

# Achieve

Taking Innovations To New Heights



**2017 Annual Report**

American Society for Dermatologic Surgery  
American Society for Dermatologic Surgery Association

**ASDS**  
American Society for  
Dermatologic Surgery **ASSOCIATION**

**AS | DS**  
American Society for  
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE **EXPERTISE**  
FOR YOUR *skin health and beauty*™



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## MISSION

ASDS dermatologists will be universally acknowledged as the leading experts in helping patients achieve optimal skin health and beauty through their mastery of surgical, medical and cosmetic treatments.

## VISION

To advance the skin health and well-being of our patients and community through education, research and innovation in the art and science of surgical, medical and cosmetic treatments.

## MEET THE ASDS /ASDSA STAFF

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Education Specialist

**Janet Wynn**  
Digital Communications Manager

# Achieve: Taking Innovations To New Heights

It has been an honor to serve as the Society's President this past year, and I am very proud of all our successes highlighted here in *Achieve*, our fifth Annual Report.

Through the efforts of many, we have advocated for and achieved national policy changes and watched legislation we helped write get adopted in several states. We have also strengthened our resources available to members including a new Early-Career Preceptorship Program and Kenneth W. Fields, MD, Resident Education Enrichment Scholarship Program. Over 400 dermatologists participated in our domestic and international mentoring programs. ASDS also launched its first Master's Circuit course in June, which offered chair-side patient demonstrations and practice management insights. The 2017 ASDS Annual Meeting held in Chicago was a tremendous success with record-breaking attendance. We also exceeded our industry support goals driving \$1.8 million in corporate support. This support allows us to expand our educational offerings, member benefits and public relations initiatives.

The highlights have revolved around enabling younger members to engage in meaningful work that helps them improve their techniques and develop their leadership skills. The Early-Career Preceptorship Program drew four young dermatologists in its inaugural year. They chose from a list of almost 200 preceptors and observed a variety of surgical procedures performed by veteran members. This new program provides North American ASDS dermatologists with the opportunity to gain key clinical and practice insights during a short practice visit with an experienced dermatologic surgeon.

The Future Leaders Network comprises the lifeblood of our Society. Now in its eighth year, participants represent the future of the profession with their dedication to developing projects that will impact our work for years to come. The 2016-17 mentees were no exception. Their project topics ranged from practical ("Algorithm for Laser Device Purchases") to educational ("Patient Education on Dermatologic Surgery" and "How to Establish a Mohs Practice Guide") and highlighted our diversity ("Cosmetic Treatments in Skin of Color").

It has been rewarding to see the traction of our ASDSA SUNucate model legislation for the use of sunscreen and sun protective clothing in schools and camps. More than 41 medical associations, patient organizations and industry partners have signed on in support of these efforts. So far, seven states have passed bills protecting children against skin cancer, with more than 15 pending in 2018. In recognition of our work, we received the Power of A Gold Award from the American Society of Association Executives. SUNucate's success was picked up by both local and major media outlets including *Washington Post*, *Today Show*, *USA Today*, NBC News, PBS and MSN. Its nine press releases garnered more than 2.4 million headline impressions.

Collaborating with other specialty organizations for common purposes builds professional camaraderie and creates options to promote the breadth and scope of our expertise. This year, we undertook the development of new guidelines on reconstruction after skin cancer resection with the national organizations for

plastic surgeons, facial plastic surgeons and oculoplastic surgeons. The projected completion date is spring 2019, and our concerted effort positions our specialty expertise while promoting cooperation with our colleagues in other surgical fields.

Finally, our exclusive survey data continues to reinforce our members' expertise. ASDS members performed almost 10.5 million medically necessary and cosmetic procedures in 2016 – this number is up 31 percent from 2012. For the fifth year in a row, skin cancer treatments ranked as the most-performed procedure (3.5 million), confirming both the growing incidence of the disease and the demand for member expertise of its treatment. Since 2012, skin cancer treatments have risen 35 percent. In addition, five-year trends reveal a 48 percent increase in soft-tissue filler treatments, a 50 percent increase of wrinkle-relaxer use by millennials, and that body sculpting procedures by our members have increased two-and-a-half times. ASDS members are more in demand than ever, and we are best-suited to help our patients achieve quality results they desire.

We achieve these and many other goals through a common vision of excellence as THE skin experts. This resonates in our respective practices, our advocacy work and with our patients. Our Society offers a limitless outlet of opportunities to get engaged and help grow and support our specialty.

ASDS was created to make us better dermatologic surgeons, so we could give better care to our patients. The Society's mission is primarily to foster and promote the highest possible standards in clinical practice and research, and to provide a forum for the exchange of ideas and methodologies for dermatologic surgery. ASDS is not a bunch of bureaucrats. It is made up of people like you and me, who have practices to run as well as personal and family obligations. The 244 of us who serve on work groups, committees and the Board of Directors are all volunteers who do this as a labor of love. As President this year, I was able to see just how much time and energy our members put into improving our Society and helping us all become better dermatologic surgeons for our patients. Our membership is an incredibly talented and creative group of people. Thank you all for being so generous with your time, energy and ideas. This is the way our specialty moves forward.

It has been a true honor to help lead and support all of our efforts this past year. I have been inspired by the dedication of our membership and am confident we will continue to drive our specialty and Society to even greater heights.



A handwritten signature in black ink that reads "Thomas E. Rohrer, MD".

**Thomas E. Rohrer, MD**  
2016-17 ASDS / ASDSA President

# Optimize Continuing Physician Education

*Be the recognized source for comprehensive, balanced and readily available dermatologic surgery education.*

Goal 1

## *Providing resources for success*

Education is the heart of the ASDS mission. The Society strives to offer the most innovative, effective, evidence-based educational programs that offer training to help members provide the highest quality patient care. ASDS offers unmatched lifelong learning experiences:

- A best-in-class Annual Meeting, providing the most relevant, comprehensive education in an interactive setting.
- Educational exchanges where ASDS experts visit residency programs and preceptees visit practices for one-on-one mentorships and learning.
- Intimate hands-on procedural courses.
- Self-directed learning resources from online tools to subscriptions to educational products.

## ASDS ANNUAL MEETING

The 2017 ASDS Annual Meeting in Chicago featured the most significant research and latest cosmetic techniques, medical therapies, challenging Mohs procedures and complex reconstruction, all presented by expert

dermatologic surgeons in settings designed to foster idea generation and collaboration. With 1,271 attendees, the 3½-day ASDS Annual Meeting included more than 300 faculty members giving approximately 675 presentations during 90 hours of educational programming. Among the highlights of the Chicago meeting, the program featured:

- The Leadership in Innovation Lecture by Robert A. Weiss, MD, the Annual Lawrence M. Field, MD, Honorary Lecture by Doris Maria Hexsel, MD, and the opening keynote by Epidemiologist Lawrence Brilliant MD, MPH.
- Hands-on workshops and patient demonstrations focused on tumor excision / wound repair as well as techniques for injectables, advanced suturing and advanced sclerotherapy and vein techniques. Pre-conference workshops were held at the state-of-the-art Northwestern Simulation™ Center at the Feinberg School of Medicine.

### **S. Brian Jiang, MD**

Scientific Chair, Annual Meeting Work Group



*Experience unparalleled education providing the most relevant, comprehensive education in an interactive environment at the ASDS Annual Meeting.*



- For the second year, a comprehensive program for office staff, in collaboration with the Association of Dermatology Administrators and Managers, targeted skill development in marketing, technology and patient relations.
- Clinical-based content-filled competitions included the ever-popular Iron Surgeon and Golden Scalpel Knowledge Bowl.
- Time to connect with colleagues during the elegant Gala at the John G. Shedd Aquarium, informal Welcome Reception and exciting Silent Auction.
- Events just for residents and early-career dermatologic surgeons, including a Resident Networking Reception and daily hospitality suites.
- An ASDS Member App featuring all the ASDS Annual Meeting had to offer, from educational program information and evaluations to exhibitor lists and hotel floor plans; also including the Derm Matchup which arranged direct meetings with exhibitors and attendees.
- Displays from more than 120 exhibitors, showcasing the latest products and developments in dermatologic surgery.

## EDUCATIONAL EXCHANGE

Sharing knowledge is a priority for ASDS, with domestic and international mentoring programs engaging over 400 dermatologists. Both mentors and mentees benefit when experts and rising dermatologic surgeons share their skills and experiences in educational exchange formats.

The exclusive ASDS Preceptorship Program is now offered under three categories: Resident, International and Early-Career. A total of 54 Resident Preceptees received approval in 2017 to visit any of 187 participating preceptors, providing unparalleled opportunities for one-on-one learning.

An Early-Career Preceptorship Program was launched in 2017 which provides younger ASDS members the opportunity to visit the office of a more experienced dermatologic surgeon of their choice to gain not only clinical pearls, but practice and management insights as well.

In the International Preceptorship Program, one international dermatologic surgeon each year is selected to visit a preceptor in the United States to learn techniques and procedures not available in his or her country of origin. The 2017 recipient, Lena Hampel, MD, of Baden, Austria, selected Christopher Miller, MD, of the University of Pennsylvania as her Preceptor. ASDS also offers learning across the globe through two outreach efforts established through the Lawrence Field, MD, International Dermatologic Surgery Educational Exchange Fund.

- In the International Traveling Mentorship Program, 165 approved mentors and hosts from 34 countries offer teaching and learning opportunities.
- Two other ASDS programs provide education connections. The DermSurg Fellowship Finder is a comprehensive web-based resource of all Mohs, procedural, cosmetic and laser surgical fellowships in the United States.



## EDUCATIONAL COURSES

ASDS offers unparalleled educational opportunities for members to expand skills, explore new advances and improve patient care, from residents to advance practitioners.

The Premier Annual Resident Cosmetic Symposium, held April 28-30 in Dallas, provided scholarships to 100 residents for comprehensive hands-on and didactic training in injectables, peels, veins, body sculpting and lasers / energy-based procedures. With residency programs facing limitations of time and resources, this 2½-day course led by Thomas E. Rohrer, MD, and Susan H. Weinkle, MD, helped fill the training gap in the ever-changing, ever-growing realm of cosmetic dermatology procedures.



*Fellowship Director Pieter du Plessis, MD, and Mohs Fellow Nivana Ramlachan, MD.*



ASDS also launched its first Masters Circuit course on June 3, where co-directors Drs. Bob and Margaret Weiss opened up their high-tech, state-of-the-art practice to host this unique, truly interactive course that had chair-side patient demonstrations, as well as practice management insight and tips. Feedback from attendees was tremendously positive, with participants really enjoying the opportunity to interact in real-time during procedures. With the overwhelming success of this course, ASDS is developing new Masters Circuit courses at other locations throughout the country.

ASDS rounded out the year with the SKIN<sup>3</sup>: Re-Surface, Re-Fill, Re-Drape course, covering an integrated approach to facial rejuvenation. Drs. Susan Obagi and Kimberly J. Butterwick chaired the interactive course on Nov. 11-12 in San Diego, which featured live chair-side patient demonstrations and in-depth video analysis of expert strategies.



*The Society's educational courses include interactive formats with live chair-side patient demonstrations.*

## SELF-DIRECTED LEARNING

From online tools and self-assessments to subscriptions and educational products and DVDs, ASDS is committed to providing self-directed learning resources to fit everyone's learning style and scheduling needs.

Exclusively dedicated to cosmetic and reconstructive cutaneous surgery, *Dermatologic Surgery* publishes the most comprehensive and up-to-date information in the field. This monthly scientific publication includes peer-reviewed original articles, case reports, ongoing features, literature reviews and correspondence. The journal – mailed at no charge to members – also is available on the Quest digital knowledge network.

The ASDS e-learning portal at [asdselearning.net](http://asdselearning.net) provides ASDS members with flexible, convenient access to quality educational resources. Learning modules provide the full-course experience in the comfort of a home or office.

- ASDS Circle of Excellence – Achieving a designation (available now for soft-tissue fillers) provides members with an attestation to peers, patients and referring physicians and validates their commitment to the highest level of expertise and patient care through continuing education.
- Mini-MBA Series – A four-part series provides proven practice management and marketing strategies as well as tips from successful practices.
- Leadership Development Series – A six-part series focuses on how to become a more effective manager, coach and leader.
- Management of Actinic Keratosis, Squamous Cell Carcinoma and Basal Cell – This tool helps primary care physicians understand when to refer patients to an ASDS member.
- Medical Triaging & Tips for the Nurse in the Cosmetic Dermatology Practice – First-line responders can learn how to effectively reply to or answer patient care questions and understand the impact on patient safety and outcomes.



## BY THE NUMBERS...

**1,271**

ASDS Annual Meeting Attendees

**84%**

ASDS Mobile App usage rate

**22%**

Increase in screen views of the ASDS Annual Meeting App

**268,146**

Quest visits



The Quest digital knowledge network also provides many e-learning resources exclusive to ASDS members including:

- Understanding Facial Anatomy for Safer Filler Injection – This video focuses on high risk areas of vascular anatomy, landmarks for safe injection and strategies to prevent complications.
- Dermatologic Surgery Fundamentals Series – These reference guides help residents understand key principles in dermatologic surgery.
- ResQ Procedural Dermatology Review – The study tool offers 500 board-style questions and answers.
- Better Surgical Education Video Series – This six-part lecture series by ASDS experts reviews types of flaps, hyaluronic acid fillers and physiology of facial aging, for example.
- Educational Podcasts – These audio interviews with ASDS colleagues impart essential information on coding, patient safety and pain management.

New Quest features in 2017 included:

- Procedural Derm-Casts – Learn about new developments, pearls and effective practices in dermatologic surgery with educational podcasts from ASDS experts.
  - Update on Devices with Dr. Tom Rohrer
  - Tips and Pearls for Wound Management with Dr. Tania Phillips
  - Procedures in Skin of Color with Dr. Valerie Callender
  - Round Table Discussion on New Products and Applications for Fillers and Toxins with Dr. Dee Anna Glaser, Dr. Sue Ellen Cox, and Dr. Diane Berson
  - Update on Body Contouring with Dr. Kim Butterwick
- Laser, Energy and Aesthetic Devices: Intense Pulsed Light and Pulsed Dye Laser Videos – These step-by-step videos demonstrate standardized device protocols from patient prep to post-procedure care, basic laser parameters and appropriate tissue response.

Other self-directed learning opportunities available include:

- ASDS Live Learning Center – ASDS Annual Meeting presentations can be viewed or downloaded.
- ASDS products – A variety of clinical and practice management publications and DVDs specific to dermatologic surgery are available at discounted member pricing.

## MAINTENANCE OF CERTIFICATION

ASDS is dedicated to providing resources to assist diplomates of the American Board of Dermatology with MOC-Derm. Over 100 MOC Self-assessment credits were made available through ASDS Annual Meeting pre-conferences and sessions to support MOC Part 2.

The ASDS member-only initiative MOC-SA Question of the Week via Quest was launched in 2017. Each week a case is emailed to members. Correct answers are logged in the member's record, earning them one MOC-SA credit per week. Emails are sent for questions still in queue to ensure members earn as many credits as possible, up to 52 per year.





# Champion Public Education and Peer Recognition

*Be the recognized source on skin health and beauty to the public, media and fellow physicians.*

# Goal 2

*ASDS promotes member expertise and scope of practice with a variety of initiatives.*

## BRANDING CAMPAIGN

The ASDS branding campaign – launched in mid-2013 – continues to drive consumers to the ASDS website, where prospective patients search for an ASDS member in their area. In addition to driving patients to members’ doors, the campaign educates referring physicians about ASDS member expertise. This year, notable strides have been made to grow the Society’s social media reach strengthening its voice in the ever-increasing digital conversations.

The branding campaign raises awareness of Society members as THE experts in skin health and beauty. The consumer campaign has focused on digital advertising – with Google AdWords and remarketing ads tied to branding video landing pages. In 2017, ASDS continued its pay per click advertising campaigns connecting consumers to content-rich ASDS website pages. Remarketing ads were refreshed with new copy and images to better reflect the ASDS message and connect with targeted audiences.

The campaign was a success, with 1 million web impressions from Google AdWords. Social media drove over 621,000 website visits with more than 22,000 consumers interested in more information about cosmetic and skin cancer treatments. Visitors clicked through to the ASDS website and typed in their location to “Find a dermatologic surgeon” near them. Of those, almost half are clicking on a member’s profile to view contact and website information.

## GETTING SOCIAL

One in four people get their news from social media. With a great deal of misinformation about skin care and a sea of people claiming to be the experts, ASDS is dedicated to having a stronger voice in these digital conversations.



**Naomi Lawrence, MD**  
2016-17 ASDS / ASDSA Immediate Past President



*The national branding campaign promotes the Society’s message of expertise and scope of practice, adds its voice to the digital conversations, increases website visits and drives patients to members’ doors.*

## BY THE NUMBERS...

**Over 1 million 621,210**

Annual Google AdWord impressions

Social media website sessions

**22,558**

Consumers used the "Find a dermatologic surgeon" referral service

In 2017, ASDS launched a new Social Media Work Group and created a social media content strategy. ASDS-exclusive content was used in posts, images and videos sharing the Society's message of expertise and driving the public to the "Find a dermatologic surgeon" online referral service. These efforts are producing results with increased likes, followers and fans across all social channels. A highlighted success was the month-long May Skin Cancer Awareness campaign, which won a platinum AVA Digital Award and received an honorable mention from the MarCom Awards. The first post launching the program was the most popular. The post promoted free skin cancer screenings, reached over 15,000 people and garnered more than 1,000 clicks on Facebook.

## PATIENT EDUCATION

Providing the right tools is an important component to educating patients on skin health and procedures. ASDS offers a full line of patient education tri-fold brochures and newsletters to provide patients with facts about skin cancer, aging skin and the realities of cosmetic procedures. These brochures can also be customized for individual practice promotion. In 2017, ASDS continued to expand its Skin Experts newsletter series

with topics including non-invasive fat reduction, treatments for acne scars, non-melanoma skin cancer and specific conditions related to skin of color. These materials are available digitally and can be used directly in patient consults or added to practice websites and electronic communications saving members time and money creating their own materials. Consumers trust they can find comprehensive, accurate information on skin cancer and cosmetic treatments and conditions on the ASDS website ([asds.net](http://asds.net)). With content categorized by skin conditions and their possible treatment options, the website not only provides facts, details and explanations, but also offers information to prospective patients on how to prepare for a procedure and possible complications.



*It's critical for ASDS members to be a strong voice in the digital conversations to reinforce our board certification and medical expertise on skin health and beauty.*

**Doris Day, MD**  
Chair, Social Media Work Group

## BY THE NUMBERS...

**1,179,723**

Page views on ASDS website

**More than 2,000**

free skin cancer screenings provided in 2017

## BY THE NUMBERS...

**3.5 million**

Skin cancer treatments

**2.79 million**

Laser / light / energy-based procedures

**1.97 million**

Wrinkle-relaxing injections

**1.35 million**

Soft-tissue filler treatments

### CHOOSE SKIN HEALTH



ASDS member volunteers continue to provide free cancer screenings and make a difference in the fight against skin cancer as part of a partnership program with Neutrogena. For eight years, Choose Skin Health has tapped into celebrity star power to draw attention to the program, with brand ambassadors such as Jennifer Garner, Hayden Panettiere, Gabrielle Union and Sandra Echeverria (in a Spanish PSA) participating in outreach messages to the public.

Print ads – featured in major national magazines – urge the public to practice sun-safe behaviors such as wearing sunscreen and avoiding tanning beds. In 2017, ASDS members provided over 2,000 free screenings, and collectively, over 24,000 free screenings since inception, with one in 10 being diagnosed with skin cancer during the screenings.

### PUBLIC SERVICE PROGRAMS

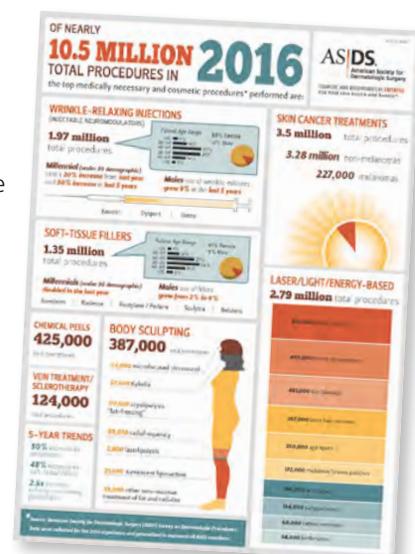
The Future Leaders Network has created public service programs that continue to raise awareness about sun-safe behaviors and the importance of early detection. SPF For All promotes the use of sunscreen dispensers in public areas and was part of the Summer Games of the Special Olympics of North Carolina for the second consecutive year. In addition to reaching event attendees and participants, sun safety is now part of their year-round Healthy Athletes Disciplines Program reaching over 40,000 children and adults each year.



### PROCEDURE SURVEY

#### Showcasing experience and training

Data collected in 2017 showed dermatologic surgeons performed nearly 10.5 million medically necessary and cosmetic procedures in 2016, up five percent from the previous year. The totals – revealed in the 2016 ASDS Survey on Dermatologic Procedures – showed increases in a variety of categories. The annual survey of practicing members again illustrates how dermatologic surgeons continue to be chosen by patients for their unique training and wide-ranging experience to treat not only the health of the skin but also its function and beauty.



As the incidence of skin cancer regrettably continues to rise, dermatologic surgeons continue to demonstrate their commitment to skin cancer awareness and prevention as well as their expertise in diagnosis and treatment. Of the 3.5 million skin cancer treatments performed by ASDS members in 2016, about 227,000 were for melanoma.

Dermatologic surgeons performed seven million cosmetic treatments as patients took advantage of new techniques and tools. The top cosmetic treatments were:

- Laser / light / energy-based procedures: 2.79 million
- Neuromodulator injections: 1.97 million
- Soft-tissue fillers: 1.35 million

Besides phototherapy, a number of other laser / light / energy-based devices used for specific conditions had large totals, including:

- Facial redness: 493,000
- Photo rejuvenation: 493,000
- Sun damage: 481,000

# BY THE NUMBERS...

**7 in 10**

Consumers are considering cosmetic procedures

**10 of 10**

Patients would choose an ASDS member for their treatment

**5th**

Consecutive year dermatologists are most influential for cosmetic procedure decisions

With the five-year trend data now available, the range and growth of procedures ASDS members provide is evidence of the public's recognition that ASDS members are the experts in the health, function and beauty of the skin.

Ranking as one of the fastest-growing categories, ASDS members performed more than 387,000 body sculpting procedures in 2016, marking a 68 percent increase from 2015 and has grown two and half times in the last five years. The minimally and non-invasive techniques used by dermatologic surgeons reduce inches and eliminate stubborn fat.

Interest from males and millennials in cosmetic treatments continues to grow. The last five years of trend data reveals an increase in men receiving wrinkle-relaxers by nine percent, while millennials use of neuromodulators increased by 50 percent.

The survey effort – overseen by the Survey Work Group and led by Diane Berson, MD, Chair, and William P. Coleman, III, MD, Co-Chair – produced an annual snapshot as well as valuable trend data for the media. As procedure totals continue to grow in all categories, this means more patients are choosing ASDS members for their expertise to treat the health, function and beauty of the skin.

The specialty in which a physician is board-certified is a top influencing factor when selecting a practitioner for a cosmetic procedure, second only to cost. For the fourth year in a row, dermatologists carry more influence regarding decisions to have cosmetic procedures than friends, physician referrals or 11 other factors. Patients who had procedures favored dermatologists for eight of the 10 procedure categories. All of the respondents in 10 of 10 categories who had visited a dermatologist chose an ASDS member. And in all 10 categories, the majority of respondents indicated they would choose an ASDS member for a procedure.

The survey also supplied renewed insight into what compels consumers to seek cosmetic treatments. To a large extent, intrinsic motivations steered their decisions. For the fifth straight year, the leading factors for pursuing treatments were the desire to “look as young as I feel or better for my age,” “appear more attractive” and “feel more confident.” The blind online survey asked more than 7,300 average Americans what bothers them the most about their appearance. About 85 percent said excess weight, followed by, lines and wrinkles around / under the eyes (74 percent), excess fat under the chin / neck (73 percent) and skin texture and / or discoloration (71 percent).

These concerns coincided with some of the procedures most often being considered: Body sculpting; ultrasound, laser, light and radiofrequency treatments for wrinkles; microdermabrasion; and laser hair removal. Consumers gave the highest overall satisfaction rates to cosmetic procedures, such as neuromodulator and soft-tissue filler treatments, performed by dermatologists more often than by other practitioners.

ASDS spread the word across the nation about its fifth annual survey results through a press release, an infographic and news video.

The Survey Work Group is gratified by the five-year trend data reinforcing the influence of dermatologic surgeons in cosmetic surgery. Expanded media relations efforts used the survey results to spread the message that ASDS members have the unique training and experience to recognize trend data and the special needs of the skin through various life stages.

## CONSUMER SURVEY



Over half of consumers were considering a cosmetic skin procedure in 2017, with dermatologists again named as the greatest influence in this decision according to the fourth annual Consumer Survey on Cosmetic Dermatologic Procedures. The survey reflects overall consumer views about cosmetic treatments and ratings for 10 specific procedures. It underscores the value consumers place on physicians' distinct

qualifications, with the expertise held by ASDS members proving especially resonant.



# Embody Scientific Excellence and Innovation

*Foster the highest quality research and innovation to promote the specialty and ensure the delivery of optimal and safe patient care.*

## PROMOTING AND ADVANCING INNOVATION

By nature, dermatologic surgeons are inquisitive: investigators driven by the need to learn and improve skills and patient outcomes. Supporting its mission to foster, support and develop knowledge in dermatologic surgery, ASDS provides members with the tools and assistance they need to achieve the highest standards in clinical practice and patient care.



*ASDS members are truly taking innovations to new heights by developing new technologies and treatments to elevate our specialty and patient care.”*

At the invitation of the American Society of Plastic Surgeons (ASPS), ASDS embarked on the collaborative development of evidence-based, clinical guidelines: Reconstruction After Skin Cancer Resection. ASDS and three other dermatology related groups entered into a Memorandum of Understanding for a collaborative effort regarding development of the guidelines. A total of nine representatives from ASDS, the American Academy of Dermatology (AAD), the American College of Mohs Surgery (ACMS) and the American Society for Mohs Surgery (ASMS) serve on the development committee.

Joining ASPS, ASDS and the three dermatology-related groups are representatives from the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), the American Academy of Ophthalmology (AAO) and the patient community.

The 2016-17 ASDS Board of Directors also approved the development of an evidence-based clinical practice guideline for soft-tissue fillers. Work has begun to organize a multi-specialty steering committee that will develop this very worth-while project.



**George G. Hruza, MD, MBA**  
Chair, Research Work Group

Eight grants totaling just under \$100,000 were awarded in 2017 through the Cutting Edge Research Grant program. These research projects advance the practice of dermatologic surgery, stimulate the invention of new technologies or document the safe and effective work of dermatologic surgeons.

Board-directed research allows ASDS to align research initiatives with organizational priorities. ASDS Board-directed topics for 2017 included:

- Safety of cosmetic procedures.
- Demonstration of patient satisfaction of dermatologic surgery care / dermatologic surgeon care.
- Patient preference for being treated in an outpatient setting.



**2017 Cutting Edge Research Grant Program**

**CALL FOR APPLICATIONS**

Apply online beginning February 1  
**Submission Deadline: July 3, 2017**

*Uniting education and innovation in dermatologic surgery*

**Up to \$100,000 in grants to be awarded**

Special request for research related to:

- Board-directed research topics
- Evidence-based medicine
- Comparative efficacy research
- Quality studies
- Patient safety studies

**Online Application Submissions ONLY!**

Awards will be announced at the 2017 ASDS Annual Meeting October 5-8, Chicago, IL.

**ASDS**  
American Society for Dermatologic Surgery  
COSMETIC AND RECONSTRUCTIVE EXPERTISE FOR YOUR skin health and beauty™

*2017 Fredric S. Brandt, MD,  
Innovations in Aesthetics Fellowship Fund Winners*



*Sandeep S. Saluja, MD*



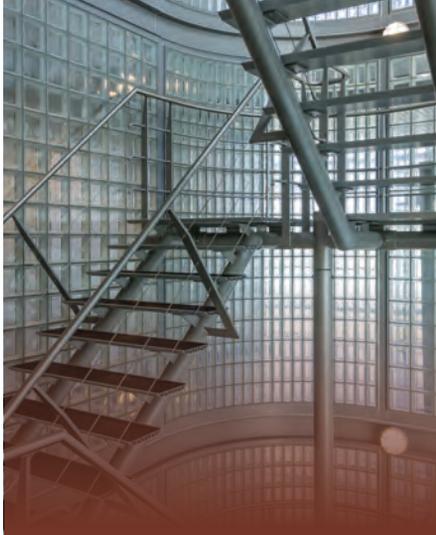
*Mona Sadeghpour, MD*

Two fellows in ASDS-accredited Cosmetic Fellowship programs were awarded grants as part of the Fredric S. Brandt, MD, Innovations in Aesthetics Fellowship Fund: Drs. Sandeep Saluja and Mona Sadeghpour. This Fellowship, funded by The Allergan Foundation, serves to foster research and leadership development in fellows focused in furthering innovations in cosmetic dermatologic surgery.



## **SURGICAL DIRECTORS FORUM**

An idea that was shaped in late in 2014 has grown not only its membership but its influence in a relatively short time. The Surgical Directors Forum represents surgical directors of dermatology residency, and Mohs and cosmetic fellowship programs. To date, 165 surgical directors from more than 70 programs have met to identify areas of common concerns, including cosmetic training in residency programs, best practices for cosmetic study, collaborative research and practical guidelines and issues. This impressive group met throughout the year to tackle issues such as collaborating on multi-site research proposals; entering the match; EMR transition; compounding; developing a business plans for academic cosmetic practice; survey of cosmetic training in residency; and studies demonstrating the safety of cosmetic procedures.



# Increase Membership and Member Engagement

*Be the largest organization of dermatologic surgeons with members who are actively engaged in the organization.*

Goal 4

## RESIDENTS AND EARLY-CAREER DERMATOLOGIC SURGEONS

The Society offers many resources and opportunities for residents and young dermatologic surgeons, beginning with free memberships to residents and reduced rates for those just starting their careers. With scholarships to the ASDS Annual Meeting and the Premier Annual Resident Cosmetic Symposium, as well as a variety of educational materials available at no charge, the Society is an integral part of the start to every dermatologist's career.

## VISITING PROFESSOR PROGRAM

The Visiting Professor Program enhances the educational experience of dermatology residents at no cost to the residency program. Twelve leaders in dermatologic surgery offer their time to visit programs and provide lectures on chemical peels, silicone, liposuction, surgical skills and tumescent local anesthesia. This unique offering builds stronger relationships with residency programs. In 2017, six visits were completed:

- University of Illinois
- Harbor UCLA Medical Center
- Wake Forest University
- Henry Ford University
- Navel Medical Center San Diego
- University of Texas Health Science Center

*Leading educational opportunities, mentorship and leadership skills are some of the many benefits residents receive for both professional and personal development.*



*Residents and early-career dermatologic surgeons participate in many educational sessions and networking events at the 2017 ASDS Annual Meeting.*



**Matthew LeBoeuf, MD**

2016 - 18 Resident Representative on the Board of Directors

## BY THE NUMBERS...

# 266

Resident scholarships awarded for 2017  
ASDS Annual Meeting



*Residents test their dermatologic surgery knowledge at the 2017 ASDS Golden Scalpel Knowledge Bowl.*

Resident membership highlights for 2017 include:

- Growth in the Resident Liaison program, with 123 liaisons representing 105 residency programs.
- Distribution of the ASDS Dermatologic Wound Closure Kit to all second-year U.S. residents in late June.
- Access to *ASDS Primer in Dermatologic Surgery: A Study Companion* and *Laser, Energy and Aesthetic Devices Primer* via the Quest digital knowledge network.
- The Resident Resource Kit, mailed to third-year residents completing their residency in 2017. The kit included the *Building Your Dermatologic Surgery Practice* book and other early-career focused materials.
- The Visiting Professor Program brings dermatologic surgery with no cost or travel requirements to the residency program.
- Premier Annual Resident Cosmetic Symposium offers hands-on training in the latest cosmetic procedures.
- The Resident Exchange to represent the interest of residents and help disseminate information on programs, competitions and courses.
- The popular Resident Networking Reception at the ASDS Annual Meeting.
- Electronic, expanded version of the bi-monthly *Currents* member publication to all residents.

# Nearly 6,200

members providing camaraderie  
and peer collaboration

Strategic initiatives are being explored, designed to increase the value of membership to early-career members and those out of residency seven years or less. ASDS can increase engagement by providing more practice-building tools: Benchmarking data and mentoring were identified as top areas of interest.

## REVIEWERS

In its efforts to involve more members in the ASDS Annual Meeting planning, the Society invited 27 members to be abstract reviewers. It created a subgroup to review and score abstracts, which will serve as proving ground for future ASDS Annual Meeting Work Group members.

The ASDS journal, *Dermatologic Surgery*, provides today's most expansive and in-depth coverage of cosmetic and reconstructive skin surgery and skin cancer research. Article reviewers are a vital component to maintaining quality journal content. This year, members were invited to a pre-conference session for instruction on how to review articles for the journal. Over 55 individuals signed up to take advantage of this learning opportunity.



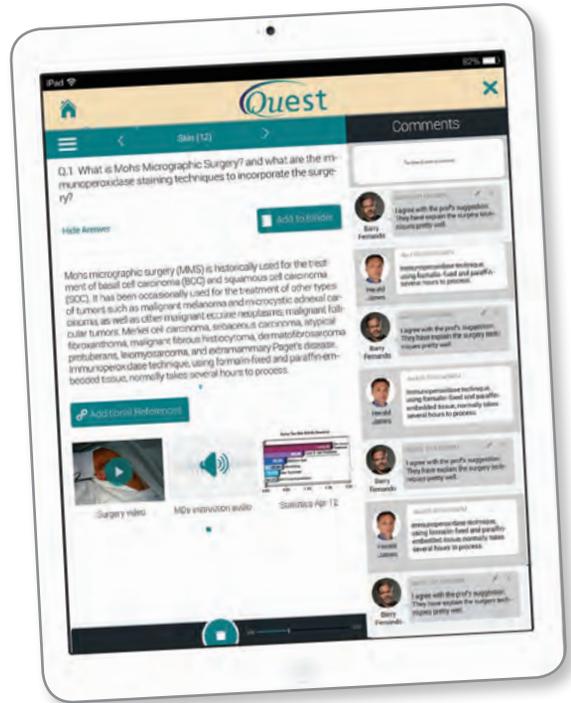
*Faculty guided residents in learning hands-on injectable techniques at the 2017 Resident Cosmetic Symposium.*



# Quest – ASDS Digital Knowledge Network

*Learning together.  
Growing together.*

Quest continues to establish itself as a valuable asset for ASDS members with more than 20,561 visits logged in 2017. The Quest online community provides a wide-ranging platform for sharing ideas, resources and solutions – helping individual practices offer the best patient care and advancing the specialty as a whole. Quest puts the dermatologic surgery community in charge of its own knowledge building and provides tools to help ideas flourish.



In 2017, several new features were added to enhance members experience and encourage collaboration:

- New MOC Question of the Week email presents eight categories of case questions with key learning points, references and a link to discussions. Correct answers are tracked for MOC-SA credit.
- Daily discussion post summaries and new content announcements are emailed to enrolled members to encourage knowledge sharing and participation. Log-in to Quest is automatic from these emails for ease of use.
- A contact list has been enabled for the web-based app allowing members to directly email and follow colleagues.

*SIGs create a networking environment to garner support and insight from like-minded peers sharing similar experiences.*

**Naomi Lawrence, MD**  
Chair, Quest Engagement Work Group



## BY THE NUMBERS...

**661**

discussion posts  
on *Quest* in 2017

**2,443**

members visited  
*Quest* in 2017

**12,205**

*Dermatologic Surgery*  
articles viewed in 2017

**209,014**

ResQ questions  
viewed in 2017

### SEARCH AND ACCESS ASDS RESOURCES

Leveraging the easy-to-use interface, ASDS members can easily find information and navigate through a comprehensive library of ASDS resources, including *Dermatologic Surgery* (1975 to present), *Currents*, ASDS Annual Meeting abstracts, clinical education tools and videos, practice resources, patient education materials and an ASDS Membership Directory.

Personal PDF documents also can be uploaded – and customized “binders” created – so members can build and organize their own library containing content, notes and discussions.

### EXPERT COMPENDIUMS

Expert compendiums provide subject-matter experts or training program directors with a tool to compile and share information on a variety of topics and skill levels. Collections can include articles, videos, images, case studies or other pertinent information.

### CASE-BASED LEARNING

The *Quest* interactive case builder lets members share their knowledge and experience by illustrating techniques, best practices or challenging cases. Case studies can be created on any topic with branching logic and features direct access to library reference material, multi-media attachments and community discussion. Integrated editing, reviewing and publishing capabilities are included. *Quest* cases also may be added to CVs to assist in distinguishing the author as an expert.

### DISCUSSIONS AND SIGs ENCOURAGE COLLABORATION

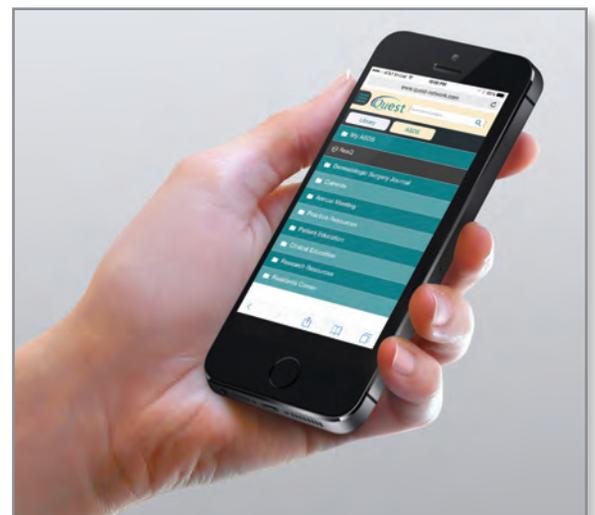
The *Quest* discussion board could well be one of the digital knowledge network's most powerful features with members able to collaborate, ask questions, provide answers, continue conversations, get advice and share expertise. Shared Interest Groups – or SIGs – allow individuals with similar interests and challenges learn from each other as well as connect with experts to whom they wouldn't otherwise have access. The potential for SIGs to better connect ASDS members is one of many initiatives that carry great promise for the Society's future.

### RESQ AIDS EXAM PREPARATION

ResQ, a procedural dermatology review application, makes preparing for the American Board of Dermatology's certification or re-certification exam easier than ever before. It presents over 500 questions and answers in an easy-to-use format. When looking for further clarification, details or advanced information, users can initiate a dialogue about a particular question using the integrated discussion feature.

### ACCESS QUEST

*Quest* is available to ASDS members and residents from any web-enabled device via *Quest-Network.org* and on iPads by searching for “ASDS Quest” in the App store. Content instantly updates between iPad and web-based versions for easy access at any time.





# Exemplify Organizational Leadership

*Exemplifying the highest standards of organizational leadership through excellence in fiscal management, transparency, responsiveness, inclusivity and personal responsibility.*

# Goal 5

## FUTURE LEADERS NETWORK



In its eighth year, the Future Leaders Network continues to create opportunities for early- and mid-career professionals to enhance their leadership skills and prepare them to become the next generation of leaders in dermatologic surgery. With a one-year leadership and project management curriculum and mentors to guide them, these members work on a focused project to benefit the Society and the specialty. The year culminates in presentations to the membership at-large at the ASDS Annual Meeting. Projects completed in 2017 include:

- Boards Bytes – Based on the Primer in Dermatologic Surgery. Mentee Karen L. Connolly, MD, and Mentor Lynn A. Drake, MD.
- Algorithm for Laser Device Purchases. Mentee Roberta Spencer Del Campo, MD, and Mentor Tina S. Alster, MD.
- Multi-site Study on Quality-of-Life After Cosmetic Procedures. Mentees Kachiu C. Lee, MD, Heidi Prather, MD, and Mentors Murad Alam, MD, and Joseph Sobanko, MD.
- Cosmetic Procedures in Skin of Color. Mentee Porcia Love, MD, and Mentor Valerie D. Callender, MD.
- How to Build a Moh's Practice Guide. Mentee Brian Raphael, MD, and Mentor Adam M. Rotunda, MD.
- Moh's Surgery Reconstruction Video with Wound Care Instructions. Mentee Rajiv I. Nijhawan, MD, and Mentor Leonard H. Goldberg, MD, FRCP.
- Reporter at Large Program. Mentee Lauren Taglia, MD, PhD, and Mentors Kavita Mariwalla, MD, and Laura Kruter, MD.

## FINANCES

In 2017, the organization's finances continued the trend of stability and growth. While financial figures will not be finalized until after completion of the annual audit, revenues are projected to reach over \$6.4 million and operating expenses to be approximately \$6.3 million. The projections reflect a reinvestment of resources in expanded programs and services as ASDS focuses on meeting members' needs and increasing member engagement. Dues, corporate and member giving, and journal income represent the top income sources. Additionally, investment returns bolstered the Society's bottom line.

**Mathew M. Avram, MD, JD**  
Treasurer and Chair, Finance Committee

*The ongoing financial health of the Society continues to allow the creation of new programs, products and services to enhance membership benefits.*



# BY THE NUMBERS... \*

**28%**

Increase in educational grants, corporate support and member giving in five years.

**230%**

Growth in the Society's strategic reserve fund balance in five years.

**58%**

Increase in educational program revenue in five years.

*\*Based on estimates.*

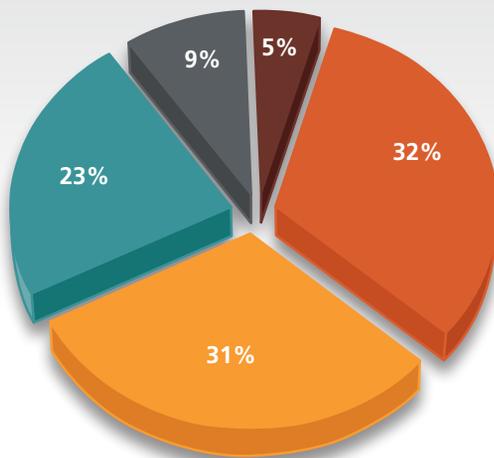
In the last five years, the Society's unrestricted reserve fund balance has grown from \$4.23 million to \$6.8 million. The Society's reserve policy requires that at least 60 percent of unrestricted funds be left untouched while the excess – the Strategic Reserve Fund – can be used for well-conceived, Board-approved initiatives. Financial performance has been so successful the fund has increased by 230 percent in the last five years, despite efforts to spend-down that fund for new member programs and services.

In comparison,

- Dues – Income has steadily increased growing to nearly \$1.9 million in 2017.
- Annual Meeting – Income increased from \$1.9 million in 2016 to \$2.2 million in 2017 with a record breaking 1,271 attendees.
- Corporate Support – In the form of sponsorships, educational grants, exhibits and advertising.
- Expenses - Overall, expenses grew by five percent over 2016 in response to expanded services and growth in meeting attendees.

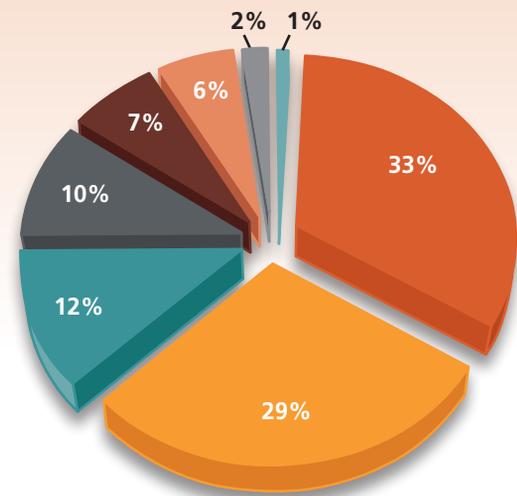
## Revenues\*

- Member Giving / Corporate Support **32%**
- Dues **31%**
- Education and Meetings **23%**
- Journal **9%**
- Advertising, Product Sales, Other **5%**



## Expenses\*

- Education and Meetings **33%**
- Governance / Administration / Future Leaders Network **29%**
- Advocacy (ASDSA) **12%**
- PR / Communications / Marketing **10%**
- Journal **7%**
- Fundraising **6%**
- Research **2%**
- Member Recruitment / Retention **1%**



*\* Unaudited figures*

	2012 <sup>^</sup>	2013 <sup>^</sup>	2014 <sup>^</sup>	2015 <sup>^</sup>	2016 <sup>^</sup>	2017 <sup>#</sup>
<b>Unrestricted Fund Balance</b>	\$4,230,575	\$5,338,723	\$5,730,136	\$6,102,287	\$6,454,884	\$6,860,995
<b>Operating Expenses</b>	\$4,813,793	\$5,654,174	\$5,845,009	\$5,994,704	\$6,099,261	\$6,294,377
<b>Reserve Policy (60% of Expenses)</b>	\$2,888,276	\$3,392,504	\$3,507,005	\$3,596,822	\$3,659,557	\$3,776,626
<b>Strategic Reserve Fund Balance (UFB - RP)</b>	\$1,342,299	\$1,946,219	\$2,223,131	\$2,505,465	\$2,795,327	\$3,084,369

<sup>^</sup> Operating Expenses exclude DSAF expenses

**Note: Amounts from audited financial statements except 2017**

# - 2017 Unrestricted Fund Balance = 2016 YE Unrest Fd Bal plus projected 2017 net income  
 2017 Operating Expenses = Projected Op Exp for 2017 less \$118K DSAF expense estimate



## FOCUS ON RESIDENT AND FELLOWSHIP TRAINING

Since 2003, ASDS has been investing in its members' future by focusing its attention on supporting physicians in residency and fellowship. The Cosmetic Dermatologic Surgery Fellowship Accreditation Program (CDSFAP) currently boasts 21 approved and five provisionally approved programs, with 28 approved fellow positions. The CDSFAP participated in the SF Match for the first time in 2017.

Accredited programs and their program directors in 2017 included:

- Albert Einstein College of Medicine – David H. Ciocon, MD
- Cosmetic Laser Dermatology – Mitchel P. Goldman, MD
- Laser & Skin Surgery Center of New York – Roy Geronemus, MD
- Main Line Center for Laser Surgery – Eric F. Bernstein, MD, MSE
- Massachusetts General Hospital Dermatology Laser and Cosmetic Center – Mathew M. Avram, MD, JD
- McGaw Medical Center of Northwestern University – Murad Alam, MD, MBA
- Skin Associates of South Florida – Joely Kaufman, MD
- Skin Care and Laser Physicians of Beverly Hills – Derek H. Jones, MD
- Skin Laser and Surgery Specialists of NY & NJ – David J. Goldberg, MD, JD
- SkinCare Physicians – Jeffrey S. Dover, MD, FRCPC
- Union Square Laser Dermatology – Anne M. Chapas, MD
- University of Colorado Anschutz Medical Campus – Joel L. Cohen, MD

In 2017, 405 residents attended the ASDS Annual Meeting. Of those, 277 received scholarships. Through this scholarship, the residents had access to a comprehensive program of networking and educational events designed especially for them.

The new Kenneth W. Fields, MD, Resident Education Enrichment Scholarship Program, funded by Dr. Fields's sister and ASDS member Kathy Fields, MD, is designed to enrich and support the educational development for two, second-year residents offering the opportunity to attend the ASDS Annual Meeting and ASDS Cosmetic Resident Symposium, as well as to participate in a two-day visit with an ASDS Preceptor of their choice. The inaugural recipients of this program are Drs. Brandon Beal and Nour Kibbi.

*Drs. Brandon Beal and Nour Kibbi were the first recipients of the Kenneth W. Fields, MD, Resident Education Enrichment Scholarship Program.*



*Brandon Beal, MD*



*Nour Kibbi, MD*

## HONORING THOSE WHO MAKE A DIFFERENCE

Each year, committed member volunteers and interested constituents generate ideas, serve as resources and execute visions. In 2017, ASDS honored the following individuals and organizations, plus ASDS received honors for its work.

### SERVICE AWARDS

**Samuel J. Stegman, MD, Award for Distinguished Service:**  
Susan H. Weinkle, MD

**President's Awards:** Murad Alam, MD, MBA; Seemal R. Desai, MD; Jeffrey S. Dover, MD; George J. Hruza, MD, MBA; Susan H. Weinkle, MD



*Outstanding Service Award:  
Omar A. Ibrahim, MD, PhD*

**Outstanding Service Award:** Omar A. Ibrahim, MD, PhD

**Excellence in Education Awards:** Adam M. Rotunda, MD

#### Choose Skin Health:

**Top Overall Screener** – Andrew T. Jaffe, MD

**Top Regional Screeners** – Jeanine B. Downie, MD;  
M. Shane Chapman, MD; Alan R. Gilbert, MD; Daniel J. Ladd, DO;  
Sandra K. Surbrugg, MD; Bernard Raskin, MD

**Top Practice** – Riverchase Dermatology

### RESEARCH AWARDS

**Cutting Edge Research Grants:** Juliet F. Gibson, MD;  
Jeffrey F. Scott, MD; Jeremy R. Etzkorn, MD; Wesley Yu, MD;  
Eric Sorenson, MD; Thomas J. Knackstedt, MD; Bassel Mahmoud,  
MD, PhD; Diana Bolotin, MD

**Fredric S. Brandt, MD, Innovations in Aesthetics**

**Fellowship Fund grants:** Sandeep S. Saluja, MD;  
Mona Sadeghpour, MD, MHS

**Young Investigators Writing Competition:** James Bota, MD;  
Alina Goldenberg, MD, MAS

**Review Article Incentive Competition:** Courtney J. Ensslin, MD;  
Kelly Park, MD; Stanislav N. Tolkachjov, MD

#### Abstracts:

**Top Oral Abstract** – Deanne Mraz Robinson, MD

**Top Scientific Poster** – Sarah Hahn-Hsu, MD;

Co-authors - Hye Jin Chung MD, and Robert A. Weiss, MD

### AWARDS PRESENTED TO ASDS



#### 2017 MarCom Awards:

- Platinum Award for the 2016 Procedures Survey video
- Gold Award for *Achieve*, the 2016 ASDS / ASDSA Annual Report
- Gold Award for *Currents*, the January-February 2017 issue
- Gold Award for the 2017 ASDS Annual Meeting Registration Brochure
- Gold Award — The 2017 ASDS Annual Meeting Pre-show Mailer
- Honorable Mention for the May 2017 Skin Cancer Awareness Social Media Campaign
- Honorable Mention for the Skin<sup>3</sup> postcard



#### 2017 Hermes Creative Awards:

- Gold Award for *Currents*, the July-August 2016 issue
- Gold Award for the 2015 Procedures Survey video
- Honorable Mention for the 2016 Consumer Survey video



#### 2017 APEX Awards:

- Award of Excellence for *Currents*, the July-August 2016 issue



#### Aster Awards:

- Gold Award for the 2016 ASDS Annual Meeting Pre-show Mailer
- Gold Award for *Currents* (collective award for all 2016 issues)



# Build Strategic Alliances

*Foster strategic alliances with other organizations to advance the common interests of ASDS and its membership.*

## Goal 6

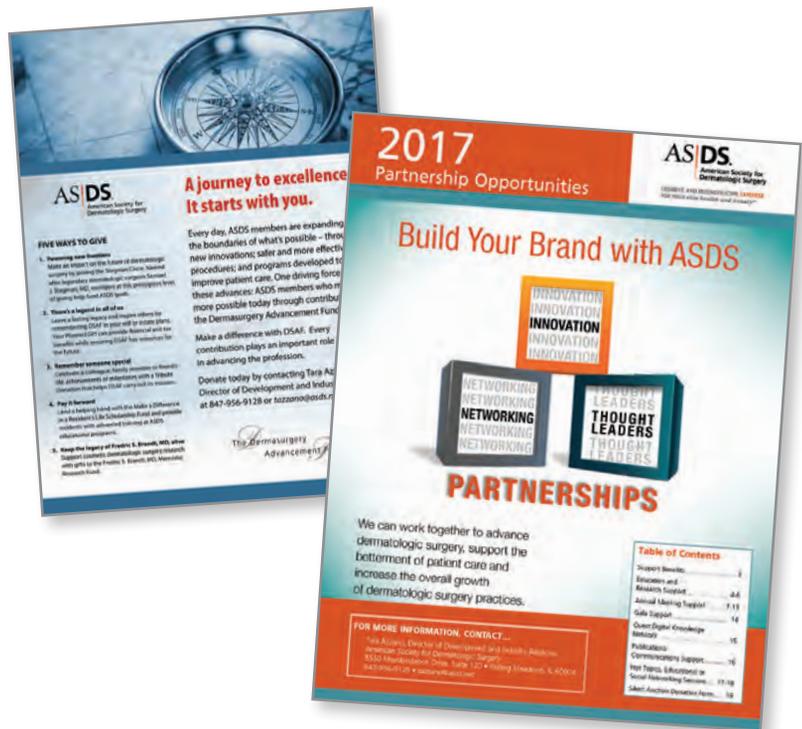
### Shaping a stronger Society

#### SUPPORTERS

Strong partnerships build a strong Society. ASDS believes in the development of partner relationships and strives to identify and create customized opportunities for all levels of supporters. While contributions aid ASDS programs and services, partners also benefit by reaching leaders in the field as well as the premier specialty group trained to treat skin and soft tissue for both medically necessary and cosmetic concerns. ASDS members also help by pledging contributions to the Dermasurgery Advancement Fund (DSAF) – with the Lifetime Sustaining Stegman Circle as the most prestigious giving level – to support targeted initiatives. Industry and member supporters provided more than \$1.88 million in contributions. These strong partnerships allow the Society to advance the field of dermatologic surgery.



*The support of our amazing industry partners helps our Society deliver leading services, programs and opportunities to our members.*



**Susan H. Weinkle, MD**  
Chair, Development and Industry Relations Work Group

# BY THE NUMBERS...

**5**  
new Lifetime Sustaining Stegman Circle Members

**30**  
Industry Advisory Council Companies

**Over \$1.88 million**  
contributions from corporate supporters

**2**  
new Stegman Circle Members

## INDUSTRY PARTNER LEVELS

From the Diamond level to Pewter, ASDS recognizes its corporate support based on annual cumulative totals.

**Diamond Level:** Allergan, Inc. and Allergan Foundation

**Platinum Level:** Merz Aesthetics, a division of Merz North America, Inc.

**Gold Level:** Galderma Laboratories, L.P.

**Bronze Level:** Aclarius Therapeutics; La Roche-Posay Laboratoire Dermatologique; Revance

**Copper Level:** Defenage Skincare; SUNEVA Medical; Thermi Sinclair, an Almirall company; ZO Skin Health Inc.

**Brass Level:** Alastin Skincare; Cynosure; Dermira; ISDIN; Neutrogena; Nutrafol; Proctor and Gamble; Sciton; Sensus Healthcare; Senté; Sienna Biopharmaceuticals; Sientra; SkinCeuticals; Stratpharma Switzerland, SunPharma; Swiss American; Teoxane; Valeant Pharmaceuticals North America LLC

**Pewter Level:** Aesthetics; Delasco, Lumenis, Lutronic, Syneron / Candela; Viveve

\$125,000 over five years. In 2017, two members joined the Stegman Circle:

- Vince Bertucci, MD
- Church & Beight / Viviscal



To join the top-level Lifetime Sustaining Stegman Circle, Stegman Circle members pledge an additional \$25,000 after they have completed their original \$25,000 donation. Five members joined the Lifetime Sustaining Stegman Circle level:

- Sabrina Fabi, MD
- Suzanne Kilmer, MD
- Seth L. Matarasso, MD
- Kimberly Butterwick, MD
- Kathleen Welsh, MD

## DERMASURGERY ADVANCEMENT FUND

Through DSAF, members provide additional support to aid the Society's goal to be the leaders in the field of dermatologic surgery and advocates for patient safety and education. Gifts can be designated as "unrestricted" or be directed to one of three initiatives: Targeted research, patient education or public awareness for the specialty. In 2017, ASDS member giving was

just under \$500,000 in contributions to DSAF.

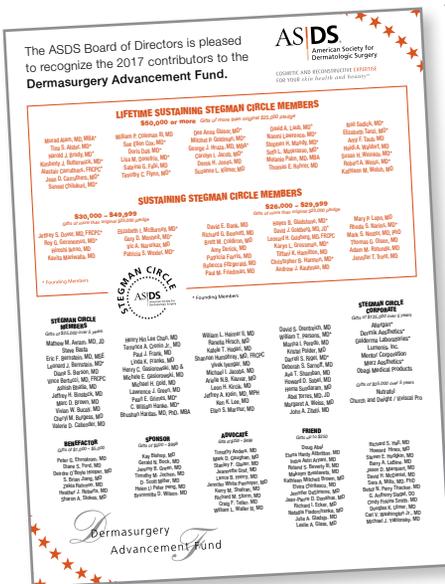
ASDS members and others can give to the Society in five ways: Stegman Circle, Legacy Donations, Tributes, Resident Scholarships and the Fredric S. Brandt, MD, Memorial Research Fund. The Stegman Circle is a prestigious level of member giving. Members pledge \$25,000 over five years or industry partners donate

## INDUSTRY ADVISORY COUNCIL

The Industry Advisory Council (IAC) provides a dynamic forum for industry representatives and ASDS leaders to establish rewarding partnerships supporting the dermatologic surgery profession, associated technologies and treatment modalities. The 30 company members of the 2017 IAC gained unprecedented access to the best minds in the dermatologic surgery profession and partnered on important endeavors and innovative projects to enhance the specialty.

## EXHIBIT AND ADVERTISING

ASDS offers companies the opportunity to exhibit and advertise connecting members with their products and services that support practice needs. Companies gain greater visibility and benefit from connecting with the right experts in dermatologic surgery. At the ASDS Annual Meeting and at educational courses, exhibitors have access to high-profile members from around the globe. In addition, a variety of targeted print and online advertising opportunities is available to promote products and services to dermatologic surgeons.





*Raising our collective voice.  
 Enhancing our political relevance.  
 Developing ongoing relationships.*

ASDSA advocates for the practice of dermatologic surgery and its patients. It brings a strong voice to the ASDSA public policy agenda, being a trusted resource to both state and federal policymakers.

## Expand Political Engagement in 2017

*Increase influence in political activity, lobbying and actively participating in the policy-making process.*

Goal 1



*Our advocacy efforts raise our voices to ensure our issues are being considered at both the state and federal levels.*



### STATE FOCUS

ASDSA's state advocacy efforts once again positively influenced dermatologic surgery patients across the country. The SUNucate model bill was a real success story for 2017. This legislation was created by ASDSA and allows children to use and possess sunscreen at school or camp. This is due to the fact that sunscreen's Food and Drug Administration (FDA) classification as an over-the-counter drug makes it at risk to be caught in medication bans imposed on school-aged children.



*Marilyn Capek, MD, and Adele Haimovic, MD, testify in front of the Massachusetts Joint Committee on Education*



**Terrence A. Cronin, Jr., MD**  
 Chair, State Affairs Work Group

## BY THE NUMBERS...

**21**

Federal Virtual Fly-Ins helped strengthen our voice

**16**

New State Virtual Fly-Ins (*PA members helped promote SUNucate legislation*)

**208**

Strategic alliances addressed key issues

**58**

Federal legislative and regulatory policies influenced

**115**

State legislative and regulatory policies impacted



The model bill also encourages the use of sun protective clothing and hats and has provisions for voluntary education for kids on why sun protection is important and how it can prevent skin cancer. A record seven states passed SUNucate in 2017. They include: AL, AZ, FL, LA, OH, UT and WA. Many states also had pending legislation in 2017, including Massachusetts where two ASDSA members testified at the hearing. The SUNucate Coalition grew to 41 members (state, national, corporate and patient groups) all banded together in this important effort and received some great media attention from both local and national media outlets, including the *Today Show* and *USA Today*.

### Thank you!

Thank you to the PA members who met with their state legislators to promote SUNucate:

- Todd Cartee, MD
- Alex Gross, MD
- Chin Ho, MD
- Erum Ilyas, MD
- Geoff Lim, MD
- Suzan Obagi, MD
- Allison Paine, MD
- Justin Vujevich, MD



Rhode Island continued to advance the Society's other model bill, Patients / Physicians United for Laser Safety and Efficacy (PULSE), which engages prospective partners to help protect patients who undergo laser procedures. Rhode Island is continuing its efforts in 2018. The PULSE Coalition is supported by over 15 different organizations, including the American Academy of Dermatology Association (AADA) and the American Society for Laser Medicine and Surgery (ASLMS).

In summary, ASDSA weighed in on over 107 pieces of state legislation and eight regulations in 2017. Key areas of focus included patient safety bills, where many states tried to expand the scope of practice of non-physicians (physician assistant independent practice was closely watched); promoting indoor tanning bans for minors; supporting the interstate practice of medicine; strengthening truth in advertising laws; making sure ASDSA members are able to prepare, mix and dilute drugs in the office (compounding); and bolstering the network adequacy of health insurance plans.



*Drs. Yag-Howard, Cronin and Krant attend the ASDSA SUNucate Beach Party, held in the Resource Center at the 2017 ASDS Annual Meeting.*



*Amy Derick, MD, meets with Congressman Peter Roskam*

## FEDERAL FOCUS

ASDSA continued its federal efforts surrounding compounding. The buffering of lidocaine is becoming increasingly important due to the ongoing shortage of product.

In 2017, ASDSA actively participated and helped shape the compounding conversation at the FDA, United States Pharmacopeia (USP) and American Medical Association (AMA) along with its specialty medicine colleagues. President Thomas Rohrer, MD, represented ASDSA at the second FDA Compounding Listening Session. This listening session helped further FDA staff's understanding of the key issues impacting ASDS members' practices and patients who need ready access to medications.

ASDSA continues to be an active member of the Drug Quality and Security Act Coalition, which drafted and is advancing H.R. 2871, the "Preserving Patient Access to Compounded Medications Act." This federal bill, if passed, will clarify patient access to compounded medications for the patients that genuinely need them.

Additionally, Seemal Desai, MD, was recognized by ASDS / ASDSA President Rohrer for his contributions to ASDSA on the issue of compounding. Dr. Desai has served as a member-expert and accepted a position for which he was jointly nominated by ASDSA and AADA on the FDA's Pharmacy Compounding Advisory Committee (PCAC) where his practicing dermatologic surgeon expertise is heavily relied on to provide real-world guidance.

There has been sustained activity at ASDSA promoting the repeal of the Independent Payment Advisory Board (IPAB). ASDSA members have successfully engaged in grassroots efforts to gain support in repealing this onerous part of the health care reform efforts that will impact reimbursement for physicians through this as of yet undefined, unelected and unaccountable board, rather than Congress. Although



*Drs. Chin Ho (far left), Geoff Lim (far right) and medical student Neil Houston (second to the left) meet with Pennsylvania State Senator Jay Costa's Chief of Staff, Jamie Glasser, Esq. during the 2017 State Virtual Fly-in.*

the legislation did not pass in 2017, IPAB was repealed in February 2018, thanks to the tremendous efforts of ASDSA's grassroots network and others.

IPAB repeal and compounding issues were the centerpiece of the third Virtual Congressional Fly-in. Held in April of 2017, this initiative allowed members to meet their senators and representatives while they were home in their district offices. ASDSA continues to stress that connecting with your member of Congress in the district as their constituent has real and lasting benefits for the specialty. A record of 21 Virtual Fly-in visits happened in 2017, over a 30 percent increase in participation and three members who met directly with their member of Congress: Rep. Dwight Evans (D-PA), Rep. Jacky Rosen (D-NV) and Rep. Peter Roskam (R-IL). The Fourth Virtual Fly-in is being held in March / April 2018.

## Thank you!

Thank you to all the members who participated in the Federal Virtual Fly-in:

- Murad Alam, MD, MBA
- Terrence Cronin, Jr., MD
- Amy Derick, MD
- Nicholas Golda, MD
- David Goldberg, MD, JD
- H.L. Greenberg, MD
- George Hruza, MD, MBA
- Naomi Lawrence, MD
- Matthew LeBoeuf, MD
- Thomas Rohrer, MD
- Robert Skaggs, MD
- Burt Steffes, MD
- Mark Taylor, MD
- James Tidwell, MD

All ASDSA members are encouraged to participate in future Virtual Fly-ins. Members report that visiting your member of Congress while they are in-district is easy and enjoyable to do, and doesn't take a significant amount of time. It is a great way to really make an impact for your patients through advocacy. As ASDSA members build relationships with their legislators, you may find them reaching out to you or the Association in the future as their go-to experts.



*Congressman Peter J. Roskam speaks at the 2017 ASDS Annual Meeting.*



# Build Relationships and Strategic Alliances

*Build and strengthen relationships and strategic alliances with a wide variety of organizational and individual stakeholders.*

## 2017 COLLABORATIVE ACTIVITIES

There is 'strength in numbers' and cultivating relationships with organizations that align with ASDSA's strategic goals is an ongoing priority. ASDSA initiated or participated in over 208 collaborative activities in 2017, 94 of which were with dermatologic sister societies AADA, ACMS, ASMS, Physicians Aesthetic Coalition (PAC) and ASLMS.

ASDSA collaborated with other groups in their efforts and coalitions, as they relate to our strategic priorities. Some of those efforts included:

- **Alliance of Specialty Medicine (ASM)** — ASDSA is an active participant at ASM and increased its participation in the joint 'boots-on-the-ground' Federal Fly-in in Washington, D.C. by 100 percent in 2017.
- **National Council for Skin Cancer Prevention** — ASDSA was able to garner partners to support its SUNucate efforts and for its project on patient-centered outcomes for skin cancer patients from this important relationship.
- **FDA** — ASDSA continued its participation in educating the FDA as a member of the Society of Experts, through compounding efforts and doing educational presentations for FDA staff.
- **PAC** — ASDSA is an established leader in state and federal policy impacting these cosmetic specialties and many of its legislative and regulatory issues, helping oppose specific state legislation aimed at allowing unqualified practitioners to perform these cosmetic medical procedures often involving lasers and filler and neurotoxins.

In 2017, ASDSA focused on involving and collaborating with leadership from state dermatologic societies. A new program was created to provide state dermatologic and dermatologic surgery leaders complimentary membership, creating the opportunity for more engagement and access to the Society's resources. Fifteen state society presidents and presidents-elect became members in 2017 following this effort. This initiative will be ongoing and aid ASDSA in increasing its effectiveness at the state level.

ASDSA relies on its State-based Advocacy Network of Dermatologic Surgeons (SANDS) to be "go-to" advocates for state and federal issues. SANDS members can be contacted to visit, write or call their elected officials, testify at hearings and provide guidance on issues that impact the specialty and patients.

Collaboration with AMA is a key effort. ASDSA works in concert with the many groups that comprise the AMA's Dermatology Section Council, and this included ASDSA's authored resolution that passed easily at the AMA House of Delegates 2017 Interim Meeting calling for physician assistants to remain a part of the medical board infrastructure and oversight, and to encourage the role of the physician as the leader of the health care team.

ASDSA uses its voice to best represent the interests of dermatologic surgeons in every arena and to amplify it with partnering strategically with others to best serve patients.

# Expand Practice Support

*Provide education, resources and tools on emerging regulations impacting members' practices.*

# Goal 3

## PRACTICE AFFAIRS FOCUS

ASDSA provides many tools and resources to support members in their practice. New tools and resources were developed to help its members navigate the changes impacting the practice of medicine. In 2017, ASDSA held an informational webinar: Coding and upcoming reimbursement. Additionally, ASDSA staff provided materials designed to help members become more savvy about the regulatory processes that are impacting the practice of medicine, including an ongoing focus on changes in the way members will likely be reimbursed in the future and the monthly e-newsletter tips that detail how to comply with new rules and regulations.

In its second year, ASDSA's Task Force on Value Analysis developed infographics on the value of dermatologic surgery: "Dermatologic Surgeons are the Preferred Choice" was aimed at state policymakers, and "Dermatologic Surgeons are Experts in Skin and Cosmetic Surgery" was developed for members to share with their patients revealing inpatient versus outpatient costs in treating melanoma. An additional resource planned for 2018 will focus on proving the dermatologic surgery value to the third party payor community.

## 2017 ASDSA AWARDS

### State Dermatological Society Patient Safety Hero:

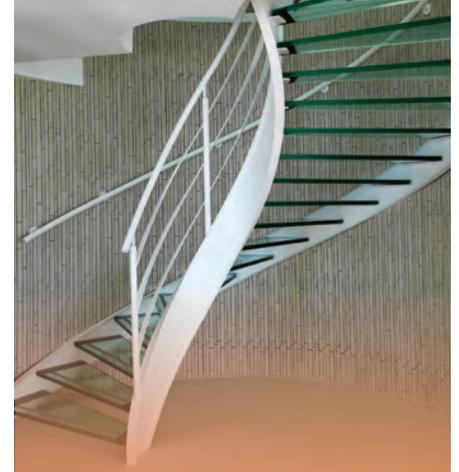
Arizona Dermatology and Dermatologic Surgery Society (for passing the SUNucate legislation and emphasizing the importance of protecting children from skin cancer)

### State Patient Safety Hero:

Aaron Mangold, MD (for championing ASDSA's SUNucate initiative in his home state of Arizona)



*Arash Koochek, MD, MPH, accepting the State Dermatological Society Patient Safety Award on behalf of the Arizona Dermatology and Dermatologic Surgery Society.*





**Lisa Donofrio, MD**  
2018-19 ASDS / ASDSA President

# Looking Ahead

## *Taking Dermatologic Surgery into the Digital Future*

On the heels of one of the most successful ASDS Annual Meetings to date, our Society is poised for another promising year. We have many tools at our disposal to achieve greater visibility as we further our mission. And right now is an exciting time to be a member as we are launching several new initiatives in the following broad categories: Branding our specialty, patient education and strengthening membership.

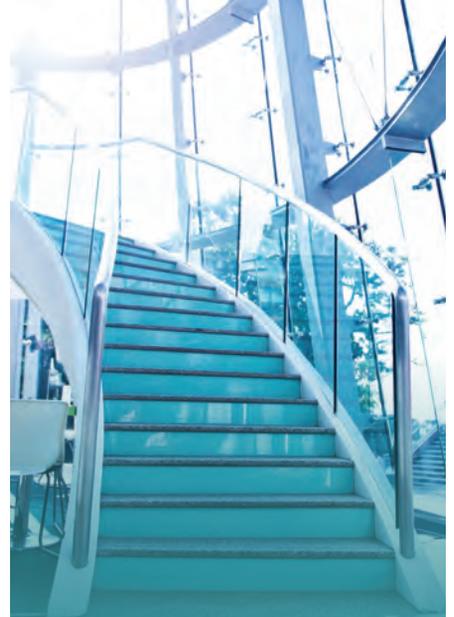
### **Advancing Our Specialty**

ASDS members are THE skin experts. We are well-trained, highly-skilled dermatologists who are passionate about our specialty and want to continue to grow in our practices. As you know, ASDS provides its members with many ways to grow both professionally and personally. In 2018, we will offer two courses: Masters Circuit: Advanced Aesthetics and Lasers in March and Advanced Injection Techniques in September. The legacy of unparalleled resident education continues with the Premier Annual Resident Cosmetic Symposium in April. The 2018 ASDS Annual Meeting on Oct. 11 – 14 in Phoenix will present the most comprehensive programming spanning our field. We also are adding new features to *Quest*, such as the MOC Question of the Week and expanding our Future Leaders Network program to provide mentoring for those early-career members specifically interested in advocacy and journal editing opportunities. I encourage you all to take advantage of the benefits of membership through continuing education courses, mentorship opportunities, public service program participation and much more.

### **Improving Patient Education**

The world obtains information digitally. The ASDS website is a powerful patient education tool that allows us to be included in this digital information architecture. This year, we will launch a completely redesigned website, with more patient education content along with enhanced member functionality. Our website is a portal for the public to learn about our members' expertise and commitment to quality patient care. "Find a dermatologic surgeon" is a featured section on our public-facing pages. This online tool allows consumers to search for an ASDS member in their area, driving patients to your doors. Additionally, we are expanding the Skin Experts newsletters and patient education video resources. These exclusive member tools promote you as the innovators and leaders for skin health and beauty.

“*ASDS membership provides opportunities and a support system that will help our specialty grow together.*”



## Increasing Member Engagement

ASDS has become an extended family for me. I had mentors help me improve my surgical techniques, encourage me to present my ideas and show me how to build my practice. I have been given so much that, naturally, I want to pay forward what I have learned. That's how it works: You get back what you give. And there are so many opportunities to give within this amazing Society.

First, the new. We are taking our show on the digital road because we need to meet our patients where they are – on the web. The public needs to know we are unparalleled in our specialty and not to accept substitutes. Our new Social Media Work Group is developing a content calendar to make it easy for you to get involved. This spring, we will host an exclusive media event targeting online influencers, bloggers and vloggers to bring the conversation to the digital realm.

Second, the expanded opportunities. There are also many other ways to volunteer through our work groups and task forces, review abstracts, join a Shared Interest Group on *Quest*, or participate as a mentor in our Future Leaders Network and Preceptorship Programs. Lend your voice to our advocacy efforts becoming involved in our Virtual Fly-ins and grassroots efforts that are truly making an impact, especially with our continued SUNucate success. I challenge all of you to make a commitment this year to support YOUR Society.

## Expanding Awareness of ASDS

Our nearly 6,400 members are strong and growing. As the largest sub-specialty representing dermatologic surgeons, we want to continue to build awareness of our membership value proposition and our authority as THE skin experts.

This Society is invaluable to our success as dermatologists. We have attained the gold standard of board-certification and possess well-honed surgical skills and artistic acumen; as such, we must present ourselves as the leading authority on skin health and beauty. Being an ASDS member means something, and we are beholden to uphold the highest standards in our specialty and encourage the same from our colleagues. This message will be reinforced in all our communication efforts to continue to grow awareness and convey the importance of being an ASDS member.

## Taking Ownership

ASDS / ASDSA is YOUR Society. With so much to offer, take advantage of its many opportunities to improve your skills, grow your practice, network with colleagues and build your professional brand. Join me in this journey to increase the value of your member benefits and grow the strength of our Society's voice.

**Lisa Donofrio, MD**  
2018 -19 ASDS / ASDSA President



## 2017-18 ASDS / ASDSA Board of Directors

*First row (from left): Historian / Parliamentarian Alastair Carruthers, FRCPC; Secretary Sue Ellen Cox, MD; Immediate Past President Thomas E. Rohrer, MD; President Lisa Donofrio, MD; President-Elect Murad Alam, MD, MBA; Vice President Adam Rotunda, MD; Treasurer Mathew M. Avram, MD. Second row: Executive Director Katherine J. Duerdoth, CAE; Hayes B. Gladstone, MD; Kavita Mariwalla, MD; Glenn D. Goldman, MD; Margaret A. Weiss, MD; Dermatologic Surgery journal Editor-in-Chief William P. Coleman III, MD; Vince Bertucci, MD, FRCPC; Doris Day, MD; Lawrence J. Green, MD; Sabrina Fabi, MD; Jeremy S. Bordeaux, MD, MPH; Resident Representative Kelly MacArthur, MD. Not pictured: Resident Representative Matthew LeBoeuf, MD.*



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COSMETIC AND RECONSTRUCTIVE **EXPERTISE**  
FOR YOUR *skin health and beauty*™

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Dermatologic Surgery **ASSOCIATION**