MEMORANDUM

Date: May 6, 2023

To: **Board of Directors**

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

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

Our Vision is *to be Recognized as the Leading Authority for the Highest Quality and Compassionate Dermatologic Care* and our Mission is *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 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.

During the March Board meeting, the Board approved new strategic goals including Advocate to Ensure that all Member Dermatologists can Effectively Practice Dermatology; Design and Deliver the Gold Standard of Dermatologic Education; Strengthen Access to Dermatologic Care at the Right Time and Place; and Continuously Improve Patient Care through the Collection, Analysis, Interpretation and Utilization of Data.

The Board has near term plans to further refine the vision and agree and approve objectives under each of these new goals. Until all elements have been updated and approved, this report will continue to use the goals that were in place when we established the budget and operational plan for 2023. This 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.

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Excellence in Dermatologic Care through Education and Advocacy

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

ADVOCACY

AADA Testifies at FDA iPLEDGE Hearing.
As a result of advocacy by the AADA, the FDA held a hearing on 28-29 March, 2023 on the iPLEDGE REMS Program. The two-day joint committee meeting, hosted by the Drug Safety and Risk Management Advisory Committee and the Dermatologic and Ophthalmic Drugs Advisory Committee, reviewed upcoming changes to the iPLEDGE REMS program. AADA iPLEDGE Workgroup leaders, Ilona Frieden, MD, FAAD, and John Barbieri, MD, MBA, FAAD, presented oral testimony outlining Academy members' concerns and recommendations to the program, and AADA submitted written comments. Additionally, as the direct result of AADA's legislative efforts, The FDA is seeking public comments on the REMS program that are due 21 July. Although the FDA is not legally required to follow advisory committee members' recommendations, the FDA generally accepts the committee's proposed changes. In the coming weeks, the AADA will follow up with the FDA and urge them to accept these recommendations.

Past President David Pariser, MD, FAAD Urges President Biden to Oppose Medicare Cuts
In a testament to the AADA's recognition in Washington and in the health policy community, the AADA received an invitation to attend President Biden's 28 February speech in Virginia Beach highlighting his health policy priorities in advance of the release the President's budget on 9 March. Past President David Pariser, MD, FAAD, represented the AADA. In his remarks, President Biden spoke about strengthening and protecting Social Security, Medicare, and Medicaid. Also in attendance were Sen. Tim Kaine (D-VA), Sen. Mark Warner (D-VA) and Rep. Bobby Scott (D-VA), along with numerous local elected officials. After the speech, Dr. Pariser met President Biden and stressed the importance of preserving patients' access to care by opposing cuts to Medicare and Medicaid.

Medicare Payment Update: AADA Continues Push for Medicare Payment Increases
On 15 March, the AADA was one of 135 medical organizations to join in a letter led by the American Medical Association (AMA) calling on congressional leaders to address the systemic problems with the Medicare physician payment system and provide for an annual inflation-based Medicare update for physicians. The coalition letter is one component of the AADA's larger advocacy strategy, which is engaging all congressional offices and partnering with our coalition partners in medicine call on Congress to replace Medicare payment cuts with positive payment updates in 2024 and future years through common-sense reforms that preserve dermatology practices' ability to continue to serve the patients that look to them for high-quality dermatologic care.

AADA Meets with FDA's Drug Shortage Staff
In March, AADA met with FDA's Office of Drug Shortage to discuss the ongoing lidocaine and lidocaine with epinephrine shortages. During the call, FDA shared that they believe our members should expect relief from the shortage by late 2023 or early 2024 based on the manufactures' reports to FDA. The agency is also exercising their regulatory authority to mitigate the shortages, including encouraging other lidocaine manufactures to enter the market, expediting applications for increase production lines for current manufacturers, and reaching out to foreign manufacturers. The AADA previously met with the manufacturers and is engaging Congress.

AADA Prevents Non-Physician Clinicians from Practicing Medicine
The AADA's advocacy efforts, including written testimony and financial assistance, resulted in the defeat of legislation in South Dakota that would have authorized independent practice of physician assistants and expanded optometrists' scope of practice to include laser and scalpel surgery. The AADA's advocacy efforts also prevented pharmacists from treating skin care conditions in Mississippi.

Practice Management
Practice management education continued to be valued by Academy members. The following resources are being provided in Q2, 2023:

- Practice Management Center: Updated content on private payer issues, teledermatology resources including the end of the public health emergency (PHE) for COVID-19, new teledermatology modules on implementing teledermatology in practice and how to address the current lidocaine shortage including updated lidocaine FAQs.
- *Dermatology World*: Hot Coding Topics from the Field, 2023 First and Second Quarter NCCI Edit Updates, The Most Current HIPAA Requirements
- *Derm Coding Consult*: CMS TPE Reviews are Now in Full Swing
- *Dialogues in Dermatology*: Americans with Disabilities Act (ADA) Compliance – What You Need to Know and What's New, Understanding the Difference Between Payment and Informational Modifiers, and Teledermatology
- *Coding Question of the Week*: Annual Follow-up Encounter Due to History of Malignant Neoplasm, Documentation and Reporting for History provided by Independent Historian to obtain patient history and appropriate use of SDoH, Rules and Guidelines for Coding New Vs. Established Encounters
- Products: Understand the Difference Between Payment and Informational Modifiers Webinar
- Coding presentation: Virtual resident coding presentation to Stanford University, Alabama Derm Society Summer Symposium

From January to March of 2023, 331 members were assisted through 1,685 engagements with their practice management needs. While fewer unique members compared to 371 in 2022, the number of engagements was higher with 1,562 last year. The top trending topics included MIPS 2022 reporting and 2023 requirements, private payer issues including policy changes and denials, use of modifiers, and anticipated changes with the iPledge Program requirements following the end of the public health emergency.

We continue to engage with external stakeholders (i.e., EHR vendors, private payers, and congressional committees of jurisdiction) to determine if their policies and plans align with the AADA Teledermatology Standards.

EDUCATION

2023 and 2024 Annual Meeting
We are collecting feedback on the 2023 Annual Meeting in the form of session evaluations submitted by attendees, evaluations submitted by Directors and anecdotal feedback heard from the field. This feedback will be presented to the Scientific Assembly Committee (SAC) at the 9-10 June meeting to assist in planning the 2024 Annual Meeting, 8-12 March in San Diego, CA. In addition to reviewing the feedback from the 2023 Annual Meeting, the SAC will review new submissions. The session application was available online until 26 April. At the time of this report, 94 applications for new sessions were submitted.

Annual Meeting On-Demand launched in the AAD's Learning Center in mid-April and as of this report, 1,186 individuals have purchased the product. As part of the evaluation process, an evaluation will be provided to purchasers and user data from the Learning Center will be analyzed.

2023 Innovation Academy
Planning for the 2023 Innovation Academy, 10-13 August, in Tampa, Florida is well underway. Directors for 36 of 57 have accepted invitations and are finalizing their session details. We are working to confirm remaining sessions. The full program will be released online prior to registration opening in May. Nina Jablonski has been secured as the keynote speaker and will provide her perspective on skin pigmentation and evolution.

Applications for the Future of Dermatology and DermTank sessions opened in April, with the goal of finalizing those programs in June. We are developing a content plan for the Experience Hub that will include short presentations on hot topics, Q & A with dynamic speakers, interactive iPosters, augmented intelligence, gaming with a leaderboard and more.

Work Group to Evaluate AAD Events
The Workgroup to Evaluate AAD Events conducted a kick-off call and will hold an in-person strategy meeting in the summer of 2023. During the call, the workgroup reviewed the charge and a brief history of all three events was presented. The workgroup has been asked to consider a series of questions and data sources to facilitate discussion and development of a SWOT analysis at the in-person meeting.

New On-Demand Course in the Learning Center
On 2 March, the Genital Skin Exam course was published in the Learning Center. The course is designed to help members and dermatology residents:

- Identify and utilize appropriate and sensitive terminology/language during the genital examination and when discussing conditions with patients.
- Practice conducting a thorough genital exam in an organized, standardized manner.
- Identify and describe normal genital anatomy and variations across age and racial groups.
- Distinguish various disease processes that involve genitalia in children and adults.

It is certified for 2 *AMA PRA Category 1*™ credits and is free to members and residents. As of 28 March, 433 members have accessed the course.

Education Evaluation
The Education department has begun work on the evaluation of the AAD's education program. Three potential evaluators submitted responses to the Request for Proposal and the evaluation team scored the responses using a weighted scale. A vendor was selected and notified in mid-April. Next steps will include confirming the evaluation objectives, scope, and stakeholders. We will also assemble existing data for review and plan new data gathering exercises to be conducted through surveys, virtual and in-person interviews.

Leadership Institute Offerings
- At the Annual Meeting, the Leadership Institute presented a workshop for under-represented minority (URM) residents, which was part of the Academy's overarching Diversity, Equity, and Inclusion initiative. Twenty (20) URM residents attended the program, which included a luncheon, round table discussions of the challenges facing URM physicians, and a leadership development session presented by leadership consultant and communications expert, Marsheila DeVan, that focused on enhancing communication and presentation skills. Additional connections for the group are planned via Zoom over the next several months.
- The Leadership Institute presented four leadership sessions that addressed negotiation skills, self-care and burnout in medicine, strategies on how to manage the chaos of everyday life and how to create a positive environment for success in your practice. All four sessions were developed to focus on leadership skills for dermatologists in their practices, and all were very well attended.
- The Leadership Institute, in collaboration with the International Affairs Committee, presented a leadership workshop for international young physicians attending the Annual Meeting. Twenty-five (25) attendees, including those recommended by the International Affairs Committee and recipients of the Strauss and Katz World Congress Fund Scholarship, attended the program, along with Academy leaders. The program included a luncheon, networking activities and a leadership session on communication skills presented by Marsheila DeVan.
- The 2023 Leadership Forum was held 14-16 April at the Eaglewood Resort in Itasca, Illinois. The program includes sessions on self-awareness, communication, coaching and counseling staff, and

negotiation skills. Over the course of the conference, participants will have several opportunities to network with Academy leaders. Forum participants and Academy leaders will join for a teambuilding activity that includes a trivia contest and filling backpacks for this summer's Camp Discovery campers.

Access to Dermatologic Care

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

Your Dermatologists Knows Consumer Positioning Strategy

Our rollout of the Your Dermatologists Knows consumer positioning strategy began in October 2022 and has continued into this year. The strategy aims to position dermatologists as the experts and share a consistent message that "No one understands your skin better than a board-certified dermatologist. Look for an FAAD and partner with the expert for the best care."

New activities in 2023 include:

- Hosted the first ever Influencers Reception at the AAD Annual Meeting for Academy members who have demonstrated a commitment to educating the public with their work on social media and with the traditional media. Noteworthy attendees included Sandra Lee, MD, FAAD, (Dr. Pimple Popper), who boasts 4.5 million followers on Instagram and 16.3 million followers on TikTok and Dustin Portela, DO, FAAD, who has 453,000 followers on Instagram and 2.4 million TikTok followers.
- Held two "meet the correspondents" events in the AAD Resource Center during the Annual Meeting. At the events, members dropped by to meet the correspondents but also had a chance to take pictures or shoot videos that highlighted our Your Dermatologists Knows messages using a dedicated backdrop and props with hashtags like #skinexpert, #faad, and #yourdermatologistknows.

Media Relations

Efforts to engage the media via pitches and press releases featuring our key messages are also ongoing. Recent noteworthy activities include:

- Issued four press releases in association with the 2023 AAD Annual Meeting.
  - Treatment options for pregnant women living with eczema and psoriasis
  - Could a metal implant affect your skin?
  - How climate change and wildfire smoke can impact the skin
  - Research suggests connection between hair loss in women and other diseases

  Through 28 March, these releases have generated 95 stories, including in HealthDay and US News and World Report, and more than 22.6 million impressions.

- Hosting 50 members of the press at the Annual Meeting, including reporters from Good Housekeeping, Women's Health, and Refinery29. Reporters attending the meeting have published 121 articles as of 28 March, generating more than 21 million impressions.

Social Media

We have also continued to share our core message via organic and paid social media content and collaborations with dermatologist and non-dermatologist influencers. Content is shared on Instagram, Facebook, and Pinterest via @AADSkin channels as well as paid distribution and via paid distribution on Snapchat and TikTok.

Through the end of February, paid and organic posts have generated 10 million engagements and 78.9 million impressions. Our influencer strategy has generated 2.2 million engagements and 35.9 million impressions.

Top performing content includes:

- Social Media Correspondent Oyetewa Oyerinde, MD, FAAD explains 10 nail changes a dermatologist should examine
- An Instagram reel describes habits that are damaging to the hair
- Social Media Correspondent Sara Moghaddam, MD, FAAD shares 3 facts you should know about nail melanoma
- Social Media Correspondent Ronda Farah, MD, FAAD provides tips for healing dry, cracked heels

Public Website
The Academy's public website continues to position dermatologists as the experts and share consistent messaging, such as "No one understands your skin better than a board-certified dermatologist." This strategy is helping the AAD reach people searching for information about skin, hair, and nails.

The Q1 2023 pageviews are up 10% over Q1 2022 pageviews. The most popular content during the Q1 2023 was about:

- Sunscreen FAQs
- Relief for itchy skin and scalp
- How to heal chapped lips

Member Awareness of the Your Dermatologists Knows Strategy
Keeping members informed of our activities and building their awareness of our commitment to positioning the specialty as the leading experts with consumers continues as a 2023 member communications priority. In addition to the promoting the Meet the Correspondents event for members during the Annual Meeting, we have multiple communications each week via our enewsletters and @AADmember social media channels, as well as updates on our **Your Dermatologists Knows online showcase**. As of 22 March, we have generated 149,953 impressions in 2023**.**

Skin Cancer Awareness Month/Melanoma Monday
In recognition of Skin Cancer Awareness Month and Melanoma Monday on 1 May, the Academy will implement a strategic communications plan to educate the public about the importance of skin cancer prevention and early detection. We will debut the results of our 2023 Practice Safe Sun Survey and pitch board-certified dermatologists and the survey's relevant findings to national media. Additionally, we will be issuing four news releases that highlight the survey's results and the importance of sun protection.

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

- The Academy's Diversity Mentorship Program connects medical students who are interested in the specialty of dermatology with a dermatologist through a one-on-one mentorship experience. The selections and pairings were completed in February, and 25 mentees/mentor have been selected for the program that runs from 1 April to 1 December.
- The second annual Nth Dimension Medical Student Symposium was held at the 2023 Annual Meeting and included 50 students, who received travel grants to participate in the events. In addition, a Diversity Champion Workshop was held on 17 March during the Annual Meeting with a total of 48 attendees.
- The Academy has partnered with the Society for Investigative Dermatology (SID) to create a grant program to fund "gap year" research fellowships for under-represented in medicine (URIM) medical students. The program launched with the opening of applications in December 2022, and a total of 22 applications were received. The recipients were selected and approved by the Diversity Committee.
- This summer, the Academy will launch a pilot program – the AAD Pathways Dermatology Career Prep Program – to introduce high school and early college students to the specialty of dermatology. The program will engage students in the exploration of dermatology careers and will provide the opportunity to learn from medical students, residents and dermatologists. The pilot program will take place 12-15

July at George Washington University in Washington DC, and faculty of both George Washington University and Howard University will participate. Applications for the program are open.

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.

- *Camp Discovery.* The Academy has prioritized camper recruitment, with a goal of recruiting 300 campers to return to the pre-COVID levels of attendance. In addition, Susan Boiko, MD, FAAD will be the Medical Director for a new camp in California, which will increase the total number of camps this year to six.
- *Shade Structures.* The Academy received 115 applications for shade structure grants this year and is in the process of selecting the 10 that will be awarded.
- *Good Skin Knowledge.* Good Skin Knowledge, a program that teaches young people the facts about common skin, hair, and nail conditions, received 65 applications this year, which is an increase of 25 applications over 2022.

Reaching Urban, Rural, and Latinx Underserved Communities

- *Webinar on Sun Safety.* To advance the goal of increasing dermatologic services to under-served populations, the Academy continues several activities to reach urban, rural and Latinx communities in underserved areas. In May, as part of Skin Cancer Awareness Month, the Academy will conduct a webinar with the Ventanillas de Salud to promote sun safety to their promoters, who serve as the bridge between the populations they serve and the healthcare system.

International Programs

- *Resident International Grants.* Through the Resident International Grant program, the AAD provides funding for U.S. and Canadian upper-level dermatology residents to participate in international rotations. In 2023, five residents are rotating in Gaorone, Botswana from January through June. During the second half of 2023, one resident will rotate in each of the following locations: Dhulikhel, Nepal; Durban, South Africa; and Lima, Peru. The grant provides residents the opportunity to learn about the care of dermatologic conditions that may not be as prevalent in the U.S., as well as how to practice routine dermatology with finite resources.

Unity of the Specialty

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

State Society Relationships Committee
The State Society Relationships Committee supports state societies and their leadership teams in several ways, including conducting leadership retreats to strengthen their organizational structure and assist in developing strategies that enhance member engagement, advocacy efforts and outreach in their states. Joy Mosser-Goldfarb, MD, FAAD, committee member, facilitated a Strategic Leadership Retreat with the Board members of the Ohio Dermatological Association on 12 April.

Foster High Quality Patient Care through the Collection and Transfer of Data

Goal: Increase Participation in DataDerm

Clinical Guidance
The final draft of the Atopic Dermatitis phototherapy/systemics manuscript is undergoing the review and approval process and targeted for submission to *JAAD* in the second quarter of this year. The Acne guideline continues its development efforts and is on target for submission to *JAAD* in Q3 of this year. On-demand courses continue to be well received by AAD members with the courses on the psoriasis guideline series now complete and the AK Guideline and AK focused update online course initiated and on track for

completion this year. A beta-version of the guideline app has been completed, was presented at the Annual Meeting and a roll out plan with Marcomms is presently being developed including adding to the app store.

DataDerm
In 2022 we added 165 Electronic Health Record (EHR) reporting clinicians to DataDerm representing a 12% increase in EHR reporting participants. Efforts to onboard Academic Medical Centers (AMCs) continue, with four AMCs actively engaging in the onboarding process and an additional two in preliminary discussions. Reporting is underway for the 2022 Merit-based Incentive Payment System (MIPS) performance year, with a submission deadline of 31 March.

There are currently 1,663 clinicians from 415 practices participating in DataDerm. As part of our rebranding and relaunching efforts for DataDerm, we conducted qualitative and quantitative research among current, lapsed, and non-DataDerm users from various practice settings and conducted focus group sessions at the Annual Meeting to further understand how Academic Medical Centers gather dermatology-related data, how this data is used in research and how the registry may help with data needs.

While research is ongoing, we are continuing a consistent stream of marketing tactics to maintain and generate awareness of DataDerm. Maintenance messaging was developed for use at the Annual Meeting to promote the various events, sessions, and new OM1 relationship at the meeting. The multichannel mix of tactics included email, direct mail, publications, advertising, and e-Commerce. A report to the DataDerm Oversight committee on the marketing relaunch, value proposition, audience segmentation, and messaging is expected in June with a roll out to follow.

The Data Governance Task Force streamlined and updated its data request process with the development of a web application tool which is now live. This will better accommodate the increasing number of ad hoc data requests. In 2022, there were 14 data requests, up from four from 2021 and there are currently three in 2023, with an additional four data requests in the approval pipeline. We are also working with OM1 to secure access to a normalized and enriched set of DataDerm data to support Academy initiatives and research. Our 2022 Annual Report was published in *JAAD* online on 4 April.

Quality and Performance Measurement
Quality and Advocacy & Policy Teams are working with CMS to refine the CMS MIPS Value Pathway (MVPs) for Dermatology. In January, the Committee provided CMS their comments and suggested edits to turn the draft MVP into a skin cancer MVP. MVP Committee leadership had a call with CMS on 23 March to discuss the Committee's feedback to the draft dermatology MVP. CMS would like to include psoriasis measures in the MVP. The AAD MVP Member Leadership Team (Margo Reeder, MD, FAAD and Marta Van Beek, MD, MPH, FAAD) expressed concern with comparing cost and quality of two different skin conditions (skin cancer and psoriasis). This may put some members at a disadvantage in reporting the MVP as the disparate measures may not be comparable. CMS's edits will go back to the Committee for review and comment.

The Resident Quality Improvement Award and the Innovations in Quality Improvement (QI) Award recipients presented at the Quality Improvement and Innovation Symposium in New Orleans. The Quality Symposium had Brent James, MD, MStat, a national leader in quality improvement, as the session's keynote speaker. In Q2 of 2023, we will launch Continuing Certification (CC) credit for mentoring residents that apply for the Resident QI Award and members that execute QI projects for the Innovations in QI Award. 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. The Performance Measurement Committee (PMC) launched a 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.

Research and Operations
The Council on Science and Research and Wen Cy Pres Award Workgroup continue to monitor the progress of the eleven AAD HAIR Grant Program recipients' research – all funds have been dispersed and the research is ongoing. The results of this research will be presented at future Annual Meetings and published in *JAAD* or other appropriate dermatology journals.

The Expert Resource Groups (ERGs) remain very active in their pursuit of myriad initiatives and continue to be responsive to Academy requests for their expertise. Most groups met in-person at the 2023 Annual Meeting to facilitate scientific presentations, ERG business, and internal research collaborations. The ERG Leader Workgroup met in-person in New Orleans to review their 2022 efforts and identify additional opportunities for collaboration with the Academy. The Council on Science and Research (CoSR) approved the sunset of the XP ERG and a new ERG application on advancing health equity and dermatology, both of which now move forward to the Organizational Structure Committee. The Ad Hoc Task Force (AHTF) on Mpox successfully collaborated with CDC in developing public and provider infographics on caring for the skin during Mpox infection, as well as provider guidance on severe Mpox lesion wound care. With the conclusion of this collaboration, the charge of the AHTF has been completed and the AHTF will be sunset. We continue to respond to research requests from across the Academy on an array of dermatologic topics. These requests will be detailed in the August 2023 Board report.

Operations

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

Annual Meeting Revenue
The 2023 Annual Meeting was held 16-21 March in New Orleans, Louisiana, at the Ernest N. Morial Convention & Exhibition Center. Registration numbers exceeded our expectations for this meeting, and the feedback from attendees has been very positive. The Scientific Assembly Committee developed and presented a robust and comprehensive program of educational sessions, and the educational program was complemented with the exhibit hall, CCTF meetings and networking and social events for attendees.

Final (unaudited) registration totaled 17,356, which is 27% over the budgeted figure of 13,717 and set an attendance record for New Orleans. (In 2011, total registration in New Orleans was 16,562.) Registration exceeded the total for the 2022 Annual Meeting in Boston by 2,156 individuals. More than 8,577 medical personnel attended the meeting, including 2,241 dermatology residents and fellows. International registration represented 33% of the total medical personnel, with Mexico, Spain, Brazil, and Colombia as the highest represented countries outside the United States and Canada.

Total revenue from the meeting was roughly 108% of budget. Exhibit revenue surpassed expectations, which is 104% of budget.

Member Retention
The KPI on member retention set a target of 97.4% for 2023, based on the membership renewal rate of all eligible US board-certified dermatologists (MD and DO, including Fellows and Life members) and is measured as of 31 December each year. For 2022, the member retention rate was 97.3%, which exceeded the KPI target of 97%.

As of 1 April 2023, overall retention is .3% behind the same time last year (93.1% vs. 93.4%). The Fellows renewal rate of 94.5% is slightly behind the same time period last year, when it was 94.6%.

Driving Member Engagement

Young Physician Engagement
Engagement of young physicians is critical to the sustained progress of the Academy, and a refreshed young physician engagement strategy is being developed and finalized. At its March meeting, the Young Physician Committee reviewed and discussed data and insights from the Member Satisfaction Survey related specifically to young physicians to further inform the engagement strategy. While the updated strategy is being finalized, the Academy continues to provide support to early career dermatologists through a number of programs:

- After a successful pilot program in 2022, the Academy has launched an AAD young physician concierge program, which assigns new young physician members to a personal AAD member resource center representative to act as their concierge for the first six months of membership. As of the end of March, calls had been made to 505 new young physician members, with 126 responding.
- The Academy launched a new program to record content from the Career Launch Boot Camp. When complete, the packaged content will be available on AAD.org, free of charge. In addition, a new Career Launch Virtual Career Fair is being developed for fall 2023.

Resident Engagement
- At its March meeting, the Resident Fellow Committee discussed initiatives to support the development of a refreshed Resident Engagement Strategy.
- A Resident Ambassador program is being developed for launch in 2023. This program includes recruitment of an AAD Resident Ambassador at US Residency Programs who will serve as AAD Ambassadors to fellow residents at their programs and share relevant AAD information, resources, and encourage graduating residents to apply for AAD membership. Feedback from the RFC was gathered at their March meeting and a workgroup is being formed to support this initiative.
- The Boards and Beyond session was conducted at the 2023 Annual Meeting following a hiatus of two years. Taylor Gray, DO, FAAD directed this session, with Morgan Murphrey, MD, MS co-directing, and committee members will provide ongoing feedback and input on the session content.
- For the second year in a row the Academy hosted a networking event for residents at the Annual Meeting to facilitate connections between resident attendees and contribute to a positive meeting experience. The event took place on Thursday evening at Fulton Alley Bowling & Events and provided an opportunity for approximately 300 residents to network over an evening of fun and bowling.

Late Career Engagement
The Academy values the opportunity to recognize membership milestones for 30-, 40-, and 50-year members. At the Annual Meeting, special lanyards were provided to these members and milestone anniversaries were recognized on signs at the meeting. In addition, 50-year members were recognized in the March issue of *DermWorld*.

Corporate Relations
We held 23 corporate partner meetings at the Annual Meeting with a primary goal of increasing non-meeting proposal submissions. In addition, we hosted open forum discussions with Science and Quality, Advocacy, and Member Engagement with participation from 9 partner groups. We also facilitated a Corporate Partner Booth Tour, visiting 9 partner booths in a one-hour span allowing our partners to network with AAD Leadership and showcase their exhibits and us to further our relationships with each.

New Business and Product Development
At the annual meeting we connected with our business partners, including our Affinity Program relationships, and gathered information that will be incorporated into the longer-range strategic plan focused on growing providers who bring value to our members and generate revenue for the Academy. Strategic

planning sessions were also held to support long-term planning that focuses on streamlining and optimizing the affinity and licensing partners and their corresponding processes.

Individual Giving and Events
Developing a culture of philanthropy involves cultivating substantive relationships with our donor base. The AAD has a loyal donor base, but the individual giving team aims to elevate our philanthropic profile using more intentional interaction and compelling story telling. The annual meeting serves as a premier opportunity to meet face to face with donors and prospective donors and showcase examples of philanthropic impact. We conducted over 20 donor visits during the Annual Meeting.

This was the second year featuring the Donor Lounge. Donors who make a gift of $1000+ receive this benefit and was well attended and well received. In addition, the President's Gala program featured a structured program with corporate partner and philanthropic impact stories. With ~500 guests, we showcased the Academy's success over the past year and celebrated the 30th anniversary of Camp Discovery. $2.55 Million was raised from corporate sponsors and individuals including a $100,000 pledge to Camp Discovery. It was an incredible evening and put philanthropy at the center of our mission. We plan to use the momentum generated at the Annual Meeting to encourage philanthropic giving with these stories throughout the year.

Advertising
The total advertising in the first quarter was approximately 68% of the annual 2023 advertising budget. Most of this current revenue is attributed to Annual Meeting advertising. Annual meeting advertising was 50% greater than 2022 Annual Meeting advertising sales.

DermWorld Print & eNewsletters
We anticipate a jump in sales for DermWorld print and ENewsletters during Q2 and Q3 as the Humira brand comes off patent and the door opens to more drugs in this area.

AAD.org
Advertising on aad.org is stronger than expected for Q1. February 2023 had the largest revenue month ever. We hope to expand opportunities on the consumer side and re-position ads on the website to increase viewability and revenue in the later part of 2023.

eCommerce
In the first quarter of 2023, shop.aad.org had more than 29,000 visitors, with good product and meeting sales. The top three products sold include 2023 Annual Meeting On-Demand, Pamphlets, and Board Prep Plus. Of the 29,000 visitors, 21.60% added an item to their cart and 16.88% completed a purchase.