251 subscribers. These listeners are informed about new episodes and also receive exclusive access to a range of additional episode resources, a tactic that resulted in our subscriber count growing by 68%.

With season 2 nearing completion and season 3 in draft, we are incredibly proud of how much *Spot Diagnosis* has grown and the positive feedback we have received from GPs, medical students and even pharmacists. It is now listened to in 63 countries and has an average of 470 downloads per episode.

The 'Spot Diagnosis' podcast provides evidence-based, up-to-date medical education and information aimed at upskilling medical practitioners and improving the skin health of our communities.



Image credit:
Image credits and
descriptions go here

Education & Training

Addition of Legacy Series

At the Institute it is believed that celebrating achievements and honouring the exceptional contributions of dermatologists is important. To this end, the Legacy Series events were added to our education offering. These webinars are presented by those dermatologists whom we consider legends in the field of dermatology and in this series, they discuss their remarkable career journey both professionally and personally. Our legends share their insights in their areas of subspecialty in a “fireside chat”, being interviewed by peers allowing for a free exploration of their journey.

Occupational Dermatology Education

The Occupational Dermatology Research and Education Centre (ODREC) is Australia’s leading provider of education on contact dermatitis and occupational dermatology. Like the rest of the Institute, ODREC adapted to online education for their 8th Annual Patch Test Training Day, 4th Skin Health Education Day and Healthcare Worker Education Day, and the director of ODREC, Associate Professor Rosemary Nixon, featured in the first webinar in the new Legacy Series. As always, all these events were well-attended, despite the adjustment to an online format.

Hosting virtual events since March 2020 has allowed us to **significantly grow our attendance** and to gain a substantial attendee base both nationally and internationally.



Education Case Study **Dr Aaron Robinson**



“...by providing a really good Skin School offering, we’ve helped to reduce some of the isolation and bring our registrar community together.”

Education Case Study Dr Aaron Robinson, Director of Education (Medical)

The Education unit has seen pretty incredible growth over the last couple of years.

COVID has been tough for so many people and for so many businesses, and we have had to make many changes to how we provide clinical services to our patients. If there's any silver lining at all, we've seen the whole world embrace software such as Zoom and Teams, and different online platforms for connecting with each other. As it's turned out, that's actually been perfect for reaching a broader audience with our education content. Where we have previously (pre-COVID) had in person sessions with 10–20 people in the Institute, we've now been able to reach a much larger state-wide and also national audience for a lot of our education events. This includes our Skin Schools to help train Dermatology Registrars, GP Workshops to engage with and upskill GPs as part of our broader referral base, engaging the dermatology community with regards to Institute Updates and Masterclasses, and the podcast, *Spot Diagnosis*, which has had more than 11,000 downloads, grown to see international reach, and has become part of dermatology resource lists in multiple medical schools, including the University of Melbourne and Monash University.

My role as part of that, in collaboration with our excellent team at the Institute, is to help curate the offering that we provide in these different areas and to help guide that to create the content that we offer. Having a rich program

of quality content helps keep us upskilled as dermatologists, and by engaging with our audience, also facilitates important sponsorship opportunities to help support the Institute.

In terms of what we do well, we've had some great feedback from Skin Schools. Registrar training can at times be a lonely journey with all of the curriculum you need to study, and especially during COVID when it's been harder to work in groups. I hope that by providing a really good Skin School offering, that's helped to reduce some of the isolation and bring our registrar community together. We really do feel a responsibility to our trainees to make sure that they're getting the best educational opportunities that they can in order to help them to pass such tough Fellowship exams. We're very conscious of that fact that when COVID did hit, the trainees were some of the most vulnerable in the context of the changes we had to implement, particularly with the changes that had to be made to the Fellowship exams. I'm really proud of how the Education unit has been able to step up and provide those Skin Schools online and keep our engagement with trainees to help them with their preparation for the Fellowship exams. We've seen really good pass rates, which is of course the trainees' awesome achievement, but I'm thrilled that their training didn't seem to take a huge hit, at least in terms of working through the curriculum content.

We've also seen increasing engagement in the last couple of years with the GP community through our GP workshops, which has also

grown our referral base to the Institute. Working in partnership with that referral base is a really important thing for us to do as the Institute grows – in order to ensure we are providing the best and most relevant dermatology services that we can to the broader community. I've also been impressed with the scope and quality of the research that the Institute has been doing with regards to clinical trials. There is a huge amount of work that's done by the trials team, which provides opportunities for new treatments to our patients, and helps establish the Institute as a leader in clinical dermatology research too.

The work that I do with the education unit is very different to seeing a patient clinically, and I really enjoy that variety. Having said that, it also provides the opportunity to upskill in relevant areas of clinical practice. There's a synergy between the different elements of what we do. I think most dermatologists who work across Education and clinical practice would probably agree that being involved in teaching also helps to keep up with the dynamic areas of dermatology practice as well.

What makes this such a rewarding experience is the way that the Institute and the people involved are all involved in supporting something bigger, not only training new dermatologists to serve the community but also providing quality clinical services to our community. As a not-for-profit institute as well, there is a real sense that everybody's working towards something greater than just coming to work and earning a wage.



Research & Evidence

The Clinical Trials Department provides the mainstay for clinical research activity at the Institute. The team, under the supervision of Associate Professor Peter Foley, is responsible for conducting and coordinating industry-sponsored clinical trials.

The team are also involved in a range of investigator-led studies in association with specialist dermatologists, Associate Professor Victoria Mar and Associate Professor Adrian Mar. These studies collect vital information to better understand, diagnose and treat various skin conditions.

Whilst the last year has also been challenging for this team, they have continued to deliver first-class care and support to clinical trial participants and have shown great flexibility in the way they have worked in response to the pandemic. This has included putting patients' health and wellbeing first, whilst ensuring a safe and positive environment for them to visit whenever possible.

During the year, we have had **15 ongoing trials** including:

- five for atopic dermatitis
- five for psoriasis
- three for alopecia areata
- one for scalp psoriasis
- one for hidradenitis suppurativa

In addition to this, we have actively recruited into **16 new trials** including:

- one for onychomycosis
- two for hidradenitis suppurativa
- two for skin cancer
- three for atopic dermatitis
- five for psoriasis
- three extension studies

Research & Evidence

Despite the pandemic, we have continued to achieve many recruitment targets, including receiving the award for number one recruiter internationally for the Dupilumab Atopic Dermatitis study, and screening almost 70 people for an onychomycosis (nail fungus) study. The team were also invited to record an interview to discuss their recruitment success, which was shared globally amongst the clinical trial community. Understandably, recruitment was paused for some studies, there were challenges attaining recruitment targets for other trials and no new studies were initiated during the extended lockdown of 2020.

The Trials team continue to collaborate widely; this enables innovation, continuous learning and increases our ability to make a difference in the lives of people with chronic skin conditions.



Research & Evidence

Expanding our Registries' offering

The process of migrating the Australian Psoriasis Registry (APR) to the host server at BioGrid was completed in May 2020. This provides the Institute with access to SAS Enterprise Guide and Visual Analytics, which enables regular and efficient reporting of APR data. In 2020–21, the Institute has invested substantial time and resources to ensure data integrity and validation of the APR, and we have recruited two new roles to further expand the number of registries. Sumit Parikh is the Registries Fellow responsible for the upgrade and further development of the APR and other registries. His expertise in data analytics and statistics is expected to make a real impact in improving research and outcomes. Julie Armstrong is the Registries Co-ordinator and is responsible for the operational coordination of the APR, including ensuring data entry, integrity and validation across all sites nationally.

Currently, there are 2,543 patients across 107 sites, with 2461 current (active) patients in the APR.

We have also received funding to undertake a feasibility study to develop an Atopic Dermatitis Registry (ADR) which is progressing. The Minimum Data Set (MDS) for data capture into the registry has been prepared and the list is currently being reviewed. The front-end User Interface is being designed as the first step into developing a prototype and software demonstrations of the User Interface are being planned to gather feedback. Once the ADR prototype is approved, software development will commence to build the registry and we expect to launch this in 2022.

Occupational Dermatology Research & Education Centre (ODREC)

ODREC proudly runs the only dedicated Occupational Dermatology clinic and the only occupational dermatology research group in Australia, with the only other occupational dermatology clinic in the southern hemisphere being in Wellington, New Zealand. The team uses their clinical experience to inform their research and then works to translate their research findings into action.

The work involves an enviable mix of diagnosing complex patient rashes with patch testing and using their well-established database (with occupational patients going back to 1993) to inform their research. Key publications over the year included extensive case series on allergic contact dermatitis to phenol formaldehyde resins, to the antiseptic benzalkonium, to the preservative iodopropynyl butylcarbamate, as well as clinical tips for testing in autoimmune progesterone dermatitis and in Dermabond™ allergy.

The team also enjoys seeing their Research Fellows grow and thrive and develop skills in research and contact dermatitis. Mentoring them and other young doctors in dermatology research is an important aspect of the work that ODREC does. The last 12 months were very productive in this regard, with Dr Kate Dear, Dr Jennifer Nguyen and Dr Kajal Patel contributing prolifically. In 2020, Kate returned to England and was awarded a training position in dermatology at University College Hospital and Chelsea-Westminster Hospital, London, her first preference.



The Trials team continue to collaborate widely; this enables innovation, continuous learning and increases our ability to **make a difference in the lives of people with chronic skin conditions.**

Clinical Trials Patient Story Ron

“They explained everything in great detail, and gave me answers in laymen’s terms. I have always been fully aware of everything they do, thanks to their transparency throughout.”



Clinical Trials Patient Story Ron

I was diagnosed with psoriasis as a young boy by a doctor who was looking after my mum who also had psoriasis. I started with treatment, including all the normal creams, lotions, dressings, but nothing worked out for me. My mother went through a lot of UV treatment; however, I did not go down that road because I saw the effects it had on her.

I had psoriasis on my kneecaps, elbows, behind the ears and a few other spots, so going through school was difficult. Everyone thought I had leprosy. As I grew up, I was fine with it as I came to terms with having it and just tried to continue living my life as 'normally' as possible. Overall, I think dressing in summer gear and going out with friends were probably the worst things. When going out for dinner, I had to make sure to wear long shirts so as to not leave flakes on the dinner table.

My sister was diagnosed with psoriasis at a later age as well and has been coming to the Skin Health Institute for quite some time. She had it quite heavily on her face, and her results from the clinical trials were great. Before coming to the Institute, she also went through UV treatment, and – consequently – lost elasticity in her skin, which I felt was another reason for me to not consider this type of treatment.

I hadn't heard about the Institute before being a patient there. I frankly never looked into it as I was going to live my life as it was. I lived with this skin disease for so long, so I

thought I do not need anything. Thankfully my sister put me onto the clinic as she has been an existing patient there, and I decided to give it a try.

I had a very good experience at the Institute. I went to see three to four doctors overall, and all of them were really good, extremely knowledgeable and welcoming when it came to questions of any type about the clinical trials. They explained everything in great detail (i.e., about trial requirements, changes that occur, etc) and gave me answers in laymen's terms.

I have always been – and still am – fully aware of everything they do thanks to their transparency throughout. This is why I am still going back to the Institute to continue my treatment when necessary.

My treatments comprised creams and injections. However, the injections worked almost immediately with greater long-term effect than the creams. The last 12 months especially have been terrific for my skin. The psoriasis came right down, and it is barely noticeable that I had the skin condition at all. It just made me more comfortable around people. I don't have to worry about scaling off at the table anymore.

“It is barely noticeable that I had the skin condition at all. It just made me more comfortable around people.”



Community & Partnerships

Over the last 12 months, the Institute has continued to work with patients, consumers, and partners to increase community awareness and education of skin health.

We have continued to partner with relevant patient support groups to share information via our digital channels with those in the community who suffer from skin conditions. A translation project, allowing us to reach culturally and linguistically diverse patients in the community, has also been delivered. A suite of educational materials comprising brochures and posters in Hindi, Mandarin, Arabic, Vietnamese and English were delivered to GP clinics across Victoria. These materials contained information on the most common skin problems – how to recognise them and how to treat them. This project is the first time the Skin Health Institute has reached out to this audience specifically, and we will continue to do so to help deliver the best patient outcomes for the community.

Community & Partnerships

Partnerships

After mapping all our education, treatment and research activities, we now have a Partnership Strategy and Plan in place which describes sponsorship opportunities. This has been welcomed by our partners and has enabled us to deliver our objectives effectively and more efficiently, commercialise our processes and strategically diversify our income. We look forward to continuing to work with these partners and supporters going forward.

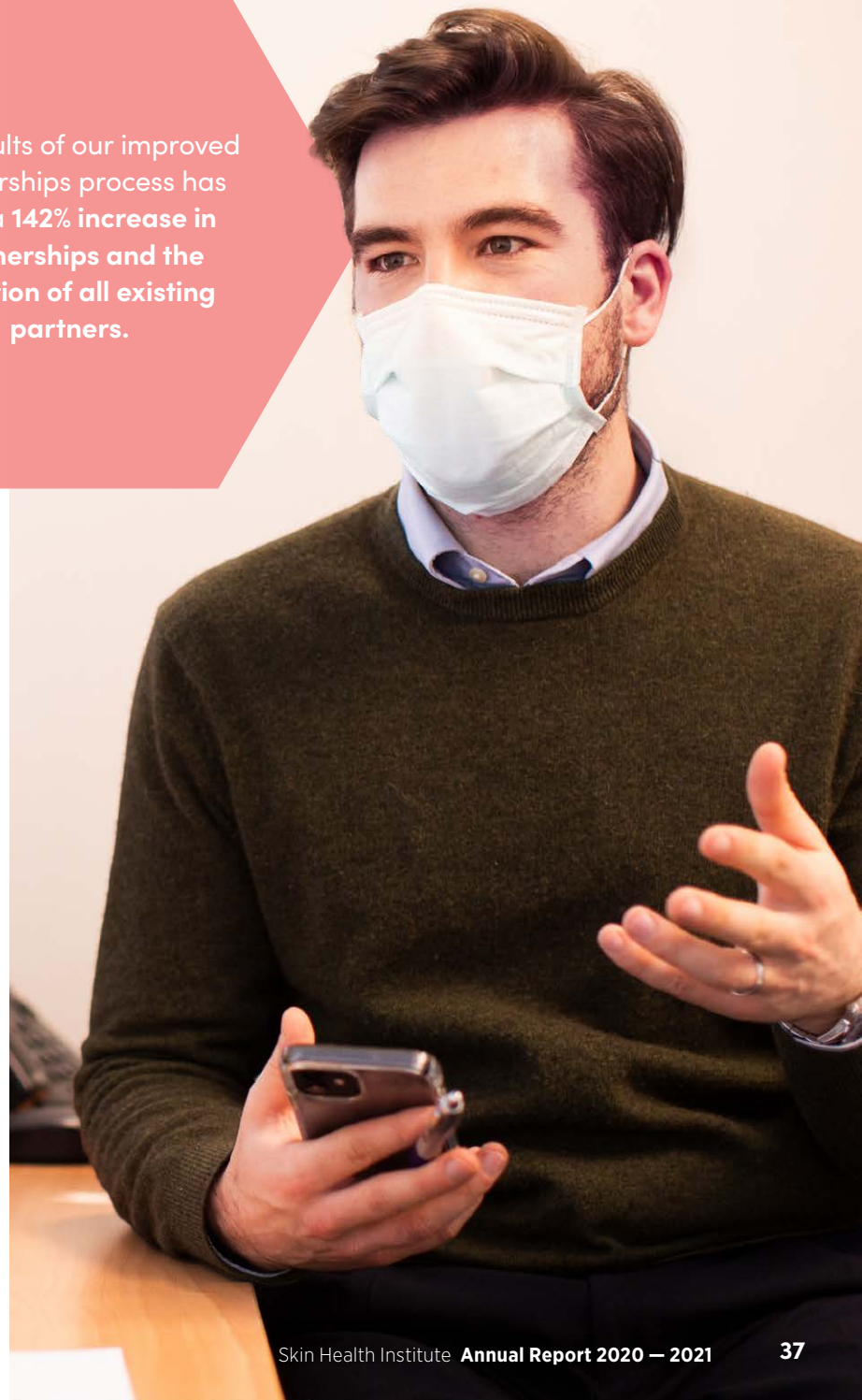
Over the last 12 months we have implemented a new system of tiered partnerships, ensuring they are more uniform, ongoing and of mutual benefit. Many of our partners include pharmaceutical and skincare companies – our ongoing partnership with these companies allows us to strategically align our brand with theirs and demonstrates our ongoing commitment to skin health in Australia. The results of this improved partnerships process have seen a 142% increase in partnerships and the retention of all existing partners. This growth has ensured that our full portfolio of education events have been sponsored.

We partnered with major Australian organisations supporting skin health this year, such as the Eczema Association of Australasia and Psoriasis Australia – ensuring that succinct and relevant information is given to patients, as well as providing our expertise to these organisations. This work has included the development of ‘awareness hubs’ on the Institute website: a repository of resources relating to skin conditions such as eczema and psoriasis, including articles, patient stories, videos by dermatologists and ways that patients can source treatment for these conditions.

This year, we have grown our internal team to meet the expectation of the community and partners, delivered innovative and new proposals and applications and more importantly, built trusting and longstanding relationships with our internal and external stakeholders.

We thank our incredible partners for their commitment to helping us deliver professional education and training to dermatologists, dermatology registrars, dermatology nurses, GPs and GP registrars.

The results of our improved partnerships process has seen a **142% increase in partnerships and the retention of all existing partners.**



Community & Partnerships

Community education for COVID-19 skin health issues

The Occupational Dermatology clinics were impacted when COVID-19 cases reached their peak in July/August and we were overwhelmed by healthcare workers seeking advice and treatment for skin problems, particularly resulting from the wearing of masks. Although no allergies to the masks were found in this group, the pandemic prompted the allergy patch testing team to develop information for nurses who developed facial rashes from masks and hand dermatitis from hand sanitisers. This initiative was welcomed by the Australasian College of Dermatologists and the information added to their website. We also published an article warning about the dangers of including methanol in DIY hand sanitisers.

In addition, and following 12 years of advocacy by Associate Professor Rosemary Nixon AM, the Therapeutic Goods Administration of Australia determined in 2020 that the safety and effectiveness of products containing the topical non-steroidal medication, bufexamac, was unacceptable and this product has been banned.

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In the news

The Institute continues to be a leading voice on skin health issues, with several articles and stories featuring in the media across the last 12 months. An interview featuring Associate Professor Peter Foley, Director of Research explaining Dupixent (dupilumab), a new treatment for atopic dermatitis, was shown on Channels 7 and 9. One of our clinical trials participants, Seth, was also featured in this story describing his experience at the Institute and with Dupixent.

Associate Professor Alvin Chong and Dr Blake Mumford, co-hosts of the *Spot Diagnosis* podcast, featured in an article in the Herald Sun about navigating the world of medical education podcasts, alongside the hosts of fellow medical education podcast, *Humerus Hacks*.

To increase awareness about the Institute and what we do, including in the media, a new email has been set up, and we welcome your involvement: media@skinhealthinstitute.org.au





A Thriving Institute

Thank you to our staff

We would not have accomplished many of the achievements outlined in this report without the commitment and hard work of the people who make up the Institute: dermatologists, surgeons, nurses, research staff and scientists; our education team, reception and administration staff, and our business support team. Over what has been a particularly challenging 12 months, every member of staff has gone above and beyond in ensuring that we have remained open and continued to provide treatment, care, and support to our patients.

Staff have adapted to new ways of working to accommodate the public health directives, with the goal of keeping our patients and the wider community safe, and we have achieved that. We are proud to report that zero COVID breaches occurred at the Institute in 2020–21 and that no staff members had to be furloughed. Despite many staff members working from home, teams feel as connected and close to each other as ever, thanks to daily check-ins, additional communications, and online social events. The agility, diligence and perseverance demonstrated by staff during the pandemic holds us in good stead for the COVID-normal days surely ahead of us.

A Thriving Institute

Diversifying income streams through philanthropy

Though there was an overall increase in donations in 2020 in Australia, bushfire donations accounted for 40% of this figure, meaning that the last 12 months have seen a decline in giving overall in Australia.

It is difficult to compete with better known not-for-profits for grants and general funding and we have much work still to do in raising the Institute's philanthropic and public profile. This year, our focus on strategic conversations and well-written grant applications has resulted in the achievement of our grant application KPIs. We have been successful in developing a better understanding of our internal requirements and priorities for funding, which provides ideas and innovations which will form new business cases for external support.

In October 2020, we committed to executing four donation appeals each calendar year (one per quarter). These appeals not only achieved their target of \$25,000 in donations each, but also served as learning exercises: we now have a much better picture of who our donors are, their preferred

methods of communication and the messaging that resonates with them most. We will continue to profile our donors, share their stories with prospective donors, and nurture them along their donor journeys, so that they continue to support the Institute.

During this financial period, we have applied for 3 significant grants over the value of \$500k and 12 grants valued at \$50–150k. The outcomes of these applications will be determined in the coming months.

To assist with these quarterly appeals, applications, and formal funding discussions, we have also made the act of donating much easier. Patients who complete our electronic feedback form, as well as those who register for our online education events, are asked to consider donating to the Institute before submitting these forms. This reinforces the message that the Institute is a not-for-profit organisation and that it relies on support from donors to continue its work. Keeping this message top of mind for potential donors is an important ongoing strategy for the Development Team.



A Thriving Institute

Greening and savvy environmental strategies

A number of departments have embraced our new greening and environmentally friendly philosophy and we have worked hard this year to reduce waste and become more efficient. The Finance Department, including Human Resources and Payroll, are now paperless, saving resources that can be diverted to other uses, particularly our patient services.

The Biologics and Clinical Trials and our Administration teams are also working hard to reduce the use of stationery and paper, photocopying and postage. This strategy will continue to be an area of focus in next year's Business Plan.

In addition, we have refreshed our fleet of computers, printers and photocopiers and implemented new, more efficient telecommunications hardware and processes.

Recognising the value of our staff

In September 2020, the Institute conducted a staff survey; this was a pulse survey to obtain valuable feedback and information on how best to support staff, particularly as the global pandemic started to bite. The results of the survey were then workshopped in a series of focus groups, which concentrating on ways to improve workplace

culture, how staff can work better together across the organisation, as well as any other improvements and/or changes staff wished to see in the future. Some of these recommendations included the need to recognise the invaluable contributions that staff make, as well as improved communications within the business.

To improve communication across the Institute, a new staff newsletter was implemented; the Strategic and Business Plans were made readily available, and staff were kept updated with new monthly online CEO Forums, which presented an opportunity to share Institute news and ask the CEO questions.

To recognise, acknowledge and reward staff, the 'Love Ur Work' initiative was established. Love Ur Work is a peer-to-peer recognition program that allows staff to nominate another staff member for any achievement, contribution, service, support, or assistance that they believe merits recognition and reward, aligning with the Institute's goals and values. Since its implementation, over 35 staff have received nominations: these are published every quarter in the staff newsletter, Skinsights, and announced at monthly CEO Forums.

Finally, several staff members have shown dedication to continue their professional development, by obtaining additional qualifications in the 2020-21 financial year:

- Medical photographer Caterina Fizzano received her Certificate of Melanography from the Australasian College of Dermatologists. This qualification has strengthened her skills in dermatoscopic photography, which has been an asset to the Medical Photography Department.
- Maria Alvarez and Maria Cazar completed the Certificate IV in Sterilisation Services and Aurea Victoria completed the Certificate III in Sterilisation Services. These qualifications enabled the Institute to comply with Action 3.14 as part of our Accreditation requirement, and we are very grateful for their commitment.





Financial Report

Operating Performance

The institute has faced a challenging financial year with budgetary uncertainty further impacted by the COVID-19 pandemic and prolonged lockdowns. Whilst all our non-essential services were stopped periodically, we have been able to continue providing essential medical and surgical services for our patients via Telehealth, Category 1 surgeries, and the use of stringent COVID hygiene precautions.

This year our focus has been on the diversification of our revenue streams aligned to our strategic direction and Plan. This has resulted in tangible engagement with our many stakeholders and the development of partnerships of mutual value. Our investment in the Development team, and particularly fundraising, philanthropy and sponsorship has resulted in Partnership Agreements with nine major partners and six minor partners, underpinned by a marketing strategy, that will reap results and return on investment in years to come.

The Institute's net operating result is a profit of \$430,482.

Total revenue for the 2020/21 year was \$9.9 million; a marginal increase compared to the previous financial year. In July 2020, the Institute received a gift in will (bequest) from Dr B. Entwisle of \$437,500. In the first two quarters of the financial year, the Institute applied for, and received, the Federal Government's business subsidies, such as Job Keeper and Cash Boost (ATO). The receipt of these subsidies was a significant factor in offsetting the decline in revenues due to the impact of Covid-19, and enabled us to continue operating and delivering

treatment, education, and research services to patients. These subsidies have also enabled all our staff to continue working and we have not furloughed any staff to date.

Total expenditure was \$9.5million. This is an increase of \$460k attributable to such items as the rising cost of business (uncontrollable Land Tax, Council Rates, and insurance increases). Well-managed and prudent cost management was also a key factor in our overall result, and we have undertaken a comprehensive Cost of Business project to better understand our business revenues, associated costs, and key business drivers. This work continues to ensure that the Institute continues to be a viable and sustainable entity which flourishes.

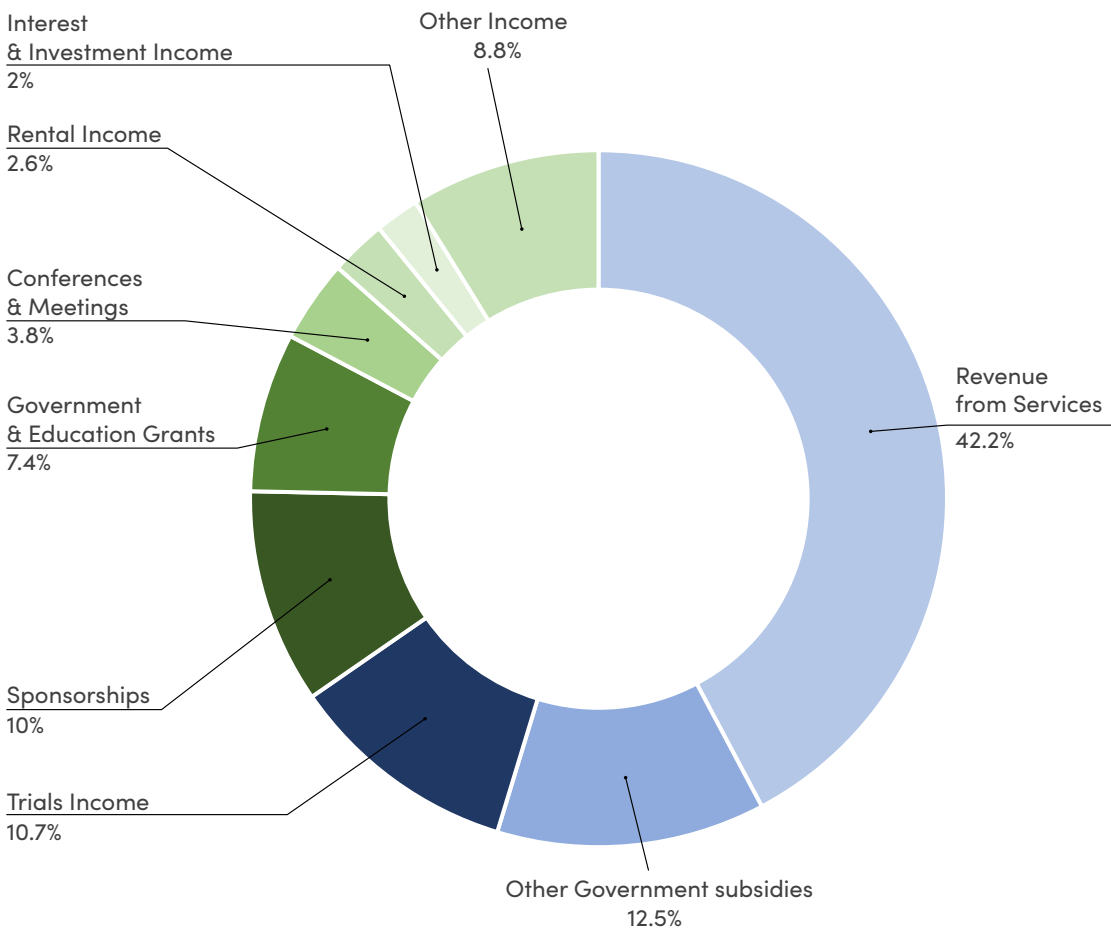
Financial Position

The balance sheet remains in a strong financial position and the Institute is well placed to meet the challenges of the pandemic and can continue to provide efficient and effective services well into the future.

Financial Report

Income

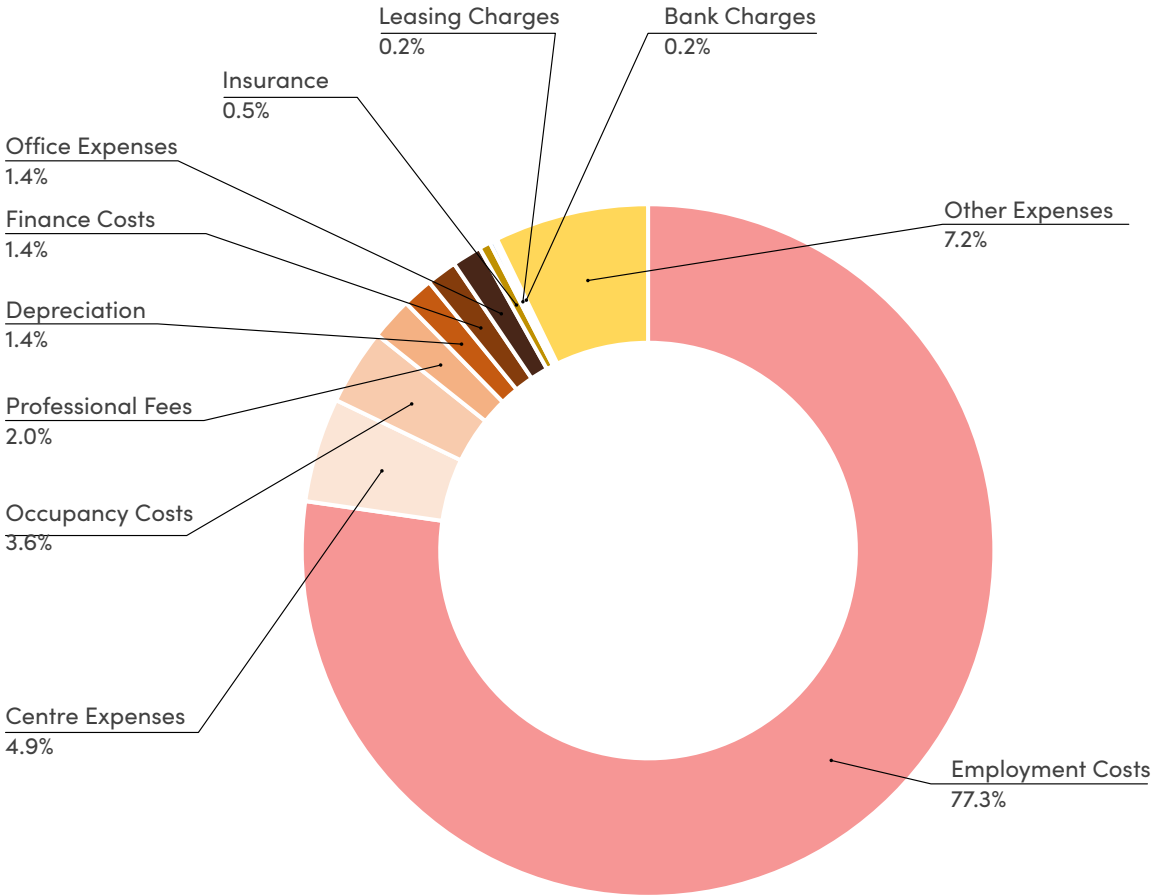
Revenue from Services	\$4,178,389
Other Government subsidies	\$1,232,750
Trials Income	\$1,056,476
Sponsorships	\$985,875
Government & Education Grants	\$730,689
Conferences & Meetings	\$377,103
Rental Income	\$257,877
Interest & Investment Income	\$202,516
Other Income	\$871,203
Total	\$9,892,878



Financial Report

Expenses

Employment Costs	\$7,312,845
Centre Expenses	\$460,662
Occupancy Costs	\$336,198
Professional Fees	\$186,910
Depreciation	\$135,275
Finance Costs	\$135,166
Office Expenses	\$130,131
Insurance	\$50,111
Leasing Charges	\$18,891
Bank Charges	\$16,220
Other Expenses	\$679,987
Total	\$9,462,396



Partners

The support of our dedicated sponsors, partners, community groups and companies is critical to our work.

The Institute also thanks our member dermatologists, many of whom donate their time to provide clinical services, teach, and conduct outstanding, world-class research.

OVERARCHING PARTNER



TIER 1 PARTNERS



TIER 2 PARTNERS



TIER 3 PARTNERS



OTHER PARTNERS



