



MEMORANDUM

Date: 18 November 2023

To: **Board of Directors**

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

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

Through 2023, our vision has been *to be Recognized as the Leading Authority for the Highest Quality and Compassionate Dermatologic Care* and our mission has been *Advancing Excellence in Dermatology*. Our core values are patient-first, member-centric, life-long learning, visionary leadership, professionalism, scientifically founded, and unity. Our vision, mission and core values have continued to set the foundation for our strategic plan and its goals:

- **Excellence in Dermatologic Care through Education and Advocacy**
Goal: Dermatologists are leaders in providing superior and compassionate patient care.
- **Access to Dermatologic Care**
Goal: Patients have access to excellent dermatologic care at the right time and place.
- **Unity of the Specialty**
Goal: The specialty is working together as champions, influencers, and ambassadors on issues impacting all of dermatology.
- **Data Driven Transformation of Care**
Goal: Patient care is continuously improved through the collection and transfer of data.
- **Support for Board Certified Dermatologists Leading Care Teams**
Goal: Support board-certified dermatologists who lead care teams to integrate members of the team to provide high quality patient care.
- **Operations**
Goals: Grow revenue to sustain the mission and operate efficiently and effectively.

At the end of our August Board meeting, the Board completed its review of the Academy's vision, mission, core values, and strategic plan and updated these elements as follows:

Vision: Ensure Healthy Skin for All and End Suffering from Skin Disease

Mission: Advance Excellence in Dermatology

Core values (unchanged): Patient-first, Member-centric, Life-Long learning, Visionary Leadership, Professionalism, Scientifically Founded, and Unity

CORRESPONDENCE

PO Box 1968
Des Plaines, IL 60017-1968

EMAIL: mrc@aad.org
WEB: 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

Strategic goals:

- Advocate to Ensure that all Member Dermatologists can Effectively Practice Dermatology
- Design and Deliver the Gold Standard of Dermatologic Education
- Safeguard and Strengthen Access to Dermatologic Care for All
- Facilitate Optimal Patient Care through the Collection, Analysis, Interpretation and Utilization of Data

This report continues to use the vision, mission, and goals in place when we established the budget and operational plan for 2023 and details progress against these goals. In 2024, with a new operation plan and budget aligned to our updated strategic plan, this report will use the new strategic goals. I welcome any questions regarding this report at our upcoming Board meeting.

Excellence in Dermatologic Care through Education and Advocacy

Goal: Dermatologists are leaders in providing superior and compassionate patient care.

ADVOCACY

House Energy and Commerce Health Subcommittee pressured to hold hearing on Medicare payment

In response to pressure from the AADA, the House Energy & Commerce Health Subcommittee held a [hearing](#) on Medicare payment on 19 October, entitled *What's the Prognosis?: Examining Medicare Proposals to Improve Patient Access to Care & Minimize Red Tape for Doctors*. The Committee considered nearly two dozen bills, including draft legislation, the *Provider Reimbursement Stability Act of 2023*, to reform budget neutrality policies which the AADA has been urging Congress to do after years of cuts to Medicare physician payment. Rep. John Joyce, MD, FAAD (R-PA) submitted the AADA's [statement](#) for the record calling for Medicare physician payment reform, which would provide physicians with an inflationary update. Testimony from witnesses and statements from members of Congress broadly focused on the inadequacy of Medicare physician payment, the alarming number of physicians leaving practice and staffing shortages, regulatory burdens, and the consequences of health care industry consolidation on physician practices resulting less patient access to care.

FDA Extends Flexibilities for iPLEDGE REMS Program

On 13 October, FDA announced it will continue to exercise its flexibilities in the iPLEDGE REMS program and pregnancy tests will no longer need to be performed in a specialty certified lab (i.e., Clinical Laboratory Improvement Amendment (CLIA) lab) as required prior to the COVID-19 Public Health Emergency. The pre-treatment, confirmatory pregnancy test must be performed in a medical setting, but additional pregnancy tests may be performed at home or other settings. AADA long advocated for this flexibility to remain and testified in March at an FDA advisory committee hearing, coordinated with several stakeholder societies, sent numerous letters, and engaged members that resulted in over 200 letters to the FDA.

American Medical Association Dermatology Section Council

On 2 October the Dermatology Section Council (DSC) held an election for a new Chair and Vice Chair. Marta J. Van Beek, MD, MPH, FAAD was elected Chair and Klint Peebles, MD, FAAD was elected Vice Chair. During this election, members also approved an updated version of their Standard Operating Plan (SOP), with the most significant change being that the DSC will now hold an election every two years instead of four. The DSC will be meeting in-person with their new leadership at the American Medical Association House of Delegates (AMA HOD) Interim Meeting 10 November in Maryland.

Medicare Physician Fee Schedule Proposed Rule

On 11 September, AADA submitted comments to CMS in response to the CY 2024 Medicare Physician Fee Schedule proposed rule. The AADA urged the agency to work with Congress to repair the broken Medicare payment system and make the Merit-based Incentive Payment System (MIPS) less burdensome.

Additionally, the AADA voiced opposition to proposed policies that would financially penalize dermatologists, including the implementation of a Healthcare Common Procedure Coding System (HCPCS) add-on code, G2211, for payment related to complex health needs that cannot be billed with modifier 25. CMS is expected to issue a final rule around 1 November.

Summit on Creating Momentum on Inflation Adjustment, Patient Access, and Medicare Payment

The AADA hosted the first ever [virtual summit](#) on Creating Momentum on Inflation Adjustment, Patient Access, and Medicare Payment. Physician leaders and key members of Congress came together to energize and equip physicians to educate policymakers about the impact of Medicare payment cuts and move Congress to enact an inflation-based Medicare payment adjustment as would be created under the *Strengthening Medicare for Patients and Providers Act (H.R. 2474)*. The event included the involvement of key supporters of the legislation, Reps. Larry Bucshon, MD (R-IN-8), Raul Ruiz, MD (D-CA-25), and Ami Bera, MD (D-CA-6). Terrence A. Cronin, Jr., MD, FAAD, AADA President, moderated a question-and-answer session with a lively discussion about the importance of H.R. 2474 and how physicians can educate their representatives and senators about the need to stop the cycle of cuts and increase Medicare payments to physicians. We were pleased to have the involvement of the American Medical Association, American Academy of Family Physicians, American Association of Neurological Surgeons/Congress of Neurological Surgeons, American College of Physicians, and the Texas Medical Association.

Legislative Conference

On 10-12 September, we hosted our Legislative Conference, with 169 attendees from 33 states. This included 156 members, 38 of which were residents. Other participants included patient advocates, practice administrators, and state dermatology society leaders. In total, members participated in 205 Hill meetings. The conference gave attendees the opportunity to build upon their current relationships with their lawmakers and this year with a large number of new lawmakers having been elected, attendees were also able to educate and establish relationships with the freshman lawmakers. For the first time we requested industry support for this meeting and were successful in securing \$125,000 in sponsorship from Pfizer and Sanofi & Regeneron to underwrite expenses.

The primary ask of Congress was to stop pending Medicare cuts by cosponsoring H.R. 2474, the *Strengthening Medicare for Patients and Providers Act*, revise budget neutrality policies, and reduce administrative and financial burdens in the Quality Payment Program. The conference gave attendees the opportunity to build upon their current relationships with their lawmakers and this year with a large number of new lawmakers having been elected, attendees were also able to educate and establish relationships with freshman lawmakers.

State Advocacy Grants

Thirteen state dermatology societies applied for the State Advocacy Grants; 9 Established and 4 Development grants. Development grants are intended for states that are new to advocacy and have received a maximum of two previous grants. Established grants are intended for states that have received more than two grants and have a robust advocacy program but need extra financial support from the AADA. The topics of the applications include prior authorization; young physicians' advocacy training; truth-in-advertising; and scope of practice. The Council on Government Affairs and Health Policy (GAHP) will review the recommendations provided by the State Policy Committee during the December Council on GAHP meeting, and the grants will be awarded the week of 8 January 2024.

Practice Management

The following resources are being provided in Q4, 2023:

- *Practice Management Center*: [Private Payer Resource Center](#) contract guidance, Teledermatology modules, updated Burnout/Physician Wellness content, revised [Prior Authorization Resource Center](#)
- *Dermatology World Derm Coding Consult*: Upcoming CPT changes for 2024, Coding Lessons Learned in 2023 - Updates on all of the common coding FAQs, CMS Third and Fourth Quarter NCCI Edits, Cosmetic or Not – Will This Be Covered?

- *Dialogues in Dermatology*: Combatting burnout, Appropriate Use of Multiple Procedure Modifiers, Coding Updates for 2024.
- *Coding Question of the Week*: Coding & Documentation for New Vs. Established Patient Encounter, Repair of Contiguous Defect in Multiple Anatomic Locations
- *Dermatology World in Practice*: Physician burnout: Reframing the discussion
- *Practice Management Products*: Coding Webinar: Applying 2023 lessons learned to improve 2024 Dermatology Coding
- *Specialty society presentations*: Florida Society of Dermatologic Surgeons (FSDS), Missouri Dermatology Society Association (MSDA)

From January through August 991 members have been assisted through 4,172 engagements. This is an increase compared to 845 members and 3,658 engagements last year. The increase in unique member engagements may relate to the ending of the public health emergency and understanding changes to telehealth related provisions. The top trending topics include post-PHE related inquiries, coding modifiers, private payer issues, connecting members with consultants, and MIPS reporting.

Beginning in Q1 2024 we will offer the opportunity for industry partners to support and create greater distribution of the prior authorization tool.

Teledermatology

The Academy assessed seven EHR vendors (NexTech, Modernizing Medicine, eClinicalWorks, Encite, Nextgen, Epic, and CureMD) and three private payers (Aetna, Elevance Health, and Cigna) for alignment with AAD Teledermatology Standards. Most vendors have policies and features aligning with the majority of standards. In cases of misalignment, vendors were encouraged to reevaluate. Two vendors agreed to modify their patient confirmation emails for virtual visits to include specific digital camera requirements for live-interactive and store-and-forward encounters, confirming our standards.

With respect to private payers, Aetna is aligned with most of our standards, except for asynchronous communication. They plan to circulate the standards internally for team use. Elevance Health (Anthem) is reviewing their alignment internally and will follow up on 27 October. Cigna's reimbursement policy aligns with our standards; they own MDLive, a platform offering virtual care services.

Letters addressing policymakers are under development and will be sent to relevant committees of jurisdiction, emphasizing the necessity for lasting telehealth reform that incorporates our standards. Action alerts will also be issued as necessary before the close of 2023.

The Teledermatology Committee developed new CME teledermatology modules that will be launched by the end of 2023. The four modules focus on educating members beyond the introductory understanding of teledermatology 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.

EDUCATION

2023 and 2024 Annual Meeting On-Demand

Sales for 2023 Annual Meeting On-Demand concluded on 30 September with 1,440 units, exceeding our budget. Purchasers will have access to the recordings indefinitely.

The 2024 Annual Meeting On-Demand sales will be available through meeting registration and in the AAD store. The recordings will offer CME credit in 2024. The Academy is investigating additional enhancements to the product through the AAD's Learning Center that include AI generated summaries and enhanced search capabilities that will allow members to easily identify content of interest.

2024 Annual Meeting

Planning for the education program at the 2024 Annual Meeting, 8-12 March in San Diego, CA is well underway. 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™. Sessions utilizing an Audience Response System, Board Prep or Hands-on Workshops will offer Continuing Certification self-assessment credits. Over 953 speakers have been invited to participate with 687 accepting their invitations at the time of this report.

A record number of abstracts (1,789) were submitted for the e-poster program. Workgroups are in the process of reviewing abstracts for the ePoster, Gross & Microscopic, and Residents & Fellows programs. Authors of accepted abstracts for each program will be notified by mid-November. Late-breaking submissions will be open from 15 November 2023 to 10 January 2024.

Highlights of the Plenary will be presentations from the following Named Lectureships: Pat Treadwell, MD, FAAD, the John Kenney, Jr., MD Lifetime Achievement Award and Lectureship; Henry W. Lim, MD, FAAD, the Clarence S. Livingood 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. The plenary keynote is still being confirmed.

2024 Innovation Academy

The Scientific Assembly Committee (SAC) will meet on 10 November to begin planning the 2024 Innovation Academy, 1-4 August, in Seattle, Washington. The SAC will be reviewing the program offered at the 2023 Innovation Academy and will identify areas for improvement based on feedback from meeting attendees, faculty, the workgroup to evaluate AAD's events, and Board feedback. Recommendations for improvement thus far include offering less concurrent sessions, modifying the meeting space so rooms aren't as large, and adjusting the programming schedule so attendees have more options to earn CME. Applications for the Future of Dermatology and DermTank sessions will open in April 2024 with the goal of finalizing those programs in May 2024.

Workgroup to Evaluate AAD Events

While the AAD is currently recognized as offering high quality and engaging events-based education, it is critical that a strategic review of the existing programs, competition, and member preferences takes 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 is 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 AAD.

Following the in-person meeting in August, the workgroup continued their work on two videoconferences on 23 October and 6 November to refine and prioritize the final recommendations. The workgroup is on target to meet the timeline of submitting recommendations to the Council on Education and the Board of Directors in the first quarter of 2024. In addition, the Academy is investigating and implementing short-term recommendations for the 2024 Annual Meeting and Innovation Academy.

Education Evaluation

The Education department has begun work on the evaluation of the AAD's education program. Cathexis Consulting, a credentialed evaluator, was selected based on their experience in evaluation of continuing education and professional development for health/allied health workers and organizational strategy.

Cathexis completed in-person and virtual interviews with 22 members and Academy staff in August and September. A quantitative survey conducted through the AAD's Learning Center was completed in September with 2,804 members participating. The survey was intended to assess the value of AAD's educational offerings, whether the AAD is meeting members educational needs, and how well AAD meets the qualities most important to members in event-based and digital education. Cathexis held a team

reflection session with AAD staff on 1 November. At this session, Cathexis presented all the data collected to date and asked staff to reflect on the findings using a SWOT framework. Cathexis will analyze the data collected and provide a final report of recommendations to help further AAD's strategic education priorities in December 2023. This final report will also highlight the value proposition of AAD education offerings.

Image Collection Project

To ensure AAD members are equipped to provide the best possible care to all patients, the AAD is developing a business case to create a resource to fill the critical gap of skin color images in professional education. The business case, technical requirements, acquisition strategies, content areas, and budget have been defined. The image collections will be made available for members only in a searchable format on the AAD web site for use in professional education. Development is planned for 2024 with a goal to have the web-based platform built by the end of June followed by implementation of image acquisition strategies to be available to members by the end of the year.

AAD Learning Center

The AAD's Learning Center is a web-based platform members use to participate in Question of the Week, On-Demand Courses, and other CME quizzes such as JAAD. A survey of users was conducted in 2022 to determine satisfaction and identify areas of improvement. Results showed 95% of respondents were satisfied with educational content and 93% reported a positive experience with the AAD's Learning Center. The primary improvement users requested was ease of navigation and "less clicks" to find content. Based on these results, improvements were planned and implemented in 2023 which included a "favorites" feature to aid with navigation as well as expanded search capabilities that search within descriptions and not solely course title. Other improvements to the system include artificial intelligence (AI)-generated evaluation summaries based on learner responses and a new video player that reduces lag for viewers.

Board Prep Plus

A three-year Board Prep Plus roadmap was developed in 2022. In year 2 (2023), several improvements were implemented including a question writing course for authors, applied exam (type p) questions, a "new question" filter for users, and free sample questions included with promotion materials. Digital flashcards will be included by December 2023 and a rollout of learner dashboards with analytics available to institutional purchasers has begun. Subscriptions peaked at 876 subscribers in August 2023 representing approximately 55% of all dermatology residents and 77% of year 2 and year 3 residents.

Special Edition Question of the Week

AAD was awarded a \$100,000 grant on Promoting Diagnostic Excellence Across Medicine from the Council for Medical Specialty Societies (CMSS). The grant is a result of a collaboration with the Education Department, Development and Revenue Department, and Question of the Week Workgroup Chair, Noelle Teske MD, MSc, FAAD, who worked together to develop the grant proposal. The grant will be used to create a special edition of Question of Week. This content will be in addition to the standard Question of the Week and include 30 cases delivered over 10 weeks designed to visually compare and contrast how dermatologic conditions present in a spectrum of skin color. E. Nikki Pritchett MD, MPH, FAAD will serve as guest editor with Alaina James, MD, PhD, serving as a consulting member. Question of the Week continues to be the most popular digital activity in the AAD Learning Center with an average of 4,600 weekly participants. The activity is expected to be available to members in mid-2024.

Leadership Institute Offerings

The Leadership Institute presented a session at the Innovation Academy, which focused on personality types, communication styles and how this impacts interactions with others. Participants completed the PACE Color Palette assessment to learn about their own personal styles. Charlene Lam, MD, MPH, FAAD and Alexandra Flamm, MD, FAAD, facilitated the session.

The Leadership Institute is presenting virtual sessions in October for URM (Underrepresented in Medicine) young physicians and residents. Susan C. Taylor, MD, FAAD, is the guest speaker for both sessions and

will share insights on navigating a career as a URM physician and highlights of the pearls she's learned on her journey. Building on the programs initiated this year, in-person programs are planned for both URM young physicians and residents at the 2024 Annual Meeting in San Diego.

AAD/WDS Think Tank Collective

Jennifer Lucas, MD, FAAD, and Cyndi J. Yag-Howard, MD, FAAD, serve as co-chairs of the AAD/WDS Think Tank Collective, an important, specialty-wide initiative that is focusing on promoting and supporting women dermatologists. This initiative will focus on:

- Promoting allyship, sponsorship and mentorship for women of all ages
- Supporting women at all stages of their careers and family settings
- Changing the culture and empowering women dermatologists
- Developing tools women need to get to the next level

Representatives of a number of the dermatologic sister societies met at the Innovation Academy to discuss how to make meaningful change for women dermatologists. A virtual session is planned in October, as well as in-person meetings at the AAD Annual Meeting, discussions at the Leadership Forum in May, and a formal launch of the initiative at the Innovation Academy in Seattle.

Your Dermatologist Knows: Media Wins

A critical element of the Your Dermatologist Knows strategy includes working together with members of the AAD Media Expert Team to pitch stories to print, digital and broadcast media to spread the message that board-certified dermatologists are the experts in skin, hair, and nail conditions.

One of the largest successes over the summer was the widespread media coverage of a recent *JAAD* study which found that men — particularly men with skin of color — are more likely to die from melanoma. The [study](#) highlighted how men need to be vigilant and have anything that looks suspicious on their skin examined, and that Your Dermatologist Knows how to detect and treat melanoma.

Notable coverage included articles by [Time Magazine](#), the [Washington Post](#), [WebMD](#), [Today.com](#), and [NBC News](#). The [CBS News](#) coverage of the story featured Detroit Lions defensive lineman Josh Paschall, and [a video](#) is available online. In total, this story generated over **70 media placements and more than 683 million impressions**.

Some of the summer's other hot stories included a [USA Today](#) story regarding a TikTok trend known as "red light therapy," featuring Anthony Rossi, MD, FAAD, and Danilo C. Del Campo, MD, FAAD, and a [New York Times](#) story about when to get rid of expired skin care products that features Bruce A. Brod, MD, MHCI, FAAD, and Anne M. Chapas, MD, FAAD. All of the aforementioned doctors are members of the AAD's Media Expert Team.

A [summary of Your Dermatologist Knows-related high-profile media wins](#) is continually updated on the AAD website.

New Skin Healthy Issue Distributed to Members

[Skin Healthy](#), a magazine printed by the AAD and distributed to members for free as a member benefit, published a new edition in the summer. *Skin Healthy* positions board-certified dermatologists as the leading experts in issues affecting the skin, hair, and nails. Members can place copies in their waiting rooms, offering their patients the opportunity to fully understand the expertise that only a board-certified dermatologist can provide.

The summer 2023 edition of *Skin Healthy* includes articles quoting AAD member experts on skin care for your hands, caring for curly hair, how stress affects skin, preventing infections in childhood eczema, and

more. In addition, the new issue expands the specialty's reach beyond the office with the inclusion of the **Body Mole Map**, which patients can take home, allowing them to identify, measure, and record suspicious spots on their skin. The Body Mole Map encourages patients to partner with a board-certified dermatologist and features tips on what to look out for and how to perform a skin self-exam.

"Your Digital Health" Resource Launched

Over the summer, the Academy launched [Your Digital Health](#), a new public-facing web hub where patients can learn how to manage their digital health. "Digital health" refers to the different technologies used to manage our health, including smartphone apps, telemedicine appointments, and websites.

The hub contains eight articles full of information for patients:

- [Where to find accurate online health information](#)
- [Health and wellness apps that dermatologists do and don't recommend](#)
- [Stop wearable medical devices from sharing your data](#)
- [What is telemedicine? \(updated\)](#)
- [Telemedicine: How to prepare for your appointment \(updated\)](#)
- [Telemedicine: How to get quality care](#)
- [How to take pictures of your skin for your dermatologist](#)
- [How to protect your online health information](#)

With this new information, your patients should be able to take their digital health into their own hands!

DermWorld

A September 2022 DermWorld feature, "[Humanitarian dermatology extends its reach](#)," by Staff Writer Emily Margosian, who received a Grand Award in Writing from the [APEX Awards for Publication Excellence](#). This is a special award; rather than submitting an entry for it, the award is granted by the APEX judges when they decide something is so good it deserves to be elevated out of its particular category and receive extra recognition. Additionally, DermWorld's October 2022 issue is a finalist for best full issue of an association/non-profit publication (medical) in the Folio Eddie awards contest. Winners will be announced in late October.

Journals Submissions Remain Strong through Q3

The *Journal of the American Academy of Dermatology* (JAAD) received more than 4,000 submissions through the third quarter of 2023, an increase of approximately 5.6 percent over the same period in 2022.

Virtual special issues for *JAAD International* (JAADi) have increased author interest. 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 continue to increase each year – [JAAD Case Reports](#) is 1.9 and [JAADi](#) is 2.3. JAADi currently has an application pending with Clarivate, which if accepted by the end of 2023 would result in a 2026 impact factor for this journal, likely leading to further increased submissions.

	YTD 2023	YTD 2022	YTD 2021	YTD 2020	YTD 2019
JAAD	2,750	2,523	2,811	3,738	2,217
Case Reports	986	999	964	908	641
International	302	302	123	129	N/A
Total Q3	4,038	3,824	3,896	4,775	2,858

Impact Report

Volume 3, Issue 3 of the [Academy's Impact Report](#) is now published. This report targeting our members, highlights our most recent advocacy efforts, specialty positioning initiatives, and practice management and clinical resources, as well as the many benefits of an Academy membership.

Access to Dermatologic Care

Goal: Patients have access to excellent dermatologic care at the right time and place.

Diversity, Equity, and Inclusion (DEI)

The Academy's Diversity, Equity, and Inclusion (DEI) Plan guides the development and implementation of programs intended to foster diversity in dermatology.

- After a successful pilot in July, the Pathways Dermatology Career Prep Program will be held in two locations in 2024 for up to 50 undergraduate students at each site: Chicago, 10 – 14 June and Washington, DC, 24 – 28 June.
- Building on what has been accomplished through our initial 3-year DEI Board approved plan, work has begun to develop a new plan to further increase diversity and inclusion within the specialty and address health inequities. Once developed, the plan will come to the Board for review and approval.
- The Curriculum for Racial Equity, a facilitated training program designed specifically for dermatology residents will be available either virtually or on-site for up to eight training programs during the 2023-2024 school year.
- The Pathways Skin Science curriculum/high school outreach program launched in August to 7,500 targeted high school guidance counselors at schools with high minority populations with a goal of reaching 1200-1500 students annually. The first email deployment had a 38.1% open rate and as of 13 September, there were 1,974 downloads of the curriculum. The goal is to raise awareness of the specialty and support high school students as they learn about their skin and how dermatologists help keep our skin healthy.
- Medicine without Barriers, a curated set of diversity, equity, inclusion and belonging resources for members intended to support doctor-patient engagement, will launch in the 4th quarter of 2023.

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.** In 2023, five weeks of camp in four locations hosted 172 campers with 177 volunteer staff including 46 AAD members.
 - Under the direction of the Ad Hoc Task Force to Reimagine Camp Discovery, research is underway on potential camp models that will inform the development of a three-year expansion plan by the end of the year.

- *Resident International Grant*. The program is in review to bring the grantmaking process up to date with best practices and compliance standards. The application cycles for spring and fall of 2023 are on hold pending the new process.
- *Skin Cancer Check*. The Council on Community, Corporate & Philanthropic Relations approved a proposal to provide screening options that target high risk occupations. Firefighters are the first occupation approved following a successful pilot with state societies in 2022 that leveraged the work of Christine Kannler MD, FAAD. Collaboration with the Firefighter Cancer Support Network will support program execution. A June 2024 launch is planned.

Unity of the Specialty

Goal: The specialty is working together as champions, influencers, and ambassadors on issues impacting all of dermatology.

The State Society Relationships Committee (SSRC) continues to acknowledge and empower the network of state society leaders by providing the tools, resources, and support necessary to drive dedication and commitment to Advocacy efforts that support the specialty.

- Leaders from 26 state dermatology societies participated in the 2023 State Society Leadership Summit. Participants were primarily state society presidents or vice presidents/president elects; and 75% represented young physician/mid-career populations. Feedback was positive with many states sharing the impact of specific local advocacy and community efforts they have championed.
- Leadership retreats continue to help strengthen state dermatology societies' capacity for growth and advocacy. The Delaware Academy of Dermatology hosted their retreat 29 September – 1 October, in Rehoboth Beach, DE; and the Nevada Society for Dermatology and Dermatologic Surgery has a retreat scheduled for 26 October in Las Vegas.
- Applications are open (4 October – 10 November) for the 2023 Model State Award and Excellence Awards. States receiving a 'Model State' designation will be announced at the Stars of the Academy Award Celebration, 7 March 2024 at the Annual Meeting.
- To further share best practices and achievements in Advocacy and Education, a lunch and meeting for both state dermatology society Executive Directors and Presidents is planned for 7 March 2024, in San Diego.

Data Driven Transformation of Care

Goal: Patient care is continuously improved through the collection and transfer of data.

Clinical Guidance

- The Atopic Dermatitis phototherapy/systemics manuscript has been accepted by *JAAD* and is on track for publication in November.
- The Acne guideline continues AAD's internal review and approval process and has completed the Clinical Guidelines Committee review, public member comments review and the review by the Council of Science and Research.
- The update to the Melanoma guideline is underway with outsourcing efforts initiated and ongoing for the diagnostic accuracy of molecular techniques and sentinel lymph node biopsy sections.
- The AAD Guidelines app has been downloaded over 600 times (in total across both Android and iOS) since its release in November of last year.
- Currently the full psoriasis guideline series, Actinic Keratosis and the Actinic Keratosis focused update are available for our members within the app.
- The Cochrane Scholarship has completed the application and ratings process with two awardees identified by the Clinical Guidelines Committee.
- The AHTF on Dermatological Resources for the Intervention and Prevention of Human Trafficking has developed and launched a webpage hosting a toolkit containing resources for AAD members. The webpage is live and consists of several sections housing educational materials and resources providing support on how to allow for real-time updates to guidelines, identify and engage with a

suspected victim, and providing guidance on next steps when a potential trafficking case is identified.

- A new Hidradenitis Suppurativa (HS) guideline will begin development in 2024 as per the results of the Clinical Guidelines Committee's needs assessment process.
- On-demand courses continue to be well received by AAD members with the next online course, focusing on Atopic Dermatitis Co-Morbidity, on track for release by the end of this year.
- The AHTF on Reimagining Clinical Guidance has conducted a kick-off call and continues efforts to address the charge of evaluate the clinical guidance process and bringing forward recommendations that address how the Academy can adapt the GRADE methodology, prioritize guideline production and updates, explore approaches to develop new clinical guidance content/formats, and consider development of a process to create 'living' guidance documents.

DataDerm

- The Academy continues its collaborative work with Boehringer Ingelheim (BI) and OM1 to explore how DataDerm can be leveraged to better understand the patient journey for Generalized Pustular Psoriasis (GPP). An Expert Advisory Panel held a kickoff meeting during the 2023 Innovation Academy in Tampa, FL and continues to meet monthly to provide input on the research plan for the project. Terrence A. Cronin Jr., MD, FAAD, Daniel D. Bennett, MD, FAAD, Marta J. Van Beek MD, MPH, FAAD and Elizabeth J. Kiracofe MD, FAAD, along with 4 staff traveled to Ingelheim, Germany to meet with senior leadership of (BI) to report on the Generalized Pustular Psoriasis project and discuss ideas for further collaboration. A poster describing this work, entitled *Using Artificial Intelligence to Phenotype Generalized Pustular Psoriasis (GPP): Getting the Right Patients the Right Treatment at the Right Time*, was presented at the 2023 European Academy of Dermatology and Venereology (EADV) conference.
- In August, DataDerm submitted its annual self-nomination application to maintain its Qualified Clinical Data Registry (QCDR) status for the 2023 Merit-based Incentive Payment System (MIPS) performance year. DataDerm has been informed that they are approved as a QCDR for the 2023 performance year and the application is currently undergoing review of the proposed performance measures – 10 in all. The Academy expects to receive notification of final approvals for QCDR measures by the end of November.
- Wayne State University enrolled in DataDerm in August, becoming the registry's fourth Academic Medical Center (AMC) to participate. The addition of AMC participants in the registry helps ensure that the data provides a representative picture of dermatologic care provided in the United States.

Quality

- The Resident Quality Improvement Award application is closed with 25 completed applications.
- The Innovations in Quality Improvement (QI) Award application is now closed with 4 completed applications. The judging process is underway.
- The Patient Safety and Quality Committee has worked with the American Board of Dermatology to secure Continuing Certification (CC) credit for mentors who supported projects launched by residents that applied for the Resident QI Award mentors and for members that execute QI projects for the Innovations in QI Award.
- Following the judging process, award recipients will be approved by the Patient Safety and Quality Committee (PSQC), the final recipients will then go to the Council on Science and Research and the Executive Committee for approval.
- The PSQC 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 PSQC is working on a proposed quality improvement project to improve access and address barriers to the use biologics and biosimilars for inflammatory conditions.
- We are also developing a process for members to receive Continuing Certification credit for completing measure testing, developing measures, and participating in QI pilot projects.

Performance Measurement

- The Performance Measurement Committee (PMC) completed the measure testing project with Mathematica to test three of AAD's quality measures for reliability, validity, and feasibility for Academy measures focused on psoriasis care and one measure of quality of life for dermatology patients. The measures were included in DataDerm's self-nomination application for 2024 reporting.
- The PMC's Hidradenitis Suppurativa (HS) Measures Workgroup has created an appropriate treatment measure and is currently working on a depression measure.

Augmented Intelligence Committee

The Augmented Intelligence Committee is overseeing numerous Academy efforts related to this technology, including an updated position statement, joint position statement with the British Association of Dermatologists, development of new asynchronous learning modules, planning for a SAC-approved augmented intelligence boot camp at Annual Meeting, development a CME manuscript on augmented intelligence in dermatology, and input on numerous media requests.

Expert Resource Groups (ERGS)

The Expert Resource Groups (ERGs) continue to be responsive to Academy requests for their expertise, recently/currently collaborating with the Academy on member educational efforts related to epidemiology and geriatric dermatology, guideline development efforts related to hidradenitis suppurativa, and monitoring of antifungal-resistant dermatophyte infections.

Hair Loss Research Grants

Recipients of the AAD Hair Loss and Alopecia Initiative in Research (HAIR) Grant Program will begin presenting the findings of their research projects during the 2024 Annual Meeting, with the remaining projects to be presented during the 2025 Annual Meeting.

Operations

Goal: Grow revenue to sustain the mission and operate efficiently and effectively.

Member Retention

- As of 1 October 2023, the overall renewal rate for all members is 96.3%, compared to 95.6% last year. This is higher than final renewal rates in 2022, 2021, and 2020: 95.6%, 95.2%, and 95.2% respectively.
- The 2023 KPI target for member retention is 97.4% 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 1 October, 98% of renewal eligible, board certified US Fellows and Life members have 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 AAD young physician engagement strategy. Key priorities include:
- *My AAD Rep*: The new My AAD Rep program assigns new young physician members to a personal Academy Member Resource Center representative for the first year of their membership.
 - Personalized outreach was completed to a cohort of 524 new members. As of 15 September, two-way engagement/communication was tracked with 208 of the 524 new members.
 - Those surveyed following the engagement with My AAD Rep averaged a 9.6 Net Promoter Score on the question of how likely they would be to recommend the Academy to a colleague (a "10" is extremely likely).
 - 2024 retention for this cohort will be tracked to understand the impact of the program.
- *Career Launch*: Resources for members transitioning into practice.

- The Career Launch Dialogues in Dermatology Series ranks in the top five most downloaded bonus Dialogues series, with more than 9,100 downloads.
- A new Career Launch Virtual Career Fair was held 21 October 2023, in partnership with Health eCareers. With the goals of getting 50% of 120 registrants to attend the event, which featured live sessions, recorded content, and the ability to meet with AAD Preferred Providers and potential employers, 70 members of the 130 registered attended, exceeding the goal. A live Career Launch component is planned for the Annual Meeting Career Fair.

Resident Engagement

AAD Resident Ambassador Pilot Program: The 2023-2024 program year AAD Resident Ambassador Pilot Program launched in August and is underway. Fourteen (14) residency programs and AAD Resident Ambassadors, representing a diverse group of residency programs (size, location), are taking part in the pilot. Resident Ambassadors will serve as a liaison between fellow residents and AAD to share relevant information, resources, and build an affinity with the Academy.

Advertising

Total Advertising Revenue at the end of third quarter has a 26% increase compared to 2022 revenue. This represents 91.90% of our advertising budget.

Customer Experience eCommerce Enhancements

As of October, shop.aad.org had more than 79,000 visitors that purchased a product, paid dues, or registered for a meeting vs. 54,000 visitors in 2022, a 46% increase. There are different product mixes being sold in 2023 than 2022 (for example VMX was sold through the cart last year and has since been sunset), and the addition of dues to the cart was newly launched October of 2022, essentially giving us less than a month of dues activity. Mitigating cart abandonment continues to be an important strategy for us. Of the 79,000 visitors to date in 2023, 18.25 % added an item to their cart and 13.80% completed a purchase. Of the visitors who did not make an initial purchase, we successfully recaptured a significant amount in recovered sales.

Our experience measurement for the cart is to continue to have a rating in the 90th percentile. Our simple, one-click post purchase experience survey found 97% of purchasers rated their shopping experience as excellent/met expectations. This is consistent with how members rated the cart last year.

We are continuing to build and enhance the customer experience. Phase 3 initiatives are in progress and include: expanding meeting registration to include all regional courses (AAD courses during the 25th World Congress of Dermatology, AADA Legislative Conference, Hands-on Cosmetics, and Diversity Champion Workshop), executing automatic renewals for the 2024 membership cycle, and working towards Academic Institutions to purchase Board Prep Plus via the store.

Strategic Plan Update

Following approval of the updated vision statement and Strategic Goals in the spring, the Board of Directors received a recommendation from several Board members who helped further edit the goals at its August meeting. The work group, chaired by Seemal R. Desai, MD, FAAD, President-Elect, and including Cyndi J. Yag-Howard, MD, FAAD, Vice President-Elect, and Board members, Brad P. Glick, DO, MPH, FAAD, Bruce A. Brod, MD, MHCI, FAAD, and April W. Armstrong, MD, MPH, FAAD, recommended objectives for each strategic goal that reflected the substance of the Board's previous discussions in clear and comprehensive language. The Board approved the proposed objectives.

A communications plan has been developed to share the updated Strategic Plan with leaders of councils, committees and task forces, as well as the general membership. The plan will be implemented over the next few months to ensure that the revised strategic goals and objectives are conveyed to all of those in Academy leadership as key initiatives are identified for 2024 and beyond.