Pandemic Impact

2021 ASDS Members Survey
Objective

- Discover the pandemic’s impact on ASDS members’ ability to practice medicine and ensure quality care, showcasing their resilience.
- This data can provide a baseline for future surveys, reflecting our specialty’s ongoing ability to innovate and overcome.
Methodology

- Developed by ASDS Survey Work Group
- Online survey fielded by Perception Solutions
  Oct. 2021 - Jan. 2022
- 287 ASDS member respondents
- Overview of respondents’ primary practice type:
  - 43% Oncologic / Reconstructive
  - 36% Medical / Therapeutic Dermatology
  - 21% Cosmetic Dermatology
- Majority were solo or group practices; 71% have 1-4 physician providers and 67% have 0-2 other providers.
- Top locations: California, New York, Florida, Illinois, Texas
Executive Summary

- **Personal Protective Equipment (PPE) supply challenges** impacted 72% of responders.
- **90%** of responding members **limited operations** during some period during the pandemic.
- **Staff reduction** impacted **51%** of responders. The most significantly impacted were group practices (60%) and solo practices (47%).
- **Stabilized staffing** is an ongoing challenge for **85%** of responders.
- There was a **187% increase among responders offering telehealth appointments** during this pandemic. For responders offering telehealth appointments in 2019, there was a 226% increase in telehealth during 2019-20.
- **Patient communications shifted** with increase in emails (47%), social media content / engagement (26.7%), virtual education such as webinars or Instagram Lives (21%) and curbside product pick up (16%).
- For responders that perform skin cancer treatments, 53% performed less in a standard year prior to 2020. The **pandemic caused delays in obtaining a skin check or skin cancer treatment** in **83%** of respondents.
- **70%** of responders reported that **skin cancers assessed or treated during the pandemic presented larger or more aggressively** once the patient was seen.
- The **“Zoom Effect” was experienced by 52%** of responders, seeing on average an **11% increase in new patients.** 80% of responders experienced an **increase in procedures with current patients** with an average **increase of 14%** at their practice level.
90% Limited operations during the pandemic

Among those members:

23% Closed practices

35% Reduced Hours

32% Closed and reduced hours

due to coronavirus pandemic.
We apologize for any inconvenience.
Staffing

51% Reduced staff during the pandemic

Practice type impacted:

60% Group Practice
49% Solo Practice
39% Academic
27% Hospital-based

85% find staffing an ongoing challenge
Staff Reduction

Type of staff reduction:

- 66% Furlough
- 60% Reduced hours / pay
- 37% Layoff / termination
Telehealth

25% offered telehealth prior to the pandemic
73% currently offer telehealth appointments
226% increase in telehealth appointments from 2019-20

187% increase among member responders offering telehealth appointments.
Patient Communications

The pandemic shifted communications with patients.

47%  Increased emails

27%  Increased social media

21%  Offered virtual education (webinars, online live events)

16%  Offered drive through / curbside product pick up
Skin Cancer Treatments

53%  Performed less skin cancer treatments in 2020 than prior years
83%  Experienced delays in skin checks or skin cancer follow-up care

70% found skin cancers assessed or treated during the pandemic to present larger or more aggressive once a patient was seen.
Cosmetic Procedure Impact

80% Increase in cosmetic procedures with current patients.

14% Average % of increase in treatments performed on existing patients

52% experienced a “Zoom effect” (patients seeing themselves on video camera calls) increasing new cosmetic patients during re-opening.
Re-opening Procedure Impact

Most requested / performed procedures following re-opening:

1. Wrinkle-relaxing injections (65%)
2. Soft-tissue fillers (53.8%)
3. Skin cancer checks (53.5%)
4. Skin cancer treatments (52%)
5. Laser / light / energy-based device treatments (40%)
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