



Annual Report 19/20



SPECIALIST
TREATMENT
EDUCATION &
RESEARCH

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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



Doctor
Edward Upjohn
Company Secretary



Jim Power
Treasurer and Chair of the
Finance, Audit & Risk
Management Committee



Associate Professor
Peter Foley
Board Member



Mr Miklos Pohl OAM
Board Member



Associate Professor
Chris Baker AM
Board Member



Margie Stewart
Board Member



Doctor
Chris Jalilian
Board Member



Associate Professor
Johannes Kern
Board Member



Doctor
Damien Angus
Board Member
and Chair of the
Governance Committee



Danielle Huntersmith
Board Member,
resigned March 2020

“I could not be more grateful and impressed with the care and skill of everyone involved. Victoria is lucky to have you all.”



Presidents Report

I am not the only one to note that 2019 – 2020 was a year of two halves. In September 2019, we were thrilled to welcome our new CEO Caroline Mulcahy, who took the reins from Chris Arnold AM in October. We were extremely grateful for Chris' leadership over almost 10 years, providing an enviable period of stability and growth. Dr Mei Tam completed three terms as President in November, and she too provided exemplary leadership: being unflappable, dedicated and hard-working. We welcomed Dr Damien Angus to the Board. He also joined the Governance Committee and soon took over as Chair, while lawyer Kathryn Watt resigned after years of incredibly valuable support to that committee. Meanwhile, global storm clouds gathered with the emerging spectre of COVID-19, which would severely impact our ability to do what we do: treat patients.

A huge amount of work was done by Chair of the FARM Committee and Treasurer, Jim Power, together with Caroline Mulcahy and the Management Team, when it became clear that we were headed for challenging times, and 'unprecedented' was the word on everyone's lips.

There was an amicable separation of the Institute and the Australasian Society of Cosmetic Dermatologists, led by Associate Professor Greg Goodman, seen by both parties as evidence of the maturation of the Society. Both Greg and Dr Michael Rich have served the Institute over many years, from playing key roles in its very establishment and being President of the Board on multiple occasions.

Finally, Danielle Huntersmith, barrister and mediator, resigned from the Board in March after five years of service. I would like to thank Danielle, Kathryn and all the current Board Members. Particular thanks to Caroline Mulcahy, who has shown true leadership in the most difficult circumstances, with her nursing background coming to the fore in the management of the pandemic.

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



“The care I received was so appreciated. Everyone did everything possible to make me feel at ease and ensure that my every need was met.”



CEO Report

It has been a year of new beginnings, change and, at times, uncertainty. Our year began with the transition to our new identity as the Skin Health Institute. The rebrand was a massive effort by many members of staff, and I thank them all for their hard work in delivering the rebrand in a timely fashion.

The onset of the COVID-19 pandemic in March 2020 required us to pivot our approach to service provision – many staff have worked from home, we quickly implemented telehealth, and we introduced additional infection control measures to keep our patients, visitors and staff safe. I thank everyone who has worked with, and supported us, during this extraordinary year. We have not compromised on supporting our patients, doctors, many stakeholders, or each other – this has been an incredible example of teamwork, and I look forward to building on this strength and our resilience.

Looking forward, the Board have reviewed and refreshed our three-year strategy. We have aligned the plan to our new brand, and it prioritises five strategic directions. As you will see in this report, the Management Team have already begun to successfully deliver on these.

There is a lot we can do to raise awareness and to grow the reach of our services. In all areas of treatment, education and research, we are excited about the opportunities ahead of us.

Caroline Mulcahy
MSc Science, GAICD

Excellence in Service Delivery and Care

It is our goal to be recognised for providing excellent patient-focused care, and as innovative leaders in the field of medical and surgical dermatology.

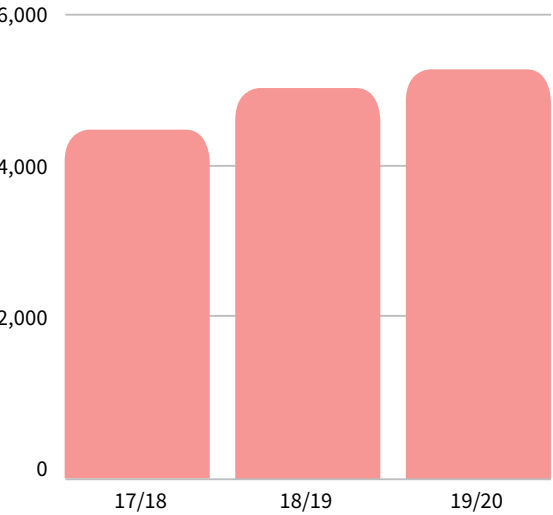
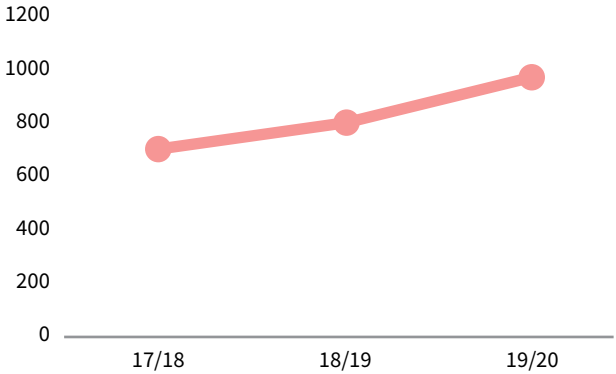
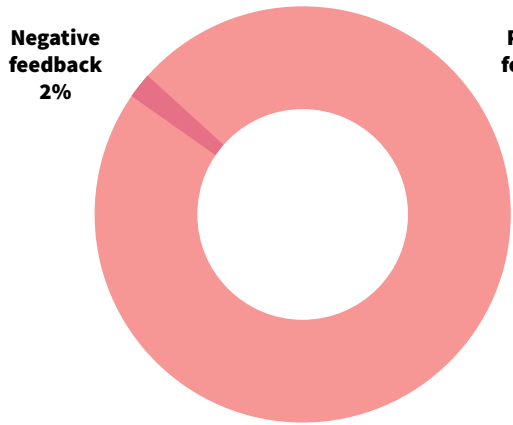
We strive to deliver support and care for patients who experience a wide variety of skin conditions and skin cancers. Our patients come from metropolitan Melbourne, rural Victoria and interstate.

The Institute provides an extensive tertiary dermatology service in Australia, with 24 specialist clinics in a fully accredited facility, including:

- Hair
- Hyperhidrosis
- Laser
- Liaison dermatology
- Melanoma
- Men's Health
- Mohs' Surgery
- Nail Clinic and Nail Surgery
- Occupational Dermatitis
- Oral Mucosal
- Photodynamic Therapy
- Skin Cancer Assessment
- Transplant Dermatology
- Radiotherapy and
- Private general dermatology clinics
- Advanced Surgery
- Biologics
- Contact Dermatitis
- Genodermatology (Dermatology Genetics)
- Grenz (psoriasis, eczema and pre-malignant skin changes)



Service Delivery Figures



Patient feedback

98% of respondents to patient feedback forms said that the service provided by the nurses, doctors and administration team was excellent.

Mohs cases

Despite COVID-19 restrictions limiting Category 1 and 2 surgeries from April, we saw a 23% increase in Mohs surgeries in 2020 from 433 in 2018/2019 to 532 in 2019/2020.

Total patients photographed at Institute clinics

5,059 patients were photographed at our clinics, an increase from 4,818 patients in 2018/2019, and 4,319 patients in 2017/2018.



Quality Assurance

The Institute is a registered Day Procedure Centre and has gained accreditation against the National Safety and Quality Health Service Standards (NSQHS). This ensures that we constantly measure and report quality outcomes, which is central to providing evidence-based best practice and a safe and culturally aware environment for our patients, staff and visitors.

We have a multidisciplinary team that includes dermatologists, plastic surgeons, a psychiatrist, a psychologist, specialist dentists, a podiatrist, nurses, Mohs scientists and qualified medical photographers. This collaborative approach to healthcare ensures the best outcome for our patients and greatly supports the training of our dermatology registrars.

The administration and nursing teams ensure the patient experience is one of trust, reassurance, and positivity from the moment their referral is received. The team ensures patients' privacy, education regarding their treatment and time to debrief over any concerns patients have about their care.

As a team, we are very much aware of the psychological impact that dermatology conditions may have, and we strive to ensure patients feel not only empowered by their experience, but safe and confident about their treatment and ongoing health.

Mohs surgery

This year, the number of Mohs cases has increased, with more patients referred for treatment at the Institute from our Mohs surgeons' private practices. Despite the onerous COVID restrictions, we are on track for a record number of cases for 2020. This has only been possible with the dedication of all staff members, exemplified by the creative use of unused space within the facility to ensure separation of patients awaiting pathology, rapidly incorporating pre-operative COVID testing, and the willingness of all staff to adopt the necessary, though burdensome, personal protective equipment requirements without hesitation.

As in previous years, most Mohs surgical repairs were undertaken on site with the majority performed by Mohs surgeons. We are grateful for the assistance of our visiting plastic surgeons who also do most post-Mohs repairs onsite and who organise off-site repairs for those patients requiring general anaesthesia.

Senior Scientist Sonya Odhavji and her team have been continuously revising and implementing improved laboratory techniques, which has led to a markedly reduced turnaround time for Mohs patients. The process, from receiving the fresh skin from theatre to completing the laboratory processing, where slides are ready to be diagnosed by the Mohs surgeon, has been reduced from 40 minutes to approximately 20 minutes per patient. This significant increase in efficiency and productivity in the laboratory has enabled us to increase the number of patients on the theatre lists.

A quick response to COVID-19

The Institute's Medical Response Team has taken advice and implemented all mandated precautions in response to the Victorian Government Chief Health Officer and the Department of Health & Human Services (DHHS). Using the DHHS Guidelines, we were quickly able to pivot our services to telehealth, thereby restricting the number of patients and visitors onsite at the Institute.

In late March, during the first wave of COVID-19, all non-urgent appointments and Category 3 surgeries were cancelled, and strict infection control, hygiene and cleaning protocols were introduced. Over the forthcoming months, as surgeries were re-introduced and we were able to continue essential service delivery, we also introduced temperature checking of all persons coming on site, pre-appointment and surgery COVID screening for patients, daily attestations by staff and visitors, and tracking of staff and patients.

In addition, our nursing staff – and indeed all Institute staff – have undertaken additional hand hygiene training to limit the spread of pathogens, and to ensure the safety of all staff and patients.

We have also supported St Vincent's Hospital by providing their patients with UV treatments and a biopsy clinic.

Telehealth

Over the pandemic period, we have had approximately 42 consultants providing telehealth consultations and an additional 40 staff providing telehealth services to our specialty clinics. Whilst we acknowledge the Federal Government's beneficial support in the introduction of a Medicare Benefit Schedule item number for telehealth, it is not always suitable for assessing skin conditions long-term. Over the coming months, we will continue to consult via telehealth where necessary.



Patient experience

Despite a challenging year, feedback from patients has been exceptionally positive and reflects the quality of the care and support provided by staff. We have streamlined appointments for surgical patients, with those from rural and interstate areas spared the usual two appointments for pre-operative and procedure care. Patients now have the option of providing photographs and telehealth prior to attending their appointment.

Our personalised service provides the opportunity for patients to liaise directly with team members regarding their requirements. All staff place a great emphasis on ensuring a positive patient experience from the first greeting by our administration team through to discharge home.

Biologics Clinic

The Biologics Clinic provides dermatological care for patients with inflammatory skin diseases such as psoriasis and atopic dermatitis, offering

advanced care with all the current biologic therapies available over 6 clinics per month. We have a dedicated team of dermatologists led by Associate Professor Peter Foley, working alongside our dermatology registrars and clinical support nurses to provide the most up-to-date care for our patients. Overall, we have provided ongoing care for over 330 patients on biologic therapy in over 1200 consultations per year, and we anticipate this will increase rapidly with the introduction of the new agents targeting atopic dermatitis next year.

Our dedicated team of clinical support nurses provide patient education and support (in person during clinic and via a telephone hotline service outside clinic hours), process all the written authority applications, oversee compassionate programs, complete data entry for the Australasian Psoriasis Registry, manage appointments, as well as deliver clinic support for an additional 250 patients at St Vincent’s Hospital, where the Institute runs psoriasis and hidradenitis suppurativa clinics.



“The Institute was exceptional in its care and had a feeling of calmness and friendliness.”



“The staff were beyond professional and incredibly caring. The staff have just been beautiful, and I am so grateful to them.”



Medical Photography

The Institute proudly offers a quality Medical Photography service to our visiting doctors and surgeons. We have three Medical Photographers at the Institute – Sofie, Caterina and Martin – and all have tertiary photography qualifications. With over 30 years of combined experience in medical photography and with the aid of specialised equipment, the team support our medical

The images are used for localisation and monitoring of lesions, capturing the distribution of skin conditions and documenting disease activity. A comprehensive and searchable database of medical photographs is used by clinical staff to provide effective, safe, and quality care.

In 2019/2020 the Medical Photography team processed almost 30,000 photographs from more than 5,000 patients, across 23 clinics.

Over the last 12 months, the department has experienced high demand for photography services including collating and uploading telehealth images and increased surgical patients. While external patient referrals have decreased as a result of routine scalp and total body photography services being suspended for much of 2020, this demand is expected to resume in 2021.



Patient Story

Brooke Mitchell

I always thought I was pretty good with sunscreen and skin care – into my 30s in particular, I would wear SPF50+. In saying that, I still didn’t appreciate the importance of reapplying, or wearing a hat, or seeking shade during the day.

I found out I had skin cancer in April this year – a basal cell carcinoma (BCC) on the side of my nose. The dermatologist I saw thought it was probably there for about 12 months. I had no idea that it was skin cancer or that it could be. If I ever thought it was anything to do with skin cancer, I would have got it checked sooner.

My GP picked it up first and referred me to a dermatologist. When I booked into the dermatology clinic they said that I needed to see them straight away. Because of where the BCC was, they also explained that I would need cosmetic or reconstructive surgery.

My dermatologist recommended the Skin Health Institute, explained how brilliant everyone was and that they were the right people to help. So I went back and had a conversation with my GP, and we went through it all. My GP knew how worried I was and so did some ringing around to find out more about the Institute and to reassure me that it was the right path to go down.

I was extremely stressed – and googling a lot, desperate to work out what they were going to do in the procedure, what it was going to look like and whether I would look the same. There wasn’t much information around for people my age.

Catherine Bennett, she was brilliant. I had taken recent photos of my nose because I know it’s so important to document these things, and so I sent the photos to her. Catherine was incredible over the phone – knowledgeable and reassuring, she talked me through everything.

Overall, my experience at the Skin Health Institute was superb – truly impressive in every way. We are so lucky to have such skilled, internationally recognised people at the Institute. Apart from the surgeons, who were amazing, the nursing staff were exceptional. They made the biggest difference – absolutely gold star, ten out of ten.

I was incredibly stressed and anxious, but I cannot overstate how important and reassuring they were to me throughout the whole experience.

2019/2020 Consultants

ADVANCED SURGERY

Mr John Beer
Mr Miklos Pohl OAM
Mr Jeremy Richardson
Dr Angela Webb

ADVANCED PRIVATE SURGERY

Mr John Beer
A/Prof Johannes Kern
Dr Vanessa Morgan
Mr Miklos Pohl OAM
Mr Jeremy Richardson
Dr Angela Webb

BIOLOGICS

Dr Katherine Armour
A/Prof Chris Baker AM
A/Prof Peter Foley
Dr Shyamalar Gunatheesan
Dr Shoba Joseph
Dr Phil Lane
Dr Maree Micallef
Dr Patrick Mahar
Dr Rose Mak
Dr Matheen Mohamed
Dr Rebecca Nguyen
Dr Alice Rudd

CONTACT DERMATITIS

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

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

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
A/Prof Greg Goodman
Dr Vanessa Morgan
Dr Edward Upjohn
Dr Tim Rutherford
Dr Bonnie Swan

NAIL

Dr Joseph Frenkel
Dr Shyamalar Gunatheesan
Dr Anne Howard
Dr Marguerite Seith

NAIL SURGERY

A/Prof Johannes Kern

OCCUPATIONAL DERMATOLOGY

Dr Jennifer Cahill
Dr Adriene Lee

A/Prof Rosemary Nixon AM

ORAL MUCOSAL

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

PHOTODYNAMIC THERAPY

Dr Kamaldeep Sandhu

RADIOTHERAPY

Dr Michael Webster

SCAR

A/Prof Greg Goodman

SKIN CANCER ASSESSMENT

Dr Mark Darling
Prof Stephen Gilmore

Dr Michelle Goh

Dr Aaron Robinson

Dr Joy Yee

TRANSPLANT

Dr Sarah Brennand
A/Prof Alvin Chong

Dr Rebecca Dunn

Dr Michelle Goh

Dr Jane Li

Dr Aaron Robinson

VARICOSE VEINS

Dr Stefania Roberts

VITILIGO

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

Education and Training

We aim to be recognised as the expert, go-to training provider for skin health.

During the year, the Institute presented fewer face-to-face presentations, but held an increased number of educational sessions overall, including webinars and online workshops. We also increased the number of participants, from 1,961 last year to 2,431 this year. Education sessions offered included:

- Clinical Updates and Clinical Meetings for the continuing medical education and professional development of dermatologists and dermatology registrars
- Skin Schools, Junior Skin Schools, histopathology, procedural and other formal and informal tutorials for dermatology registrars
- Highly interactive General Practitioner (GP) Workshops to upskill GPs and GP trainees on skin cancer, dermoscopy and inflammatory skin diseases
- The annual Skin Health Education Day where leading

dermatologists educate on the diagnosis and treatment of common skin conditions. This was attended by 135 GPs, pharmacists and nurses

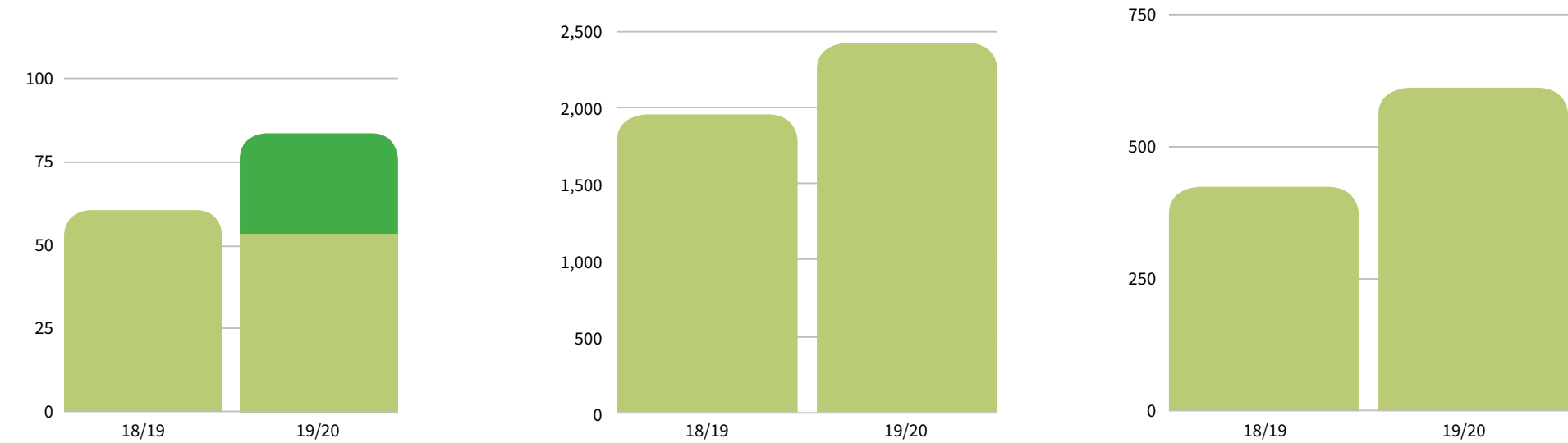
- Biologics Masterclasses for dermatology nurses
- Multiple webinars particularly led by Associate Professor Peter Foley, specially convened when COVID-19 intervened to disrupt our face-to-face meetings.

Several sessions were webcast for interstate, rural and regional specialists and trainees, and the frequency of these has increased since the onset of the COVID-19 pandemic. With a growing reputation of education excellence, we also received 21 requests for access to our online educational sessions from nurses and dermatologists in New Zealand.

These educational resources were further supplemented by a range of authoritative education and information resources available on our website and the Online Biologics Education Portal.



Education and Training Figures



Number of education sessions

In 2019/2020, we held 82 education sessions, compared to 60 in the previous year. 56 of these were face to face, and 26 were online.

Number of education session participants

Despite holding fewer face-to-face education sessions this year, the switch to an online format allowed us to increase the total number of participants by 24%, from 1,961 last year to 2,431.

Online Biologics Education Portal subscribers

The Online Biologics Education Portal saw an increase of 44% in subscribers, from 425 last year to 611 this year.

We welcomed six new registrars at an induction session in February 2020. The Institute provides extensive training and education resources and support for the registrars during their 4-year stretch. These include Junior and Senior Skin Schools, Updates, dermatopathology and surgical tutorials, and clinical experience in our sub-specialty clinics providing on-the-job training.



The Education team's response to COVID-19

The pandemic's impact on face-to-face teaching was dramatic, with all face-to-face teaching immediately stopped. With short notice, 33 face-to-face Skin School sessions were cancelled, and three Clinical Meetings and three Update meetings were postponed. The Biologics Masterclass was rescheduled to March 2021 and the planned GP Skin Cancer Workshop was adjourned.

Our response to this disruption was to instantly pivot and deliver all sessions online, especially to provide support to our training registrars. All 33 Skin School sessions were conducted as interactive webinars. This was a seamless transition, with instantaneous and comprehensive uptake.

The Australasian College of Dermatology requested that the Institute offer our training program to registrars in all other states and territories. The feedback from these

registrars has been overwhelmingly positive and attendances more than tripled, with between 60 and 80 registrars attending sessions. A new virtual format for Clinical Meetings was developed and successfully pioneered in October 2020.

General Practitioners' Workshops

GPs, pharmacists, and nurses are generally the first port-of-call for patients with skin complaints. One in six of the initial presentations to GPs is for a skin condition, making it one of the most common reasons people visit their GP.

With this in mind, the Institute has focused on expanding GP training and support. This year, 3 GP Workshops were conducted focusing on skin cancer and melanoma, dermoscopy and inflammatory dermatoses. Over 600 Australian GPs and GP trainees have now attended our GP Workshops, many of them attending from interstate and rural and regional Victoria.

Spot Diagnosis – a series of podcasts

In 2020, we further developed our programs for primary healthcare practitioners with the release of *Spot Diagnosis*, a podcast series that examines skin complaints commonly encountered in general practice. *Spot Diagnosis* is tailored specifically for medical students and GPs.

In each episode, hosts Associate Professor Alvin Chong and Dr Tom Kovitwanichkanont spoke with leading dermatologists who have sub-specialty expertise in the skin conditions being addressed. Season 1 included episodes on psoriasis, melanoma, and acne, and featured highly regarded specialists Associate Professor Peter Foley, Dr Belinda Welsh and Associate Professor Victoria Mar.

To date, total downloads for *Spot Diagnosis* exceed 3,000 and Season 2 promises to build on the success of Season 1.

“I found this podcast really useful for reviewing medical conditions I have learnt about. It’s informative, up-to-date and engaging.”



The Online Biologics Education Portal

The Online Biologics Education Portal (OBEP) continues to be popular amongst dermatology professionals, and now boasts over 500 registered users.

The Portal continues to be a complementary resource to our Biologics Masterclasses. In lieu of the March Masterclasses being cancelled, we were able to provide users with valuable resources and upload the Masterclass presentations to the Portal.

The Portal now features a COVID-19 information page to assist users to find the most recent information, and we continue to review and update information on the site to provide a comprehensive and current overview of treatment options, clinical resources and education.



Occupational Dermatology Research and Education Centre (ODREC)

ODREC successfully ran their annual Skin Health Education Day for GPs, nurses and others in February with 135 attendees, and have already planned next year's Skin Health Education Day, to be held on 27 February 2021.

In addition, ODREC's educational activities have included assisting dermatologists with patch test queries, mentoring Research Fellows and providing support and assistance to healthcare workers. ODREC run regular Journal Clubs for local patch testers and have an active program of visitors attending the Occupational Dermatology Clinic, with bookings taken well in advance.

In 2019, we welcomed Dr Elaine Gutierrez from the Philippines for 3 months and Dr Alex Lara, a Venezuelan dermatologist who has moved to Sydney and is interested in patch testing. Many young doctors interested in dermatology have attended the clinic and participated in projects, including Drs Nick Manuelpillai, Sarajane Ting, Sally Monda, Ferial Ismail, Toan Tang and Brent Thomas from the US. We also farewelled Dr Hiromi Mizutani, who returned to Japan after spending over two years in Melbourne.





"I think the people make the Skin Health Institute what it is. I think that's the best part of going to work at the Institute. Everyone works as a team, and it's a team effort. Patients are always put first, and they're cared for."

Registrar Story

Smriti Tandon

My background is in paediatrics and I've always enjoyed working with kids. I had never thought of dermatology as a career until I started my paediatric training and came across some interesting dermatological conditions.

I've found dermatology really fulfilling, that you can make such a difference, and can get really good outcomes.

I've really enjoyed being at the Institute. It's my first job in dermatology on the program. I find all of the speciality clinics especially interesting – nail, hair, oral mucosal, liaison, vitiligo, transplant, hyperhidrosis and men's health.

I feel privileged to learn under people who are so passionate about dermatology and teaching. There is a commitment here to teaching us and I am so grateful for this. And to be able to learn under other speciality units – plastic surgeons, psychiatrists, dentists, podiatrists – we're very lucky. This is unique to the Skin Health Institute.

I think the people make the Skin Health Institute what it is. Without the admin or the nursing staff I don't think it would be the same; it's so welcoming. I didn't know anyone when I started and now, I feel part of this family. I think that's the best part of going to work at the Institute. Everyone works as a team, and it's a team effort. Patients are always put first, and they're cared for.

Research and Evidence

We aim to be recognised as a centre of excellence for evidence-based, best practice clinical trials and research.

The Institute’s Research Division makes a vital contribution to the study of skin disease, skin cancers and melanoma in Australia. The Research Division is made up of three departments:

- 1. Clinical Trials
- 2. Occupational Dermatology Research and Education Centre (ODREC) and
- 3. Australian Psoriasis Registry (APR)

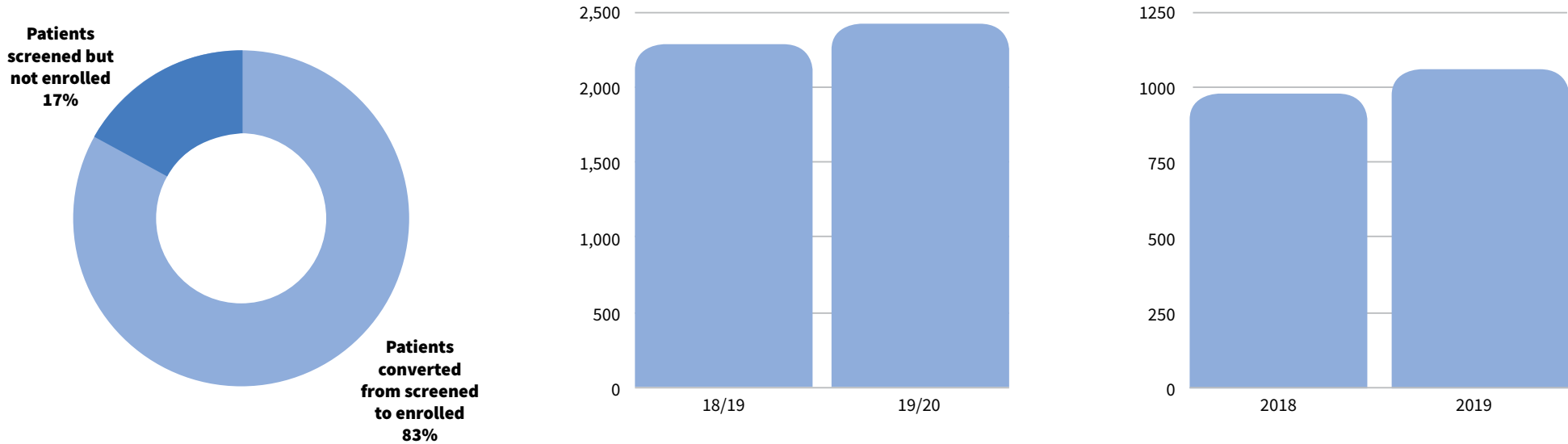
The Clinical Trials Unit is dedicated to providing patients with the latest advancements in dermatology treatments including providing novel treatments for skin conditions or skin cancers. The team provides patients and the public an opportunity to contribute to the development of new therapeutics and research that will improve health outcomes of future patients.

ODREC is the only centre for research and education in occupational dermatitis in the southern hemisphere. Established in 2001 by Associate Professor Rosemary Nixon AM, the Centre contributes many publications to the international literature on occupational dermatology and opportunities for mentoring.

The APR fulfills a unique role, recording and documenting the real-world data of Australasian psoriasis patients. Data from more than 2500 patients registered with the Australasian Psoriasis Registry provides a powerful tool providing access to valid and reliable longitudinal clinical data on psoriasis sufferers in Australia, to provide better care, monitoring the safe use of biologic drugs and treatments and improving clinical outcomes for patients.



Research and Evidence Figures



Clinical Trials patients enrolled

83% of clinical trials participants who were screened for new studies were enrolled.

Number of patients added to the APR

An additional 87 patients, 47 of whom are receiving biologic therapy, were added to the APR during 2019/2020.

Allergen orders received

The Contact Allergen Bank, run by the ODREC team, received 1,037 allergen orders in 2019, compared to 958 in 2018. The provision of allergens enables dermatologists to develop experience and expertise in contact dermatitis.

Contributing to medical research with CSL – 1000 donors

The Institute has been working with CSL on their healthy donor studies for several years. We have had great success with recruitment thanks to our coordinator lead Desiree Green who has been responsible for the recruitment of many new donors. This year we welcomed our 1000th donor.



Clinical Trials

The multidisciplinary Clinical Trials team is led by Associate Professor Peter Foley. The team has many years of experience in conducting clinical trials and their close relationship with the Institute's clinicians, nurses and other support staff enables the delivery of evidence-based and contemporary treatments to dermatology patients.

The COVID-19 pandemic proved to be the biggest challenge faced by the Trials team this year, with patient recruitment for most studies suspended for approximately 12 weeks. The dedicated team of doctors, nurses, study coordinators and administrative staff responded to the challenge with

perseverance, flexibility and a real sense of teamwork to ensure that patient care was not adversely impacted. COVID-19 information documents were developed by the team and provided to all research participants and published on our website. Managing participant appointments was undertaken with strict adherence to social distancing and the use of PPE, and for the first time, telehealth was implemented for trial participants. This paved the way for future telehealth outside the extenuating circumstances of a pandemic. The Trials team have also managed sponsor monitoring visits remotely, as well as completing team meetings online.

Despite the challenges faced, the team successfully met recruitment targets for 70% of trials and exceeded the recruitment target for the Sanofi Atopic Dermatitis study by 200%. It is pleasing to report that a 90% attendance rate to either onsite or telehealth appointments was also maintained.

The Biologics team joined the Clinical Trials team in June 2020 under the management of Sarah Chivers. Charlotte Harrison-Mullan is the Clinical Trials Team Leader and Sue Anderson is the Clinical Nurse Specialist – Biologics Team Lead.

The Australian Psoriasis Registry (APR)

Over the last year, there have been five major publications and various studies that have been undertaken using data from the Australian Psoriasis Registry.

An additional 87 patients, 47 of whom are receiving biologic therapy, were added to the Australasian Psoriasis Registry during 2019/20. The Australasian Psoriasis Registry also embarked on the initial stages of a collaboration with BioGrid, to assist sites to improve data entry to the Australasian Psoriasis Registry.

In October 2019, the Australasian Psoriasis Registry migrated to virtual servers hosted by BioGrid, as part of the first stage of this project. Locating the Registry on the BioGrid servers provides access to SAS Enterprise Guide and Visual Reports to allow modelling and analysis of APR data and regular reporting of Australasian Psoriasis Registry demographics and metrics. This also provides the Australasian Psoriasis Registry with access to the BioGrid infrastructure to allow completion of the subsequent phases of the project. The next phase in the collaboration with BioGrid will utilise an API to provide access to the Australasian Psoriasis Registry, allowing data entered in a patient's electronic medical record to be simultaneously entered into the Australasian Psoriasis Registry. This will eliminate duplication, reduce transcription errors and streamline the entry of data into the Australasian Psoriasis Registry.





“The SHI made the “journey” as comfortable as possible. This place is so un-hospital like. No panic, rush, quite serene in a way.”

Occupational Dermatology Research and Education Centre (ODREC)

Amanda Palmer was promoted to Manager of ODREC, as she celebrated almost 15 years of research, education, and health promotion in occupational contact dermatitis.

ODREC employs one to two part-time Research Fellows annually; these are young doctors hoping to pursue dermatology training. Many eminent dermatologists started as ODREC Research Fellows, with the very first being the current Dean of Dermatology at the College, Dr Adriene Lee. This year we were fortunate to employ Dr Claire Felmingham, who was recently awarded a dermatology training position for 2021, as well as a visiting English doctor, Dr Kate Dear, who has recently been awarded a highly sought-after dermatology training position in London. Both performed exceptionally well and were prolific contributors, with many

publications facilitated by our database, Patchcams, which contains de-identified details of many thousands of patients who have been patch tested over the years. Kate and Claire also worked on our multi-site project on allergic contact dermatitis presenting to hospital emergency departments and are currently analysing data from this study.

Publishing highlights included evidence-based patch test series for children and for those with vulval dermatitis, and collaborations with the International Contact Dermatitis Research Group (ICDRG). One important paper published in the orthopaedic literature involved working with a Perth dermatologist, Dr Bernadette Ricciardo, and comprised a case series of patients reacting to Dermabond Prineo, a skin closure system used after orthopaedic surgery.

Associate Professor Rosemary Nixon AM also acts as a spokesperson for both the Institute and College on matters pertaining to skin care and contact dermatitis and is regularly interviewed by the media. Her presentations this year included at the 15th Asia Pacific Environmental Occupational Dermatology Symposium APEODS in Kuala Lumpur in September, presentations to students studying the Monash Certificate of Occupational Medicine, presentations for the AMA on dermatology impairment assessment, a tutorial for the newly graduated dermatologists, and a webinar on skin in COVID times, including the management of skin problems caused by skin sanitisers and also from wearing masks.





“I feel that I receive the care that would normally and only be afforded to royalty.”

Patient Story

Brian Ward

Psoriasis changed the way that I dress, and it took away a lot of my confidence. It was definitely something that made me feel very insecure. Nowadays, I have overcome about 75% of this insecurity.

I found out about the clinical trials at the Institute via Facebook. I called the number that was provided on the article that I read and was immediately invited to come in for a test.

I felt that the staff at the Institute are very professional and courteous, but also human. I feel very relaxed with them and am able to smile, joke and talk about life. I feel well-cared for and that I have a good relationship with my doctors and nurses.

I feel that I receive the care that would normally and only be afforded to royalty. They update me on my own health every time I see them. I do not feel embarrassed to ask any questions – instead I feel totally comfortable and safe.

My psoriasis has largely cleared up throughout my entire body. That itself is giving me a new lease on life. In fact, it encouraged me to quit smoking and to start walking. And thanks to that I lost about 20 kgs. So, seeing my skin improve gave me a whole new lease on life and made me take my own health seriously. It literally turned my life around and it's just the best outcome I could have wished for.

Community and Partnerships

We aim to cement and create partnerships of mutual value to increase our profile across Australia.

The Institute continues to work with patients, consumers, and partners to increase community awareness and education of skin health. We publish a range of information for patients and carers, as well as the wider community. During the COVID-19 pandemic, we developed a range of resources to help the general public manage COVID-related skin issues, mostly from mask-wearing and from handwashing.

We also worked with relevant patient support groups to share information with those in the community who suffer from skin conditions.

We have worked internally to map a 12-month plan of education, treatment and research into a schedule of events with partners that captures the programs and services we deliver to better understand our value and what we can offer our partners when working within a shared value framework.

This will allow us to meet deliverables, commercialise our processes and strategically manage our income, and we look forward to increasing our partnerships and supporters going forward.



Investing in partnerships

At the end of June, the Institute created a new Partnerships Manager role, to sit within the Development, Marketing & Communications (DMC) team. Carolyn Dimech, who has a long history in business development and not-for-profit fundraising, was appointed to the position.

The role is responsible for reviewing previous partnerships, focusing on stakeholder expectations, deliverables and key staff workloads, and assessing the scheduled suite of programs, events and activities for 2021, with an eye to which of those would most benefit from sponsorship.

Historically, the Institute has invited partners to sponsor Institute updates or the occasional series or project. We have commenced the process of restructuring the nature and shape of Institute partnerships, so that they are more uniform, ongoing and of mutual benefit to both partnering organisations.

The Institute is currently in negotiations with a number of pharmaceutical and skin care companies who have previously partnered with us, to arrive at an agreed-upon level of support that strategically aligns the brands involved, and delivers a powerful message that demonstrates a united commitment to Australian skin health. As part of this process, we are also exploring a new system of tiered partnerships.

The DMC team is keen to secure this funding so that other areas are optimally supported to deliver the treatment, research and education activities that make the Institute flourish.

In December 2019, Associate Professor Alvin Chong, accompanied by Education Officer Jo Coughlin, visited the offices of law firm FPA Patent Attorneys to give a presentation on sun protection.

FPA hold education sessions once a month for their employees on a range of health-related topics, from sleep to exercise. Alvin presented to a group of about 25 employees, who were all very engaged in the topic of the session. “I received some great, very detailed questions,” Alvin said.



Increasing community education and awareness

In response to COVID-19, the Occupational Dermatology Research and Education Centre (ODREC) team developed guidelines on skin care for those using hand sanitisers and managing skin problems with masks.

With handwashing being critical in preventing the spread of coronavirus, ODREC, in collaboration with the Australasian College of Dermatologists, developed the “Healthy Hands ASAP” resource, which outlined tips on how to keep hands healthy despite the increased amount of handwashing.

Once the Victorian Government made the wearing of masks mandatory, the Institute, in partnership with Novartis, ODREC and the College, developed the “Keep your face healthy during COVID-19” resource. This infographic outlined the steps that the general public should take before, during, and after wearing a mask, to minimise skin problems.

ODREC also assisted Infection Control staff at several hospitals with their management of skin problems in healthcare workers. With the rush to develop

DIY hand sanitisers, the ODREC team published an article on the hazards of illegal hand sanitisers containing methanol and reviewed skin problems with the antiseptic, benzalkonium.

With a new, strategic emphasis on digital communications and social media, we have seen these audiences grow, allowing us to reach and educate more people about issues relating to skin health. Within the 19/20 financial period, our Facebook audience grew by 30%. An Instagram account has also been created for the Institute, amassing over 700 followers in its first 9 months, with this number continuing to rise each month.

Working with Patient Support Groups

In October 2019, together with Psoriasis Australia, we conducted a patient information evening on World Psoriasis Day, with the event attended by patients and carers. The panel of leading experts discussed the treatment and management of psoriasis, including advances in treatment options, and attendees were given the opportunity to network with biologics support nurses, dermatologists, support organisations and others affected by the condition.

Having received a grant from the Alopecia Areata group, a working group of nurses and medical photographer Caterina Fizzano have been working with consumers to develop an educational framework that will provide further information, resources and support for people with alopecia. The content features alopecia patients and will highlight their personal experiences to help destigmatise and normalise the condition in the community.



A Thriving Institute

We aim to implement fit-for-purpose, contemporary systems and manage existing services, assets and infrastructure.

In the last 12 months, the Institute has undergone a period of great change. We have implemented a significant rebrand, made several key staff appointments, including to a new position of Chief Executive Officer, appointed a new Development, Marketing and Communications (DMC) team and restructured some of our teams to align with new strategic directions and focus areas. Doing so has meant that we are managing resources more efficiently and effectively, ensuring contemporary systems and processes underpin our business operations.

At the start of April, we began a dedicated Philanthropy and Grants program. Since then, much of our work has focused on learning about what the Institute excels at, the work that is produced here, and where we hope to be in five, ten, fifty years' time.

The creation of the DMC team has allowed us to focus on developing our brand to increase awareness and support. With the alignment of our campaigns to our fundraising and philanthropy strategy, the Institute continues to diversify its revenue streams, ensuring that the Institute will be able to continue its important role in the world of skin health, for years to come.



A new name, a new identity

In October 2019, we officially made the transition from the Skin & Cancer Foundation to the Skin Health Institute. This name aligns with the approach taken by both State and Commonwealth Governments to position “health” within a broader health and wellbeing remit and focus.

The requirements of such a change were complex and required months of preparation. The rebranding was meticulously planned and tested, and the IT Department worked late into several nights prior to the launch to ensure a smooth changeover.

In December 2019 we welcomed the Parliamentary Secretary for Health, Mr Anthony Carbines MP, to officially unveil our new identity. Mr Carbines took a tour of the Institute with CEO Caroline Mulcahy and former President Mei Tam. This visit gave us an opportunity to advocate on behalf of our patients and to raise awareness about our organisation and the work we do in skin health.



Raising the Institute's profile

It has been with optimism and resilience that the DMC team has successfully adapted their work in response to COVID-19. The traditional methods of fundraising, as well as a highly competitive funding space this year, has enabled the team to focus on raising the Institute's profile, writing policy and processes, and centralising marketing and communications within the organisation.

The DMC team play a critical role in ensuring that the organisation transitions and manages growth while maintaining and developing consistency and process across all communication and marketing channels.

We aim to promote the strategic objectives of the organisation, inform our patients and customers with relevant and up-to-date information, and use storytelling to engage with those who provide us the opportunity to fund our services and programs.

As we move into the next financial year, the team will develop campaigns that wrap advocacy, policy, fundraising, marketing and communications into a strong call to action to ensure that skin health is top of the agenda when it comes to the wellbeing of every Australian.



Philanthropy and grants

Like many for-purpose organisations, we have experienced increasing competition for philanthropic funding support and grant-giving this year. Despite this, the new DMC team have set themselves aspirational performance indicators and we have continued to apply for grant funding with gusto! Our newly focused fundraising strategy and plan has provided a three-year vision and we have begun by undertaking a broad and thorough review of grants available to NFP and health/medical research organisations.

This new team has been busy consulting with internal and external customers, learning about the organisation and building the systems and processes required to undertake appeals, campaigns and donor programs.

This has included the implementation of a Client Relationship Management system and a funding database using the Fluxx Grantseeker program. These help us manage and grow relationships and monitor grant opportunities, potential and actual funders, applications and application processes and progress. The team have also worked with internal and external stakeholders to develop a comprehensive wishlist of business initiatives, aspirational projects and programs that require seed or ongoing funding to complete. The year ahead is set to be energetic, exciting and fruitful in terms of fundraising support.



Diversifying income streams in Trials

Probity Medical Research has been our clinical trials partner and a key stakeholder for many years and has been responsible for assisting us with the start-up and ongoing management of many pharmaceutical sponsored clinical trials. More recently, a site-specific fee schedule was developed by the Clinical Trials Manager to ensure that Probity negotiated the best possible budget to support the conduct of clinical trials at our site.

The implementation of this fee schedule has been extremely successful, with many pharmaceutical companies agreeing to meet our new requests. This included an increased site start-up fee, ongoing administration fee and an increase in pharmacy fees. We are also working with Probity to finetune trial income forecasting to ensure accurate reporting, which will help with ongoing planning and management for clinical trials.



Recognising and growing the potential of our people

Our people are our greatest asset, and we would like to acknowledge and thank each and every member of our staff for their ongoing commitment, enthusiasm and energy in delivering on our mission. We are aligned around a meaningful common skin health purpose and vision. With this in mind, we have concentrated resources this year on growing the potential of our staff.

Associate Professor Alvin Chong was awarded a Presidential Citation from the Australasian College of Dermatologists. The Presidential Citation is awarded “to recognise Fellows for their substantial contribution to the Australasian College of Dermatologists and its state Faculties”. Associate Professor Greg Goodman was appointed as an Honorary Associate Professor at the University College of London (UCL). Medical photographer Caterina Fizzano has undertaken and completed the Certificate of Melanography offered by the Australasian College of Dermatologists. With the installation of a VECTRA whole of body scanner in 2021, her knowledge and expertise in

mole surveillance photography techniques will be greatly beneficial. Biologics nurse Laura Spicer was successful in her application for the inaugural ADNA Dermatology Post Graduate Scholarship sponsored by Janssen Pharmaceuticals to study her Graduate Certificate in Dermatology Nursing. The scholarship will help provide a great education opportunity to further develop her nursing knowledge and career within this specialty.

The Paul Eddington Scholarship was jointly awarded to Drs Jane Li and Eleni Anthony to pursue training in their chosen dermatological sub-specialties.

In June 2020, former President of both the SCF and ACD, Associate Chris Baker, was awarded Membership of the Order of Australia (AM). His citation read: “for significant service to medicine, to dermatology, and to professional medical colleges”. Professor Ingrid Winship, who runs the Genodermatosis clinic at the Institute, became an Officer of the Order of Australia (AO).



Financial Report

Operating Performance

The Institute has faced a challenging financial year with budgetary uncertainty further impacted by the COVID-19 pandemic. Since March 2020, the Institute, alongside the Australian economy, has been significantly impacted by the disruption caused by COVID-19. Despite this, we have been able to continue operations for essential patients via telehealth and Category 1 surgeries.

This year, our focus has been on stakeholder and partnership development and we have invested this year in the development of a comprehensive fundraising and marketing strategy that will reap results and return on investment in years to come.

The Institute’s net operating result is a loss of \$204,665, essentially a break-even result in an immensely challenging year.

Total revenue for the 2019/20 year was \$8.8 million; a marginal decrease compared to the previous financial year. In the last quarter of the financial year, the Institute was eligible for, and received, the Federal Government business subsidies, such as Job Keeper and Cash Boost (ATO). The receipt of these subsidies was a significant factor in largely offsetting the decline in revenues due to the impact of COVID-19 on our ability to deliver services.

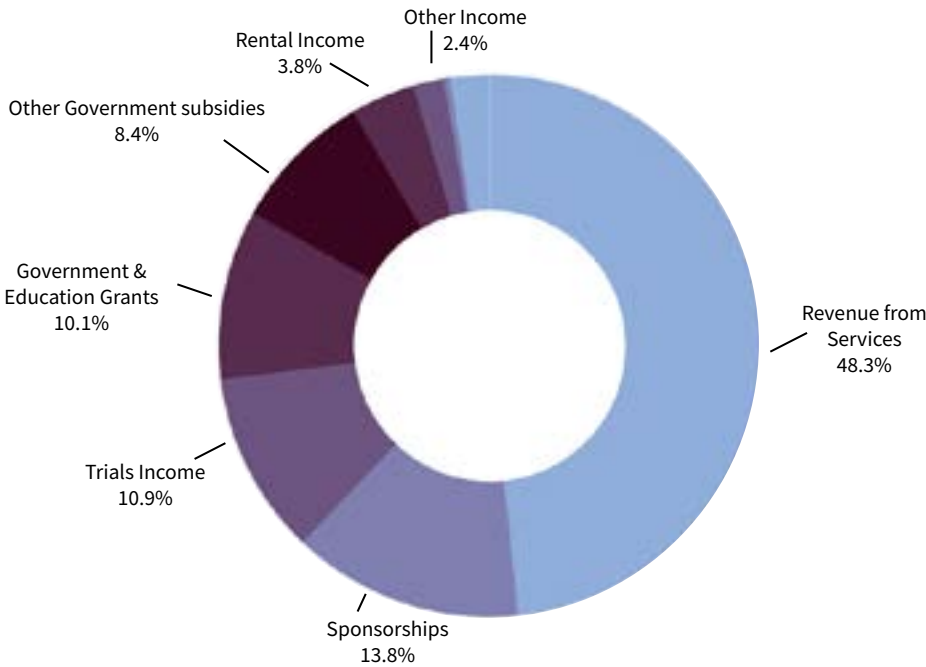
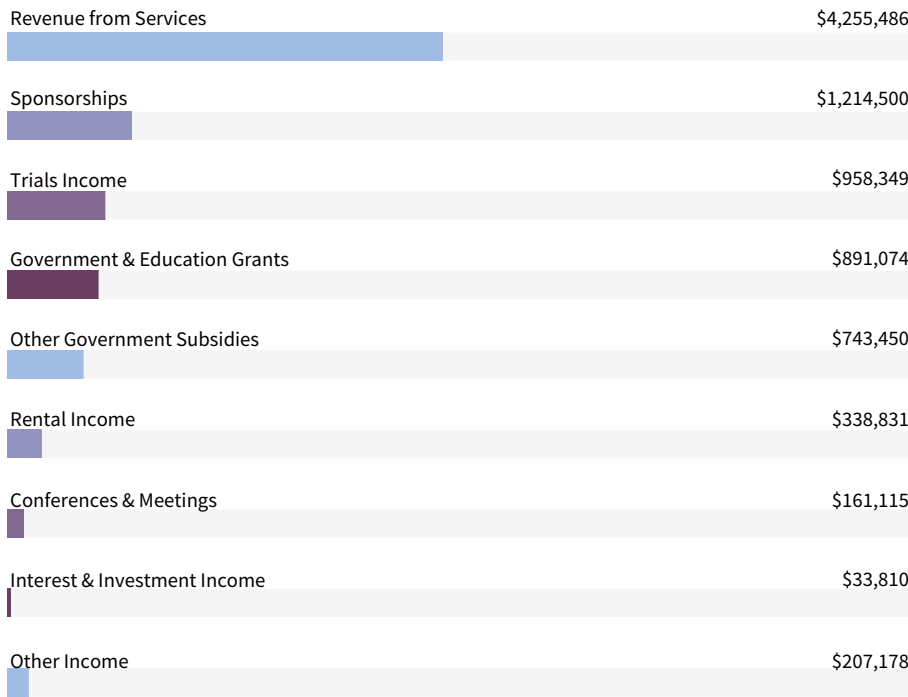
Total expenditure was \$9 million. This is an increase of \$500k attributable to such items as the rising cost of business (uncontrollable Land Tax, Council Rate, and insurance increases), unbudgeted Enterprise Agreement pay rate increases, rebranding and the outgoing Executive Director. Prudent cost management was also a key factor in our overall result.

Financial Position

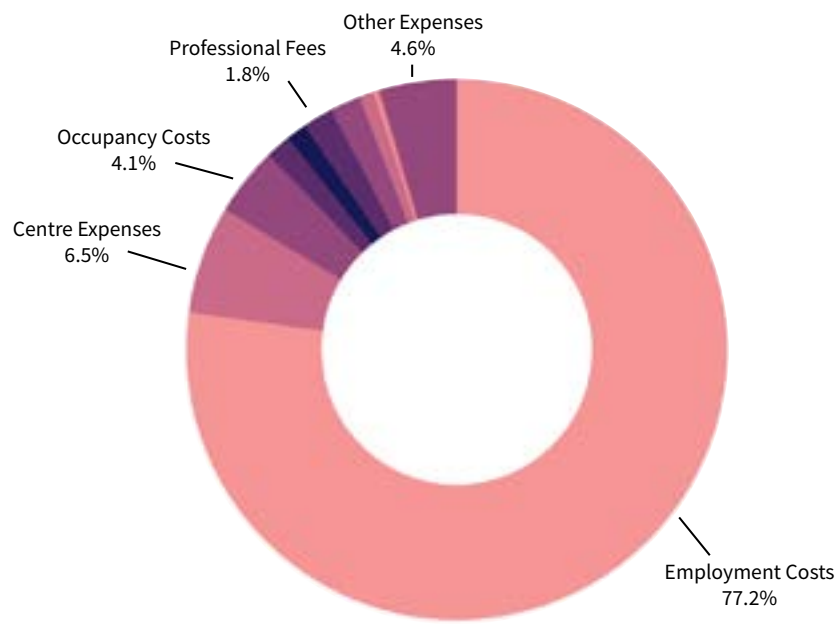
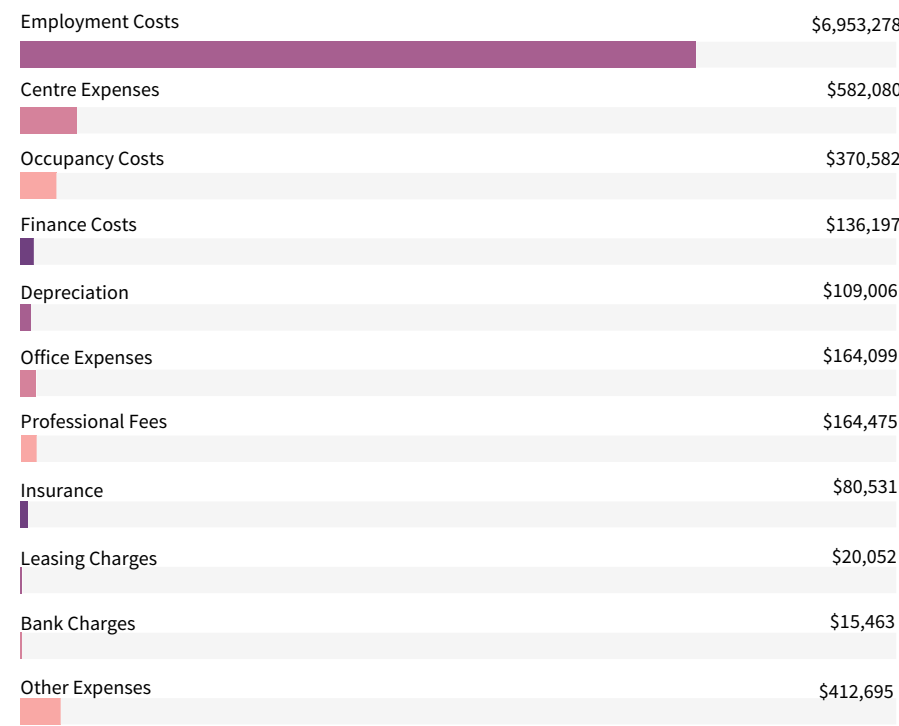
The financial strength of the balance sheet remains strong and means the Institute is well placed to meet the challenges of the pandemic and continue to provide efficient and effective services well into the future.

The Skin Health Institute financial report is available upon request. Please email: accounts@skinhealthinstitute.org.au

Income



Expenses



Sponsors And Supporters

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.

EDUCATION AFFILIATIONS AND ASSOCIATES

- Monash University
- University of Melbourne
- Australasian College of Dermatologists
- Australian Dermatology Nurses Association
- DermNet NZ
- New Zealand Dermatology Nurses Society
- NZ Dermatological Society Inc
- Victorian Faculty of the Australian College of Dermatologists

HOSPITAL AFFILIATIONS AND ACCREDITATION

- Department of Health and Human Services
- Peter MacCallum Cancer Centre
- Royal Melbourne Hospital
- Royal Victorian Eye and Ear Hospital
- St. Vincent’s Hospital Melbourne

- The Alfred
- The Austin Hospital
- The Royal Children’s Hospital
- Victorian Comprehensive Cancer Centre (VCCC)
- Victorian Melanoma Service
- Western Health

MEDICAL PARTNERSHIPS

- Probiity Medical Research
- BioGrid
- Cancer Council
- SunSmart

COMMUNITY PARTNERSHIPS

- Australia Alopecia Areata Foundation Inc
- Dystrophic Epidermolysis Bullosa Research Association (DEBRA)
- Gorlin Syndrome Patient Association
- Melanoma Patients Australia
- Nevus Support Australia
- Psoriasis Australia
- Vitiligo Association of Australia

MAJOR SPONSOR

- Melbourne Pathology

OTHER SPONSORS

- Abbvie
- Aspen Pharmacare Australia
- Australian Dermatology Equipment
- Avene
- Celgene
- Cerave
- Dermeze
- CSL
- Ego Pharmaceuticals
- Eli Lilly
- Galderma
- Janssen Cilag
- Johnson & Johnson Pacific
- La Roche Posay
- Leo Pharmaceuticals
- Macquarie Medical Systems
- Novartis
- Pfizer
- Propaira
- Sanofi
- Sun Pharma

BEQUESTS

The Institute has gratefully received a bequest from the estate of the late Dr. Brian Roger Entwistle – Brian was a mentor and colleague to many of our staff and we are grateful to him and his family for this lasting gift.

