

LINDA F. STEIN GOLD, MD, FAAD VICE PRESIDENT-ELECT

SUB-SPECIALTY(S)

Medical: 100%

ALLOCATION OF TIME

Academic Practice: 100%

Clinical: 100%

EDUCATION

1990-1993 Department of Dermatology,
Henry Ford Hospital, Detroit, MI

1989-1990 Department of Internal Medicine
Hospital of the University of Pennsylvania,
Philadelphia, PA

1985-1989 University of Pennsylvania School of Medicine,
Philadelphia, PA

1981-1985 The Wharton School, University of Pennsylvania,
Philadelphia, PA, B.S. Economics

CERTIFICATION

ABD Board Certification thru 2023

AREAS OF INTEREST

Medical Dermatology, Clinical Research

ACADEMIC AFFILIATIONS

Henry Ford Health System, Detroit, MI

CLINICAL AFFILIATIONS

Henry Ford Health System, Detroit, MI

PRESENT ACADEMIC POSITION

October 2002-Present: Director Dermatology Clinical Research,
Henry Ford Health System, Detroit, MI

May 1994-Present: Division Head of Dermatology, Henry Ford Health
System, West Bloomfield, MI

ACADEMY INVOLVEMENT

American Academy of Dermatology (AAD)

2016-2020 Board of Directors

2018-2020 Executive Committee

2017-2019 Corporate Relations Committee

2018-2020 Priorities Committee

2018-2020 Budget Committee

2015-2017 Ethics Committee

PUBLICATIONS/PRESENTATIONS

Over 100 publications and presentations nationally and
internationally



RESPONSE TO THE QUESTION POSED BY THE NOMINATING COMMITTEE

What strategies do you plan to implement for enhancing public awareness of Board-certified dermatologists?

Many patients do not understand the different educational levels of their dermatological care team. We need to educate patients about this issue because they should know the licensure and qualifications of their health care providers and they deserve a board-certified dermatologist as the leader of the team. To achieve this goal, I would propose a strategy that includes the following measures:

1. Make the board-certified dermatologist definition more easily accessible and visible on the AAD website and in other AAD messaging
2. Incorporate our message into public service announcements on general skin health
3. Create pamphlets, posters, and other public relations materials for medical offices and other locations, on "Why choose a board-certified Dermatologist?"
4. Position our messaging on social media search engines to be a first line item for searches of "dermatology" and similar terms
5. Consider creating a "Board-Certified Dermatologist" logo to use on websites and business cards that immediately identify those who qualify to use the term. Patients will grow accustomed to looking for the seal.