



Canadian Association
for the Study of the Liver

CASL 
ACEF

Association canadienne
pour l'étude du foie

2025 ANNUAL CORPORATE PARTNERSHIP

CASL MEMBERSHIP



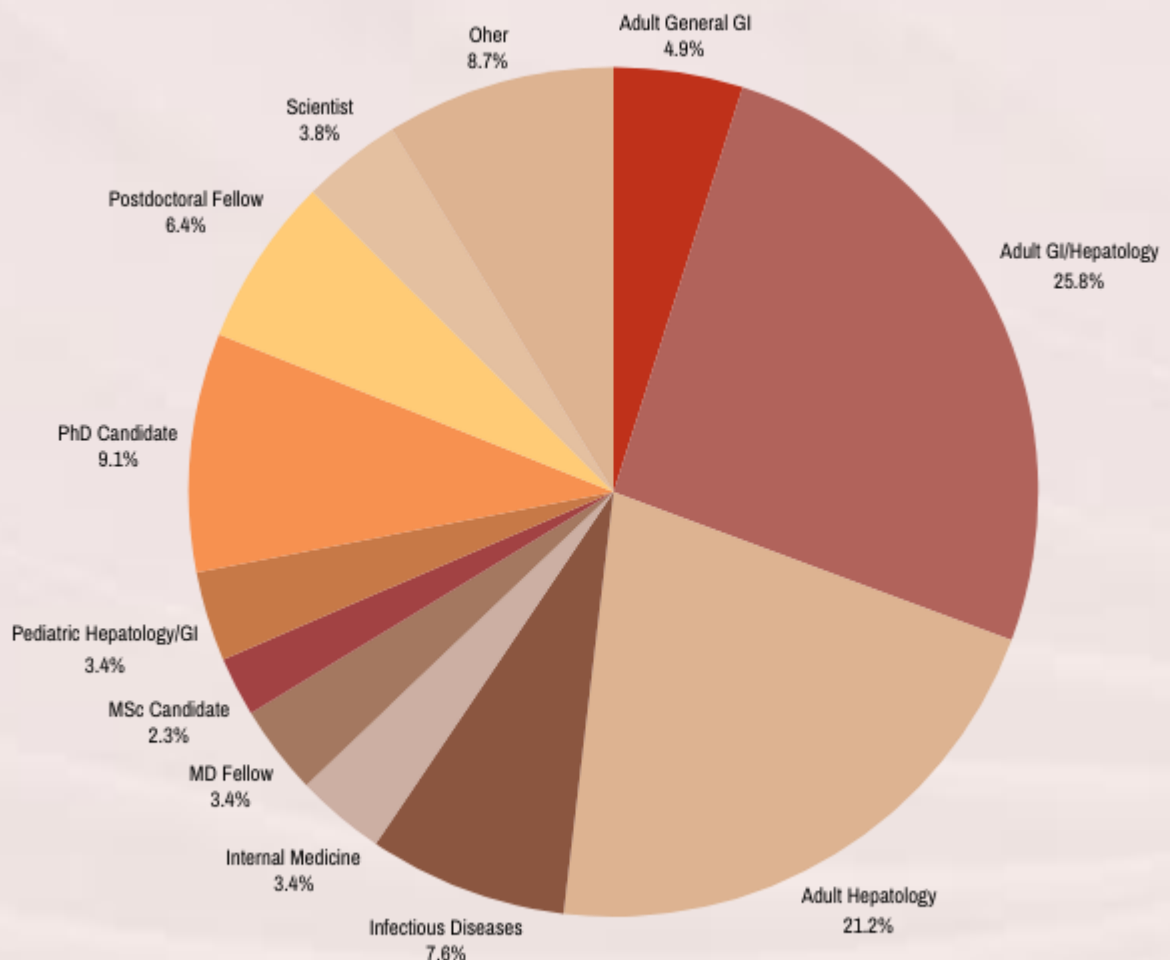
CASL represents over 500 multidisciplinary Liver Experts who are passionate about helping Canadians by addressing stigma, misconceptions, and spreading awareness.

Membership Representation

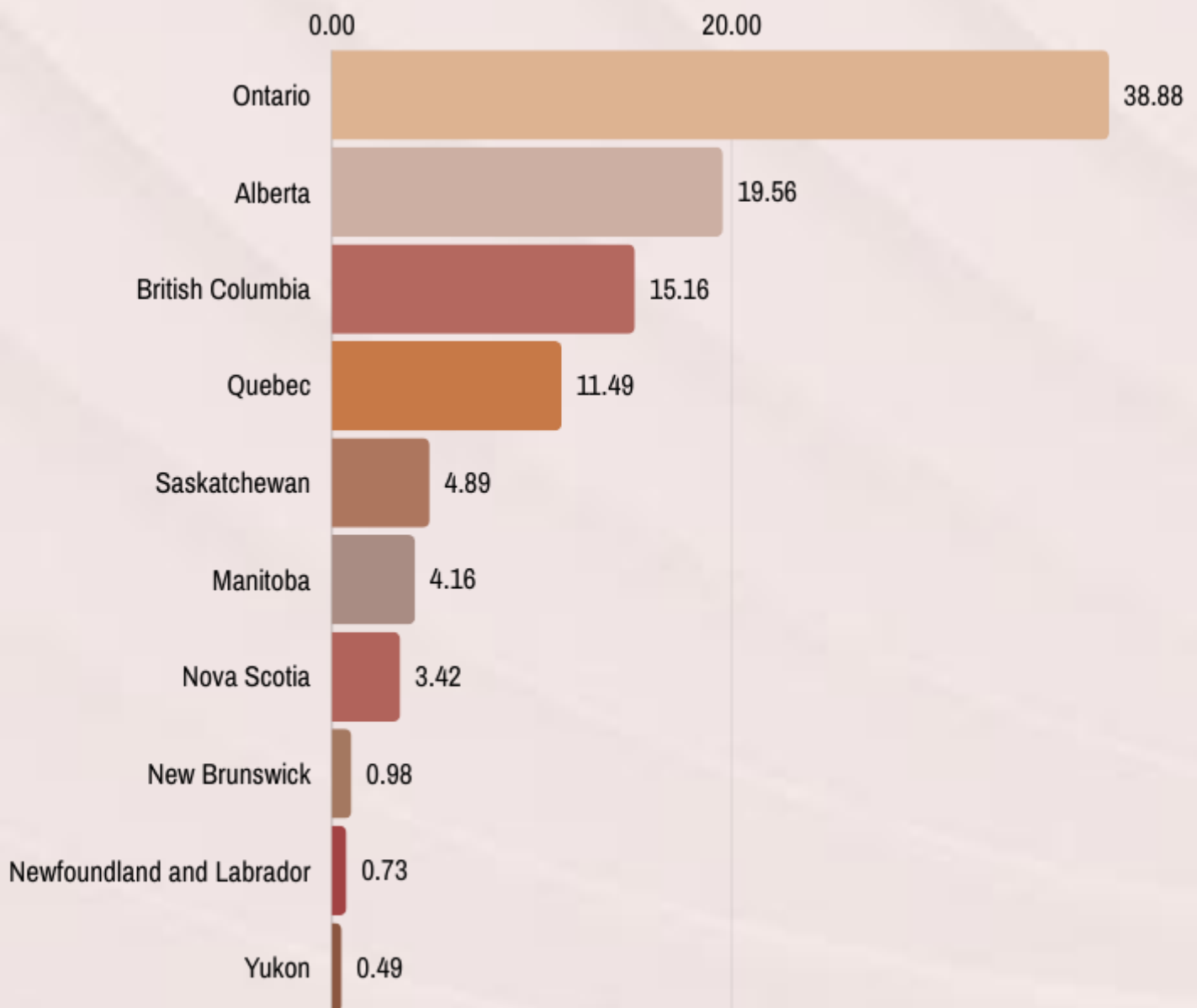
- ADULT GENERAL GI
- Adult GI/Hepatology
- Adult Hepatology
- Infectious Diseases
- Internal Medicine
- MD Fellow
- MSC CANDIDATE
- Pediatric Hepatology/GI
- PhD CANDIDATE
- Postdoctoral Fellow
- Scientist

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. Carla S Coffin

University of Calgary
(Calgary, AB)

President



Dr. Mark Swain

University of Calgary
(Calgary, AB)

Past-President



Dr. Giada Sebastiani

McGill University
(Montreal, QC)

President-Elect



Dr. Edward Tam

The Digestive Health Centre of BC
(Vancouver, BC)

Secretary/Treasurer

CASL COMMITTEES

Committee	Chairperson(s)	Institution/Organization
Community Advisory Board	Jillian Best	London, ON
Education Committee	Dr. Aldo Montano-Loza Dr. Mayur Brahmania	University of Alberta (Edmonton, AB) University of Calgary (Calgary, AB)
Equity and Diversity Committee	Dr. Eric Yoshida Dr. Natasha Chandok	University of British Columbia (Vancouver, BC) McMaster University (London, ON)
Guidelines Committee	Dr. Jennifer Flemming	Queen's University (Kingston, ON)
Membership Committee	Dr. Stephen Congly Dr. Julian Hercun	University of Calgary (Calgary, AB) Université de Montréal (Montreal, QC)
Research Committee	Dr. Christopher Rose Dr. Mamatha Bhat	Université de Montréal (Montreal, QC) University Health Network (Toronto, ON)

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 2023, there were 646 liver transplants in Canada, including 50 pediatric liver transplants. Sadly, 75 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.

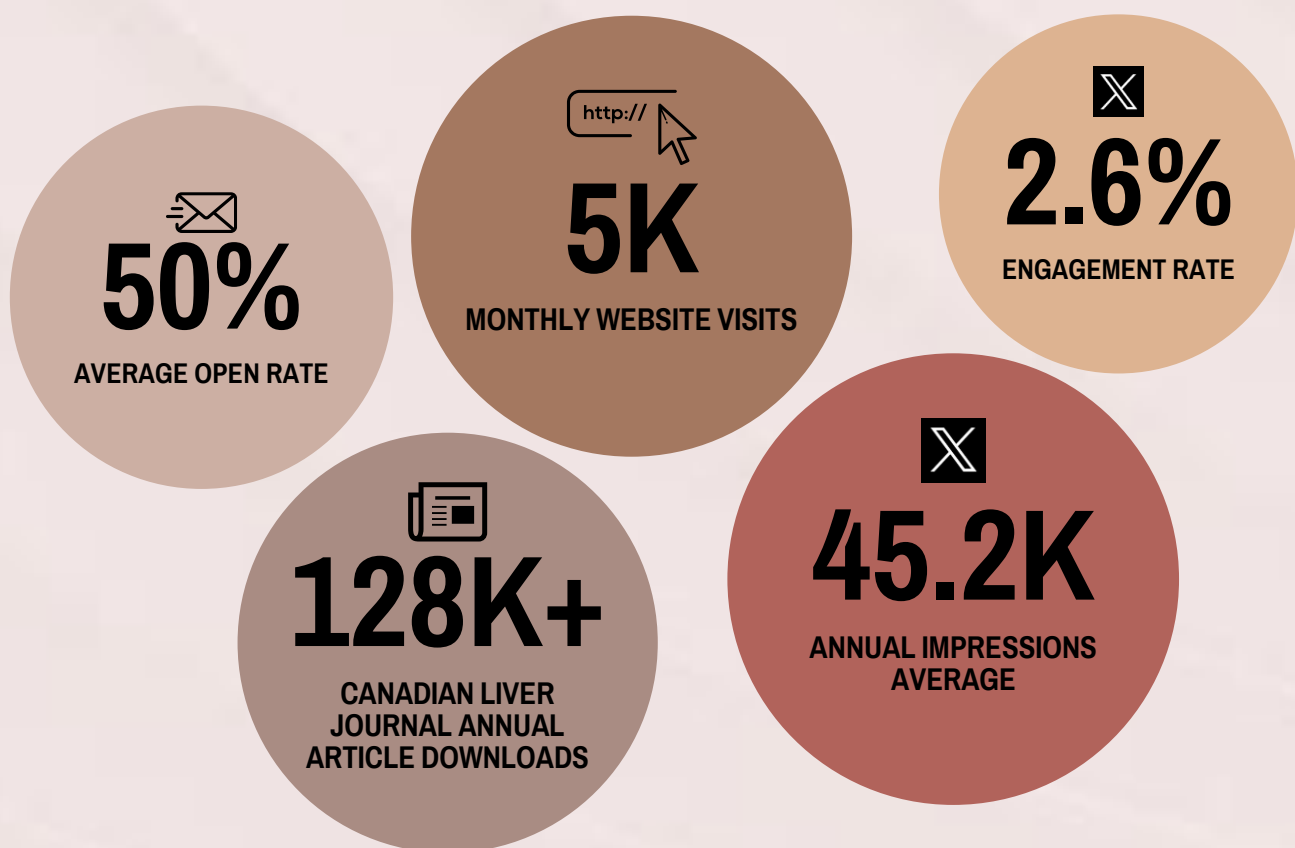
Your corporate partnership will provide much-needed investment in supporting the delivery of several key CASL programs and services:

- Special Interest Groups and Research Networks (Alcohol-Associated Liver Disease, Hepatitis B, Hepatitis C, Pediatric Liver Disease, MASLD/MASH, Autoimmune Liver Disease, Complications of Cirrhosis 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
- Partnerships with International Organizations (i.e.: AASLD, EASL, MASL, etc.)
- Partnerships with Canadian patient groups (i.e.: Fatty Liver Alliance, Liver Canada, 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](#)
- [CASL Copyright Policy](#)
- [CASL Privacy Policy](#)

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:

2025 ENTITLEMENTS & BENEFITS	2025 Benefactor \$20,000	2025 Partner \$10,000	2025 Supporter \$7,500
Corporate Partner Recognition - CASL			
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 2025 CASL Best of EASL Webinar	✓	✓	✓
Recognition as a Supporter of the 2025 CASL Best of AASLD Webinar	✓	✓	✓
Recognition as a Supporter of CASL Awards: ▪ CASL Education Excellence Award ▪ CASL Research Excellence Award ▪ CASL Heathcote-Feinman Humanitarian Award ▪ CASL Distinguished Service Medal	✓ (website)	✓ (website)	✓ (website)
Corporate Partner Recognition – Canadian Liver Journal			
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
Corporate Engagement			
Invitation(s) to CASL Canada Night at AASLD	3	2	1
Complimentary registration(s) - CASL Best of EASL Webinar	3	2	1
Complimentary registration(s) - CASL Best of AASLD Webinar	3	2	1
Complimentary listing(s) in the CASL Online Job Posting Board	3	2	1
Optional Add-Ons – Partner with CASL			
CASL Hepatology Fellowships	\$80,000 / fellowship		
CASL Visiting Professorships	\$10,000 / Visiting Professorship		
Co-Developed Education	Inquire within		
Canadian Liver Journal Advertising	Inquire within		
Community Outreach Programs	Inquire within		
Advocacy/Awareness Initiatives, such as: ▪ CASL Hill Day (April) ▪ National Organ and Tissue Donation Awareness Week (April) ▪ International MASH Day (June) ▪ World Hepatitis Day (July 28) ▪ PBC Awareness Month (September) ▪ Liver Cancer Awareness Month (October)	Inquire within		

To schedule a call to discuss your 2025 CASL Corporate Partnership, please contact our association secretariat representative Karen Seto at karen.seto@wearemci.com.

We hope we can count on your support and participation as a CASL Corporate Partner in 2025.

Sincerely,



Dr. Carla S Coffin

University of Calgary
(Calgary, AB)

President

A handwritten signature in cursive script that reads "Carla Coffin".

Dr. Giada Sebastiani

McGill University
(Montreal, QC)

President-Elect

A handwritten signature in cursive script that reads "Giada Sebastiani".