



## MEMORANDUM

Date: 11 March 2024

To: **Board of Directors**

From: Elizabeth K. Usher, MBA  
Executive Director & CEO

Subject: **Executive Director's March Board Report**

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In 2023, the Board approved a new vision, reaffirmed our mission and core values, and refined our strategic goals and objectives positioning the Academy for further growth and success in 2024 and beyond:

**Vision** - Ensure Healthy Skin for All and End Suffering from Skin Disease.

**Mission** - Advance Excellence in Dermatology.

### Core Values

- Patient-first
- Professionalism
- Member-centric
- Unity
- Lifelong learning
- Scientifically founded
- Visionary leadership

**Strategic goals** - Our strategic plan includes four strategic goals, each of which is supported by several objectives. The primary strategic plan including all objectives can be found [here](#). In addition to the primary strategic goals established by the Board, there are also two operational goals to support the strategic plan:

- **Advocacy**  
Goal: Advocate to ensure that all member dermatologists can effectively and efficiently practice dermatology.
- **Education**  
Goal: Design and deliver the gold standard of dermatologic education.
- **Access to care**  
Goal: Strengthen and safeguard access to dermatologic care for all.
- **Data-driven transformation of care**  
Goal: Facilitate optimal patient care through the collection, analysis, interpretation, and utilization of data.
- **Operations**  
Goals: Grow revenue to sustain the mission and operate effectively and efficiently.

This report is the first report organized in support of our recently updated strategic plan. The report details progress against our current strategic goals and highlights significant upcoming activities and events from our operation plan. I welcome any questions regarding this report at our upcoming Board meeting.

### CORRESPONDENCE

PO Box 1968  
Des Plaines, IL 60017-1968

EMAIL: [mrc@aad.org](mailto:mrc@aad.org)  
WEB: [aad.org](http://aad.org)

### ROSEMONT, IL OFFICE

9500 W Bryn Mawr Avenue, Suite 500  
Rosemont, IL 60018-5216

MAIN: (847) 330-0230  
FAX: (847) 240-1859

### WASHINGTON, DC OFFICE

1201 Pennsylvania Avenue, NW, Suite 540  
Washington, DC 20004-2401

MAIN: (202) 842-3555  
FAX: (202) 842-4355

**GOAL: Advocate to Ensure that All Member Dermatologists Can Effectively and Efficiently Practice Dermatology.**

**Congressional Action on Medicare Physician Payment**

In December, the House of Representatives took several actions to address the proposed Medicare cuts. Representatives Murphy (R-NC), Davis (D-IL), Wenstrup (R-OH), Panetta (D-CA), Bucshon (R-IN), and Burgess (R-TX) introduced H.R. 6683, the *Preserving Seniors' Access to Physicians Act of 2023*, which would eliminate the 3.37 percent Medicare cut for physicians. Additionally, 194 members of the House of Representatives sent a letter to Congressional leadership asking them to avert the cut. The AADA endorsed the new legislation and urged House members to sign the letter. While the cut did take effect on 1 January 2024 the pressure for an urgent legislative solution continued with 11 representatives of both parties taking to the floor to deliver speeches. On 16 January 2024, the AADA sent a letter to House and Senate Leadership urging them to move to pass legislation to fully reverse the 3.37% cut. With Congress passing a third continuing resolution to fund the government, it is now expected that any action on the cuts and other health priorities will move with appropriations legislation in early March.

The AADA has been keeping pressure on Congress with a patient advocacy-focused grassroots campaign where AADA members ask their patients to send a message to Congress to act on reversing or mitigating these Medicare physician payment cuts. In our third week we had:

- H.R. 6683 Member Alert: 737 messages sent by 565 members
- Senate Member Alert: 375 messages sent by 178 members
- H.R. 6683 Patient Alert: 46 messages sent by 32 patients
- Senate Patient Alert: 202 messages sent by 172 patients

To encourage our members to continue pressuring Congress, we launched a social media grassroots competition for the state with the most patient messages to Congress. The current top three states are Missouri, Indiana, and Alabama.

**Ad Hoc Task Force on Finding Common Sense Medicare Legislation**

At the November Board meeting, the Board approved funding to hire a firm to assist with developing a coalition focused solely on increasing Medicare physician payment and charged with public relations messaging, leveraging relationships on Capitol Hill, and exploring avenues for targeted political giving. The Ad Hoc Task Force on Finding Common Sense Medicare Legislation Chair Andrew H. Weinstein, MD, MPH, FAAD and Vice Chair Scott Collins, MD, FAAD approved a Request for Proposal that was sent to a number of health care policy consulting firms. Proposals have been received and are currently being evaluated. The Ad Hoc Task Force met on 29 January 2024, to review and provide input into a draft PowerPoint, *The Academy Leading on Medicare Physician Payment Reform*, that the Chair will use as a template to market the idea of this coalition to dermatologists and other physician organizations with the goal of securing financial support for sustaining the coalition.

**Advocacy Win: CMS Finalizes Prior Authorization Protections**

Because of AADA's relentless advocacy, on 17 January 2024, CMS finalized the *Advancing Interoperability and Improving Prior Authorization* rule which reduces regulatory burdens for dermatologists and ensures timely access to care for patients. Beginning in 2026, Medicare Advantage, Medicaid plans, and other impacted payers must detail a specific reason for denying a prior authorization appeal and report prior authorization metrics as part of new transparency and reporting requirements. The final rule also requires impacted payers to respond to prior authorization requests more quickly.

**AADA State Advocacy Grants**

The AADA awarded thirteen state dermatology societies grants through the AADA State Advocacy Grant program, totaling \$80,000. The grants will advance AADA state advocacy priorities, including scope of

practice, truth in advertising, access to pharmaceuticals, regulation of medical spas, and skin cancer prevention.

### **SkinPAC Breaks Fundraising Record**

In 2023, AADA members raised \$1,055,426 for SkinPAC, breaking last year's single-year fundraising record (\$991,624) by more than 6%. A stronger SkinPAC means a stronger voice for dermatology on Capitol Hill and stronger support for pro-dermatology candidates across the country.

### **GOAL: Design and Deliver the Gold Standard of Dermatologic Education.**

#### **2024 Annual Meeting On-Demand**

The 2024 Annual Meeting On-Demand will be available through meeting registration and in the Academy store. The recordings from 262 sessions will offer Continuing Medical Education (CME) credit in 2024. The product will include additional enhancements to the product through the Academy's Learning Center that include AI generated summaries and enhanced search capabilities allowing members to easily identify content of interest.

#### **2024 Annual Meeting**

Over 300 educational sessions, with over 40 sessions coming from new applications, will be offered for a total of 40.25 *AMA PRA Category 1 CME credits*<sup>TM</sup>. Sessions utilizing an Audience Response System, Board Prep or Hands-on Workshops will offer Continuing Certification self-assessment credits. Over 1798 speakers were invited to participate with 1564 accepting and 332 Directors invited with 316 accepting.

New at this Annual Meeting is the Session Spotlight, which is designed to help attendees find sessions they are interested in more easily. Select sessions have been grouped into six categories: Inflammatory Dermatoses, Pediatric Dermatology, Cosmetic Dermatology, Surgical Dermatology, Practice Management and Melanoma & Non-Melanoma Skin Cancers. Attendees can view the sessions in each category [online](#) and are provided additional instruction on how to locate sessions of interest in the Searchable Program. In addition, select sessions in these categories have been assigned rooms in the same area of the San Diego Convention Center.

A record number of abstracts were submitted in all abstract categories: 1771 for e-posters (1242 in 2023), 895 for Gross & Microscopic (801 in 2023), and 150 for Resident & Fellows (114 in 2023). After review by the selection workgroups, 1375 e-posters, 193 Gross & Microscopic abstracts, and 18 Residents & Fellows abstracts have been accepted. A record of 297 submissions were received for Late-breaking abstracts – an increase from 250 submitted in 2023. At the time of this report, the Late-breaking submissions were in the process of being graded.

Highlights of the Plenary will be presentations from the following Named Lectureships: Patricia Treadwell, MD, FAAD, the John Kenney, Jr., MD Lifetime Achievement Award and Lectureship; Henry W. Lim, MD, FAAD, the Clarence S. Livingood, MD, Memorial Award and Lectureship; Brian J. Drucker, MD, the Lila and Murray Gruber Memorial Cancer Research Award and Lectureship; and Brian S. Kim, MD, FAAD, the Marion B. Sulzberger, MD, Memorial Award and Lectureship. William Shatner will serve as the Plenary keynote.

#### **Leadership Institute Offerings**

The Leadership Institute conducts a number of educational and networking opportunities at the Annual Meeting focused on providing leadership development for young physicians and encouraging lifelong learning for physicians of all ages.

- The Leadership Institute will present the second Underrepresented Minorities in Medicine (URiM) Resident program on Friday, 8 March from 12:00 pm to 3:00 pm. The program will include lunch,

networking, and a leadership development session, led by leadership consultant, Marsheila DeVan, MBA, on negotiation techniques and managing difficult conversations.

- The Leadership Institute will present four sessions at the Annual Meeting. Each session is planned by the Leadership Development Steering Committee and its work group to support dermatologists in their practices and as leaders of the dermatology care team. The sessions are:

**Leading by Negotiation**

Date: Friday, 8 March from 9:00 am – 11:00 am

Director: Lauren Claire Hollins, MD, FAAD

Guest Speaker: Marsheila DeVan, MBA

**Self-Care in Healthcare: Beyond Burnout to Finding Fulfillment**

Date: Saturday, 9 March from 9:00 am – 11:00 am

Director: Kelly M. Cordoro, MD, FAAD

Guest Speaker: Amy MacDonald, PsyD

**Thriving in Chaos: Strategies to Get Control of your Time and Your Life**

Date: Sunday, 10 March from 1:00 pm – 3:00 pm

Co-Directors: Karolyn Wanat, MD, FAAD and Kanya Nkanyezi Ngwenyama Ferguson, MD, FAAD

**Innovating People: Creating a Positive Environment for Success**

Date: Monday, 11 March from 1:00 pm – 3:00 pm

Director: M. Shane Chapman, MD, FAAD

- The Leadership Alumni Reception is Sunday, 10 March from 5:30 pm – 7:00 pm. The 2024 Mentor of the Year Award will be presented to Ilona J. Frieden, MD, FAAD at 5:45 pm.
- The Women in Dermatology Collaborative, a joint initiative led by the Academy and the Women's Dermatology Society (WDS), will present a panel discussion on Saturday, 9 March from 12:00 pm to 1:30 pm. The discussion will address issues that impact women dermatologists and developing resources that support women in their careers.

**International Engagement Opportunities**

- There are a variety of International Engagement opportunities at the Annual Meeting. The International Scholarship program continues to be popular in the global dermatology community. Over 120 scholarships will be awarded to international dermatologists attending the Annual Meeting. Scholarships include complimentary registration and invitations to the International Scholarship Reception and Dinner and the International Member Reception. The Strauss and Katz Scholarship program and the Reciprocal Scholarship program also include a travel stipend.
- The International Leadership Workshop, which is aimed at international young physicians, will be presented on Thursday, 7 March and includes lunch, networking, and a leadership development session presented by leadership consultant, Marsheila DeVan, MBA.
- The International Member Reception is on Friday, 8 March from 5:30 pm – 7:00 pm. The International League of Dermatological Societies (ILDS) will present their certificate of appreciation during the reception.

**2024 Annual Meeting Registration and Revenue**

The 2024 Annual Meeting will be held 8-12 March, San Diego, CA, at the San Diego Convention & Exhibition Center. Early registration numbers are strong, and we anticipate a very well-attended meeting. The Scientific Assembly Committee (SAC) has developed a robust and comprehensive program of educational sessions, and the educational program will be complemented with the exhibit hall, CCTF meetings and networking and social events for attendees.

As of 12 February, registration totals 15,690, which represents 86% of the budgeted target of 18,186. In comparison, at the same point before the 2023 Annual Meeting in New Orleans, total registration was 14,055. More than 8,700 medical personnel are registered for the meeting, including 2,221 dermatology residents and fellows. International registration represents 31% of the medical personnel registered to date.

As of 12 February, meeting revenue totals 91% of the total amount budgeted. Exhibit revenue surpassed expectations at 107% of the amount budgeted. Sponsorship revenue surpassed expectations at 120% of the amount budgeted. In addition, the President's Gala has 104% of the amount budgeted. In addition, we expect additional philanthropic support to be raised through our first Skin Cancer Take a Hike! event which will take place on Saturday, 9 March.

### **2024 Innovation Academy**

The Scientific Assembly Committee (SAC) has begun planning the 2024 Innovation Academy, 1-4 August, in Seattle, WA. The schedule will offer twenty-seven (27) 2- or 3- hour parallel sessions and thirteen (13) 1-hour Sunrise sessions. The number of concurrent sessions are being reduced from 9 to no more than 5 sessions. In addition, the format change will offer slightly more CME credits (23.5) than previous years (in 2023 21.5 CME credits were offered). SAC is in the process of reviewing potential keynote speakers from the tech sector for the event. We are also modifying the meeting space to keep attendees gathered. Canceled sessions will no longer be posted on the program via the app and the website. Currently, cancelled sessions are removed from Faculty Manager and noted on a program change log for internal tracking. The Education Team will address any inquiries about a cancelled session individually as they are received. Hands-on Workshops have been eliminated due to low interest at previous meetings and high cost. Applications for the Future of Dermatology and DermTank sessions will open in April 2024 with the goal of finalizing programs in May 2024.

The following recommendations for promotions and networking are also in process:

- Identify, plan, and host special programs at Innovation Academy, such as the Women's Summit.
- Clearly define the meeting theme and purpose within marketing materials and promotions.
- Market Innovation Academy beginning at the Annual Meeting to build interest in attending the meeting.
- Promote special sessions, networking events, childcare, and other meeting-related activities as they are confirmed to encourage members to mark their calendars for Innovation Academy.
- Extend early invitations to both speakers and the target audience to generate interest.
- Identify and develop opportunities to increase networking among attendees and with exhibitors.
- Enhance the meeting app to improve the member experience.

### **Workgroup to Evaluate AAD Events**

While the Academy is currently recognized as offering high quality and engaging event-based education, it was critical that a strategic review of the existing programs, competition, and member preferences took place to ensure that the events stay relevant and evolve so that we remain the leading provider of event based dermatologic education. The Workgroup to Evaluate AAD Events was chaired by Amit Garg, MD, FAAD and Hensin Tsao, MD, PhD, FAAD, and members were selected based on their expertise, member demographics, and involvement in planning education for the Academy.

In 2023, the Workgroup developed a set of short-term and long-term recommendations for the Academy's three large events. The Council on Education approved the recommendations at the strategic retreat held 26-27 January and the Board of Directors will review these at the March meeting.

### **Education Evaluation and Strategy Development**

The Education department worked with Cathexis Consulting, an experienced and credentialed evaluator, to complete an evaluation of our education program in 2023. The final report of recommendations was delivered in December 2023 and was presented to the Council on Education on 26 January 2024 at the

Council's strategic retreat. The Council used the recommendations from the evaluation as one source of input to help develop a new Education strategy that will be presented to the Board for approval at the March meeting.

### **Image Collection Project**

To ensure members are equipped to provide the best possible care to all patients, the Academy is developing a resource to fill the critical gap of skin of color images in professional education. The image collections project has been approved to begin development. It will be made available to members only for use in professional education in a searchable format on the Academy web site. The resource is expected to be available to members by the end of 2024. Fundraising efforts for the image collection project will be prioritized as a part of the philanthropic relations strategy in the spring at the Art of Skin Fundraising Gala in New York City.

### **Board Prep Plus**

A new digital flashcards feature was launched in December 2023 and the rollout of learner dashboards with analytics for institutional purchasers is ongoing. Nine in ten subscribers rated the product as exceeding expectations in the annual subscriber survey. Board Prep Plus continues to be the top exam preparation resource for dermatology residents. Content from this product is licensed to international audiences through our business development team.

### **New Digital Learning Activities**

"Medicine without Barriers: Overcoming Unintended Bias in Practice" is an Academy educational resource designed to increase cultural knowledge and break down unintended barriers to providing patients with excellent and compassionate dermatologic care. The curated content provides a guided experience to learn and use concepts related to diversity, equity, inclusion, and belonging that can impact health equity in patient care. It launched in October 2023 and is available in the Academy Learning Center ([Medicine Without Barriers](#)). As of 30 January 2024, 697 individuals have visited the site.

The "Comorbidities Associated with Atopic Dermatitis in Adult Patients: AAD Guidelines and Care Improvement Strategies" digital course was released on 8 December 2023. The course is designed to help members recognize prevalent comorbidities associated with atopic dermatitis in adults, implement strategies to manage the potential impact of these comorbidities, inform clinical decision-making, recognize known gaps and barriers in care for these comorbidities, and assess and improve the quality of care. As of 30 January 2024, 520 members have participated in the course.

The "Making Tele dermatology Work for You: Practice Integration, Training, and Coding" digital course was released on 20 December 2023. It is comprised of four modules covering: Guidance for Dermatologists and Staff, Guidance for Patients, Tips for Success and Avoiding Pitfalls, and Accurate Coding of Telemedicine Services. As of 30 January 2024, 122 members have participated in the course.

### **Clinical Community**

The AAD Clinical Community continues to engage Academy members, surpassing 10 million views on discussions in 2023. Eighty percent (80%) of all discussions in the AAD Clinical Community have received a response from a dermatology expert, showcasing how the Community has become the go-to online place for dialogue with dermatology experts.

As of December 2023, over 21,000 members had been onboarded to the Community. From November through January (the past 90 days), 15,000 of those members have been engaged, which is defined as reading, responding or posting to a discussion. Seven out of ten members engage with the Community at least once every 90 days, and the Community averages more than 2,600 unique views per discussion.

### Journals submissions finish strong in 2023

The *Journals of the American Academy of Dermatology (JAAD)* received more than 5,200 submissions through the end of 2023, an increase of approximately 6 percent over 2022.

*JAAD International's* virtual special issues, (issues focused on a single topic and include interactive online features), launched in 2020, have increased author interest for that journal in both 2022 and 2023. The strong citation and impact data of the journals is a contributing factor to the continued growth. *JAAD* leads the field for the fourth straight year with a [2022 Impact Factor](#) of **13.8**. CiteScores for both open access journals – [JAAD Case Reports](#) is 1.9 and [JAADi](#) is 2.3 -- continue to increase each year. *JAADi* currently has an index application pending with Clarivate, which if accepted will result in an impact factor for the journal in the future. *JAAD Reviews* is pending launch. Submissions for that journal will be included in future updates to the Board.

	YE 2023	YE 2022	YE 2021	YE 2020	YE 2019
<b>JAAD</b>	3,589	3,280	3,485	4,753	2,927
<b>Case Reports</b>	1,252	1,287	1,219	1,196	824
<b>International</b>	437	417	226	173	N/A
<b>Total Year End (YE)</b>	<b>5,278</b>	<b>4,984</b>	<b>4,930</b>	<b>6,122</b>	<b>3,751</b>

### New JAAD Reviews journal prepares for launch

*JAAD Reviews*, the latest publication to join the *JAAD Journals* family, is expected to launch by Q2 2024. Final configurations and testing of the Editorial Manager database and website for this online-only, open access journal is underway prior to the database being opened to authors for submissions. Founding Editor Shari Lipner, MD, PhD, FAAD who was affirmed by the Academy Board of Directors at its November 2023 meeting, has been working on the selection of an editorial board and drafting the journal's guide for authors, which includes content definitions for the types of review articles to be considered. Broadly, *JAAD Reviews* will publish clinical reviews, systematic reviews, scoping reviews, and meta-analyses. In its first year of publication, it is expected that many papers will cascade from high-quality submissions that are not accepted by the *JAAD* flagship journal.

### Your Dermatologist Knows

We continue to promote the expertise of dermatologists through our Your Dermatologist Knows strategy, which emphasizes for the public that, "No one understands your skin better than a board-certified dermatologist." Notable recent activities include:

- Hosted an Instagram Live event with Sandra Lee, MD, FAAD (aka Dr. Pimple Popper) which has received 3,800 views.
- Secured high profile media placements featuring members of the Academy's Media expert team including:
  - A [USA Today item](#) regarding what causes cold sores quoting the Academy Media Expert Team member Chris Adigun, MD, FAAD.
  - An [Everyday Health story](#) regarding what to wear when you have atopic dermatitis featuring Bruce Brod, MD, MCHI, FAAD, and Jenny Murase, MD, FAAD, members of the Academy's Media Expert Team.

- A [New York Times article](#) on how to take care of your skin in fall and winter that quotes Brittany Craiglow, MD, FAAD, Jeffrey Weinberg, MD, FAAD, and Dina Strachan, MD, FAAD, also members of the Academy's Media Expert Team.
- Hosting a 2024 Annual Meeting session on Saturday, 9 March, 1 – 3 pm, on how to utilize social media to educate the public, positively position the specialty, and enhance your career. The session will outline how to develop educational and engaging content that delivers a consistent message about the specialty and its expertise.
- Hosting the second annual Influencers Reception from 6 – 8 pm on 8 March, to recognize and thank dermatologists active in educating the public and positioning the specialty as experts in media outlets and on social media. The event will be held at the Sparks Gallery, a contemporary art gallery near the Convention Center and will feature live music, an artist on site working on his latest painting and answering questions from guests, and, of course, plenty of social media friendly photo opportunities, including a 360-photo booth.
- Your Dermatologist Knows campaign received support of \$200,000 from Sanofi and Regeneron through a comprehensive sponsorship package focusing on atopic dermatitis. This will include the eczema/atopic dermatology education pamphlet, the eczema awareness and resource center, Your Dermatologist Knows videos during October (eczema awareness month) and support of the Influencer Reception at the Annual Meeting.

### Goal: Strengthen and Safeguard Access to Dermatologic Care for All.

#### Practice Management

The following resources are being provided in Q1, 2024:

- *Practice Management Center*: MIPS 2024 Updates, Telehealth Coding Updates, Prior Authorization Appeal Letter Tool letter additions (Duobrii and Winlevi)
- *Dermatology World Derm Coding Consult*: Coding dermatology encounters in 2024, Determining the appropriate lesion destruction code – benign or premalignant, Measuring a lesion and choosing the appropriate excision code
- *Dialogues in Dermatology*: Preventing and Surviving Payer Audits, How to Succeed in 2024 with MIPS, Preventing and Surviving Payer Audits
- *Coding Question of the Week*: Reporting Suture Removals - Then and Now
- *Dermatology World in Practice*: 2024 MIPS and Telehealth Requirements
- *Practice Management Products*: 2024 Coding and Billing for Dermatology Manual, Principles of Documentation for Dermatology, Seventh Edition, Coding and Practice Updates for 2024 Webinar, 2024 eCompliance modules (HIPAA, OSHA, CLIA)
- *Specialty society presentations*: Illinois Derm Society (IDS), Maryland Dermatology((MDS), Ponce Health Sciences University Society, Stony Brook University, Weill Cornell Resident Coding Education, UMass Memorial HealthCare/Massachusetts Medical School, Association of Dermatology Administrators and Managers (ADAM)

From January through December 2023, 1,189 members have been assisted through 5,846 engagements. This is a slight decrease compared to 1,237 members and 5,582 engagements in 2022. The decrease in unique member engagements is likely related to greater efforts to promote Practice Management Center content via multiple communication channels so members are able to find the information they need independently as well as less questions related to E/M coding changes as members became more aware of the codes. The top trending topics continued to include post-PHE related tele dermatology and coding inquiries, coding modifiers, private payer issues, connecting members with consultants, and MIPS reporting.

#### Tele dermatology

The Tele dermatology Committee launched four [new CME tele dermatology modules](#) in December 2023. The four modules focus on educating members beyond the introductory understanding of tele dermatology by including instruction on the most efficient guidance for patients before and during a telehealth visit,



telehealth coding and billing, and identification and avoidance of common pitfalls. As of 26 January, 59 members have completed the modules and claimed credit.

### **Association of Dermatology Administrators and Managers (ADAM)**

The Academy has integrated the updated member roster information from the Association of Dermatology Administrators and Managers (ADAM) into the Academy member database and new ADAM members who are employed by the Academy dermatologist members have begun accessing the Practice Management Center content online. The Academy also negotiated a new marketing initiative with ADAM to allow the Academy to directly communicate practice management products and services to ADAM members.

### **Practice Management Education**

The Council on Practice Management recommended a new process for practice management education at Annual and Innovation Academy meetings to the Scientific Assembly Committee (SAC) to develop up to four session slots to address gaps in practice management. SAC approved this new process and will seek Board approval at the March Board meeting.

### **Diversity, Equity, and Inclusion (DEI)**

The Academy's Diversity in Dermatology Strategic Plan guides the development and implementation of programs intended to address health inequities by fostering diversity in dermatology. A variety of targeted programs for diversity in dermatology and skin of color education are being offered at the Annual Meeting:

- *Medical Student Symposium*: Fifty-two (52) medical students, primarily under-represented in medicine, will participate in this 2-day symposium to help prepare for a career in dermatology. Opening reception at 6:00 pm, Friday, 8 March.
- *Diversity Champion Workshop*: Friday, 8 March, 3:30 pm - 5:30 pm
- *Resident Leadership Training*: Under-represented in medicine residents are invited to participate in this informative and supportive training. Friday, 8 March, 3:00 pm - 5:00 pm
- *Diversity, Equity and Inclusion Forum*: Sunday, 10 March, 1:00 pm – 3:00 pm

The Curriculum for Advancing Racial Equity (CARE), a facilitated training program designed specifically for dermatology residents, will be available virtually or in-person for up to eight training programs during the 2024-2025 resident year. To date, Wake Forest University has completed the program, and it is in progress at Washington University.

### **Community Engagement Programs**

The Academy's community engagement programs provide education and opportunities to patients and the public, while also positioning board-certified dermatologists as the skin, nail, and hair experts. Community engagement and outreach programs are funded primarily through contributions from members and individuals.

*Camp Discovery*. The Ad Hoc Task Force to Reimagine Camp Discovery has reviewed research-supported recommendations for expanding Camp Discovery. A three-year plan and funding strategy will be brought to the Board for consideration at the March Board Meeting.

*Skin Cancer Checks*. To strengthen the skin cancer checks program, the Council on Community, Corporate & Philanthropic Relations approved a proposal to provide screening options that target high risk occupations. The Academy is collaborating with the Firefighter Cancer Support Network to provide skin checks for firefighters, which is the first high risk occupation targeted. The initiative will be launched at the 2024 Annual Meeting in San Diego with a demonstration on Saturday, 9 March in the Sail Pavilion. Plans are underway for a June 2024 public launch in New York City.

*Access to Care*. The Community Outreach Programs Committee is currently assessing how to best utilize data from a comprehensive survey on dermatologic care in medically underserved populations conducted last year. The survey looked at dermatologic conditions found most often in these populations, where

treatment information is obtained and access to healthcare providers. The learnings will be used to assess current access to care outreach efforts and shared across the organization to inform other pertinent initiatives. Community outreach strategies will be identified that support the AAD strategic goal of strengthening and safeguarding access to dermatologic care for all, specifically by advancing services to medically underserved populations.

### Goal: Facilitate Optimal Patient Care through the Collection, Analysis, Interpretation, and Utilization of Data.

#### Clinical Guidance

- The Atopic Dermatitis (AD) phototherapy/systemics manuscript has been published in *JAAD* as the third component of five within the AD guideline series.
- The Acne guideline manuscript has also been published in *JAAD* and is available [online](#). The Academy's Guidelines app has incorporated Acne guideline content and became live in parallel with publication of the Acne guideline in *JAAD*.
- The update to the Melanoma guideline continues with outsourcing efforts completed and the Academy carrying out the necessary in-house steps.
- A new Hidradenitis Suppurativa (HS) guideline has begun development and outsourcing efforts with a vendor to conduct the systematic review have been initiated.
- An update on the Psoriasis Systemics manuscript has also been initiated and outsourcing efforts with a vendor providing the Academy with a completed systematic review are underway.
- The Academy Cochrane Scholarship has two awardees who have begun their training and will be attending the Cochrane Colloquium later this year to complete their training.
- The Ad Hoc Task Force on Dermatological Resources for the Intervention and Prevention of Human Trafficking is working with an expert who has advised the US State Department on human trafficking to develop CME training courses as well as new resources for the Academy's trafficking toolkit. The task force has developed a registry which has begun receiving submissions of skin signs with suspected trafficking victims. An app has been developed to provide accessibility to the online resource toolkit on the Academy's webpage and links directly to the registry for submission of dermatological signs associated with human trafficking.
- The on-demand courses continue to be well received by members as the AK/AK focused update course has been accessed by over 1,800 members since its release on 30 June 2023 and the AD comorbidity course has been viewed by over 400 members since it was released on 8 December 2023. The next online on-demand course currently under development is the AD Phototherapy and Systemics and is slated for completion in June of this year.

#### DataDerm

In collaboration with PA Consulting, the Academy has begun its work to transition DataDerm from an externally managed registry platform to one that is owned and managed in-house by the Academy. Efforts to date have focused on technical infrastructure, operational processes and policies, and early user testing on the platform design. Communications have begun going out to DataDerm users and the larger Academy membership regarding the registry transition and what it means for dermatologists and their practices.

Member interest in conducting research via DataDerm continues to grow. In 2023, we received 32 data requests, compared to 14 in 2022. In the first month of 2024, DataDerm has received 8 data requests. During the 2024 Annual Meeting in San Diego, DataDerm is conducting two scientific sessions as well as a registry user networking event.

The Academy continues its collaborative work with Boehringer Ingelheim and OM1 to understand the patient journey for Generalized Pustular Psoriasis (GPP). An Expert Advisory Panel meets monthly to review OM1's progress on their research plan and associated findings (Phase I to be completed 23 February 2024). The project collaboration with DocMatter (Clinical Community) began in December with a

post by Megan H. Noe, MD, MPH, FAAD about GPP treatment duration. The second Clinical Community post will go live in Q1 2024. We anticipate moving forward with additional analyses from OM1 via a Phase II kickoff on 27 February 2024. There is a scientific session at the 2024 Annual Meeting, Using Artificial Intelligence to phenotype Generalized Pustular Psoriasis: Getting the right patients the right treatment at the right time.

DataDerm's platform vendor transition will continue to roll out through spring 2025. Throughout the transition, the Academy will be working with DataDerm users to ensure an efficient integration into the new platform and maintain the high quality of data coming into the registry. The DataDerm team is continuing to build relationships with EHR vendors to facilitate effective data transfer into the registry and to optimize the user experience for DataDerm participants. Maintaining direct relationships with EHR vendors is an essential component of the registry's strategy to ensure sustainable growth of DataDerm.

### **Quality**

The Resident Quality Improvement Award and Innovations in Quality Improvement (QI) Award recipients were approved at the December Executive Committee meeting. All recipients have been notified and are expected to present at the QI Symposium during Annual Meeting. The Patient Safety and Quality Committee has worked with the American Board of Dermatology (ABD) to secure Continuing Certification (CC) credit for mentors who supported projects launched by residents that applied for the Resident QI Award and for members who submitted QI projects for the Innovations in QI Award. In addition, the ABD has also approved members to receive CC credit for completing measure testing, developing measures, and participating in QI pilot projects.

The Patient Safety and Quality Committee continues to create on-demand courses to assist members in implementing guidelines into practice and will launch six quality and patient safety questions of the week and an additional course on the intersection between Quality and DEI. The Patient Safety and Quality Committee is also working across the Academy on a proposed quality improvement project to improve access and address barriers to the use of biologics and biosimilars for inflammatory conditions.

### **Performance Measurement**

The Performance Measurement Committee has begun the contracting process with Mathematica to test four of the Academy's quality measures for reliability, validity, and feasibility for measures focused on actinic keratosis. The Performance Measurement Committee's Hidradenitis Suppurativa (HS) quality measures workgroup has created an appropriate treatment measure and is currently working on a depression measure.

The Performance Measurement Committee continues to monitor the review of the Academy's submitted measure (Melanoma: Tracking and Evaluation of Recurrence) moving through the CMS review and approval process to become a MIPS measure starting in 2025. Following the completion of the HS measure development, the Alopecia Measures Workgroup will resume the creation of alopecia measures.

### **Augmented Intelligence Committee**

In 2023, the Augmented Intelligence Committee's accomplishments included: an updated Academy Position Statement on Augmented Artificial Intelligence; new joint AAD-BAD position statement on Guiding Principles for Large Language Models (LLMs) in Dermatology; three Dialogues in Dermatology podcast recordings; contributed to the development of the AMA Future of Health: AI landscape report; the development and release of industry engagement resources; and the development and release of eight public modules on digital health.

In 2024, the Augmented Intelligence Committee is working on: recording two additional Dialogues in Dermatology podcasts; presenting the Aul Boot Camp Symposium at the 2024 Annual Meeting; developing asynchronous course modules for the Academy Learning Center; developing a two-part JAAD CME article;

seeking further engagement with Google and AI vendors; and proposing a 2024 Innovation Academy scientific session.

### **Expert Resource Groups (ERGS)**

The Expert Resource Groups (ERGs) continue to be responsive to Academy requests for their expertise, collaborating in 2023 with the Academy on member educational efforts, guideline development efforts, emerging infectious disease outbreak monitoring, and position statement development.

The Council on Science and Research (CoSR) will be reviewing the 2023 ERG annual reports at Annual Meeting. While this is an annual activity of the CoSR, every three years the CoSR is required to renew each group's ERG status based on the alignment of group activities versus their approved missions. This three-year review is taking place as part of the CoSR's review and acceptance of the ERG annual reports. The packet of annual reports will be shared with the Board in May.

### **Hair Loss Research Grants**

Four recipients of the Academy Hair Loss and Alopecia Initiative in Research (HAIR) Grant Program are slated to present the findings of their research projects during the 2024 Annual Meeting at a joint session of the Academy and the American Hair Research Society.

The remaining projects will be presented at an AAD-led session directed by Wilma Bergfeld, MD, FAAD, during the 2025 Annual Meeting.

### **Research Requests**

Seventeen (17) research requests were submitted between 11 October 2023, and 24 January 2024. The majority were in support of Communications efforts. Advocacy and Policy, Executive Office, Member Relations, and Practice Management also requested scientific support. Four requests were time-sensitive and required an expedited turnaround. The primary audiences were members, policymakers, regulators, and the public. Topics included: tinted mineral sunscreen safety and protection from visible light; public-facing fact sheet on indoor tanning; clinical/scientific information on molluscum, biopsy timeline, skin tag removal, and the number of dermatologists needed per 1000 people; melanoma overdiagnosis statistics; Mohs AUC app use; expert referral on skin imaging for public policy review; review and comparison of FDA-approved medications and their proper use; UV protection afforded by car windows and windshields; and recurrence rates for Mohs surgery and conventional excision.

### **Goal: Grow Revenue to Sustain the Mission and Operate Efficiently and Effectively.**

#### **Member Retention**

As of 31 December 2023, the overall renewal rate for all members is 96.5%, compared to 95.8% last year. This is higher than the final renewal rates in 2022, 2021, and 2020, which were 95.8%, 95.2%, and 95.2%, respectively.

The 2023 KPI target for member retention was 97.4%. This KPI is based on the membership renewal rate of all eligible US board-certified dermatologists (MD and DO, including Fellows and Life members) and measured as of 31 December each year. As of 31 December, 98.1% of renewal eligible, board certified US Fellows and Life members had renewed, exceeding the target.

#### **Young Physician (YP) Engagement**

Engagement of young physicians is critical to the future of the Academy. The Young Physicians Committee has oversight of the development and implementation of the Academy young physician engagement strategy. One of the key priorities kicking off in 2024 is the development of an early career topic area on the AAD Clinical Community. The Committee is developing the new early career topic area, which will be expanded in April/May 2024 following the Annual Meeting and feature clinical and practice topics of interest to young physicians.

### **Resident Engagement**

*AAD Resident Ambassador Pilot Program.* The 2023-2024 program year for the Academy Resident Ambassador Program is well underway, with fourteen (14) residency programs and fifteen (15) Academy Resident Ambassadors participating. Resident Ambassadors serve as a liaison between fellow residents and the Academy to share relevant information, resources, and build an affinity with the Academy. There is an established content calendar, and monthly emails are sent from the Academy on behalf of the Resident Ambassadors. The Academy is also supporting the Resident Ambassadors with collateral, giveaways, and slide decks to present to their residents, including how to navigate and get the most out of the Academy Annual Meeting. The group of Resident Ambassadors will meet during the Annual Meeting to share ideas and feedback with each other and staff.

### **BOD Retreat event at the Leadership Forum**

A retreat is planned for the Board of Directors at the Leadership Forum on Friday, 31 May, from 8:00 am - 12:00 pm. The agenda will build on discussions held at the new officer onboarding and board orientation events that addressed the roles, responsibilities and characteristics of a high performing board. The retreat, which will be facilitated by leadership consultant Lowell Aplebaum from the Vista Cova Consulting firm, will focus in part on core leadership values that guide the work of the Board and how members, both individually and collectively, reflect those values throughout their service on the Board.

### **Rosemont, IL Headquarters Office – Reduce Rentable Square Feet**

In October the Board of Directors approved reducing the Rosemont, IL Headquarters Office rentable square feet (RSF) by returning roughly 3,500 RSF, the first floor, to the landlord. The Academy returned the space to the landlord on 19 December 2023. This will result in significant cost savings through 2029.