

# Achieve

Taking Innovations To New Heights



**2018 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*<sup>SM</sup>



## 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.*

## 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 Associate

**Janet Wynn**  
Digital Communications Manager



## Achieve: Taking Innovations To New Heights

As we conclude our 48th year as an organization, I'm honored and humbled to contribute to the achievements included in our sixth Annual Report. "Achieve" is the verb for accomplishing an intended goal. These pages are full of remarkable, member-driven accomplishments supporting our organization's strategic goals.

Today, almost half of consumers are using social media to obtain health care information. There are many self-proclaimed skin experts presenting misinformation that can harm patients. It is vital that we take the lead to present a stronger digital voice, and I'm gratified by our efforts to improve our digital communications. Our streamlined consumer-facing social media channels, @ASDSSkinMD, our Skinnovation media event held in New York with almost 60 digital content creator attendees, our refreshed website and the ASDS Procedure and Consumer Surveys data are all working together to reinforce our members' rightful place as THE skin experts.

Best-in-class education continues to be the cornerstone of our organization. Our innovative, evidence-based educational programming showcases the latest techniques and reflects the highest quality care. The 2018 ASDS Annual Meeting held in Phoenix was a huge success with over 1,100 attendees, 85 sessions including hands-on workshops, patient demonstrations, new cadaver labs and an exclusive practice management track. A new event mobile app and live social media wall offered digital ways for attendees to engage with our meeting and their colleagues.

Mentoring tomorrow's leaders is rewarding and paramount for the organization. Now in its ninth year, the Future Leaders Network (FLN) represents the future of our specialty. The 2017-18 mentees' projects included patient and procedural education videos, podcasts and a shared decision making tool. Additionally, we have expanded this program to include advocacy and journal review tracks to mold new leaders in these areas vital to our continued success.

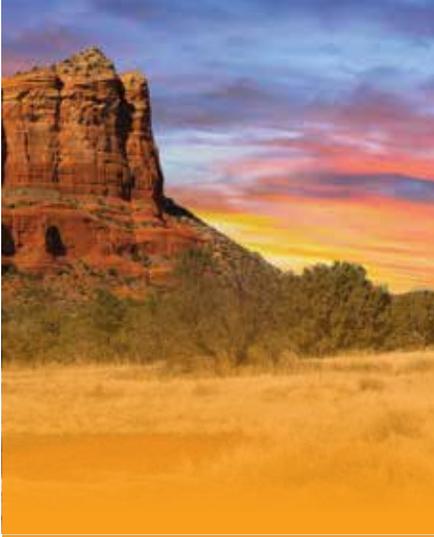
Exploring strategic partnerships shapes a stronger Society. Our industry support provided more than \$2 million in support and sponsorships. These strong partnerships allow us to expand our educational offerings, member benefits and public relations initiatives.

From an advocacy perspective, our SUNucate legislation has now passed in 18 states allowing children access to sunscreen in school and at camps. We successfully supported the vote to repeal the Independent Payment Advisory Board and fought to ensure members can mix, dilute and prepare medications for patients. Members strengthened their collective voice, increasing ASDSA Virtual Fly-in participation by 30 percent in 2018. ASDSA also participated in the listening session between the Food and Drug Administration (FDA) and providers. Further, we were represented at the American Medical Association (AMA) Annual Meeting to continue protecting dermatologic surgeons and their patients.

I'm proud and heartened by these impressive accomplishments. Our collective efforts are shaping the future of our specialty. Through the efforts of many, we are soaring to new heights.

*“Our collective efforts are shaping the future of our specialty. Through the efforts of many, we are soaring to new heights.”*

**Lisa M. Donofrio, MD**  
2017 -18 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 core to the ASDS mission. The Society endeavors to offer innovative, evidence-based educational programs that train members on techniques that deliver the highest quality patient care. ASDS offers unmatched lifelong learning experiences with:

- A best-in-class Annual Meeting, providing 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 including online tools, subscriptions and educational products.
- Recognition of international dermatologic surgery fellowship programs.
- Fellowship training standards for graduate medical education in cosmetic dermatologic surgery.

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*The ASDS Annual Meeting is a must-attend event offering best-in-class education, engaging sessions, interactive workshops and amazing networking opportunities.*

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## ASDS ANNUAL MEETING

The 2018 ASDS Annual Meeting in Phoenix featured significant research and the 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 1,133 attendees, the 3½-day ASDS Annual Meeting included more than 300 faculty with over 85 sessions of educational programming. Among the highlights of the Phoenix meeting, the program featured:



- The Leadership in Innovation Lecture by William P. Coleman, III, MD, the Annual Lawrence M. Field, MD, Honorary Lecture by Drs. Jean and Alastair Carruthers, and the opening keynote by Mark Kelly, retired astronaut and naval captain.
- Hands-on workshops filled beyond capacity and patient demonstrations focused on tumor excision / wound repair as well as techniques for advanced injections, nail surgery and sclerotherapy.
- Pre-conference offerings included an off-site workshop on chemical peels, hands-on cadaver lab and unplugged session on devices.
- For the third year, a comprehensive program for office staff, in collaboration with the Association of Dermatology Administrators and Managers (ADAM), targeted skill development in marketing, technology and patient relations.

### **Melanie Palm, MD, MBA**

**Chair, Annual Meeting Work Group**





*2018 ASDS Annual Meeting attendees immersed in a session.*

- Clinical-based content-filled competitions included the ever-popular Iron Surgeon and Golden Scalpel Knowledge Bowl.
- Time to connect with colleagues during the elegant Casino Royale-themed 13th Annual ASDS Gala, informal Welcome Reception and the exciting Silent Auction.
- Events exclusive to residents and early-career dermatologic surgeons, including a Resident Networking Reception and daily hospitality suites.
- A new mobile 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 "Game On!" — a way to earn points for meeting participation.
- Displays from 114 exhibitors, showcasing the latest products and developments in dermatologic surgery.

## EDUCATIONAL EXCHANGE

Sharing experiences and techniques continues to enhance our specialty. ASDS domestic and international mentoring programs have engaged over 800 dermatologists. Both mentors and mentees benefit through the exchange ideas and skills in these exclusive programs.

The exclusive ASDS Preceptorship Program is offered under three categories: Resident, International and Early-Career. A total of 50 resident preceptees spent a week in the office or an institution of an ASDS expert, providing unparalleled opportunities for one-on-one learning.

In 2018, six preceptees took advantage of the Early-Career Preceptorship Program, which offers younger ASDS members the opportunity to mentor with 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 2018 recipient, Karen Abigail Santos, MD, DPDS, of Manila, Philippines, spent a month with Preceptor Ronald Shelton, MD, at the Laser and Skin Surgery Center of New York. ASDS also offers learning across the globe through two outreach efforts established through the Lawrence M. Field, MD, International Dermatologic Surgery Educational Exchange Fund, including:

- The International Traveling Mentorship Program, where 194 approved mentors and hosts from 34 countries offer teaching and learning opportunities.
- The DermSurg Fellowship Finder, a comprehensive database of all Mohs, procedural, cosmetic and laser surgical fellowships in the United States organized by program type, geographic area and program director.



*Hands-on and didactic training on injectables at the 2018 Premier Annual Resident Cosmetic Symposium.*

## INTERNATIONAL DERMATOLOGIC SURGERY FELLOWSHIP RECOGNITION PROGRAM

The principal objective of this program is to formally educate international dermatologists on dermatologic surgery procedures. All recognized programs are no more than two years in duration, and in order to receive recognition from ASDS, each training program must fulfill all the requirements including a minimum number of procedures.

There are three recognition options, each with a minimum number of cases based on, but not directly reflective of, similar fellowships from around the world:

- General Dermatologic Surgery Certificate
- Mohs Surgery Certificate
- Cosmetic Dermatology Certificate

Recognized programs include:

#### **South Africa**

Fellowship Director: Pieter J. du Plessis, MD

Program Name: Skinmatters & Mohs Micrographic Surgery

#### **Romania**

Fellowship Director: Mihaela V. Leventer, MD

Program Name: Dr. Leventer Centre

#### **Pakistan**

Fellowship Director: Azim J. Khan, MD

Program Name: Institute Cosmetique

#### **The Netherlands (New in 2018!)**

Fellowship Director: Gertruud A.M. Krekels MD, PhD, MBA

Program Name: MOHSA

## EDUCATIONAL COURSES

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

The Premier Annual Resident Cosmetic Symposium, held April 20-22 in Dallas, provided scholarships to 102 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 3-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.



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

ASDS held its second Masters Circuit course on March 23 - 24 directed by Mark B. Taylor, MD. He opened up his Gateway Aesthetic Institute and Laser Center in Salt Lake City to host this unique, truly interactive course that had chair-side patient demonstrations, as well as practice management insights. Feedback from attendees was overwhelmingly positive, with comments including, "We are already incorporating many pearls into our practice."

ASDS completed the year with the Advanced Injection Techniques: Maximize Safety and Minimize Complications course, which, featured anatomy and case-based video presentations, faculty panels and live patient demonstrations to help attendees discover innovative techniques to restore volume and augment features. Drs. Vince Bertucci and Sue Ellen Cox chaired the interactive course on Sept. 15 - 16 in New York which featured faculty panels.

## SELF-DIRECTED LEARNING

From online tools and self-assessments to subscriptions and educational products, 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 – provided 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.

- 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 Triage & 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...

**1,133**

ASDS Annual Meeting Attendees

**86%**

ASDS Mobile App usage rate

**495**

Posts on the Social Media Wall

**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.
- FLN project resources – The Art and Science of Lower Face and Neck Contouring, PRP in Procedural Dermatology, Patient Education Videos: Dermatology, Patient Education Videos: Cosmetic Injectables, Shared Decision Making Tool for Treatment of Basal Cell Carcinoma in Elderly Population, Dermatologic and Cosmetic Surgery Podcasts, Patient Education Video on Actinic Keratosis, and Step-by-Step Procedural Videos on Cosmetic Techniques.

New Quest features in 2018 included:

- Single Sign On enhancements enable ASDS members to access Quest from the ASDS website without having to re-enter login information.
- Members can subscribe / unsubscribe from Shared Interest Group (SIG) discussions and MOC-SA questions on their own.
- Daily email notifications now include newly published content.
- New “How would you reconstruct it?” case of the week Shared Interest Group.

Other self-directed learning opportunities available include:

- ASDS Annual Meeting Recordings – Select presentations from past meetings 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.

Through the ASDS member-only initiative MOC-SA Question of the Week via Quest, a case is emailed to members weekly. Correct answers are logged in the member's record, earning 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.



*ASDS offers exclusive hands-on, chair-side and patient demonstrations to elevate the education experience.*





# 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 branding campaign raises awareness of Society members as THE experts in skin health and beauty and the importance of board certification. The media placements 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. Significant strides have been made to grow the Society's social media reach strengthening its voice in the ever-increasing digital conversations.

The consumer campaign has focused on digital advertising. In 2018, ASDS continued its pay per click advertising campaigns connecting consumers to content-rich ASDS website pages. New this year was the launch of an updated website offering search-engine optimized patient education content and a clear link to the ASDS member referral application search engine.

The website logged over a million page views and over 300,000 new users to the site. Social campaigns have reached over 82,000 users. More than 30,000 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**  
Chair, Branding Work Group



*A social media wall showcasing all meeting-related social posts at the 2018 ASDS Annual Meeting.*

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*With the increasing importance of digital communication, the national branding campaign has expanded our social media reach, increasing website traffic and referring patients to our members' offices.*

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## BY THE NUMBERS...

**Half a million**

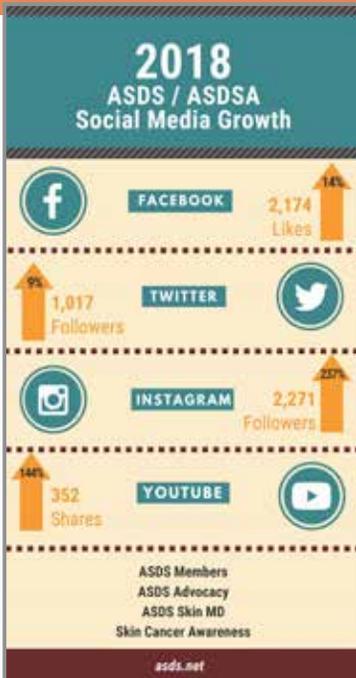
Impressions on social media in one hour during Skinovation NYC

**Nearly 600,000**

Social media website sessions

**More than 30,000**

Consumers used the "Find a Derm" referral service



In 2018, the Social Media Work Group streamlined the Society's social media channels, defining @ASDSSkinMD as the consumer-facing handle and @ASDSMembers as the member-facing handle across all social platforms for consistency. This consolidation makes it easier for audiences to find and engage with the appropriate content. 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, including

an impressive 273 percent increase in Instagram followers. A highlighted social media success was the month-long May Skin Cancer Awareness campaign, which won a prestigious platinum MarCom Award.

## SKINNOVATION

Securing a stronger voice in the digital conversations influencing patient behavior is a critical initiative for the organization. For 2018, ASDS hosted 58 bloggers, social media influencers and traditional long-tail media at Skinovation NYC to discuss skin health and beauty information applicable to their followers, a growing target audience to which ASDS aims to connect: Millennials, males and mommies / mature females.

The event took place at the Public Hotel in New York City and was supported by the ASDS Industry Advisory Council (IAC) as

an exclusive membership benefit, with 24 members participating. Attendees were able to network with top experts and industry representatives, as well as hear short presentations on hot topics including:

- Let's Face It: What Millennials Need to Know – Heidi Prather, MD
- Mentality Shift: Male Aesthetic Procedures – Terrence Keaney, MD
- Living the Fab Life: Beautiful Skin 40 and Beyond – Doris Day, MD
- Two Truths and a Lie: Aesthetic Edition – Kavita Mariwalla, MD
- The Power of Looking Better: IMPACT Study – Kachiu Lee, MD
- Trendblazers: Cosmetic Procedure Trends – ASDS President Lisa Donofrio, MD

In addition to the timely topics, the exclusive *Cosmeceutical Compendium* was launched at the event. The brainchild of Kavita Mariwalla, MD, this unique directory offers a concise reference with 250 ingredients including mechanism of action, light sensitivity, fragrance and more. The fluid design allows for new ingredients and updates.

The ultimate goal of the event was to promote ASDS members as THE skin experts and go-to source for the attendees when they're covering skin-related topics in the future. Notable results included nearly half a million impressions on social media in one hour and 15 television spots.



## BY THE NUMBERS...

**Over one million**

Page views on ASDS website

**More than 5,500**

Free skin cancer screenings provided in 2018

# BY THE NUMBERS...

**3.5 million**

Skin cancer treatments

**3.27 million**

Laser / light / energy-based procedures

**2.1 million**

Wrinkle-relaxing injections

**1.6 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 nine years, Choose Skin Health has tapped into celebrity star power to draw attention to the program, with brand ambassador Jennifer Garner participating in outreach messages to the public.

Refreshed “Every Day is a Sun Day” print ads – featured in major national magazines – urge the public to practice sun-safe behaviors such as wearing sunscreen and avoiding tanning beds. In 2018, ASDS members provided over 5,500 free screenings, and collectively, over 29,000 free screenings since the program’s inception.

## PUBLIC SERVICE PROGRAMS

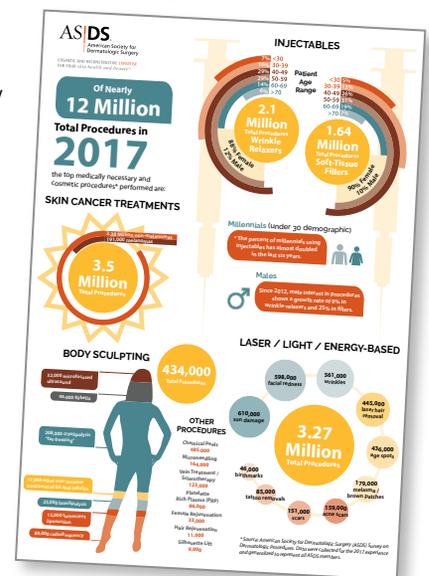
The FLN program has created public service programs that continue to raise awareness about sun-safe behaviors and the importance of early detection. On January 27-29, Ramona Behshad, MD, educated hair care professionals at the Professional Beauty Association’s (PBA) International Salon and Spa Expo (ISSE) in Long Beach, California. The PBA is over 100,000 members strong and the largest trade organization representing licensed beauty professionals. Dr. Behshad promoted her previous FLN project, Stylists Against Skin Cancer, educating stylist attendees how they can help their clients identify abnormal skin growths on the scalp and refer them to an ASDS member.



## PROCEDURE SURVEY

### Showcasing experience and training

Data collected in 2018 showed dermatologic surgeons performed nearly 12 million medically necessary and cosmetic procedures in 2017, up nearly 10 percent from the previous year and doubling since 2012. The totals – revealed in the 2017 ASDS Survey on Dermatologic Procedures – showed increases in a variety of categories. The annual survey of practicing members illustrates how dermatologic surgeons continue to be chosen by patients for their unique training and wide-ranging experience to treat the health, function and beauty of the skin.



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. 3.5 million skin cancer treatments were performed by ASDS members in 2017, a 33 percent increase since 2012.

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

- Laser / light / energy-based procedures: 3.2 million
- Neuromodulator injections: 2.1 million
- Soft-tissue fillers: 1.6 million

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

- Sun damage: 610,000
- Facial redness: 598,000
- Wrinkles: 561,000

# BY THE NUMBERS...

**70%**

Consumers are considering cosmetic procedures

**10 of 10**

Patients would choose an ASDS member for their treatment

**Ranked No. 1**

Dermatologists are most influential for cosmetic procedure and skin care decisions

Ranking as one of the fastest-growing categories, ASDS members performed more than 434,000 body sculpting procedures in 2017, growing three times since 2012. 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 six years of trend data reveals a nine percent growth rate in wrinkle-relaxers and 25 percent growth rate in soft tissue fillers, while millennials use of neuromodulators and fillers has almost doubled.

The survey effort – overseen by the Survey Work Group and led by Joely Kaufman, MD, Chair, and Rebecca A. Kazin, 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 reveals more patients are choosing ASDS members as THE skin experts to treat their 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 sixth year in a row, dermatologists carry more influence regarding decisions to have cosmetic procedures than friends, physician referrals or 11 other factors. All of the respondents in 10 of 10 categories who had visited a dermatologist chose an ASDS member.

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 sixth consecutive 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 3,500 consumers what bothers them the most about their appearance. About 86 percent said excess weight, followed by excess fat under the chin / neck (73 percent), skin texture and / or discoloration (72 percent) and lines and wrinkles around and under the eyes (73 percent).

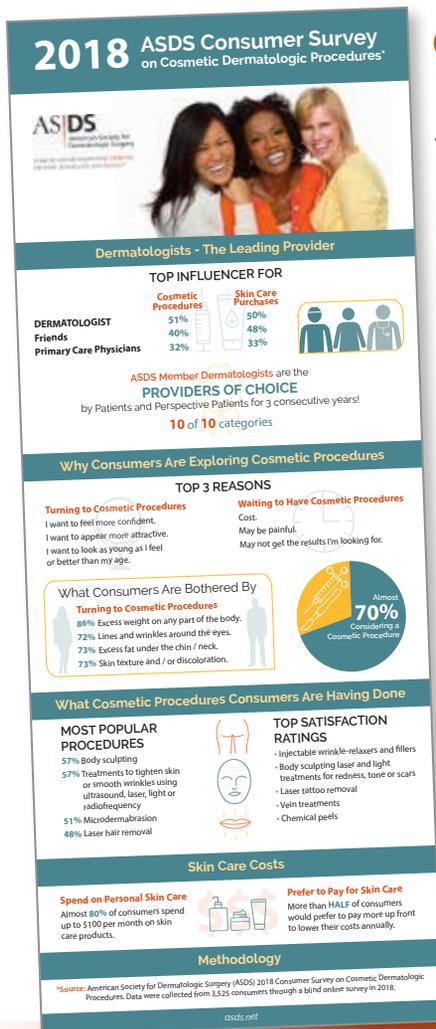
These concerns coincided with some of the procedures most often being considered: ultrasound, laser, light and radiofrequency treatments for wrinkles; body sculpting; microdermabrasion; laser hair removal; and injectable wrinkle-relaxers. Consumers gave the highest overall satisfaction rates to cosmetic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

New to the survey were questions around skin care purchases. Dermatologist ranked as the number one influencer on skin care decisions. Additionally, more than half of consumers surveyed would prefer to pay more up front to lower their skin care costs annually. The survey revealed almost 80 percent of consumers spend up to \$100 per month on skin care products.

The Survey Work Group is gratified by the six-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

Almost 70 percent of consumers were considering a cosmetic skin procedure in 2018, with dermatologists again named as the greatest influence in this decision according to the sixth 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

Dermatologic surgeons are investigators driven by the need to learn and improve skills and patient outcomes. Supporting its mission to foster and develop knowledge in this sub-specialty, ASDS provides members with the tools and assistance they need to achieve the highest standards in clinical practice and patient care.



“  
*ASDS members continue their tradition of leading innovation, developing new technology and treatments to expand our specialty and drive better patient care.*  
”



ASDS, the American Society of Plastic Surgeons (ASPS), American Academy of Dermatology (AAD), American College of Mohs Surgery (ACMS) and American Society for Mohs Surgery (ASMS) have collaborated on the development of Reconstruction After Skin Cancer Resection Evidence-based Clinical Practice Guidelines including patients and representatives from the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) and the American Academy of Ophthalmology (AAO). Work started in 2017 and the project is now in the final stages with expected completion date of spring 2019.

In 2018, the development of Evidence-based Clinical Practice Guidelines on Soft-tissue Fillers was kicked off including two patients and multi-specialty representatives. Determining the scope of the guideline, conducting a systematic review of the evidence are among the next steps for this worthwhile project.

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

**CALL FOR APPLICATIONS**

## 2018 Cutting Edge Research Grants

*Uniting education and innovation in dermatologic surgery*

Fund research relevant to dermatologic procedures and techniques, cosmetic medicine and surgery, cutaneous oncology and new technologies. All well-conceived proposals that advance dermatologic surgery are eligible; however Board-directed research topics are strongly encouraged.

**Board-directed topics:**

- **Safety of cosmetic procedures.**
  - Examples: Impact of practitioner's level of credentials; Impact of physician oversight; As performed vs. accredited vs. non-accredited facilities; Physician vs. non-physician providers; Impact of physician specialty.
- **Demonstration of patient satisfaction of dermatologic surgery and dermatologic surgeon care.**
  - Examples: Demonstration of patient satisfaction levels following treatments for skin cancer or cosmetic issues; Demonstration of patient satisfaction levels following treatments for skin cancer or cosmetic issues by dermatologists vs. other medical specialties.
- **Efficacy of screening in diagnosing skin cancer.**
  - Examples: Evidence-based outcomes of cancer curability; Specificity of test in screened patients versus un-screened patients.
- **Patient preference for being treated in an outpatient setting.**

**Submission Deadline: July 9, 2018**

**Awards**  
Up to \$100,000 to be awarded in amounts up to \$20,000 per recipient. Awards announced at the ASDS Annual Meeting, Phoenix, AZ, Oct. 11 - 14, 2018.

**ASDS**  
American Society for Dermatologic Surgery

For eligibility, guidelines and application instructions, visit [asds.net/CERG](http://asds.net/CERG).

Eight grants totaling \$100,000 were awarded in 2018 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 2018 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.

## CARRUTHERS AWARD

The Drs. Alastair and Jean D. Carruthers Award for the Top-Ranked ASDS Cosmetic Fellow Research Abstract is a new annual award created to stimulate interest and acknowledge cosmetic research contributions from Fellows of ASDS-accredited fellowship training programs. The 2018 recipient is Mona Sadeghpour, MD, MHS who was recognized

at the 2018 ASDS Annual Meeting for her work, Delayed Onset Nodules to Differentially Crosslinked Hyaluronic Acids: Comparative Incidence and Risk Assessment.

### 2018 Carruthers Award Recipient

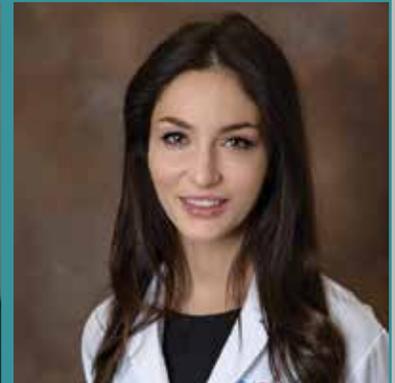


Mona Sadeghpour, MD, MHS

### 2018 Fredric S. Brandt, MD, Innovations in Aesthetics Fellowship Fund Winners



Mitalee Christman, MD



Jennifer Sawaya, 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. Mitalee Christman and Jennifer Sawaya. This Fellowship, funded by The Allergan Foundation, serves to foster research and leadership development in fellows focused in furthering innovations in cosmetic dermatologic surgery. In 2018, ASDS required multi-center research proposals to foster research cooperation of several Fellows.

## SURGICAL DIRECTORS FORUM



The Surgical Directors Forum, started in late 2014, has now grown in membership and influence representing surgical directors of dermatology residency, and Mohs and cosmetic fellowship programs. To date, surgical directors from more than 105 residency and fellowship programs have met to identify areas of common concern, including cosmetic training in residency programs, best practices for cosmetic study, collaborative research and practical guidelines and issues. The group meets three times a year during AAD, ACMS and ASDS meetings. Its core focus for 2018 was to support an increase in cosmetic procedures in residency training requirements and academic metrics.



# 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 membership for residents and reduced dues for those just starting their careers. With scholarships to the ASDS Annual Meeting and the Premier Annual Resident Cosmetic Symposium, complimentary copy of the Cosmeceutical Compendium, as well as mentoring opportunities and 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. Leaders in dermatologic surgery offer their time to visit programs and provide lectures on topics including chemical peels, silicone, liposuction, surgical skills and tumescent local anesthesia. This unique offering builds stronger relationships with residency programs. In 2018, two visits were completed:

- Roger Williams Medical Center
- Harbor UCLA Medical Center

“Residents receive extraordinary professional and personal development through exclusive education programs, mentorships and leadership opportunities.”



*Residents and early-career dermatologic surgeons participate in many educational sessions and networking events at the 2018 ASDS Annual Meeting.*



**Kelly MacArthur, MD**

2017 - 19 Resident Representative on the Board of Directors

## BY THE NUMBERS...

**209**

Resident scholarships awarded for 2018 ASDS Annual Meeting

**259**

Residents attended + 87 recent graduates, totaling 346.

Nearly **6,400**

Members providing camaraderie and peer collaboration



Residents test their dermatologic surgery knowledge at the 2018 ASDS Golden Scalpel Knowledge Bowl.



Resident membership highlights for 2018 include:

- Access to *ASDS Primer in Dermatologic Surgery: A Study Companion* and *Laser, Energy and Aesthetic Devices Primer* via the Quest digital knowledge network.
- The ASDS Resource Kit for the New Dermatologic Surgeon, mailed to third-year residents completing their residency in 2018. The kit included the *Starting a Successful 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.

- Complimentary copy of the *Cosmeceutical Compendium*, a concise reference of 250 cosmetic ingredients answering patients' questions found in over-the-counter products.
- The Resident Exchange Work Group to represent the interest of residents and help disseminate information on programs, competitions and courses.
- The popular Resident Networking Reception, Luncheon and Hospitality Suite at the ASDS Annual Meeting.
- Electronic, expanded version of *Currents* with content specifically for resident members.

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

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. For 2018, a new Journal Review track was added to the successful FLN Program, offering three mentees the opportunity to work with four tenured mentors to learn how to review articles in a way that supports the legacy of respected journal content.



Faculty guided residents in learning hands-on injectable techniques at the 2018 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 20,560 visits logged in 2018. 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.

Quest is available to ASDS members and residents from any web-enabled device via *Quest-Network.org* and through a single-sign-on within the ASDS website, allowing immediate access without having to log in. Access Quest instantly on a desktop, laptop or any other mobile device.

In 2018, several features were added to enhance members' experience and encourage collaboration:

- 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.
- "How would you reconstruct it?" discussion added showcasing a new case each week.
- Members can subscribe / unsubscribe from Shared Interest Groups and MOC-SA questions on their own without staff involvement.
- A contact list has been enabled for the web-based app allowing members to directly email and follow colleagues.
- Journal Club added to the Library and Clinical Education section featuring monthly video discussions of various journal cases shared with permission of Saint Louis University Dept. of Dermatology courtesy of Ian Maher, MD.

## 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.

## ResQ Procedural Dermatology Review

ResQ, a procedural dermatology review application, makes preparing for the American Board of Dermatology's certification or re-certification exam easier than ever before. Users can select from 500 board-style questions and answers, search by keywords, save questions for later review, make notes and more.

“Quest is an amazing member benefit providing a digital network for colleagues to share ideas and access resources and solutions that advance the specialty and improve patient care.”

**Naomi Lawrence, MD**

Chair, Quest Engagement Work Group



## BY THE NUMBERS...

**325**

Discussion posts  
on *Quest* in 2018

**2,422**

Members visited  
*Quest* in 2018

**10,682**

*Dermatologic Surgery*  
articles viewed in 2018

**137,251**

ResQ questions  
viewed in 2018

### Dermatologic Surgery Fundamentals Series

These quick-reference guides help residents recognize and understand key principles in dermatologic surgery. Quizzes help evaluate proficiency. Topics include surgical instruments and sterilization; suture properties and wound closure materials; suturing techniques; electrosurgery; wound healing and dressings; anatomy of the aging face; soft-tissue augmentation basics; complications; skin grafts; and skin substitutes.

### 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 Drs. Dee Anna Glaser, Sue Ellen Cox and 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.

### Better Surgical Education Video Series

This online series reviews the types and characteristics of advancement flaps, interpolation flaps, transposition flaps, skin aging and hyaluronic acid fillers, and the anatomy and physiology of facial aging.

### ASDS Educational Podcasts

These audio interviews with ASDS colleagues impart essential information for your practice on topics such as coding, patient safety, pain management and more.

### Dermatologic Surgery Archives

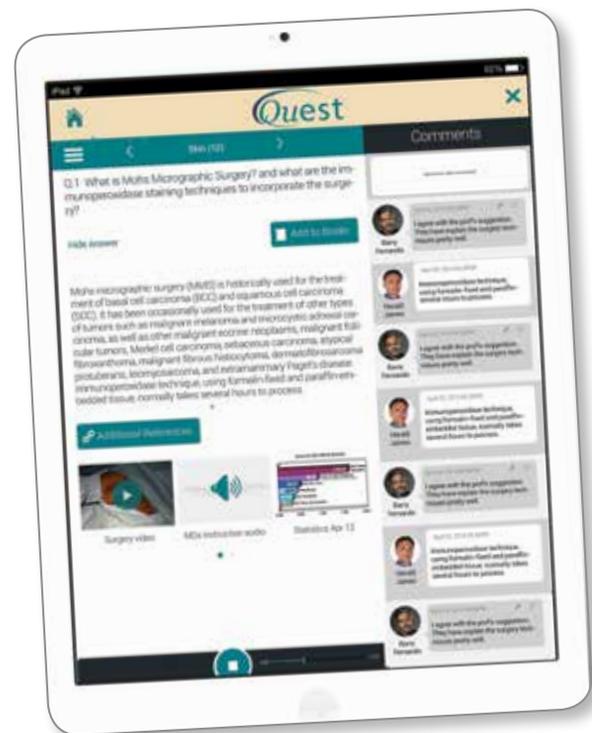
Stay informed on current trends and leading-edge research in dermatologic surgery with access to issues from 1975 to present of this top-ranking subspecialty journal.

## 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. Members can quickly share pearls, ask colleagues about practice issues and devices, and receive feedback on new techniques. The potential for SIGs to better connect ASDS members is one of many initiatives that carry great promise for the Society's future.

## EARN MOC-SA CREDITS

Maintenance of Certification (MOC) helps ensure board-certified dermatologists are apprised of the latest developments and serves as a mechanism to attest to physicians' efforts. A convenient way to earn credits is with the popular MOC-SA Case of Week available through the *Quest* network. Over 100 members have participated in the opportunity to earn credits each week.





“  
*The Future Leaders Network creates opportunities for mid-career professionals to enhance their leadership skills and prepare them as the next generation of leaders in dermatologic surgery.*  
 ”



# 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 ninth year, the FLN program 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 2018 include:

- The Art & Science of Lower Face and Neck Contouring. Mentee Sonya J. Abdulla, MD, and Mentor Alastair Carruthers, FRCPC.
- PRP in Procedural Dermatology. Mentee Amelia Hausauer, MD, and Mentor Shannon Humphrey, MD, FRCPC.
- Patient Education Videos: Dermatology. Mentee Elizabeth Bahar Houshmand, MD, and Mentor Abel Torres, MD, JD.
- Patient Education Videos: Cosmetic Injectables. Mentee Shilpi Khetarpal, MD and Mentor Lawrence Green, MD.
- Shared Decision Making Tool for Treatment of Head and Neck BCC in Elderly over Age 80. Mentee Nita Kohli, MD, MPH, and Mentors M. Laurin Council, MD, and Anthony Rossi, MD.
- Dermatologic & Cosmetic Surgery Podcasts. Mentee Kelly Park, MD, and Mentor Jean Carruthers, MD, FRCSC, FRC (OPHTH).
- Patient Education Video on Actinic Keratosis: Diagnosis and Treatment. Mentee Abigail Waldman, MD, and Mentor Seth L. Matarasso, MD.
- Step-by-Step Procedural Videos on Cosmetic Techniques. Mentee Mara Weinstein Velez, MD, and Mentor Sabrina G. Fabi, MD.

## FINANCES

In 2018, 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 \$7.1 million and operating expenses to be approximately \$7 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.

**Vince Bertucci, MD, FRCPC**  
 Chair, Leadership Development Work Group

# 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.*

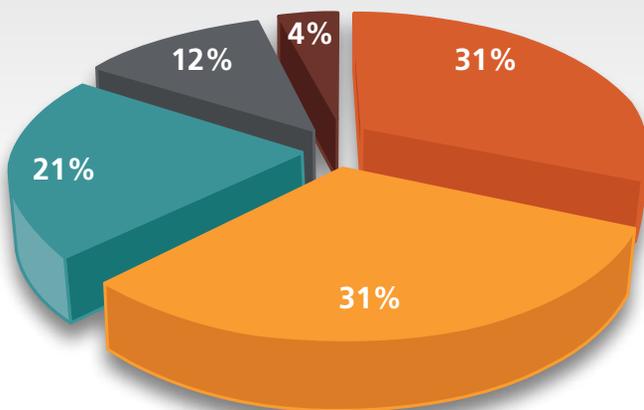
In the last five years, the Society's unrestricted reserve fund balance has grown from \$5.3 million to \$7.2 million. The Society's reserve policy requires that at least 60 percent of unrestricted funds be left untouched while the excess – the Strategic Reserve Fund – can be used for well-conceived, Board-approved initiatives. Financial performance has been so successful the fund has increased by 135 percent (lower from 230 percent 2017) in the last five years.

In comparison:

- Dues – Income has steadily increased growing to nearly \$2 million in 2018, up from \$1.9 million last year.
- Annual Meeting – Income stayed consistent from \$2.2 million in 2017 to \$2.1 million in 2018 with 1,133 attendees.
- Corporate Support – In the form of sponsorships, educational grants, exhibits and advertising.
- Expenses – Overall, expenses grew by 12 percent over 2017 in response to expanded services and growth in meeting attendees.

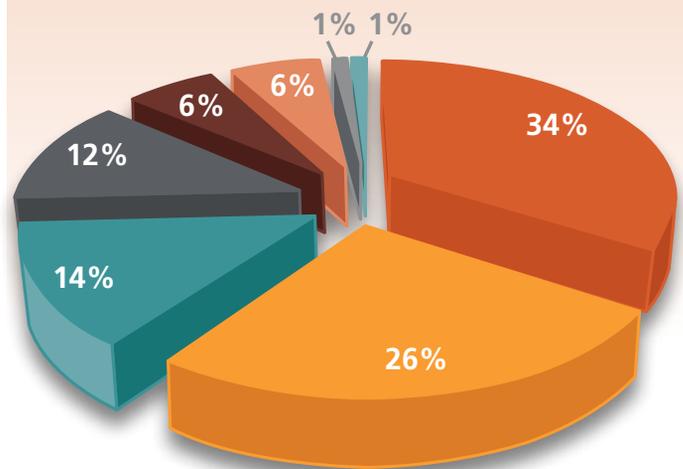
### Revenues\*

- Member Giving / Corporate Support **31%**
- Dues **31%**
- Education and Meetings **21%**
- Journal **12%**
- Advertising, Product Sales, Other **4%**



### Expenses\*

- Education and Meetings **34%**
- Governance / Administration / FLN **26%**
- Advocacy (ASDSA) **14%**
- PR / Communications / Marketing **12%**
- Journal **6%**
- Fundraising **6%**
- Research **1%**
- Member Recruitment / Retention **1%**



*\* Unaudited figures*

	2013 <sup>^</sup>	2014 <sup>^</sup>	2015 <sup>^</sup>	2016 <sup>^</sup>	2017
<b>Unrestricted Fund Balance</b>	\$5,338,723	\$5,730,136	\$6,102,287	\$6,454,884	\$7,176,827
<b>Operating Expenses</b>	\$5,654,174	\$5,845,009	\$5,994,704	\$6,099,261	\$6,309,944
<b>Reserve Policy (60% of Expenses)</b>	\$3,392,504	\$3,507,005	\$3,596,822	\$3,659,557	\$3,785,966
<b>Strategic Reserve Fund Balance (UFB - RP)</b>	\$1,946,219	\$2,223,131	\$2,505,465	\$2,795,327	\$3,390,861

<sup>^</sup> Operating Expenses exclude DSAF expenses • Note: Amounts from audited financial statements except 2018



## FOCUS ON RESIDENT AND FELLOWSHIP TRAINING

ASDS has been investing in its members' future since 2013 by focusing its attention on supporting physicians in residency and fellowship. The Cosmetic Dermatologic Surgery Fellowship Accreditation Program (CDSFAP) currently boasts 24 approved, with 31 approved fellow positions. The CDSFAP participated in the SF Match for the second time in 2018.

Accredited programs and their program directors in 2018 included:

- Advanced Dermatology, PC - Whitney P. Bowe, MD
- Albert Einstein College of Medicine – David H. Ciocon, MD
- Cosmetic Laser Dermatology – Mitchel P. Goldman, MD
- Dermatology, Laser & Vein Specialists of the Carolinas – Girish Munavalli, MD
- Dermatology & Laser Surgery Center – Paul M. Friedman, MD
- Gateway Aesthetics Institute and Laser Center – Mark B. Taylor, MD
- Hollywood Dermatology & Cosmetic Surgery Specialists – Eduardo T. Weiss, MD
- Laser & Skin Surge Center of New York – Roy Geronemus, MD
- Laser & Skin Surgery Centery of Northern California – Suzanne L. Kilmer, MD
- Levit Dermatology – Eyal Levit, MD
- Main Line Center for Laser Surgery – Eric F. Bernstein, MD, MSE
- Maryland Laser, Skin and Vein Institute – Robert A. Weiss, MD
- Massachusetts General Hospital Dermatology Laser and Cosmetic Center – Mathew M. Avram, MD, JD
- McDaniel Laser & Cosmetic Center – David H. McDaniel, MD
- McGaw Medical Center of Northwestern University – Murad Alam, MD, MBA
- Mount Sinai School of Medicine – Hooman Khorasani, MD
- Sadick Aesthetics & Dermatology – Neil Sadick, MD
- 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, and Theresa R. Pacheco, MD
- UPMC Cosmetic Surgery & Skin Health – Suzan Obagi, MD

In 2018, 319 residents attended the ASDS Annual Meeting. Of those, 265 received scholarships. Through this scholarship, the residents had access to a comprehensive program of networking and educational events designed especially for them.

The 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 five, second-year residents offering the opportunity to attend the ASDS Annual Meeting

and ASDS Cosmetic Resident Symposium, as well as to participate in a visit with an ASDS Preceptor of their choice. The 2018 recipients of this program were Drs. Juliet Gibson, David Kim, Grave Kim, Joshua Owen and Michele Zerah.



*The Kenneth W. Fields, MD, Resident Education Enrichment Scholarship Program honors the late Dr. Fields.*

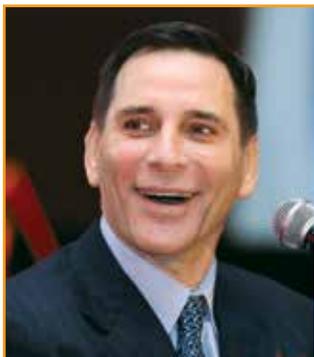


*Drs. Juliet Gibson, Grace Kim, Michele Zerah, David Kim and Joshua Owen were the 2018 recipients of the Kenneth W. Fields, MD, Resident Education Enrichment Scholarship Program.*

## HONORING THOSE WHO MAKE A DIFFERENCE

Each year, committed member volunteers and interested constituents generate ideas, serve as resources and execute visions. In 2018, ASDS honored the following individuals and organizations, plus ASDS received honors for its work.

### SERVICE AWARDS



*Samuel J. Stegman, MD, Award for Distinguished Service: Seth L. Matarasso, MD*



*Outstanding Service Award: Shannon Humphrey, MD, FRCPC*

**President's Awards:** Naomi Lawrence, MD; Kavita Mariwalla, MD; Rhoda Narins, MD; Cyndi Yag-Howard, MD; Allergan Foundation

#### Choose Skin Health:

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

**Top Regional Screeners** – Lisa Chipps, MD, MS; Shraddha Desai, MD; Dawn Sammons, MD; Daniel J. Ladd, DO; Arielle N.B. Kauvar, MD; Lindsay D. Sewell, MD

**Top Practice** – Riverchase Dermatology

### RESEARCH AWARDS

**Cutting Edge Research Grants:** Dennis Kim, MD; Jeffrey Scott, MD; Bilal Fawaz, MD; Megan Shelton, MD; Aaron Mangold, MD; Adam Sutton, MD; Mariam Totonchy, MD; Abigail Waldman, MD

**Fredric S. Brandt, MD, Innovations in Aesthetics Fellowship Fund grants:** Mitalee Christman, MD; Jennifer Sawaya, MD

**Young Investigators Writing Competition:** Brandon Beal, MD

**Review Article Incentive Competition:** Leon Chen, MD

#### Abstracts:

**Top Oral Abstract** – Mona Sadeghpour, MD, MHS

**Top Scientific Poster** – Adam Brys, MD  
Co-authors - Visakha Suresh; Gabriel Li; Neel Nath; April Salam, MD; Brandon Howard, MD; Paul Mosca, MD

## AWARDS PRESENTED TO ASDS



#### 2018 MarCom Awards:

- Platinum Award for *Achieve*, the 2017 ASDS / ASDSA Annual Report
- Platinum Award for the May 2018 Skin Cancer Awareness Social Media Campaign
- Gold Award for the Redesign of the *asds.net* website
- Gold Award — for the 2017 Procedure Survey Video
- Honorable Mention for the ASDS Annual Meeting “Registration Open” Email Redesign (2017 vs. 2018)
- Honorable Mention for the 2018 ASDS Annual Meeting Registration Brochure



#### 2018 Hermes Creative Awards:

- Gold Award for the May 2017 Skin Cancer Awareness Social Media Campaign
- Honorable Mention for the 2018 Member Reinstatement Postcard



#### 2018 APEX Awards:

- Award of Excellence for *Achieve*, the 2016 ASDS / ASDSA Annual Report



#### 2018 Aster Awards:

- Gold Award for the 2017 ASDS Annual Meeting Pre-show Mailer



#### 2018 Healthcare Advertising Awards

- Gold Award for 2017 ASDS Annual Meeting Web Banner Ad
- Merit Recognition for *Achieve*, the 2016 ASDS / ASDSA Annual Report



#### AVA Awards

- Platinum Award for May 2017 Skin Cancer Awareness Campaign
- Gold Award for 2017 Consumer Survey Video



# 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 stronger organization. ASDS strives to develop partner relationships 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 \$2 million in contributions. These strong partnerships allow the Society to advance the field of dermatologic surgery.

“

*Our amazing industry partners continue to raise the bar helping our organization deliver exclusive programs, services and opportunities to our members.*

”



**Susan H. Weinkle, MD**

Chair, Development and Industry Relations Work Group

# BY THE NUMBERS...

**6**

New Lifetime Sustaining Stegman Circle Members

**9**

Industry Advisory Council Companies

**Over 2 million**

Contributions from corporate supporters

## INDUSTRY PARTNER LEVELS

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

- Diamond:** Allergan, Inc. and Allergan Foundation
- Platinum:** Merz Aesthetics, a division of Merz North America, Inc.
- Gold:** Galderma Laboratories, L.P.; L'Oréal Active Cosmetics
- Silver:** Aclaris; Endo Aesthetics
- Bronze:** Revance; Skinceuticals
- Copper:** Cynosure; DefenAge Skincare; Delasco; Siente; Solta; SUNEVA; ZO Skin Health Inc.
- Brass:** Alastin Skincare; Beiersdorf; Caliber ID; Dermira; ISDIN; Lumenis; Neutrogena; Nutrafol; OrthoDermatologics; Proctor and Gamble; Pulse Bioscience; Sciton; Sensus Healthcare; Senté; Sienna Biopharmaceuticals; Sientra; Skinbetter Science; Sinclair; Stratpharma Switzerland, SunPharma; Swiss · American; Thermi
- Pewter:** Aesthetics Biomedical; BTL; Viveve

## 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 35 company members of the 2018 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.

## 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 2018, 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

\$125,000 over five years. In 2018, seven members joined the Stegman Circle:

- Deirdre Hooper, MD
- Sarah C. Jackson, MD
- Kristine A. Romine, MD
- Bruce E. Katz, MD
- Peter P. Rullan, MD
- Jeremy B. Green, MD
- Gregory A. Nikolaidis, MD



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. Six members joined the Lifetime Sustaining Stegman Circle level:

- Roy G. Geronemus MD
- Kristel Polder, MD
- Shannon Humphrey, MD, FRCPC
- Vivian W. Bucay, MD
- Adam Rotunda, MD
- Marina I. Peredo, MD



*Jean D. Carruthers, MD,  
Chair, Member Giving  
Work Group*



*Derick H. Jones, MD,  
Co-Chair, Member Giving  
Work Group*



*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 2018

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

Goal 1

“

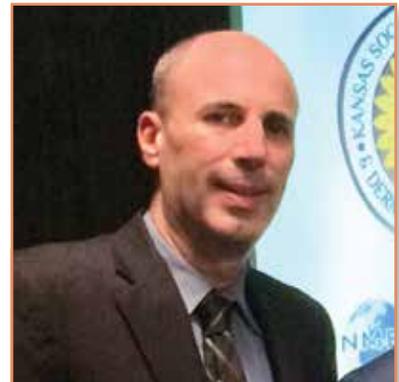
*Our advocacy efforts and initiatives provide a stronger, collective voice to both state and federal issues impacting our specialty.*

”



### STATE FOCUS

ASDSA's state advocacy efforts positively influence dermatologic surgery patients across the country. The SUNucate model bill, legislation that allows children to use and possess sunscreen at school or camps, continued to be a success story in 2018. Additionally, Dr. Green represented ASDSA at the Kansas Society of Dermatology and Dermatologic Surgery, marking the first time a state asked ASDSA to be a legislative and policy speaker.



*Lawrence Green, MD, represented ASDSA at the 2018 Kansas Society of Dermatology and Dermatologic Surgery Annual Conference and Meeting*

**Kelley Redbord, MD**  
 Chair, State Affairs Work Group

# BY THE NUMBERS...

**30**

Federal Virtual Fly-ins helped strengthen our voice

**17**

Engagements ASDSA participated

**185**

Federal legislative and regulatory policies influenced

**1,257**

Advocacy actions in 2018

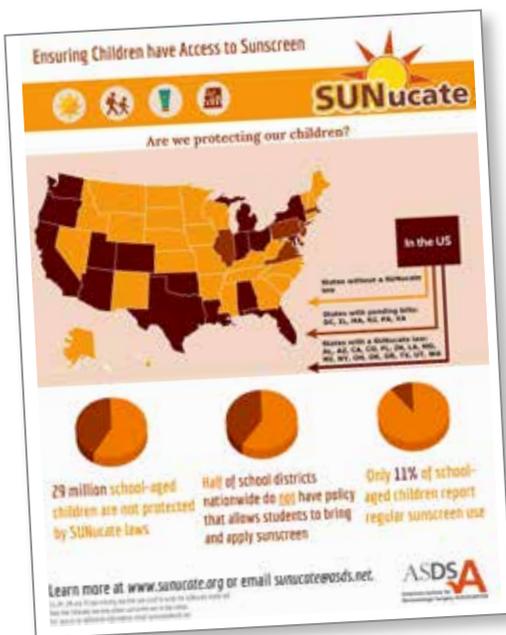


The model bill also encourages the use of sun protective clothing and hats and has provisions for voluntary education for kids on why sun protection is important and how it can prevent skin cancer. A record breaking 18 states have now passed SUNucate legislation. They include: AL, AZ, CA, CO, FL, IL, IN, LA, MD, MI, NY, OH, OK, OR, PA, TX, UT and WA. The SUNucate Coalition grew to 56 members (state, national, corporate and patient groups) all banded together in this important effort. This initiative continues to receive local and national media attention and promotes sun-safe behavior.

ASDSA was presented with the Profiles of Excellence (PoE) Award for the SUNucate model bill at the American Association of Medical Society Executives' (AAMSE) annual conference. The PoE Awards recognize AAMSE member organizations for their advocacy, communications, education, membership and leadership efforts to advance organized medicine and improve the lives of physicians and their patients.



Rhode Island continued to try and advance the Association'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. 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).



## FEDERAL FOCUS

ASDSA continues to advocate for fair reimbursement, notably the Medicare Physician Fee Schedule, working independently, and with the RUC and CPT teams along with AADA and the Alliance of Specialty Medicine to advocate for reasonable reimbursement for optimal patient care. Over 400 members let CMS know that the changes to the Medicare Fee Schedule needed attention in the areas of protecting modifier 25 and Global Periods.

ASDSA has held Federal Virtual Fly-ins for the past four years, and 2018 was the most successful yet with a 30 percent increase in participation. This year was focused on compounding, network adequacy and regulatory burden issues impacting patients. Active member participation in these types of activities creates a stronger voice for the specialty.

## KEY ISSUE: COMPOUNDING (IN-OFFICE AND OFFICE USE)

Positive steps forward were made in November when newly seated ASDSA President Dr. Alam and representatives from the AADA, ACMS, AMA and ASMS met with key staff from the CDC, FDA and USP to discuss critical patient access to buffered lidocaine.



*Drs. Naomi Lawrence and Seemal Desai at the FDA listening session on compounding regulations.*

In 2018, the FDA revised draft guidance that recognized physicians' offices are not compounding facilities. This is a measureable policy win for the specialty and partner organizations who have tirelessly argued that physicians in all practice settings should not be treated as pharmacists or outsourcing facilities. Many ASDSA members raised this issue with their Congressional representatives during the Virtual Fly-in. Drs. Naomi Lawrence and Seemal Desai participated in a FDA listening session on compounding regulations. These efforts helped regulators better understand the issues impacting dermatologic surgery patients.



*Representing AADA, ACMS and ASDSA: ASDSA President Murad Alam, MD, MBA; Cmdr. Josephine Nguyen, MD; AADA President Suzanne Olbricht, MD; Seemal Desai, MD; Allison Vidimos, MD; and Chair of the AMA Board of Trustees Jack Resneck, Jr., MD, met with FDA, CDC and USP officials about protecting patient access to buffered lidocaine.*

ASDSA also encouraged members to write to USP and ask that Chapter 797 Sterile Compounding be revised to include at least a 12-hour exemption from compliance with the standards so that buffered lidocaine can be prepared ahead of patient visits to ensure that valuable time is not taken away from patient interactions and access to care. Over 400 members participated in this key engagement on behalf of their patients.

The FDA specifically mentioned in-office preparations used in dermatological procedures, highlighting that the medications prepared are in small quantities, in the office setting and for the physicians' patient use. The FDA acknowledged that the mixing and application of these in-office preparations are of negligible patient risk and physicians should not be subject to the same standards as larger compounding facilities. This was a positive development on behalf of dermatologic surgeons. As a result, it proposed in its revised draft guidance on Insanitary Conditions at Compounding Facilities that physician offices would not be included in its definition of compounding facilities, and that it generally did not intend to take enforcement action against physicians who were compounding in the office setting and administering or dispensing to his or her own patients.



*Congressman Joe Kennedy (D-MA) meets with Immediate Past President Thomas Rohrer, MD*



*Congressman Joaquin Castro (D-TX) and Vineet Mishra, MD.*



*Geoffrey Lim, MD, and Congressman Mike Doyle (D-PA).*

## Thank you!

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

Murad Alam, MD, MBA  
 John Binhlam, MD  
 M. Laurin Council, MD  
 Sue Ellen Cox, MD  
 Doris Day, MD  
 Lisa M. Donofrio, MD  
 Erin Gardner, MD  
 Nicholas Golda, MD  
 Michael Graves, MD  
 George Hruza, MD, MBA  
 Nita Kohli, MD, MPH  
 Arash Koochek, MD, MPH

Geoffrey Lim, MD  
 Paul Massey, MD  
 Vineet Mishra, MD  
 Kelley P. Redbord, MD  
 Farhaad R. Riyaz, MD  
 Thomas E. Rohrer, MD  
 Lara Rosenbaum, MD  
 Anthony M. Rossi, MD  
 Divya Srivastava, MD  
 Mark Taylor, MD  
 Monique Wilson, MD



*Drs. Doris Day (far left) and Anthony Rossi (far right) met with Brook Gesser (center), staff for New York Senator Kirsten Gillibrand during the 2018 Federal Virtual Fly-in.*



*M. Laurin Council, MD, and Joeana Middleton, Regional Director for Senator Claire McCaskill (D-MO).*

Mentoring and growing new advocates for our specialty is an ongoing objective for the organization. In 2018, ASDSA launched a new arm of the popular FLN program. The Advocacy FLN track was created to groom mentees by expanding their knowledge of the policymaking process, learn about ASDSA priorities and have meaningful influence on the legislative and regulatory process.



*Inaugural class of A-FLN 2018-19 (left to right) Arash Koochek, MD, MPH, Terrence A. Cronin, Jr., MD, Amy Derick, MD, Eric Millican, MD, Congressman Raja Krishnamoorthi (D-IL), Anthony M. Rossi, MD, Murad Alam, MD, MBA, H. William Higgins, II, MD, MBE, Farhaad R. Riyaz, MD, Catherine DiGiorgio, MD, and Nikki Tang, MD.*

*AMA members of the ASDSA Delegation*



*Delegate Jessica J. Krant, MD*



*Delegate Anthony M. Rossi, MD*



*Alternate Delegate  
Chad L. Prather, MD*



*Delegate to the Young Physicians  
Section M. Laurin Council, MD*



*Delegate to the Resident and  
Fellow Section Rachel Kyjlo, MD*

# Build Relationships and Strategic Alliances

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

Goal 2

## 2018 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 many collaborative activities in 2018 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.
- **National Council for Skin Cancer Prevention** — ASDSA was able to garner partners to support its SUNucate efforts.
- **Physicians Aesthetic Coalition (PAC) and the Federation for Specialty Plastic Surgery Societies (FSPSS)** — ASDSA works with many associations as an established leader regarding policy impacting cosmetic patients. Issues of note include Truth in Advertising, which opposes specific legislation and regulation aimed at allowing unqualified practitioners to perform cosmetic medical procedures often involving laser, fillers and neurotoxins.
- **Personal Care Products Council** — Collaborative support for SUNucate and co-hosted a reception at National Conference of State Legislatures to promote our efforts.

ASDSA relies on its State-based Advocacy Network for Dermatologic Surgery (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 (DSC). ASDSA was granted an additional Delegate in 2018, bringing its total to two, and increasing the voice of dermatologic surgery in organized medicine.

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



*Alternate Delegate  
Chad L. Prather, MD;  
Delegate Jessica J. Krant, MD; and  
new Delegate Anthony M. Rossi, MD,  
at the AMA meeting in June.*

# Expand Practice Support

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

# Goal

## PRACTICE AFFAIRS FOCUS

ASDSA provides many tools and resources to support members in their practice and help its members navigate the changes impacting the practice of medicine. In 2018, ASDSA held a webinar based on the content of the popular session at the 2018 ASDS Annual Meeting: Reimbursement and Coding Changes. Additionally, ASDSA staff provided materials designed to educate members on 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 monthly e-newsletter tips that detail how to comply with new rules and regulations.

In its third year, ASDSA's Task Force on Value Analysis developed its final resource infographic aimed at encouraging insurance companies and payors to keep dermatologic surgeons in their networks. Additionally, an infographic was designed to show how laser use is the practice of medicine and that it carries risk when performed by inappropriately trained staff.

## 2018 ASDSA AWARDS

### State Dermatological Society and Legislative Patient Safety Heroes:

Indiana Academy of Dermatology and Indiana State Senator Liz Brown (for passing the SUNucate legislation and emphasizing the importance of protecting children from skin cancer)

**Patient Safety Hero:** Carrie L. Davis, MD, for championing ASDSA's SUNucate initiative in her home state of Indiana.



## MELANOMA: Why your insurance network NEEDS DERMATOLOGIC SURGEONS

### TREAT PATIENTS in an office setting (outpatient) instead of inpatient (hospital)

- How much can you save by treating a patient in the office setting?

**MEDIAN COST FOR SKIN CANCER CASES**

Operating room: **\$11,589**

Outpatient: **\$1,773**

- Annual treatment of melanoma costs **\$44.9 million** among Medicare patients with existing cases; newly diagnosed cases across all age groups costs **\$932.5 million**.
- Outpatient dermatologic surgery is safe, with a complication rate of approximately 1.5%, which shows no difference compared to inpatient settings.
- Short and long-term **patient satisfaction are high** after outpatient dermatologic surgery.

### KEEP dermatologic surgeons in-network

- A dermatologic surgeon's rigorous medical education makes them the **most qualified** physician to both prevent and treat early stage melanoma in an outpatient setting.
- Ensuring network adequacy: dermatologists save money through early detection, **lower cost treatment options and decreased complication rates**.
- Keeping dermatologic surgeons in-network is of importance to **both patients and physicians**.

### PREVENT or TREAT EARLY stage melanoma, keeping costs low

If all melanoma patients were diagnosed in Stage 0 or I, the annual direct costs of treatment among the Medicare population would be **40% - 65% lower** than their current value.

- A one time skin cancer screening among high risk individuals saves **\$29,170 per year of life**.
- Medical costs of melanoma are highest among people diagnosed with **late-stage melanoma** and during the terminal phase of care.

**\*Sources:**  
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[asds.net/ASDSA-Advocacy](http://asds.net/ASDSA-Advocacy)



## ASDSA members PROTECT patients from harm

Dermatologic surgeons are the best choice for laser procedures

### 3.27 million laser procedures were performed by ASDSA members in 2017

#### DERMATOLOGISTS are the physician of choice for laser procedures, with patient satisfaction at **90%**

- Board-certified** dermatologists have gone through medical school and residency and are able to provide quality patient care

### 7 in 10 INDIVIDUALS are considering a COSMETIC PROCEDURE

#### PROTECTING PATIENTS from adverse events is key when lasers are used to remove, burn or vaporize the skin

- Any laser procedure that can **damage living tissue** is considered the practice of medicine by the American Medical Association and the American College of Surgeons
- Before any laser procedure is done, a **dermatologist** evaluates a patient's current condition, select an appropriate course of treatment and provide adequate information about follow-up care

### DIRECT ON-SITE SUPERVISION is KEY in protecting PATIENTS when delegating procedures to non-physicians

- If a procedure is within the scope of practice of a non-physician provider, it may be delegated through a written protocol after a physician has performed an initial assessment
- The percentage of medical malpractice lawsuits involving **non-physician** use of lasers increased from **38% in 2008 to 78% in 2011**

#### The use of a written protocol **PROTECTS PATIENTS** from the harmful side effects of inappropriate laser use

- Inappropriate use of lasers can result in permanent scars
- When 123 complications from non-physician laser use were reviewed, 82% of these complications occurred when there was no on-site physician supervision

Contact [advocacy@asds.net](mailto:advocacy@asds.net) with questions

[asdsa.asds.net](http://asdsa.asds.net)

\*Sources: American Society for Dermatologic Surgery (ASDS) 2017 Consumer Survey on Cosmetic Dermatologic Procedures. ASDSA Protecting patients from harm. <https://www.asds.net/Portals/0/PDF/asdsa/position-statement-laser-use.pdf>

## ASDSA TOP ADVOCATES

In 2018, a new advocacy recognition program was launched to acknowledge members who go above and beyond in the commitment to advocacy initiatives all year long.

Members who complete one item from each core area will be recognized. The core areas are: Engage in timely advocacy engagements, stay on top of ASDSA practice affairs issues and collect active membership points in items such as following ASDSA on social media, reading newsletters, serving as a SANDS member and participating in the Virtual Fly-in.

### Announcing ASDSA's 2018 Top Advocates



Murad Alam, MD, MBA



John Q. Binhlam, MD



M. Laurin Council, MD



Sue Ellen Cox, MD



Doris Day, MD



Lisa M. Donofrio, MD



Nicholas Golda, MD



Michael Graves, MD



Amelia Hausauer, MD



George J. Hruza, MD, MBA



Nita Kohli, MD, MPH



Arash Koocheck, MD, MPH



Geoffrey Lim, MD



Vineet Mishra, MD



Kelley P. Redbord, MD



Thomas E. Rohrer, MD



Lara Rosenbaum, MD



Anthony M. Rossi, MD



Divya Srivastava, MD



Mark B. Taylor, MD

Thank you to all of the Top Advocates for their efforts!

## LOOKING AHEAD

### Strengthening the Collective Voice of our Specialty

We are in a time of change. There is technological change, with new but expensive therapies for advanced disease. There are ever more complex electronic health records, and the advent of telemedicine and personalized medicine. There is also regulatory change. Government and private payers increasingly direct the delivery of health care. Small practices are becoming rarer in this age of consolidation.

With change comes opportunity. While some impending changes may seem harmful, we in dermatology are capable and inventive physicians who can adapt and thrive. To seize the exciting opportunities before us, we must transcend the sense of divisiveness pervading our national discourse. As others bicker, or are paralyzed by conflict, we must pull together. Now is the time to rally. Let's raise our collective voice to support our chosen profession and to protect our patients.

Specifically, we must stop well-intentioned but misguided policymakers who are confounding cost savings with quality medicine. Sound medical judgement and patient-physician relationships will not be improved by cumbersome bureaucracy.

The answer is being active and being united. First, we have to work as a specialty to come up with solutions that protect our patients and our practices. This means we must listen to one another and work together to craft plans on which we can all agree. Then we need to advocate forcefully. We must use the tools at our disposal to insistently, convincingly convey our message. Providing policymakers with clear, well-defined proposals will avert confusion and increase the likelihood of adoption.

To make our vision become a reality, I'm asking you to get involved. Volunteer to support the Society's advocacy efforts. When an issue arises, use the mechanisms provided to contact relevant regulators or legislators. Individual constituents, like you and me, are important; however, quantity does matter. If policymakers receive hundreds of communications on an issue, this draws their attention and drives them to act.

To be heard, consider attending our annual virtual fly-ins where you meet your elected representatives. Make time for the fundraisers ASDSA organizes for legislators who are friends of dermatology. Please support members of both parties who stand with us on important issues like sun safety, patient access to medicines, reduced bureaucracy and paperwork for doctors, fair reimbursement for patient care and funding for medical research.

To advocate effectively and grow our specialty, we also need to invest in research. This highlights our leadership in the treatment of skin disease. Rigorous science helps us differentiate ourselves from less qualified, or even unqualified, providers. Please consider a gift to our Cutting Edge Research Grant program, which funds well-designed projects that promote dermatologic surgeons as innovators, foster public awareness of dermatologic surgeons as experts and support our positions on patient safety and regulatory issues. This is practical, hard-hitting research. Data not only makes a difference in patient care, but also in how dermatologists are perceived. With data, we can show why access to dermatologists is crucial, and why scarce health care dollars should be directed to dermatology.

Join us as we unite around these common goals to preserve and grow our profession, protect quality patient care and strengthen the collective voice of our specialty.



**Murad Alam, MD, MBA**  
2018 -19 ASDS / ASDSA President



“  
*In legislative and regulatory advocacy, we have to speak with one voice.*  
”



## 2018-19 ASDS / ASDSA Board of Directors

*First row (from left): Vice President Marc D. Brown, MD; Treasurer Dee Anna Glaser, MD; President-Elect Adam Rotunda, MD; President Murad Alam, MD, MBA; Immediate Past-President Lisa M. Donofrio, MD; Secretary Sue Ellen Cox, MD; Historian / Parliamentarian Rhoda Narins, MD. Second row: Resident Representative Kelly MacArthur, MD; Shannon Humphrey, MD, FRCPC; Deidre Hooper, MD; Lawrence J. Green, MD; Doris Day, MD; Vince Bertucci, MD, FRCPC; Margaret A. Weiss, MD; Editor-in-Chief William P. Coleman, III, MD; Patrick K Lee, MD; Sabrina Fabi, MD; Resident Representative Hayley Goldbach, MD; Executive Director Katherine J. Duerdoth, CAE. Not pictured: Glenn D. Goldman, MD.*

**2018 Annual Report**  
American Society for Dermatologic Surgery  
American Society for Dermatologic Surgery Association

**American Society for Dermatologic Surgery**  
**American Society for Dermatologic Surgery Association**

5550 Meadowbrook Drive, Suite 120  
Rolling Meadows, IL 60008  
Phone: 847-956-0900 • Fax: 847-956-0999  
[asds.net](http://asds.net) • [asds.net/ASDSA](http://asds.net/ASDSA)

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