



# 2024 ANNUAL CORPORATE PARTNERSHIP

# CASL MEMBERSHIP



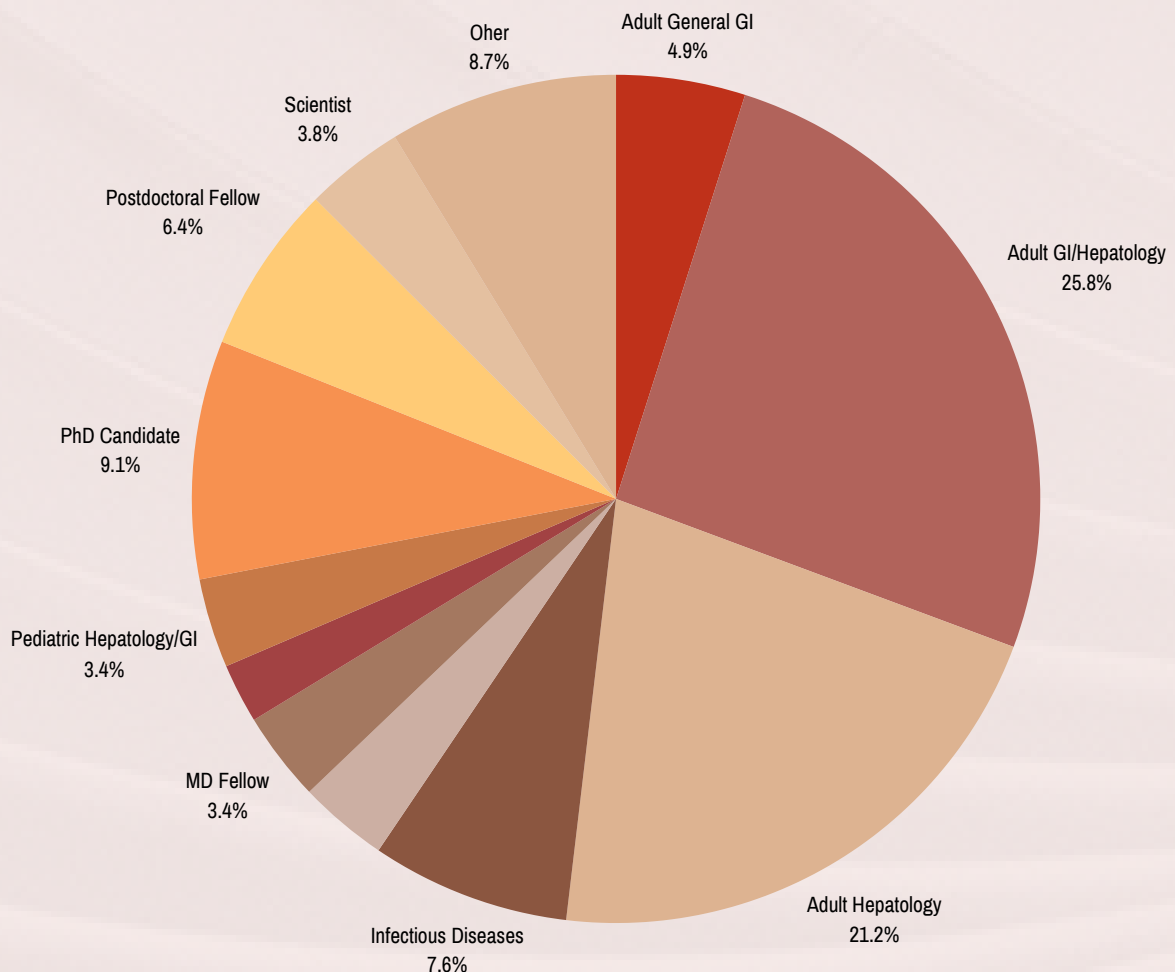
CASL represents over 500 multidisciplinary Liver Experts who are passionate about helping Canadians by addressing stigma, misconceptions, and spreading awareness.

# Membership Representation

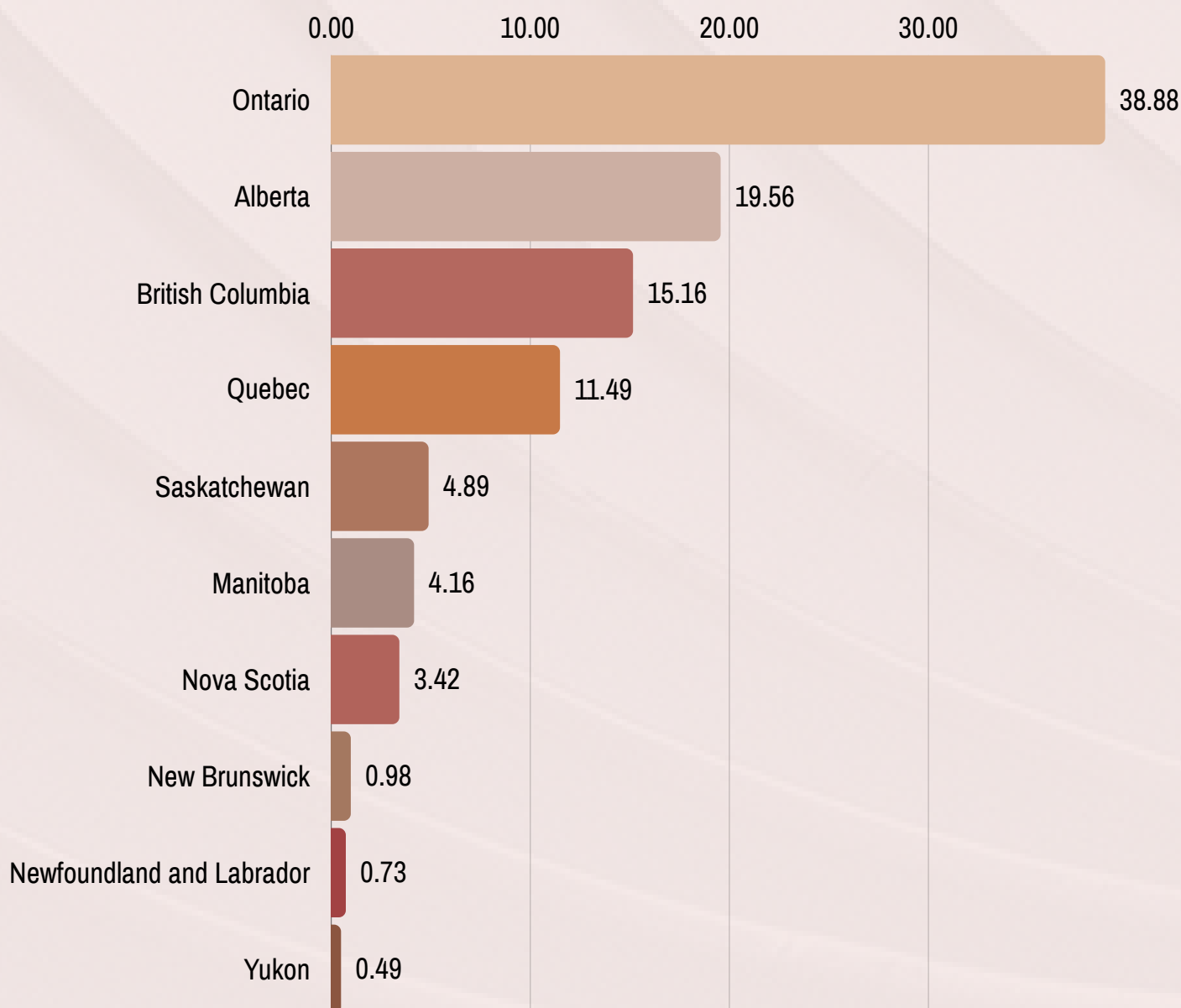
- ADULT GENERAL GI
- ADULT GI/HEPATOLOGY
- ADULT HEPATOLOGY
- INFECTIOUS DISEASES
- INTERNAL MEDICINE
- MD FELLOW
- MSc CANDIDATE
- PEDIATRIC HEPATOLOGY/GI
- PhD CANDIDATE
- POSTDOCTORAL FELLOW
- SCIENTIST

## OTHER INCLUDES:

- TRANSPLANT SURGEON
- PHARMACEUTICAL OR RESEARCH INDUSTRY
- PEDIATRIC GI
- MD STUDENT
- FAMILY MEDICINE
- ICU AND CRITICAL CARE
- NURSE CLINICIAN
- ONCOLOGY
- MD RESIDENT
- PEDIATRIC HEPATOLOGY



# Geographic Representation



*Data shown in percentage*



# CASL EXECUTIVE



**Dr. Mark Swain**

University of Calgary  
(Calgary, AB)

2022 – 2024

President



**Dr. Jordan Feld**

University Health Network  
(Toronto, ON)

2022 – 2024

Past-President



**Dr. Carla S Coffin**

University of Calgary  
(Calgary, AB)

2022 – 2024

President-Elect



**Dr. Edward Tam**

The Digestive Health Centre of BC  
(Vancouver, BC)

2022 – 2027

Secretary/Treasurer

## CASL COMMITTEES

Committee	Chairperson(s)	Institution/Organization	Term
Community Advisory Board	Heather Watson	Edmonton, AB	2022 – 2024
Education Committee	Dr. Aldo Montano-Loza Dr. Mayur Brahmania	University of Alberta (Edmonton, AB) University of Calgary (Calgary, AB)	2021 – 2024 2023 – 2026
Equity and Diversity Committee	Dr. Eric Yoshida Dr. Natasha Chandok	University of British Columbia (Vancouver, BC) McMaster University (London, ON)	2021 – 2024 2021 – 2024
Guidelines Committee	Dr. Jennifer Flemming	Queen's University (Kingston, ON)	2020 – 2026
Membership Committee	Dr. Stephen Congly Dr. Giada Sebastiani	University of Calgary (Calgary, AB) McGill University (Montreal, QC)	2017 – 2026 2023
Research Committee	Dr. Christopher Rose Dr. Mamatha Bhat	University of Montreal (Montreal, QC) University Health Network (Toronto, ON)	2011 – 2025 2022 – 2025

# WHY SUPPORT THE CANADIAN ASSOCIATION FOR THE STUDY OF THE LIVER (CASL)?

**Liver disease affects approximately  
1 in 4 Canadians!**

The liver is one of the most vital organs of the body, processing almost anything we consume, breathe, or use on our bodies. It drives critical systems, activates, and metabolizes medications, digests fats and proteins, regulates sugar levels, and filters drug and alcohol consumption. Addressing liver health has never been more important as hospital wait times show the importance of preventative healthcare. Most Canadians aren't aware of the signs or causes of liver disease - and that needs to change.

Liver disease affects approximately 1 in 4 Canadians, from newborns to older adults. Stereotypes and misconceptions often prevent Canadians from recognizing the signs of liver disease, or from seeking testing and treatment. If Canada doesn't get serious about liver health, Canadians may be at risk for preventable and treatable liver failure or even cancer.

# Did You Know...?

- You can be born with liver disease, contract it from a virus, develop it from what you eat and drink, develop it after exposure to various toxins or suffer from it for unknown reasons.
- You can have liver disease and not know it because the symptoms can be vague and easily confused with other health problems. In some cases, a person may have no symptoms at all, but the liver may already have suffered significant damage.
- There are vaccines that can prevent hepatitis A and B, but no vaccine yet for hepatitis C.
- There are treatments that can cure hepatitis C and drugs that can control hepatitis B. These treatments can help prevent liver damage and liver cancer development.
- Liver cancer is currently one of the fastest rising cancers in Canada.
- An estimated 7,800,000 Canadians are living with Metabolic Dysfunction-Associated Steatotic Liver Disease (MASLD). The burden of disease in Canada is projected to increase by 20% through 2030, to an estimated 9,305,000 cases, with an increase of 65% in cases of liver cirrhosis and hepatocellular carcinoma (liver cancer) related to Metabolic-Associated Steatohepatitis (MASH).
- Acetaminophen, which is in more than 600 products, is a leading cause of acute liver injury in Canada, with approximately 4,500 Canadians being hospitalized from acetaminophen overdose each year.
- The liver is the 2nd most transplanted organ in Canada. In 2022, there were 580 liver transplants in Canada, including 45 pediatric liver transplants. Sadly, over 100 Canadians died while on the waiting list for a donor liver.



**CASL members are committed to providing national leadership in the advancement of liver health for all Canadians.**

Through the dedication of our membership and through support from corporate Canada and collaboration with community partners, CASL makes an impact in the fight against liver disease by fostering excellence in health care, research, education, and advocacy.



CASL is proud of the relationships we have developed with private sector companies, whose support enhances our ability to fulfill our mission. CASL welcomes corporations as supporters of our programs and activities and seeks sponsors that operate in the best interests of Canadians living with or who are at risk for liver disease.

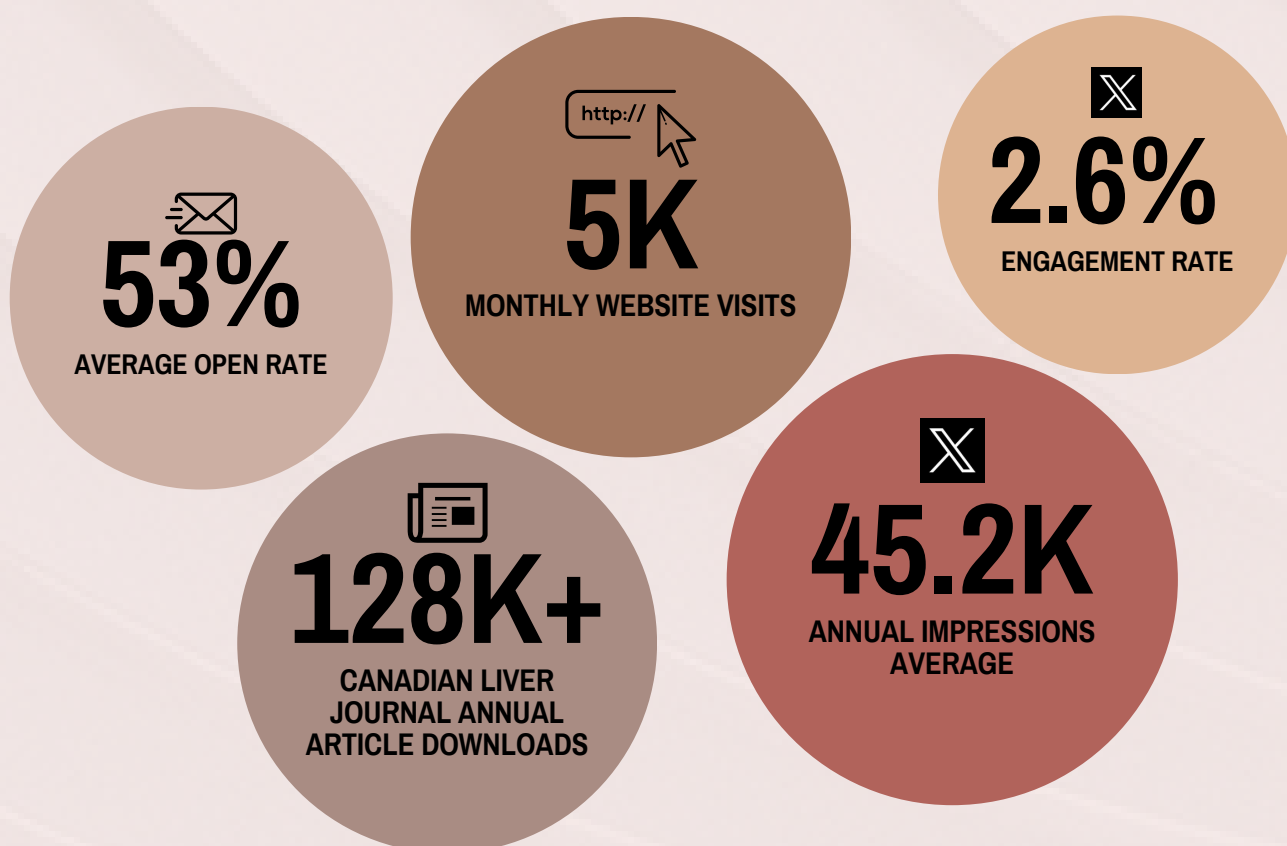
**Your corporate partnership will provide much-needed investment in supporting the delivery of several key CASL programs and services:**

- Special Interest Groups and Research Networks (Alcohol-Associated Liver Disease, Hepatitis B, Hepatitis C, Pediatric Liver Disease, MASLD/MASH and Transplant)
- Community / Partner / Volunteer Development
- “Best of” Webinar Educational Series (from international meetings)
- Co-Developed Accredited Educational Programs
- TRIANGLE Health Research Training Platform (CIHR-CASL-CAG collaboration)
- Clinical Practice Guidelines
- Canadian Liver Journal
- RCPSC Accreditation
- Research Grants
- Training Fellowships & Awards
- Visiting Professorship Program
- Advocacy (i.e.: CASL Parliament Hill Day, clinician input for Health Canada/CADTH therapeutic reviews, etc.)
- Partnerships with International Organizations (i.e.: AASLD, EASL, MASL, etc.)
- Partnerships with Canadian patient groups (i.e.: Canadian Liver Foundation, Action Hepatitis Canada, PSC Partners, Canadian PBC Society, etc.)
- Membership Engagement & Development
- Newsletter
- CASL Strategic Planning
- Association Management (Board of Directors, Committees, website, professional services, etc.)

*Support for CASL’s primary accredited education conferences, the Canadian Liver Meeting and Single Topic Conference, will remain separate.*

# Member/Community Engagement

Through partnership with CASL, you will have an opportunity to engage with CASL members across a number of communication platforms and programs throughout the year.



Canadian Liver Journal is indexed in key databases, such as:

Academic OneFile

Cumulative Index to Nursing and Allied Health Literature (CINAHL)  
CINAHL with Full Text (EBSCO)  
CINAHL Plus with Full Text (EBSCO)  
Embase (Elsevier)  
Emerging Sources Citations Index (ESCI) (Web of Science)

Gale OneFile

CPI.Q (Canadian Periodical Index)  
Health and Medicine  
Health and Wellness in Context  
Nursing and Allied Health  
PubMed Central  
Scopus (Elsevier)

# CORPORATE PARTNERSHIP OPPORTUNITIES



CASL invites companies from all industries, including the pharmaceutical, medical device, healthcare, and other supporting sectors, to partner with CASL to promote liver health in Canada.

Corporate partnership is essential to ensure that CASL is able to successfully deliver programs and activities while providing partners with a variety of opportunities to engage directly with CASL, its members and the broader liver community.

To ensure that CASL develops relationships that support our programs and activities in a responsible way, CASL adheres to several policies which outlines how we work with corporations:

- CASL Commercial Support Guidelines
- CASL Conflict of Interest Management Policy
- RCPSC National Standard for Support of Accredited CPD Activities
- Canadian Medical Association Guidelines for Physicians in Interaction with Industry
- Innovative Medicines Canada Code of Ethical Practices
- Canadian Liver Journal Advertising Policy (if applicable)
- CASL Needs Assessment Surveys
- Co-Endorsement of International Liver Association Guidelines (i.e.: AASLD, EASL, etc.)



# Partnership Opportunities

Corporate partners have an opportunity to receive a multi-channel suite of benefits and value for supporting CASL's diverse programs and services as follows:

2024 ENTITLEMENTS & BENEFITS	2024 Benefactor \$20,000	2024 Partner \$10,000	2024 Supporter \$7,500
<b>Corporate Partner Recognition - CASL</b>			
Year-round website recognition	Logo / URL	Logo / URL	Name
Member newsletter recognition	Quarterly	Bi-annually	Annually
Social media shout out!	Quarterly	Bi-annually	Annually
Feature article in a CASL newsletter (word count applies)	1 per year		
Feature social media post	2 per year	1 per year	
Recognition as a Supporter of the CASL Best of EASL Webinars	✓	✓	✓
Recognition as a Supporter of the CASL Best of AASLD Webinars	✓	✓	✓
Recognition as a Supporter of CASL Awards: <ul style="list-style-type: none"> <li>CASL Education Excellence Award</li> <li>CASL Research Excellence Award</li> <li>CASL Heathcote-Feinman Humanitarian Award</li> <li>CASL Distinguished Service Medal</li> </ul>	✓ (website & CLM)	✓ (website)	✓ (website)
<b>Corporate Partner Recognition – Canadian Liver Journal</b>			
Homepage Slider	1 month		
Homepage Side Column		1 month	
Table of Contents Slider - New Issue	1 month		
Table of Contents Side Column - New Issue		1 month	
Table of Contents Slider - Archive	1 month		
Table of Contents Side Column – Archive			1 month
<b>Corporate Engagement</b>			
Invitation to the CASL Updates Webinar with CASL Executive and Committee Members	✓	✓	✓
Invitation(s) to CASL Canada Night at AASLD	2	1	
Complimentary registration - CASL Best of EASL Webinar	3	2	1
Complimentary registration - CASL Best of AASLD Webinar	3	2	1
<b>Optional Add-Ons – Partner with CASL</b>			
CASL Hepatology Fellowships (Clinical and Research)	\$80,000/fellowship		
Co-Developed Education	Inquire within		
Canadian Liver Journal Advertising	Inquire within		
Community Outreach Programs	Inquire within		
Advocacy/Awareness Initiatives, such as: <ul style="list-style-type: none"> <li>CASL Hill Day (April)</li> <li>National Organ and Tissue Donation Awareness Week (April)</li> <li>International NASH Day (June)</li> <li>World Hepatitis Day (July 28)</li> <li>PBC Awareness Month (September)</li> <li>Liver Cancer Awareness Month (October)</li> </ul>	Inquire within		

To schedule a call to discuss your 2024 CASL Corporate Partnership, please contact our association secretariat representative Karen Seto at [karen.seto@wearemcj.com](mailto:karen.seto@wearemcj.com).

We hope we can count on your support and participation as a CASL Corporate Partner in 2024.

Sincerely,



**Dr. Mark Swain**

President (2022 – 2024)  
Canadian Association for the Study of the Liver  
Professor of Medicine, Cal Wenzel Family Foundation  
Chair in Hepatology  
University of Calgary



**Dr. Carla Coffin**

President-Elect (2022 – 2024)  
Canadian Association for the Study of the Liver  
Professor of Medicine, Cumming School of Medicine  
University of Calgary