

COS

Canadian
Ophthalmological
Society

2025

ANNUAL REPORT



Canadian Société
Ophthalmological canadienne
Society d'ophtalmologie

EYE PHYSICIANS | MÉDECINS ET CHIRURGIENS
AND SURGEONS | OPHTHALMOLOGISTES
OF CANADA | DU CANADA

1937-2025 | 88 YEARS of leading vision care in Canada

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Mission Statement & Core Values

Mission Statement

The mission of the Canadian Ophthalmological Society (COS) is to strive toward the provision of optimal medical and surgical eye care for all Canadians by promoting excellence in ophthalmology and providing services to support its members in practice.

COS is the advocate for vision health for all Canadians.

COS advances vision health by improving Canadian eye care standards through the work of its Board of Directors, Councils and Committees, as well as ties with national and international ophthalmological and eye care organizations.



Core Values

The following core values continue to guide the work of the COS team across all initiatives:



**Vision and
Leadership**



**Integrity and
Respect**



**Lifelong
Learning**

President & CEO Message



Mona Dagher, MD, FRCSC
President

2025 was a defining year of progress, principled advocacy, and strengthened national engagement for the Canadian Ophthalmological Society (COS). As the recognized national authority on medical and surgical eye care in Canada, we remain steadfast in our commitment to excellence in ophthalmology and to ensuring that Canadians receive the highest standard of vision care.

Professional development continues to be central to our mission. Through accredited webinars, including the internationally recognized EyeNovation series, expanded online learning modules, and our Annual Meeting and Exhibition in Vancouver, COS has delivered high quality continuing professional development to ophthalmologists and trainees across the country. The meeting was a tremendous success, bringing together strong national participation and distinguished global faculty, while showcasing innovation, research excellence, and collaboration within our specialty.

Advocacy was especially prominent this year. At a time of significant health policy evolution and scope-of-practice discussions, COS has taken a clear, evidence-based, and principled position: patient safety and appropriate surgical and medical training standards must remain paramount. In November 2025, we convened a national press conference to reinforce this message

and to call on federal and provincial governments to ensure that regulatory changes are grounded in evidence, competency, and the best interests of patients. Through sustained government relations efforts and strategic engagement across jurisdictions, COS has ensured that ophthalmology's voice is heard clearly in shaping the future of eye care in Canada.

With a community of more than 1,100 ophthalmologist and resident members, COS remains a strong, unified, and forward-looking national organization. As we advance our 2025–2029 Strategic Plan, our priorities remain clear:

- Lead with a Strong Advocacy Voice
- Elevate Technology and Communications
- Expand and Empower Our Membership
- Innovate and Unify CPD Offerings
- Optimize Organizational Resources.

These pillars will guide us as we navigate an evolving healthcare landscape while protecting the integrity of our profession.

Thank you to our members, volunteers, partners, and staff for your unwavering dedication and leadership. Together, we will continue to strengthen Canadian ophthalmology, uphold the highest standards of care, and ensure that patients across this country receive safe, expert, and timely vision care.



Elisabeth Fowler, MBA
Chief Executive Officer and Executive
Director

Pillars of Organizational Excellence

**1**

Lead with a Strong Advocacy Voice

**2**

Elevate Technology and Communications

**3**

Expand and Empower Our Membership

**4**

Innovate and Unify CPD Offerings

**5**

Optimize Organizational Resources

Innovating & Unifying CPD Offerings

Annual Meeting and Exhibition

June 19-22, 2025
Vancouver,
British Columbia

COS Annual Meeting and Exhibition
Congrès annuel et exposition de la SCO

#COS2025

VANCOUVER, BC JUNE 19 – 22 JUIN



1,400+ delegates, sponsors and exhibitors enjoyed four days of scientific programming and an outstanding tradeshow.



+ State-of-the-art medical devices, treatment options and surgical materials in the Exhibition Hall and Skills Transfer Courses.



2 Co-developed Symposia:

The Breakfast Show with Viv and Nav: TED talks!

This engaging talk-show style symposium brought together four expert panelists to explore the full spectrum of Thyroid Eye Disease treatments—from established traditional approaches to innovative biologics. Co-chaired by Dr. Vivian Yin and Dr. Navdeep Nijhawan, the session featured dynamic discussions and interactive Q&A, offering attendees comprehensive insights into this complex condition.



Changing the Game Plan - Addressing the Growing Challenge of Clinic Capacity in Retinal Care

This innovative symposium transformed retinal education into an exciting Who Wants to Be a Millionaire-style experience. Co-chaired by Dr. Bernard Hurley and Dr. Cynthia Qian, specialists tackled progressively complex clinical scenarios through engaging Q&A rounds and active audience participation. Expert consultations throughout the session provided valuable insights into clinical efficiency and treatment optimization, making learning both interactive and impactful.



Skills Transfer Courses:

Cataract

- Manual Small Incision Cataract Surgery (MSICS) for Global Ophthalmology Work for practicing ophthalmologists and residents
- Rings and Things – Capsular Tension Rings, Segments and Hooks

Cornea

- Advanced anterior segment skills for the comprehensive ophthalmologist

Glaucoma

- Minimally Invasive Glaucoma Surgery (MIGS)

Oculoplastics

- Oculofacial Plastic Surgery: Foundational Anatomy and Techniques

Neuro-ophthalmology

- Botox injections for chronic migraine: The PREEMPT Protocol



Self-assessment Programs (SAP):

CAPHGO

- “Building blocks” for outreach eye care – Translating models in Eye Care Delivery
- The “Sustainable Eye Care Toolkit”: Environmental Guidelines for Eye Care Delivery

Ergonomics

- Ergonomics: Doesn't Hurt To Think About It, But It May Hurt Not To!

Neuro-ophthalmology

- Urgent Neuro-Ophthalmology: Case-based clinical approach

Ocular Oncology

- Advancements in Ocular Oncology

Refractive Surgery

- Candidacy for Refractive Surgery Treatments, Topography-Guided LASIK and Management of Refractive Surgery Complications



Paper and Poster/e-Poster Winners:

Paper:



First place

Ellen Zhou, MDCM, PhD, FRCSC

Proteomic analyses for different stages of primary open angle glaucoma – a pilot study of 8000 markers with stringent criteria



Second place

James Armstrong, MD, PhD

Netarsudil reduces outflow resistance in a perfused in vitro model of the post-glaucoma filtration surgery subconjunctival outflow pathway



Third place

Anas Abu-Dieh

Investigating Nerves in Regenerated Corneas after Treatment with Anti-Scarring Artificial Cornea Technology

Poster:



First place

William Herspiegel, BSc, MD(C)

Effect of an intraluminal ripcord suture on outflow resistance in an in-vitro SIBS microshunt suture occlusion model



Second place

Tony Chae, MD, BScN

Ocular Protection Protocol to Reduce Exposure Keratopathy in Critical Care Settings



Third place

Hargun Kaur, MD

Reducing musculoskeletal strain: Efficacy of adjustable slit lamp oculars versus fixed oculars



Lifetime Achievement Award - Dr. Yvonne Buys

Dr. Yvonne Buys, Professor Emeritus, University of Toronto, recently retired from a 28-year academic career.

In addition to a clinical practice specializing in glaucoma, she trained many ophthalmology residents and over 40 glaucoma fellows. Her efforts in research resulted in over 195 peer-reviewed publications, 16 invited

editorials, 10 book chapters and over 500 presentations at meetings and symposiums. Dr. Buys has been involved in several national glaucoma guidelines and ophthalmology specific national guidance documents related to COVID. In 2020, she developed, obtained financing, and organized the distribution of 1,200 slit-lamp breath shields for ophthalmologists across Canada.

Dr. Buys has been involved in numerous professional organizations including COS President (2018-20) and Board Member (2010-21), President of the Canadian Glaucoma Society (2007-09), President of the Toronto Area Glaucoma Society (2001-02). She also developed and organized Women in Ophthalmology under the COS (2012-18).



Harold Stein Innovator Lectureship

Thanks to the generous support of the Raymond Stein Family, the COS Foundation has supported the Harold Stein Innovator Lectureship at the COS Annual Meeting and Exhibition since 2018. This lectureship award is given to a keynote speaker who has advanced innovation in ophthalmology.

In 2025, the Lectureship was awarded to Dr. Julie Schallhorn, whose presentation was titled Evaluating New Presbyopia-Correcting IOLs: Benchmarks for Success.



Other Important Meeting Highlights and Awards

Our first *AI and Virtual Reality Symposium* explored the expanding role of artificial intelligence in ophthalmology, highlighting its applications in screening, diagnostics, and surgical care. Speakers reviewed the principles behind foundation and large language models, emphasizing their emerging practical uses in clinical decision-making and workflow optimization.



Dr. Nathan Congdon delivered the CJO Lectureship: *Randomized trials assessing the specific impact of low-cost vision care on the Sustainable Development Goals (SDGs) over the life course*



The Women in Ophthalmology (WIO)/Champion of Change Award was presented to Dr. Mona Dagher this year. We were honoured to celebrate Dr. Dagher's commitment to WIO and to her longstanding volunteerism with COS.



Empowering Ophthalmology – Strengthening our Advocacy: Michael Levitt, Head of Data Analytics for State and Federal Affairs at the AAO joined us to provide an update on ongoing advocacy initiatives and issues common to our societies (optometry scope expansion in particular).



Congratulations to Dr. Christian El-Hadad for receiving the **ACUPO Leadership Award**.



Annual General Meeting

On June 21, 2025, members voted in new board members, approved finances, reviewed COS achievements, and oversaw the new strategic plan for 2025-2029.



Sponsors and Exhibitors

We extend our gratitude to our sponsors and exhibitors for showcasing cutting-edge products, live demonstrations, and interactive displays. Spanning 39,000 square feet, the trade show space offered a dynamic environment for learning, networking, and discovery. We are truly grateful for our sponsors and exhibitors continued support.

Annual Meeting Planning Committee

- Marie-Josée Aubin, Global & Public Health Ophthalmology
- Nupura Bakshi, Equity, Diversity & Inclusion
- Raj Bindlish, Glaucoma
- Isabelle Brunette, Ocular Regenerative Medicine
- Clara Chan, Cornea, External Disease & Refractive Surgery
- Marvi Cheema, Vision Rehabilitation
- Larissa Derzko-Dzulynsky, Uveitis
- Seema Emami, Equity, Diversity & Inclusion
- James Farmer, Pathology
- Chloe Gottlieb, Uveitis
- Ali Hafez, COS Awards of Excellence
- Bernie Hurley, Retina
- Keyvan Koushan, Retina
- Myrna Lichter, Global & Public Health Ophthalmology
- Cody Lo, Residents & Young Ophthalmologists
- Kian Madjedi, STC Resident Representative
- Monique Munro, Surgical Skills Transfer Courses
- Adam Muzychuk, Chair
- Anne Nguyen, Residents & Young Ophthalmologists
- Nav Nijhawan, Oculoplastics
- Jacinthe Rouleau, Neuro-Ophthalmology
- Allan Slomovic, Ocular Regenerative Medicine
- Enitan Sogbesan, Glaucoma
- Yi Ning Strube, Pediatric Ophthalmology
- Joshua Teichman, Cataract Surgery
- Sonia Yeung, Cataract Surgery
- Vivian Yin, COS Awards of Excellence
- Setareh Ziaei, Women in Ophthalmology



56th Sally Letson Symposium

Uveitis – Cells, Haze, and Macular Edema: Seeing the Bigger Picture

Chair - Nisha Acharya, MD, MS

Co-chair – Adrian C. Tsang, MD

Named Lectures

- Sally Letson Lecture: Juvenile Idiopathic Arthritis and Uveitis by Dr. Nisha Acharya
- Bryan St. L. Liddy Lecture: Illuminating Uveitis - Metagenomic Deep Sequencing by Dr. Thuy Doan

A. Gardner Watson Lecture: Biological Warfare in Uveitis - Adalimumab and Beyond! By Dr. Eric Suhler

Number of attendees – 399

Number of sponsors – 17



Practice Resource Centre

In 2025, the Practice Resource Centre continued to be a vital resource for ophthalmologists across Canada.

Over the past year, we strengthened the Practice Resource Centre as a central destination for learning and professional engagement. We successfully launched the Learning Hub, providing physicians with flexible, self-paced, Section 3 MOC accredited modules that support learning anytime, anywhere. The site now serves as the home for the Equity-Focused Mentorship Program, offering clear guidance on how to participate as a mentor or mentee. In addition, we expanded access to on-demand education by hosting recordings of past webinars, including the EyeNovation series, and the new and robust Ergonomics and Injury Prevention library of videos and resources. The Practice Resource Centre continues to be the go-to hub for all things related to the Canadian Ophthalmological Society Annual Meeting and Exhibition, as well as position statements and guidelines, and other practical resources for ophthalmologists.



56,735 views in 2025



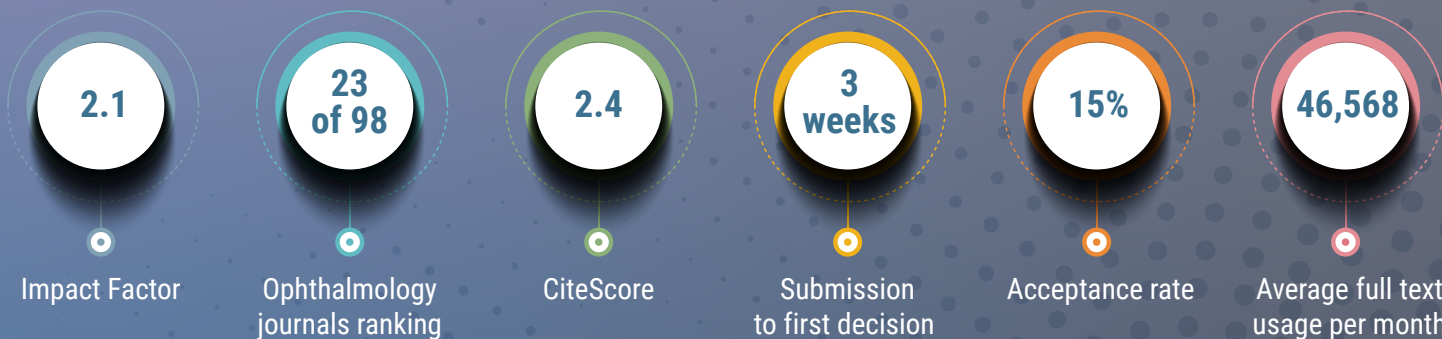
CJO JCO


Canadian Journal of Ophthalmology

In 2025, under Editor-in-Chief Dr. Varun Chaudhary's ongoing guidance, the CJO continued its journey toward becoming a global leader in ophthalmology by:

- Once again breaking its submissions record, receiving a total of 1761 manuscripts from 66 countries;
- Seeing a more than 45% increase in the average monthly downloads (usage) of full text articles;
- Publishing a total of 76 original research and review articles with open access, making research more accessible and increasing the visibility and impact of the CJO; and
- Negotiating a new contract with Elsevier, which will see the journal move to an online only publication in 2026, a move that will reduce the CJO's carbon footprint while keeping pace with the steady increase in submissions, ensuring that important research is made available to COS members and the CJO's broader readership as quickly as possible.

Key Outcome Metrics for 2025



| | | |
|---|-----------------------|----------------|
|  | Bluesky (new in 2025) | 110 followers |
|  | Instagram | 1201 followers |
|  | Facebook | 142 followers |
|  | LinkedIn | 2959 followers |



Other educational opportunities:



EyeNovation

The EyeNovation: International Webinar Series on Ophthalmological Expertise is an innovative series launched in September 2024 designed to connect ophthalmologists and share the latest advancements in the field. Our 2025 webinars included:

1. The Value and Importance of the Double Layer Sign with Dr. Usha Chakravarthy
2. Unveiling the Pachychoroid Disease Spectrum with Dr. Angie H.C. Fong
3. AMD Update: The SIRE Sign and Functional Vision in Geographic Atrophy Treatments with Professor Robyn Guymer
4. Inherited Retinal Disorders: Progress, Promise, and Lessons Beyond Setbacks, with Dr. Ioannis Dimopoulos
5. Navigating the Ocean of Presbyopia-Correcting IOLs, with Dr. Francesco Carones



COS Forum

In January 2025, more than 100 English and 50 French participants joined our COS third annual Forum, featuring:

- Advocacy in Action with Dr. Nina Ahuja
- Barriers to Corneal Donation with Dr. Samir Jabbour
- Ergonomics and Injury Prevention with Dr. R. Rishi Gupta
- Ethical Considerations in Ophthalmology with Dr. Chryssa McAlister
- Annual Meeting Updates: 2025 AI Stream Preview with Dr. Adam Muzychuk



Leading with a Strong Advocacy Voice

In 2025, our advocacy and government relations efforts focused on three core priorities: educating decision-makers to elevate awareness of vision health and the important role of ophthalmologists, expanding relationships with political and stakeholder partners, and ensuring consistent, early engagement in the political process.

Bill C-284 – *The National Strategy for Eye Care*

A central objective in 2025 was advancing Bill C-284, The National Strategy for Eye Care Act. In collaboration with vision sector partners, we established a Vision Health Partners' Coalition and began developing strategic recommendations to support the prevention and treatment of eye disease and improve outcomes for Canadians. Additionally, we advocated for dedicated funding for a Vision Health Desk within the Public Health Agency of Canada, including the appointment of a Chief Vision Health Officer.

To reinforce these efforts, the COS took every opportunity to engage with the Federal government and submit recommendations through formal and informal means. We provided submissions through the pre-budget process, we engaged multiple times with Health Canada on Bill C-284 and provided feedback to Statistics Canada on eye care data gaps within Statistics Canada's Direct Health Measures Program.

COS members also spent three days on "the Hill" discussing vision health and the important role of ophthalmologists. We also hosted a press conference on Parliament Hill (more details under optometry scope expansion) and met with 23 MPs over the course of the year.

- 3 Hill Days
- 1 National Press Conference
- 23 MP meetings
- 5 briefs to government
- 3 major recommendations



Recommendation 1:

That the federal government allocate the necessary funding and resources to accelerate the implementation of Bill C-284 – *The National Strategy for Eye Care Act*, ensuring that Canadians benefit from a fully integrated, evidence-based, and accessible national eye care strategy.



Recommendation 2:

That the federal government invest \$10 million over five years in the 2025 Federal Budget to establish and fund the National Vision Health Desk (NVHD) and appoint a Chief Vision Health Officer to lead Canada's national eye care strategy.



Recommendation 3:

Ensure Federal Leadership in Advancing Innovation and Artificial Intelligence (AI) in Vision Health Research and Care Delivery



Protecting and Advancing Ophthalmology's Scope of Practice

Advancing and safeguarding the scope of practice for ophthalmology remained a key priority in 2025, particularly as optometry scope expansion discussions continued in several provinces. Our advocacy focused on ensuring that patient safety, surgical expertise, and rigorous training standards remain central to any policy changes.

On November 19, 2025, we held a national press conference on Parliament Hill, issued a press release, and met with Members of Parliament to reinforce the distinct role of ophthalmologists as medical and surgical specialists. We emphasized that scope decisions must reflect the complexity of eye care and support ophthalmologists in delivering the highest standard of care to Canadians.

Position Statements

In partnership with national specialty societies, we released two position statements: one addressing microcurrent technologies and one related to plasma technology for blepharoplasty, reinforcing our commitment to evidence-based practice and patient safety.

Advocacy Council

Through the COS Advocacy Council, we continue to foster member engagement and welcome input to help shape the future direction of our advocacy initiatives. We are grateful for the support and guidance of members who sit on the Council.

Provincial Presidents' Council

The goal of the Provincial Presidents' Council (PPC) is to share information on advocacy initiatives, to learn from each other, and to discuss issues facing ophthalmology.

In 2025, the PPC met quarterly to provide strategic leadership and coordination on the key advocacy issues affecting ophthalmology across Canada. Through ongoing collaboration, the PPC shared their own province's updates, aligned national and provincial advocacy efforts, and advanced proactive strategies to support the profession. Discussions throughout the year focused on optometry scope of practice, ownership of private surgical centres, regulatory and legislative developments, and broader health system changes impacting ophthalmology and the patients we serve.



Partnerships

COS Foundation



Advancing Global Impact and Innovation in Ophthalmology

To address a backlog of more than 6,000 cataract cases, the government of Panama partnered with the COS Foundation to launch an international volunteer initiative. Following a July pilot and full rollout in September/October, Canadian ophthalmologists are delivering up to 60 weeks of cataract surgeries while supporting long-term local capacity building. We are grateful to Dr. Vivian Yin for leading this initiative and coordinating the COS volunteer surgeons who participated:

- Dr. Vishaal Bhambhwani
- Dr. Lulu Bursztyn
- Dr. Jean Chuo
- Dr. Sadhana Kulkarni
- Dr. George Mintsioulis
- Dr. Nawaaz Nathoo
- Dr. David Plemel
- Dr. Grace Qiao
- Dr. Cory Ramstead
- Dr. Marie-Claude Robert
- Dr. Guillermo Rocha
- Dr. Maya Tong

The Foundation continues to champion innovation through the Harold Stein Innovator Lectureship, supported by the Raymond Stein Family since 2018.

We celebrate emerging leaders, including Dr. Misty Stuti Tanya, recipient of the 2025 Orbis Future Vision Leader Award, recognizing young ophthalmologists advancing global eye health collaboration and advocacy.

In 2025, the Foundation introduced an orthoptist continuing education award with the Canadian Orthoptic Council. The COS Foundation continued providing 10 annual medical student travel grants to attend the Annual Meeting. We also support the keynote speaker at the Young Ophthalmologist Symposium, reinforcing our commitment to mentorship and leadership development.

Eyes on Ukraine, led by Canadian ophthalmologists, delivered critical care for ocular injuries in Ukraine, demonstrating global solidarity in times of crisis.

Together, these initiatives reflect our commitment to service, innovation, and developing future leaders in ophthalmology.

Collaboration with Vision Health Partners

In 2025, the COS continued to deepen and expand meaningful collaborations with subspecialty societies, provincial ophthalmology associations, academic institutions, and vision health partners to address the most pressing issues facing the profession and vision health. By working in partnership, these organizations championed a strong, unified voice for vision health and strengthened the collective impact of the profession. Through this collaborative approach, COS and its partners elevated the expertise and skills of ophthalmologists with government, the media, the public, and other healthcare providers—ensuring the profession is well represented, well understood, and well positioned for the future. In 2025, COS partnered with:



CAOT · ACE

Canadian Association of Occupational Therapists
Association canadienne des ergothérapeutes



CANADIAN ASSOCIATION OF OPTOMETRISTS

ASSOCIATION CANADIENNE DES OPTOMÉTRISTES



LE CONSEIL CANADIEN
DES AVEUGLES

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



FOUNDATION



FIGHTING
BLINDNESS
CANADA

VAINCRE
LA CÉCITÉ
CANADA



Health
Canada

Santé
Canada



OPTICIANS
ASSOCIATION OF CANADA

ASSOCIATION DES
OPTICIENS DU CANADA



Public Health
Agency of Canada

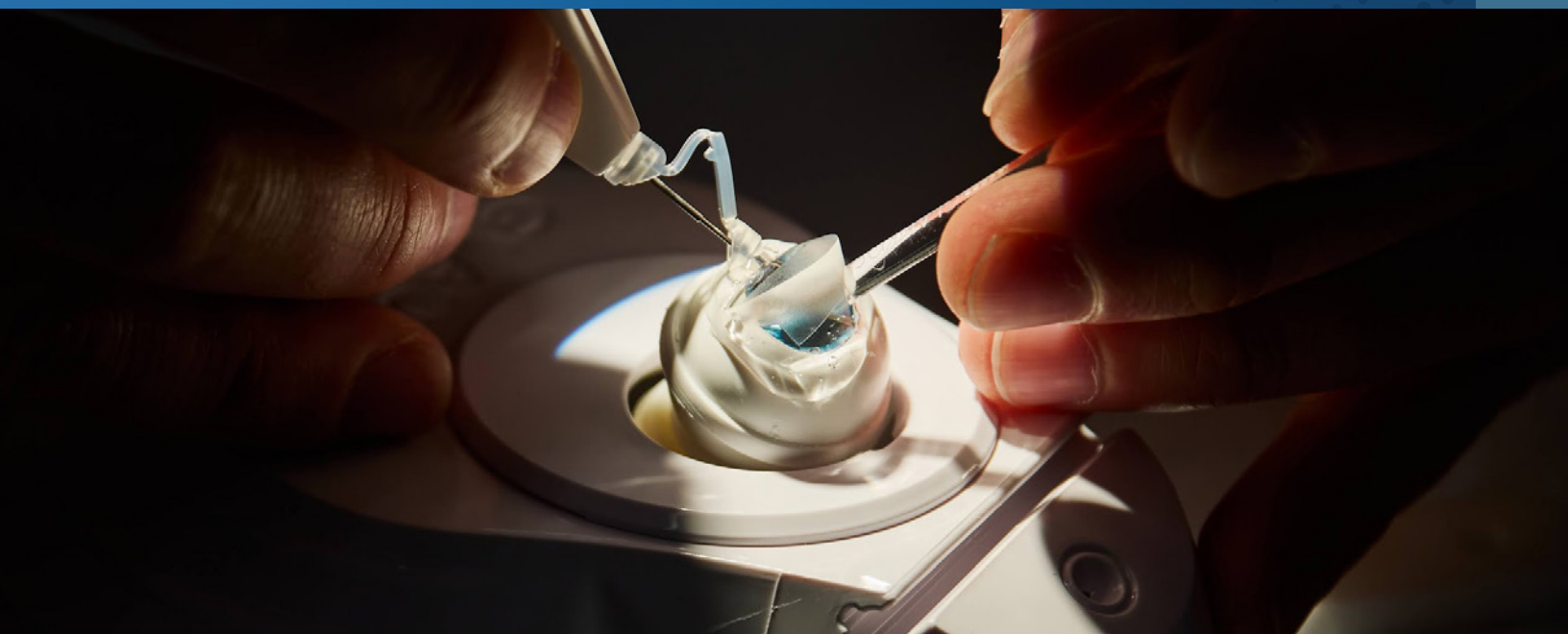
Agence de la santé
publique du Canada



ROYAL COLLEGE
OF PHYSICIANS AND SURGEONS OF CANADA
COLLÈGE ROYAL
DES MÉDECINS ET CHIRURGIENS DU CANADA

VISION LOSS
REHABILITATION™
CANADA

Elevating Technology & Communications



Communications and Brand Awareness

EyeCan Podcast – in its fifth season, EyeCan released episodes on far reaching topics including:

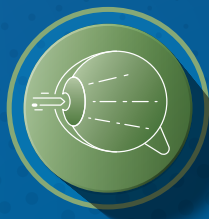
- Advancing Ophthalmology: Standardization, AI, and Retinal Therapies - Prof. Marion Munk
- Resident Voices: Shaping the Future of Ophthalmology Through Leadership and Innovation - Dr. Dominique Geoffrion and Dr. Kian Madjedi
- Ocular Regenerative Medicine - Dr. Allan Slomovic and Dr. Brian Ballios
- Understanding Uveal Melanoma and Ocular Tumors with guest Dr. Lauren Dalvin
- Big Data Research Mining, Mentorship, Clinical Trials, and more! - Dr. Ehsan Rahimy
- Ophthalmic Pathology - Dr. James Farmer
- Inherited Retinal Disease and Advocacy for Patients with Rare Diseases - Dr. Matthew Benson
- Ethics in Ophthalmology - Dr. Chryssa McAlister

Season 5 of EyeCan was made possible by support from Bayer.

What are the Big Five?

What are the Big Five? They're the 5 most common serious eye conditions that can cause vision loss. Find out how much you really know about these conditions and how to keep your eyes healthy.

BIG 5 QUIZ



See The Possibilities

See The Possibilities

See The Possibilities continues to serve as the Canadian Ophthalmological Society's primary patient education platform and remains a trusted source of evidence based information.

The website provides accessible, peer reviewed resources designed to support patient understanding of eye health, disease management, and treatment options. As patient demand for credible online information continues to grow, See The Possibilities plays a critical role in reinforcing the ophthalmologist's voice with authoritative, up to date content.

New resources produced in 2025 include:

- Ask the Expert - Thyroid Eye Disease, with Dr. Erika Massicotte
- Guest Expert article on Orthoptics and the important role of Orthoptists as a member of the eye care team
- Published The Eye Atlas, a visual journey to better understand basic eye anatomy and common conditions that can affect the eye
- Cataract Surgery Guide for Patients and their Surgeons
- With Vision Loss Rehabilitation Canada, published four vision health resources:
 - Amblyopia
 - Floaters and Flashing Lights
 - Retinal Detachment
 - Strabismus



Phillip – Vancouver, British Columbia



Sandy – Tiverton, Ontario

My Corner of Canada: World Sight Day Photo Competition

The 2025 See The Possibilities photo contest was our most successful yet, drawing more than 3,400 inspiring submissions celebrating the theme “My Corner of Canada.” From breathtaking landscapes to meaningful everyday moments, participants from coast-to-coast-to-coast shared powerful perspectives that truly captured the spirit, diversity, and beauty of our country. This record-breaking engagement reflects the growing enthusiasm for the contest and the strength of our creative community. We extend our sincere thanks to our generous sponsor, Specsavers Canada, whose support helped make this year’s campaign our best ever.

- 17M+ total impressions for World Sight Day campaign
- People’s Choice Winner
- COS Choice Winner

Social Media

We maintained strong momentum across social media, with Instagram and LinkedIn leading performance. Overall results improved year over year, driven by a modest increase in posting activity.

While new follower growth moderated compared to 2024, engagement and impressions continued to rise, reflecting a more engaged, higher-quality audience and stronger content performance across key platforms.

| | 2024 | 2025 | Year over Year change |
|-------------------|---------|---------|-----------------------|
| Total Followers | 7,049 | 8,401 | 19% |
| New Followers | 2,453 | 1,352 | -45% |
| Total Engagements | 16,809 | 21,077 | 25% |
| Total Impressions | 291,681 | 354,778 | 22% |
| Total Posts | 522 | 537 | 3% |

Media and Public Relations



118.2M earned media impressions (excludes press releases)



277 earned media stories



Impressions increased by 7.5% over 2024



Strategic outreach, including leveraging wildfire smoke events, increased awareness about eye health and protection.



2 press releases issued:

- Serious eye disease Age-Related Macular Degeneration (AMD)
- The Indigenous Children's Eye Examination (ICEE) Project



4 matte stories to align with World Sight Day. These articles were more about 'storytelling' than media engagement and allowed us to reach an important audience: members of the public and still provide value-driven content.

- Protecting your sight as you age: What every Canadian needs to know
- Managing age-related eye changes and diseases
- Impacts of lifestyle choices on eye health
- Knowing who to see: Understanding the roles of eye health professionals



Share of Voice (SOV) measures brand visibility by comparing media mentions against competitors.

In 2025, COS held 49.8% SOV, closely matched with 48.7% for the Optometry, maintaining strong presence from 2024.



23 interviews secured

Expanding and Empowering Our Membership

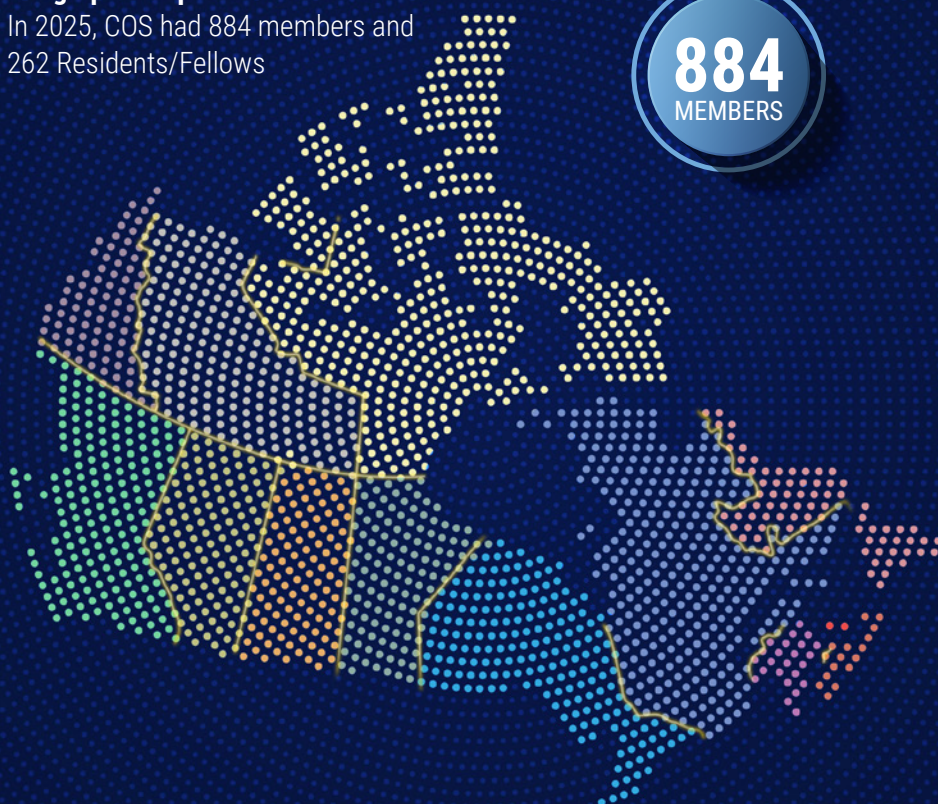
Member Benefits

- **Significant discount** to attend the COS Annual Meeting and Exhibition
- **Free online subscription to the Canadian Journal of Ophthalmology** for access to current research and evidence-based advancements
- **Free job board and locum postings** to support recruitment and workforce mobility
- **Members-only educational content with MOC credits** to strengthen ongoing professional development
- **Early registration and priority access** to new learning initiatives
- **Free registration** to EyeNovation International Webinar series and online learning modules
- **24-hour ophthalmic drug shortages webpage** with timely, practical clinical information
- **Opportunities to participate in working groups and the Advocacy Council** to help shape advocacy and policy direction
- **Exclusive networking opportunities**, including members-only listservs, councils, committees, and career-focused events
- **A strong, connected professional community** that fosters collaboration and knowledge exchange
- **Access to Perkopolis**, a complimentary perks program offering substantial savings on everyday purchases, including clothing, groceries, events, and travel.



Geographic Representation

In 2025, COS had 884 members and 262 Residents/Fellows



| | |
|-----------------------------|-----|
| ● Alberta | 97 |
| ● New Brunswick | 22 |
| ● British Columbia | 179 |
| ● Prince Edward Island | 5 |
| ● Newfoundland and Labrador | 14 |
| ● Manitoba | 33 |
| ● Ontario | 284 |
| ● Quebec | 152 |
| ● Saskatchewan | 24 |
| ● Nova Scotia | 43 |
| ● Northwest Territories | 1 |
| International Members | 30 |

New Members

British Columbia

Scott Anderson, MD
 Steven Bae, MD
 Lauren Carr, MD
 Henry Chen, MD
 Timothy Ekhlassi, FRCSC, MD,
 MPH, DABO
 Maryam Eslami, MD
 Sameh Gaballah, MD, MSc
 Dongho Lee, MD
 Hadi Zare Mehrjardi, MD, MPH
 Meghan Smith, MD, FRCSC
 Kathleen Sullivan, MD
 Carol Tadrous, MD
 Stephanie Wise, MD
 Si Xi Zhao, MD

Alberta

Helya Aghazadeh, MD
 Joseph Kam, MD
 Khaliq Kurji, MD, FRCSC, MSc
 Ruchi Saxena, MD

Saskatchewan

Melody Wong, MD, FRCSC

Manitoba

Yong Jia, MSc, MD
 Charbel Wahab, BSc, MD

Ontario

Aaron Chan, MD
 Dustin Curts, MD
 Pear Ferreira, MD, MPH, PhD
 Ehsan Kazami, MD
 Daniel Li, FRCSC, MD
 Zale Mednick, MD
 Michael Nguyen, MD
 Danilo Andriatti Paulo, MD
 Tal Sharon, MD
 Ahmad Sidiqi, MD
 Maria Camila Aguilar Sierra, MD
 Mark Yan-Wei Sim, MD
 Albert Y. Wu, MD, PhD
 Kirill Zaslavsky, MD, PhD

Québec

Cristina Bostan, MD, FRCSC, MSc
 Louis-Pierre Gauvin Meunier, MD
 Daniel Peretz, MD
 Félix Bernier-Turmel, MD

New Brunswick

Ghassan Daye, MD

Nova Scotia

Devin Betsch, MD
 Wesley Chan, MD
 Douglas Iaboni, BSc, MD
 Amit Mishra, MD
 Sylvia Pasternak, MD, MSc, FRCPC
 André Pollmann, MD

Newfoundland and Labrador

Alanna Flynn, MD
 Damien Pike, MD, PhD

Cameroon

Andre Omgbwa Eballe, MD

Colombia

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Ralf Schmitt, MD

Saudi Arabia

Leyla Ali Aljasim, MD
 Ruba AlGhofaili, MD

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Jan Beyers Botha, MBChB

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Optimize Organizational Resources

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- Cynthia Qian, MD

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- Vivian Yin, MD

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- Marie-Josée Aubin, MD

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- Samir Jabbour, MD

Skills Transfer Courses

- Monique Munro, MD

Sustainability in Ophthalmology

- Toolkit Lead: Mili Roy, MD



Scotiabank®

The Canadian Medical Association, MD Financial Management Inc. and Scotiabank proudly support the COS Ergonomics and Injury Prevention Campaign, one of several initiatives that comprise their \$115 million commitment to supporting the medical profession and advancing health in Canada.

Ergonomics and Injury Prevention Working Group

Work-related musculoskeletal (MSK) injuries are common in medicine. In fact, up to 90% of surgeons report job-related MSK pain. This may lead to modifying work activities, medical leave, early retirement, surgical interventions, and a decrease in quality of life. The Canadian Ophthalmological Society Ergonomics and Injury Prevention Working Group is comprised of 16 ophthalmologists and residents from academic universities across the country with an interest and expertise in ergonomics and injury prevention. COS received three-year funding from the Canadian Medical Association, MD Financial Management Inc. and Scotiabank as part of their \$115 million commitment to support the medical profession and advance health in Canada. In 2025, the Working Group completed and launched a number of ergonomics-related projects including: launching an ergonomics curriculum in eight residency programs; completing a membership survey; running a self-assessment program at the 2025 annual meeting; publishing two articles in *Sightlines*; creating a dedicated ergonomics section of the Practice Resource Centre; offering an accredited ergonomics webinar; and creating a high-impact personal story video. Plans for 2026 include social media challenges and an ergonomics handbook among others.

Sustainability in Ophthalmology Working Group

The COS Sustainability Working Group brings together 21 ophthalmologists and medical students committed to advancing environmental sustainability in vision care. Paradoxically, healthcare systems dedicated to preserving and improving human health are also significant contributors to climate change and greenhouse gas emissions. As one of the highest-volume procedural and surgical specialties in medicine, ophthalmology carries a unique responsibility—and opportunity—to lead efforts to decarbonize care delivery. In response, the Working Group has developed *Vision for a Sustainable Future: An Ophthalmology Toolkit*, a national initiative to be launched in 2026. The Toolkit is designed to educate and empower ophthalmologists and their healthcare partners with practical, evidence-informed strategies to support sustainable ophthalmic practice across Canada. Key approaches are organized into focused modules, each illustrated with real-world examples and supported by actionable, resource-based guidance. The success stories featured throughout the Toolkit demonstrate that even modest practice changes, when adopted at scale, can yield meaningful reductions in environmental impact, while maintaining, and often enhancing, quality of patient care and generating cost savings.

National and International Partners

American Academy of Ophthalmology:

- Femida Kherani, MD, COS Councillor

Association of Canadian University Professors in Ophthalmology (ACUPO)
(including chairs and program directors):

- David Maberley, MD, Chair

Canadian Ophthalmological Society Foundation President:

- Vishaal Bhambwani, MD

International Council of Ophthalmology:

- Vivian Yin, MD

Pan-American Association of Ophthalmology:

- Guillermo Rocha, MD

Royal College of Physicians and Surgeons Specialty Committee in Ophthalmology:

- Vivian Yin, MD

Allied Health

- Canadian Orthoptic Council
- Canadian Society of Ophthalmic Medical Personnel
- Canadian Society of Ophthalmic Registered Nurses
- The Canadian Orthoptic Society

Affiliated Societies and Special Interest Groups

- Association des médecins ophtalmologistes du Québec
- British Columbia Society of Eye Physicians and Surgeons
- Canadian Association for Public Health & Global Ophthalmology
- Canadian Association of Paediatric Ophthalmology and Strabismus
- Canadian Cornea, External Disease & Refractive Surgery Society
- Canadian Glaucoma Society
- Canadian Neuro-ophthalmology Society
- Canadian Ocular Regenerative Medicine Society
- Canadian Ophthalmic Pathology Society
- Canadian Orthoptic Council
- Canadian Retina Society
- Canadian Society of Oculoplastic Surgery
- Canadian Society of Ophthalmic Medical Personnel
- Canadian Society of Ophthalmic Registered Nurses
- Canadian Uveitis Society
- Council of Canadian Ophthalmology Residents
- Eye Physicians and Surgeons Association of Saskatchewan (EPSAS)
- Eye Physicians and Surgeons of Alberta (EPSAA)
- Eye Physicians and Surgeons of Atlantic Canada (EPSAC)
- Eye Physicians and Surgeons of Manitoba (EPSOM)
- Eye Physicians and Surgeons of Ontario (EPSO)

Canadian Ophthalmological Society

309-1505 Laperriere Avenue

Ottawa, Ontario, K1Z 7T1

613.729.6779 | 800.267.5763



cos@cos-sco.ca

cos-sco.ca



Canadian Ophthalmological Society
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