

## **2021 ANNUAL REPORT ADVISORY BOARD**

### **Summation of 2021 Activities and Accomplishments:**

#### **I. Strengthening Communications, Engagement, and Outreach**

The Advisory Board's mission is to protect, promote, and preserve the interests of the individual practitioner of dermatology by:

1. Providing a forum for AAD/A members to present policy proposals for consideration by the AAD/A Board of Directors; and
2. Serving as a conduit of information between the AAD/A Advisory Board, the represented societies, and the AAD/A Board of Directors; and
3. Disseminating information on AAD/A policies and other issues vital to AAD/A members' patients and practices.

Advisory Board members serve as important communication, policy, and membership links between the Academy and the regional, state, and local dermatologic societies. To better fulfill the mission, the Advisory Board and its Executive Committee continue to strengthen member outreach and engagement through increased communication and solicitation of feedback on important policy issues and organizational changes. The Executive Committee meets via conference call monthly to discuss issues pertinent to dermatology. In addition, members receive monthly newsletters that bring awareness to important information about Academy developments and current state, legislative, and regulatory policy issues. Members are advised to share the monthly updates with their state and local societies, and to alert the group to any issues that may benefit from involvement by the Advisory Board.

This year, the Executive Committee worked to refine the Operational and Organizational guidelines to address the following issues:

- Clarify member roles and expectations,
- Allow maximum flexibility for constituent societies,
- Align the summer meeting process to that of the annual meeting process, and
- Ensure procedural policies are consistent and in accordance with AAD/A governing policies.

These proposed changes will be presented to the Organizational Structure Committee in February, and Board of Directors in May.

#### **II. Annual and Summer General Business Meeting**

##### **Annual Meeting**

The Advisory Board now holds a General Business Meeting (GBM) biannually in conjunction with the AAD Annual and Summer/Innovation Academy Meeting. The General Business Meeting features speakers with expertise in a variety of topics to keep representatives informed and engaged in Academy priorities and relevant state-

level issues that affect dermatology, as well as provide dermatologic societies the platform to share information about advocacy with the Advisory Board. Due to the Coronavirus (COVID-19) pandemic, the 2021 AAD Annual Meeting was canceled and resulted in a virtual Reference Committee Hearing and General Business Meeting. The agenda featured guest speakers and focused on Academy initiatives, candidate elections, resolutions, and the unity of dermatology as a specialty.

The forum began with a presentation by Terrence Cronin, MD, FAAD, Immediate Past Advisory Board Chair, on Advisory Board resolutions and accomplishments that have progressed and expanded representation. Dr. Cronin highlighted significant resolutions that led to impactful change within the Academy, including but not limited to:

- *Maintenance of Certification (MOC) (2009-2017) – The AAD/A instituted membership polls of all Academy members to take the pulse of the profession as it relates to the Mohs surgery sub-certification and MOC*
- *Telemedicine (2014-2020) – Reaffirming existing policy and drafting the Position Statement on Teledermatology to support the appropriate use of telemedicine as a means of improving access to board-certified dermatologists to provide high-quality, high-value care.*
- *Fellow of the American Academy Dermatology (FAAD) Designation - Promoting its use among members as part of a campaign to educate patients about the value of seeing a highly qualified physician dermatologist*
- *AAD Election Practices – The AAD/A changed their election rules regarding campaigns and write-in candidates*
- *The AAD/A created a position statement calling for an end to Sunscreen-related Bans at Schools and Summer Camps and collaborating with the American Society for Dermatologic Surgery (ASDS) on their SUNucate program*

Dr. Cronin concluded his remarks on the vital relationship and direct line of communication between the Advisory Board, the informed members they serve, and the Board of Directors, which is attributable to the direct engagement of the Advisory Board Chair's seat on the Board and the AAD/A Vice President role as the BOD liaison on the Executive Committee.

The next presentation featured Susan Taylor, MD, FAAD, Immediate Past AAD Vice President, who discussed a plethora of Academy initiatives. Dr. Taylor provided an overview of the demographics of Academy members, including ages, genders, practice types, and ethnicities to highlight the Academy's diversity. Dr. Taylor discussed the Academy's Diversity, Equity, and Inclusion (DEI) Initiatives and outlined the three-year plan to increase access to high-quality dermatologic care and close the gap as it relates to delivering care to racial and ethnic minorities. Initiatives include expanding programs such as the Diversity Mentorship Program and the Diversity Champion Workshop and collaborating to increase Skin of Color (SOC) research and education, patient support, and diversity in the workforce pipeline. Furthermore, Dr. Taylor recapped the Young Physicians' Forums which included topics on scope of practice, truth in advertising, and

public outreach. Dr. Taylor urged members to get involved in the annual AADA Legislative Conference and AADA Grassroots Action Center, referencing past legislative wins. Dr. Taylor concluded by celebrating the recipients of the AADA State Advocacy Grant and Model State Awards.

Lastly, there was a special address from Keynote Speaker, Sandra Lee Rebish, MD, FAAD, also known as Dr. Pimple Popper. Dr. Lee sent in a recording and joined the meeting after for a Q&A session. Dr. Lee discussed overcoming challenges with the COVID-19 pandemic, recording and documenting procedures with patients, and leveraging social media platforms to educate the public on dermatologic care. Dr. Lee first began her social media takeover with posting educational content on Instagram and then progressed to Reddit where she discovered that blackhead extractions and cyst removals were topics that captivated people. Dr. Lee transitioned to posting videos on her YouTube channel and creating Tik Toks, which garners thousands of views. Dr. Lee spoke to managing negative backlash, refraining from sharing political opinions, the misrepresentation of different physician groups, and educational gaps on social media. Dr. Lee ended her presentation emphasizing the unity of dermatology and importance of supporting and collaborating with one another to move the needle forward in the specialty.

#### Summer Meeting

The Advisory Board convened its first in-person Summer Reference Committee Hearing and General Business Meeting at the 2021 AAD Summer Meeting in Tampa, Florida. The agenda focused primarily on the consideration of mid-year resolutions.

### **III. Annual and Summer Meeting Resolutions**

A primary activity of the Advisory Board is to deliberate policy resolutions presented by individual members of the Advisory Board, dermatologic societies, or other individual Academy members. Resolutions adopted by the Advisory Board go to the Board of Directors for consideration and potential adoption as Academy policy. Given the opportunity to submit resolutions twice a year, more work is done year-around to ensure that relevant information is being shared with the Board of Directors in a timely manner. The Advisory Board continues to find creative ways to increase member involvement in the resolution process, as it's through this process that members can contribute to the formulation of Academy policy positions, identify trends affecting dermatology, and help develop and support advocacy efforts.

The docket of 2021 resolutions encompassed a wide array of ongoing concerns, new ideas for recurring problems and original proposals designed to shape the AAD/A policies in the coming years. The Advisory Board proposed several relevant policies, summarized below:

*Annual Meeting Resolutions*

- DataDerm Assistance for (Merit-Based Incentive Payment System) MIPS Compliance for Small Practices-on-Paper-Medical-Records: The Centers for Medicare and Medicaid Services (CMS) continues to push all clinicians toward the conversion to electronic health records (EHR), resulting in a MIPS threshold that significantly poses penalty challenges for paper-based practices. The Advisory Board approved a resolution calling for the AAD to increase engagement with paper-based practices within DataDerm and create additional measures to assist small practice-on-paper-medical-records offices with MIPS data collection and entry. The Board of Directors referred this resolution to the Performance Measurement Committee under the Council on Science and Research.
- Videoconferencing for AAD/A Councils, Committees and Task Forces: The Advisory Board passed a resolution for the Academy to mandate that video conferencing software be used as the default method of communication for all AAD/A Councils, Committees and Task Forces' (CCTF) meetings that take place outside of in-person meetings. Members expressed challenges of participant management, attendance record-keeping, and implementation of security measures on an audio-only conferencing platform. The Board of Directors adopted this resolution. The Science Assembly Committee (SAC) will be developing virtual content in conjunction with the Annual Meeting and developing a robust digital strategy around future meeting content and digital education. The Committee will also pilot innovative methods of teaching with the next virtual meeting. Additionally, the Governance Handbook will be updated to reflect these changes.
- Continue Virtual Meeting Presentations as an Alternative Attendance Option: The Advisory Board passed a resolution requesting for the Academy to provide comprehensive online accessible content of the Annual and Summer Meetings with the ability to receive Continuing Medical Education (CME) credits as an environmentally friendly method to attend educational meetings. The Board of Directors referred this resolution to the Scientific Assembly Committee to perform a full assessment of all the educational options offered and the impact this resolution would have on them and the AAD.
- Focused Public Awareness Campaign regarding Advantages of Seeking Dermatologic Care from Board-Certified Dermatologists, rather than Independent Practice Nurse Practitioners ("aka" Doctors of Nursing Practice") or Physician Assistants: Scope of practice has been and continues to be an advocacy priority for the AAD and many AAD members are deeply concerned about the impact upon the safety and quality of dermatologic care delivered by inadequately trained and inadequately supervised independent nurse practitioners (NPs) and physician assistants (PAs). As of December 2021, 31 states currently allow

Nurse Practitioners (NPs) full practice authority to treat and prescribe without formal oversight, including those states that require a transition-to-practice period before gaining independent practice. Furthermore, PA organized groups continue to advocate and lobby for independent practice. In response to these efforts, the Advisory Board approved a resolution calling for the AAD to allocate additional resources to develop an enhanced public relations, social media, and advertising campaign to educate the public about the differences in the education and training of Fellows of the American Academy of Dermatology (FAAD) compared to independent nonphysician practitioners of dermatology. Members supported the Choose a Dermatologist Campaign and its current advocacy efforts to align it more with AAD's educational campaign. The Board of Directors referred this resolution to the Council on Communications to investigate and allocate more efforts to this campaign.

- Commitment to Free Speech and Open Debate: The Advisory Board passed a resolution urging the AAD to reaffirm its commitment to free speech, debate, and deliberation among all members and committees of the Academy. The Board of Directors referred this resolution to the Professionalism and Ethics Committee for evaluation. The Board approved the Professionalism and Ethics Committee's recommendation not to adopt this resolution because
  - a) the legal and ethical rationales for the resolution are not sound,
  - b) the resolution undermines the Academy's ethical and professional standards relating to collegiality, civility, and professionalism, and
  - c) the resolution puts the Academy out of line with other medical societies, like the American Medical Association (AMA).
- Off-Label Use of Therapy Policy: The Advisory Board approved a resolution advocating for the AAD to reaffirm its strong support for the autonomous clinical decision-making authority of a physician and that a physician may justifiably and lawfully use an U.S. Food and Drug Administration (FDA) approved drug product or medical device for an off-label indication when such use is based upon sound scientific evidence and/or sound medical opinion. In addition, the resolution opposes restriction by pharmacists and insurance carriers of off-label prescribing of medications, if the prescription of a drug or use of a device is accepted practice within the FAAD community to represent safe and effective therapy. The Board of Directors referred this resolution to the Drug Pricing and Transparency Task Force to draft a position statement to address off-label use of therapy.
- Political Commentary from AAD/A Leadership: The Advisory Board passed a resolution calling the Board of Directors as well as the elected officers of the AAD/A in their official capacities to refrain from engaging in political commentary that does not directly pertain to the mission of the Academy. The Board of Directors rejected this resolution.

*Summer Meeting Resolutions*

- American Academy of Dermatology's Professionalism and Ethics Pledge: The AAD introduced a voluntary 4-part Professionalism and Ethics Pledge from members in 2016, and a new version of the Professionalism and Ethics Pledge added a fifth part includes supporting diversity, equity, and inclusion (DEI). In response, a resolution was submitted requesting that the AAD remove the Professionalism and Ethics Pledge, as it is not directly related to and not a necessary part of the ethical practice of medicine. The Advisory Board decided to pass this resolution due to the divisiveness in the context of social issues and multiple interpretations of the definition of DEI and its applications. The Board of Directors referred this resolution to the Professionalism and Ethics Committee.
- American Board of Dermatology's Code of Conduct: The American Board of Dermatology (ABD) pledged to create a Code of Conduct that will allow the Board to take action against its Diplomates' Certification based on their political speech. Members expressed concerns with the implications of ethical violations regarding one's freedom of speech. The Advisory Board approved a resolution calling for the AAD to oppose the creation of a Code of Conduct by the ABD, beyond that presently included in Section 3 of the Bylaws of the ABD, that may adversely affect AAD members. After discussion at the November Board of Directors' meeting, Andrew Weinstein, MD, FAAD, Advisory Board Chair, withdrew the resolution from consideration at this time to collect additional supporting materials for this issue and reintroduce at a later date.
- Opening Opportunities for all Dermatologists – No More Closed Panels: Narrow networks, including closed panels, has been a concern by the AADA. Many private insurance companies with close panels disallow new dermatologists to participate in the care of the patients in their community. As an opportunity to increase payer advocacy efforts against closed panels and continue opening opportunities for all dermatologists, the Advisory Board passed a resolution encouraging the AAD/A to redouble their efforts to support and advocate for the private practice of dermatology through fair reimbursement rates and inclusive panels regardless of practice type, because divergent payments and closed panels continue to exist, for new dermatologists. The Board of Directors adopted this resolution.

**IV. Elections:**

The Advisory Board elected the following members at the 2021 Annual Meeting:

- Advisory Board Nominating Committee Member Representative: Sara Moghaddam, MD.
- Executive Committee: Alexander Gross, MD won a four-year term on the Executive Committee, and Curtis Asbury, MD and J. Matthew Knight, MD were reelected to four-year terms on the Executive Committee.

George Elgart, MD, FAAD, is rolling off the AAD Nominating Committee at the conclusion of the 2022 AAD Annual Meeting, leaving a vacant seat to be filled. The Advisory Board Ad Hoc Nominating Committee has discussed and ranked their candidates for the AAD Nominating Committee. The two highest ranked candidates who accept the nomination will be presented on the ballot for consideration by the full Advisory Board at the 2022 General Business Meeting. The member elected will begin a two-year term on the 2022 AAD Nominating Committee at the close of the 2022 Academy Election. Thank you for your service, Dr. Elgart.

**V. Projected Activities for 2021:**

The Advisory Board Executive Committee is committed to advocating on behalf on the full Advisory Board membership through the continued efforts listed below:

1. Encourage Advisory Board members to share the monthly newsletters and report back to their state societies the status of the resolutions.
2. Monitor the attendance for the biannual Advisory Board General Business and Reference Committee Hearing meetings and send warning letters when appropriate.
3. Increase communications with the AAD/A Board of Directors throughout the year.
4. Encourage Advisory Board members to attend the Legislative Conference and help represent states that have no member representation present at the conference.
5. Encourage cross-communication among the various representatives, including state societies, Executive Directors, Advisory Board representatives, state representatives, and legislative committee chairs.
6. Improve coordination of activities of the Advisory Board and the State Society Relationships Committee to increase participation on the Advisory Board by AAD members from state and local societies.
7. Raise awareness of and increase involvement in the resolution process.
8. Encourage Advisory Board members to bring alternates or younger state society members to shadow them, as an opportunity to learn about the Advisory Board and potentially be the representative for their respective society in the future.