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## educating

## The power of the AAD comes from you, our members.

In this quarterly publication you will see your membership dues at work and in action, enhancing the specialty: advocating for you, educating for you, innovating for you. We believe our power is enhanced by the diverse voices of many, so we are always **listening to you**, assessing your needs, and taking action to meet those needs.

Our impact is wide-ranging, thoughtful, and significant. Here we gather stories and actions from the past year that paint a portrait of the **Academy's impact** and demonstrate what that means to you, our valued members.

We've sorted our big wins into three major categories, ones that you have told us are most important: **advocating for you**, **educating the public**, and **providing meaningful benefits**. We hope to immerse and impress you; we also hope to clearly and concisely illustrate the benefits of your membership.

You are a better dermatologist because of the AAD, and we are a better organization because you are a member. Read on to review the impact of your Academy in 2020.



### The Academy is your biggest advocate.

We make sure that policymakers and your colleagues in the house of medicine know about the essential role you play in the health care system. We push for policies that respect your expertise and treat you fairly — whether that means fighting prior authorization restrictions or pushing for relief during a pandemic.

Turn the page to learn more about our work fighting for you in 2020.

## SkinSerious® showcases essential role of dermatologists

Through the **Academy's SkinSerious campaign**, we showcase how **you are a vital component** of the broader health care system and improve perceptions of dermatology among policymakers by sharing compelling stories that illustrate that skin disease is prevalent, dermatologists work as partners with physicians throughout the health care system, and your care has a life-changing impact on patients.

Throughout 2020, dermatologists across the country were responding to the COVID-19 pandemic by collaborating with their colleagues, finding innovative ways to treat patients, and demonstrating their expertise on skin conditions. The campaign pivoted to share stories of dermatologists' commitment to care during this unprecedented crisis. We created a video of these health care innovators to share with policymakers that visually demonstrates the impact the specialty had during the public health emergency.

You cast a positive spotlight on the specialty by meeting the needs of patients in your communities, volunteering in emergency departments, developing an international registry on skin manifestations of COVID-19, finding innovative ways to sanitize personal protective equipment, addressing homelessness, and helping vulnerable communities access COVID-19 tests. View stories like this at www.SkinSerious.org.

#### Health Affairs blog shares dermatology's story

Beginning in late 2019, the Academy's *Health Affairs* blog series demonstrated lessons learned by the specialty that were applicable across the country, including innovative practice management techniques and how to increase coordination with your colleagues to ensure patients receive the expertise they need. While in 2020 the topics remained relevant, we were able to pivot and showcase the issues through a pandemic lens and call on policymakers and payers to work alongside physicians to improve patient outcomes and ultimately the health care system. View the series at www.healthaffairs.org/topic/ss130.

Several of you were presented with the Academy's Patient Care Hero award, which recognizes physicians who transform patients' lives by utilizing their expertise and collaborating with other physicians to treat serious skin disease.

To further raise awareness of your life-changing work, we reached out to members of Congress to alert them that a dermatologist in their state or district was honored with a national award from the Academy. Not only does this open a dialogue with policymakers about the work that we do, but also gives congressional offices a glimpse of how much you in the specialty contribute to quality patient care.



#### **GENERATED 65+ MILLION CAMPAIGN TOUCHPOINTS**



**MEDIA COVERAGE** 51.4+ million impressions



**SOCIAL MEDIA** 188,000+ impressions and 4,500+ engagements

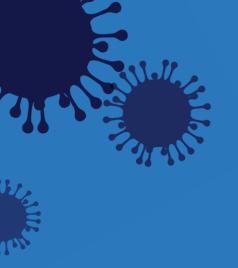


**HYPER-TARGETED DIGITAL ADS** 

14.3+ million impressions and 14,000+ clicks by policymakers







# How we successfully fought for you during COVID-19

As the pandemic devastated communities across the country, we stood in the gap between the financial and regulatory challenges you were up against and your ability to practice every day. With copious amounts of guidance being released over the last year, we helped you keep your doors open and do what you do best: treat patients.

Through our COVID-19 Resource Center at **www.aad.org/coronavirus**, we assisted you in sifting through the numerous federal and state regulations to ensure you could safely open your practice and continue caring for patients — detailing changes in emergency paid family and medical leave and associated tax credits, economic injury disaster loans, clinical guidance, teledermatology, and the development of the COVID-19 registry.

Together, you and the AADA are the specialty's best advocates, and we continue to work with you and our partners to press policy stakeholders on the need to ensure the physician workforce can withstand the impact of the pandemic and **provide high quality patient care**.







Last year, the AADA advocated with Congress, public and private payers, and the Trump administration to ensure the specialty could thrive during the pandemic and in the challenging years ahead by fighting for:



Financial relief for small businesses, including proper oversight of the Paycheck Protection Program and the development of the Provider Relief Program at the Department of Health and Human Services (HHS)



Adequate Medicare payments impacted by budget neutrality requirements



Liability coverage for physicians and other clinicians as well as the facilities where they practice



Practice expense codes to allow physicians to be compensated for all additional supplies, materials, and clinical staff time required during the public health emergency



Suspension of prior authorization protocols, leading HHS to freeze those protocols in fee-for-service programs

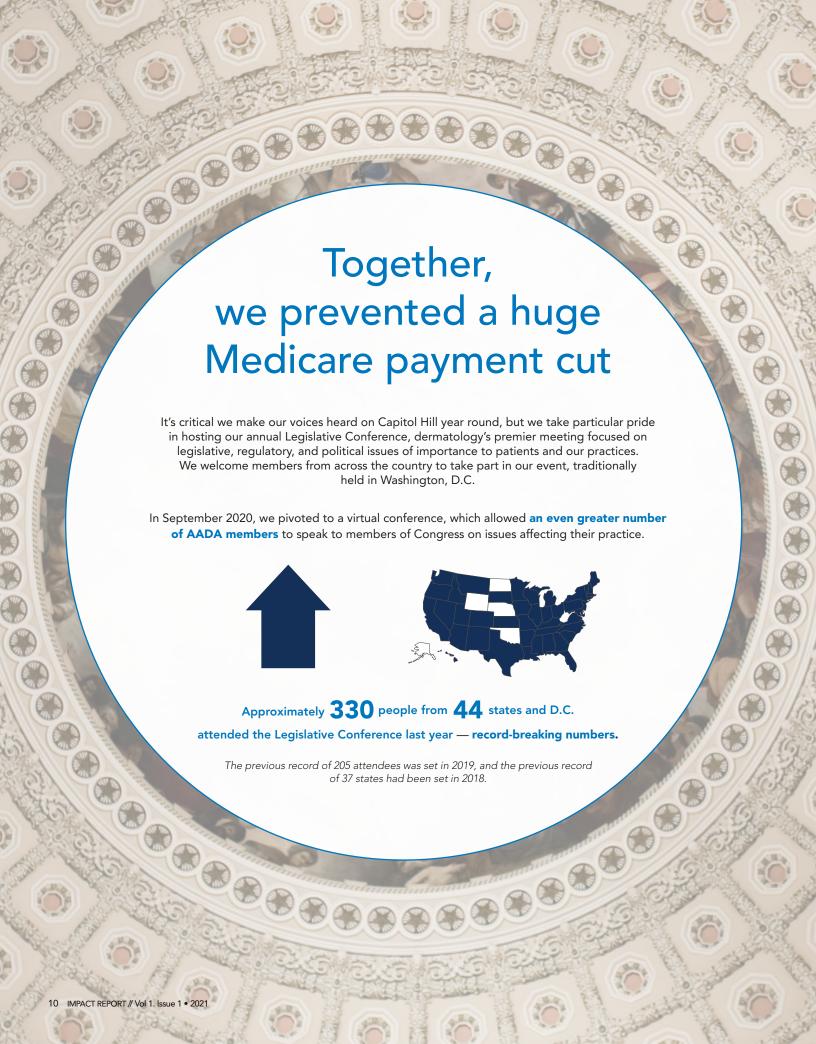


Expanded access to health services by relaxing regulations around telemedicine and encouraging fair payment among CMS and private payers











## Reducing your regulatory burden

We continue to fight to keep you in the driver's seat when it comes to patient care, battling policy restrictions that make it difficult for you to perform routine procedures and improve patients' quality of life.

In 2020 we were able to make great strides related to in-office compounding restrictions.

The workgroup, a collaboration between the AADA, American College of Mohs Surgery, American Society for Dermatologic Surgery Association, and American Society for Mohs Surgery, succeeded in securing an exception for physicians from meeting the same onerous equipment and process requirements as large compounding facilities when conducting in-office preparations. Requiring practices to add laminar flow hoods and to create distinct office space for in-office preparations would have created a tremendous, likely insurmountable burden on practices, particularly small ones. The burden is disproportionate to the risk posed by physicians mixing medications in the office.

In response to a multi-year advocacy effort spearheaded by the AADA Compounding Workgroup, the **Food and Drug Administration** (FDA) released a final rule confirming that physicians can safely prepare compounded medications in their own offices.

The workgroup, independently and in collaboration with the American Medical Association and other specialties, was successful in conveying to the FDA that there is low risk of patient harm when physicians prepare medications in their office. Without this exception, physicians would have to follow strict requirements to prepare anything that is not made pursuant to a manufacturers' labeling — from diluting a drug with saline to mixing sodium bicarbonate with lidocaine and epinephrine.

Getting the FDA to recognize our members' ability to prepare, administer, and prescribe compounded medications was a major step forward in securing access to compounded medications for you and your patients.

We realize there are other compounding issues to address, and we continue our state-level advocacy with the United States Pharmacopeial Convention regarding the development of a monograph for buffered lidocaine and in relation to edits to USP chapter 797 since many state pharmacy boards ultimately adopt USP guidelines into their state regulations.



## Promoting the value in seeing a board-certified dermatologist

#### You are the dermatology **experts**

However, there is a wide spectrum of training and expertise among health care professionals, which is confusing for patients. That's why we support laws that clarify the proper use of the term "board certified."

While there's still more to be done across the country, we're committed to advancing appropriate board-certification language with our partners in state and national medical and specialty societies. Acknowledging that the public health emergency has made some scope-of-practice expansion bills likely in 2021, these organizations are considering advocating for the inclusion of truth-in-advertising language in any scope-of-practice expansion bill that may advance.



In 2020, New Jersey Gov. Phil Murphy enacted the New Jersey Health Care Transparency Act, which closely reflects the American Medical Association model truth-in-advertising bill, including language that restricts inappropriate use of the term "board certification." Three grassroots alerts were sent this year to AADA members in New Jersey, and your strong response to these alerts helped push the legislation over the finish line.



### Advocating the importance of a physician-led care team

However, we believe that efforts to permanently loosen state scope-of-practice laws, especially during the current COVID-19 pandemic, are dangerous and short-sighted.

Each state has its own scope-of-practice laws dictating what a non-physician clinician can do and whether supervision is required. We work hard all over the map to prevent unsafe scope expansions. In 2020, we worked closely with state dermatology societies and state medical societies and defeated independent practice legislation in Louisiana, Oklahoma, Pennsylvania, and Tennessee.

Oklahoma's victory was the result of our close work with the Oklahoma State Medical Society, whose president is Academy member George W. Monks, MD, FAAD, as well as the Oklahoma State Dermatology and Dermatologic Surgery Society. The legislation would have eliminated the formal supervisory relationship between physicians and physician assistants (PAs). However, through the tireless efforts and collaboration of staff, Dr. Monks, and the rest of the coalition, that language was removed, prohibiting PAs from providing "health care services independent of physician supervision."

Together, we're fighting to prevent independent practice by non-physicians and ensure that your patients know who is treating them and that your expert medical judgment remains part of their treatment plan.



We know that there's no one better qualified to treat patients with skin, hair, and nail disorders than you — and we want everyone to know it. Whether the patient is young or old, regardless of gender or skin color, a dermatologist is the right person to see for the skin, hair, and nails.

Turn the page to learn more about our work to build awareness of the importance of seeing a board-certified dermatologist in 2020.







Klint Peebles MD FAAD @DrKlintPeebles Follows you

DiAnne Davis, MD, FAAD

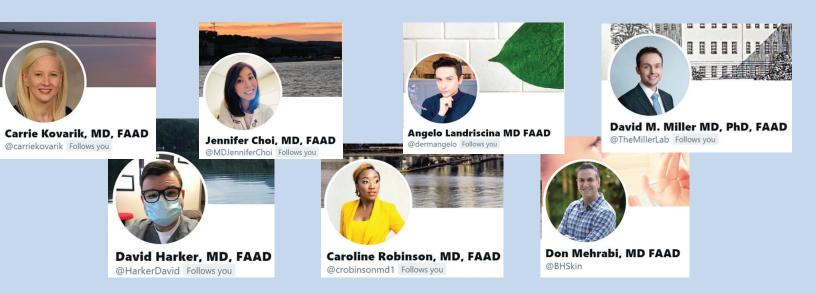
@drdiannedavis Follows you



## The FAAD designation, our branded seal affirming you are the experts

The Academy created the Fellow of the American Academy of Dermatology (FAAD) designation with your member concerns top of mind. This prestigious designation is only available to board-certified dermatologists who are members of the AAD, and assures your patients and the public that you are the leaders in diagnosing and treating skin, hair, and nail conditions.

In today's health care environment and digital age where virtually anyone can dub themselves a "skin care expert" or "beauty influencer," we know it is increasingly important that your patients and the public know the profound difference in the advanced training you receive. While dermatologists have the most advanced training in treatment of the skin, hair, and nails and are certified by a member board of the American Board of Medical Specialties, non-physician clinicians and others continue to claim they are the "skin experts," contributing to the urgent need for board-certified dermatologists to set themselves apart.



## John Smith, MD, FAAD



#### **Fellow**

American Academy of Dermatology

#### We are helping set you apart, clearly establishing you as the leaders in your field.

We have been actively promoting and strongly encouraging the use of the FAAD designation. We want you to use it whenever you can; anywhere your patients can find you: on social media, correspondence, letterhead, anywhere you will be seen! You will be demonstrating your commitment to quality and compassionate care. With the FAAD designation, you will stand out. As you should. Visit www.aad.org/FAADDesignation today to download the designation and start using it.



## Stopping at nothing to make a difference for your patients

Like many of you who continued to see patients virtually during the pandemic, the Academy found innovative ways to safely do the things that matter most. Skin Cancer, Take a Hike!™ and Camp Discovery, our long-running, successful community engagement programs, make a difference, and canceling them due to the coronavirus was not an option. They are lifechanging for the patients you see every day, especially those seeking relief from and care for serious skin conditions, and help spread awareness of the importance of skin cancer prevention and detection.

In 2020, we didn't miss a beat, or more fitting, a step. Skin Cancer, Take a Hike participants laced up their tennis shoes, downloaded the free Strava app, and virtually joined the Academy's Skin Cancer, Take a Hike club to track and share progress with others stepping up for skin cancer. Amid a pandemic, 400-plus participants from across the country logged more than 12,000 miles, helping us raise \$145,000 in support of skin cancer screenings, grants for shade structures, and sunscreen dispensers to communities throughout the U.S.





While the magic of Camp Discovery didn't make it to campgrounds in 2020, new and returning campers enjoyed a one-of-a-kind virtual experience. Smiling children emerged behind their computer screens and played games, made slime, and sang songs. We stopped at nothing to bring the healing power of camp to these children, many of whom find Camp Discovery to be the one place where they can be like other kids despite their serious skin conditions.

## You are the skin experts in May, November, and beyond

It was a noisy year, but your voices rose above the clamor, continuing to educate the public and your patients about your unique skills and expertise, and the importance of seeing a board-certified dermatologist for their skin, hair, and nail needs. The AAD's media relations efforts helped generate 18,000 placements that were seen 36 billion (with a B!) times.

#### How did we do it?

Launched in May, Skin Cancer Awareness Month, our 2020 SPOT Skin Cancer™ campaign generated more than 2.8 billion media impressions, making it the most successful SPOT Skin Cancer campaign in Academy history. Even though the coronavirus pandemic dominated the news cycle, the Academy successfully delivered vital messages to the public encouraging skin cancer awareness and sun safety in 2020. In fact, more than 1,200 stories were placed in prominent news outlets including TODAY.com, HealthDay, Yahoo Life, CNN.com, and the Wall Street Journal. Thanks to AAD media outreach, during National Healthy Skin Month in November, key messages highlighting you as the skin health experts were seen 2.6 billion times, a result of landing 580 media placements that featured the Academy's "Skin Care on a Budget" Video of the Month and news release and a strong social media campaign.

In addition to these awareness months, year round, the Academy invests in robust media relations efforts, active and ongoing social media outreach, developing engaging multimedia content, and maintaining popular web resources that draw tens of millions each year.

We also create resources you can share with your patients to help remind them of all the conditions you can provide expert treatment for, including:



Our ongoing social media efforts, which keep skin, hair, and nail conditions front and center for our digital audience and reach more than 256,000 individuals on Facebook, Instagram, and Twitter.



Our Video of the Month series, seen more than 8 million times on YouTube and social media, featuring dermatologistapproved tips that make news headlines, educating the public on how to manage skin, care, and nail conditions at home.

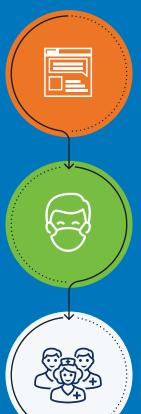


Our multi-year Find-A-Derm campaign, which has resulted in more than 4.3 million impressions and 16,000 searches from patients seeking your help since 2018.

We will continue to position you as leaders and experts dominating this specialty, and encourage you to continue to establish yourselves as champions, influencers, and ambassadors to spread the word on issues impacting all of dermatology.



## In 2020, we:



Secured more than **4,500 media placements** positioning you as experts on the skin manifestations of COVID-19.

Referred you and your colleagues to reporters seeking your guidance and expertise for media stories on "COVID toes" and the newly coined term "maskne."





#### We know the challenges you face.

From the routine need to stay up to date on the latest in the field and earn the CME you need, to learning about the biggest coding changes in decades, to tackling teledermatology on the fly, to keeping your practice going through a pandemic, we create the resources you need to meet those challenges head on.

Turn the page to learn more about some of the critical benefits we offered you in 2020.







# Tools to tackle a pandemic

No one's plans for 2020 included COVID-19. But you rose to the occasion, quickly adopting teledermatology to treat patients who suddenly couldn't come to your offices, going to great lengths to preserve suddenly scarce PPE, and offering guidance to patients who had concerns no one had ever considered before.

Your AAD was there to help. Members and staff who thought they'd be packing their suitcases for our Annual Meeting instead packed their calendars with conference calls, reviewing the latest science and the constant churn of new government guidance and translating it into actionable information for you. We sent you dozens of AAD COVID-19 Update emails and updated AAD.org on a daily, sometimes hourly, basis.









all you are doing for us and our practices.



We have not seen this recommendation anywhere else but from the AAD.

## Resources you flocked to included:



How to switch to teledermatology quickly — and get paid for it

How to handle patients on biologics and other immunosuppressive treatments How to get financial assistance, including PPP loans, economic injury disaster loans, and tax credits for paid leave

## Teledermatology went mainstream this year

2020 was a watershed year, with most dermatologists using teledermatology for the very first time. The AAD was ready to meet the moment: In March 2020, early in the fight against the pandemic, we gave you a onehour webinar on teledermatology and COVID-19 presented by Jules Lipoff, MD, FAAD, chair of the AAD's Teledermatology Task Force.



**66** Dermatologists have long been leaders in telemedicine, **33** so we're well positioned to continue our regular work virtually. I'm proud to do my part.

Jules Lipoff, MD, FAAD, chair of the AAD's Teledermatology Task Force

We followed up with teledermatology resources — plus the training and coding information that complemented those resources — with our "Teledermatology Toolkit" at www.aad.org/member/practice/telederm/toolkit. As a result, we helped you keep your practice open during the pandemic and rolled out vital tools for your future.

Plus, you changed patients' lives with AccessDerm, AAD's philanthropic teledermatology program, designed to deliver dermatologic expertise to underserved populations.



John Strasswimmer, MD, PhD, FAAD, of Delray Beach, Florida — who has been providing free dermatology care for patients worldwide — was one of many dermatologists who were able to connect patients (including Thomas, pictured) with much-needed medical care because of the Academy's commitment to teledermatology and AccessDerm.

## New coding? You've got this

A disruption of epic proportions. A tsunami of change. The rollout of new coding standards in January 2021 upended 25 years of evaluation and management (E/M) coding.

Fortunately, you didn't walk into the storm unprepared. Starting in June of 2020, the AAD began a campaign to make sure you had everything you needed. The dreaded exam bullets may be history, but there are some bullets you needn't dodge. Check out this bulleted list of what we created for you:



We offered education in *Derm Coding Consult* on how you can apply the new coding standards in practice, explaining the revised medical decision making and time-based options for measuring the level of an encounter.



We developed scenarios to demonstrate the proper use of the revised codes to you.



We ran a series of *Dermatology World* articles on the changes, augmenting them with online quizzes so you could test your knowledge.



We hosted a free webinar to explain the new coding paradigm.



We even created an interactive tool you can use to determine the proper E/M code for a visit; just click the buttons that match your situation and get the right code.

Change takes time, so we'll keep offering you resources in 2021 to ensure that following the new E/M coding rules becomes second nature for you and your staff.

Need more help? Visit www.aad.org/coding.

# One of the prime benefits you receive with your AAD membership is access to CME

You are able to get CME through the Question of the Week and Case Challenge in *DermWorld Academy Insider* and stay current on the latest clinical trends by checking in with *JAAD*, *Dermatology World*, *DermWorld Weekly*, and *DermWorld Insights & Inquiries*. In 2020 we also provided you with additional CME via webinars, modules, challenges, boot camp, and other special offerings — a total of 62 credits available for members at no additional charge. See chart (below) for a list of CME that was included in your membership last year.

Source	Annual available CME credits
Question of the Week	12
JAAD CME articles	24
JDCR Case Challenges	12
Telemedicine On-Demand Modules	8
Patient Safety On-Demand Modules	3
Introduction to Quality Improvement On-Demand Module	.5
Introduction to Quality Improvement and Patient Safety in Dermatology	.5
Telemedicine COVID-19 webinar	1
Frontiers in Research, Science, and Technology webinar	1
Total 2020 annual free CME	62



Dr. Zeitany was one of many AAD members who welcomed the ample amount of educational materials provided by VMX. She appreciates the CME she gets through AAD throughout the year.

COVID-19 upended every part of our lives and many review courses were canceled, so I really appreciated the opportunity to brush up on boards study with the review course. And it allowed me to continue to gain valuable CME that I might have otherwise lost. I also get CME through JAAD. I organized a virtual journal club with my coworkers where we discuss and review JAAD CME articles. It gives us a reason to connect during these socially distanced times and helps us stay up to date in our field, all while earning CME — win, win!

— Alex Zeitany, MD, FAAD, Chapel Hill, N.C.



In 2020, we generated new ways to provide content and education for you. Drawing on a wealth of creative resources, we created an innovative platform and program, bringing you the 2020 **AAD VMX, the Academy's first-ever virtual meeting.** Participants could earn another 32.5 CME credits.

## 2020 Corporate Partner Circle Members

The Academy is grateful for these important partnerships, which help advance our mission. Membership is awarded to Corporate Partners who have provided support at the Ruby Level and above for three consecutive years. This is the highest level of recognition given to a corporation by the Academy.





























# 2020 National Partners

## Diamond

(\$500,000+)

Sanofi Genzyme & Regeneron

## Sapphire

(\$250,000+)

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Neutrogena Corporation

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## **Bronze**

(\$25,000+)

**Dermayant Sciences** 

Dermira, Inc.

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## 2020 Corporate Roundtable

Corporate Roundtable members support the AAD's mission by contributing to the AAD's greatest annual need.

Dermavant Sciences

Dermira, Inc.

Skin Medicinals, LLC

# Thank you.

Thank you to all of those donors listed below whose gifts of \$100 or more were received in 2020.

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## Impact report

The new AAD/A Impact Report will be published quarterly to keep you up to date year-round on the impact of your Academy.

Look for the upcoming online edition in your inbox this summer!

On the Cover: Dermatology residents at St. John's Episcopal Hospital in New York City stepped up to the front lines during the pandemic to treat patients and support their fellow medical practitioners. In addition to serving in the emergency medicine department, palliative care, and inpatient medicine wards, they reached out to donors to request meals to sustain hospital workers through their lengthy and hectic shifts. Left to right: Gerard Danosos, DO, Stefanie Cubelli, DO, Ann Lin, DO, and Paloma Reiter, DO.