

DR. MCKERLIE, MD, FRCPC, DABR

PHYSICIAN • BREAST IMAGING SPECIALIST • WOMEN'S HEALTH ADVOCATE

SMART STYLISH CLINICALLY DRIVEN HUMAN

Women's health, reimagined through trust, education, and cultural sensitivity.

MEET DR. IFY MCKERLIE, MD, FRCPC, DABR

Dr. Ify McKerlie is a dual board-certified radiologist with over 20 years of experience in breast imaging and women's health.

She is widely recognized for her ability to translate complex medical information into compassionate, accessible education — while bringing warmth, style, and humanity into spaces where women are often overwhelmed, unheard, or dismissed.

Her work sits at the intersection of:

- Women's health
- Medical technology
- Wellness and fitness
- Mental health
- Culture and advocacy

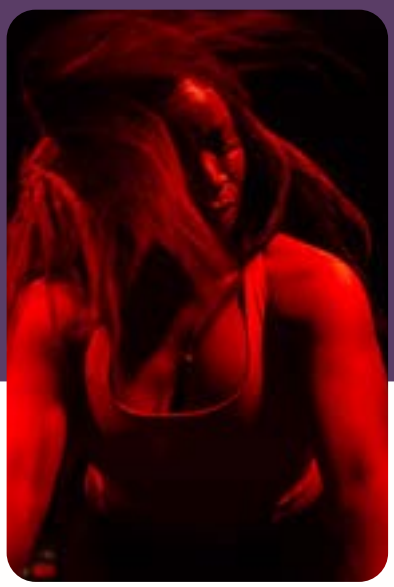
Smart. Stylish. Clinically-Driven. Human.

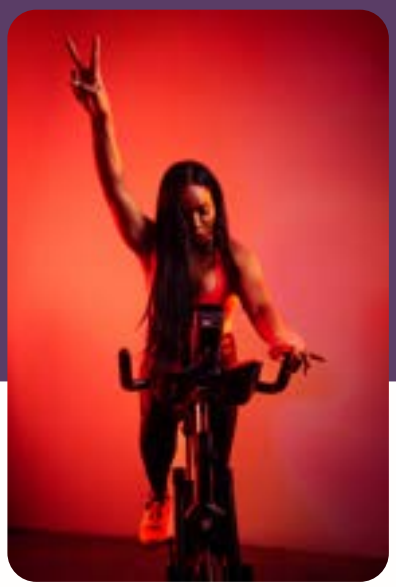
Dr. McKerlie represents a modern model of medical leadership, one that proves women do not have to choose between professionalism and personality.

She believes:

- Women deserve care that sees them as people, not just the symptom
- Breast health should be understandable, compassionate, and empowering
- Preventive care should feel supportive, not intimidating

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AREAS OF EXPERTISE

- Breast Imaging – Diagnostic and Interventional/Therapeutic
- Preventive Women's Health Education
- Patient Advocacy & Health Literacy
- Medical Workplace Culture & Mental Health
- Health Equity and Access to Screening
- Fitness, Movement, and Risk Reduction

CORE MESSAGING THEMES

- Breast health information should be clear, compassionate, and practical
- Trust grows when we replace fear with education, early action, and support
- Women deserve human care that sees the person, not just the symptoms
- Physicians should be approachable, not intimidating
- Professionalism and personality can coexist — women don't have to shrink to be respected

AUDIENCE & COMMUNITY

Dr. McKerlie's community includes:

- Women across life stages
- Health-aware consumers
- Patients navigating screening and diagnosis
- Healthcare professionals
- Fitness-focused and wellness-oriented women

Dr. McKerlie's community values:

- Compassion
- Transparency
- Credibility
- Style with substance

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SIGNATURE PLATFORM

THE ILLUMINATED DARK ROOM PODCAST



The Illuminated Dark Room is a physician-led podcast exploring breast and women's health, and the real lives surrounding it.

Hosted by Dr. Ify McKerlie, the show combines evidence-based medical information with real-world conversations about fitness, beauty, confidence, mental wellness, and the everyday choices that shape how women feel in their bodies.

The podcast blends:
- Clinical expertise in breast and women's imaging
- Patient stories and lived experiences
- Conversations that connect health to real life

Each episode is designed to:
- Inform
- Empower
- Build trust

Creating a platform for mission-aligned partnerships in women's health, wellness, and technology.

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PARTNERSHIP PHILOSOPHY

Dr. McKerlie partners selectively with brands that align with her values, integrity, and commitment to women's health.

She does not promote products she does not believe in.

Partnerships are grounded in:

- Education over promotion
- Trust over trends
- Long-term collaboration over one-off campaigns

IDEAL BRAND PARTNERSHIPS

Dr. McKerlie is especially interested in collaborating with:

- Women's health and wellness brands
- Medical technology and imaging companies
- Beauty and lifestyle brands connected to women's health
- Fitness and movement brands

Partnerships may include:

- Content creation
- Podcast sponsorship
- Event integration
- Educational demonstrations
- Community activations



WHY PARTNER WITH DR. IFY

Brands work with Dr. McKerlie because she offers:

- Medical credibility
- Cultural relevance
- Authentic advocacy
- A trusted female audience
- Real-world activation beyond social media

She doesn't just talk about products- she demonstrates how they fit into women's lives, healthcare systems, and prevention strategies.



SIGNATURE INITIATIVE

GET OBSESSED WITH YOUR BREASTS™

Get Obsessed With Your Breasts™ is an annual breast health initiative designed to make prevention visible, engaging, and accessible.

The initiative combines:

- Education and screening
- Fitness-based activations
- Community events
- Brand-supported experiences and merchandise

The goal:
To make breast health impossible to ignore- especially for women who may not yet see themselves at risk.

REACH & IMPACT SNAPSHOT

Dr. Ify McKerlie's platforms are built on trust, consistency, and education, not viral trends.

Her audience growth reflects sustained engagement from women actively seeking credible health information.



SOCIAL MEDIA

Instagram Primary platform for education, community, and partnerships

• Strong performance on educational Reels and talking-head video

• Strong listener retention for clinical and story-driven podcast episodes

Content Strengths:
• Educational video
• Myth-busting & prevention
• Humanized medical storytelling
• Lifestyle woven through clinical authority

PODCAST REACH

The Illuminated Dark Room available on Spotify, Apple Podcasts, Amazon Music, and YouTube

• 1,400+ downloads in the past year
• Episodes continue to perform over time (evergreen education model)
• Strong listener retention for clinical + story-driven episodes Audience Profile:
• Women seeking trustworthy health education
• Patients navigating screening and diagnosis • Healthcare-adjacent professionals

EMAIL & COMMUNITY (GROWTH PHASE)

• Email list currently in growth and activation phase
• Strategy in place to scale via podcast, events, and partnerships
• High-intent subscribers seeking preventive health education

CONTACT

Let's Collaborate

For brand partnerships, speaking engagements, or collaborations:

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