



MEMORANDUM

Date: March 30, 2026

To: **Board of Directors**

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

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

The Academy's Vision is to Ensure Healthy Skin for All and End Suffering from Skin Disease and our Mission is to Advance Excellence in Dermatology. Our primary strategic goals are to:

- Advocate to ensure that all member dermatologists can effectively and efficiently practice dermatology.
- Design and deliver the gold standard of dermatologic education.
- Strengthen and safeguard access to dermatologic care for all.
- Facilitate optimal patient care through the collection, analysis, interpretation, and utilization of data.
- Grow revenue to sustain the mission and operate effectively and efficiently.

The Strategic Plan including all objectives can be found [here](#).

This report details progress against our strategic goals and highlights significant upcoming activities and events from our operation plan. I welcome any questions regarding this report at our March Board meeting.

Advocate to Ensure All Member Dermatologists Can Effectively and Efficiently Practice Dermatology.

FDA confirms iPLEDGE changes long advocated for by AADA

Following sustained AADA advocacy, the Food & Drug Administration (FDA) approved significant updates to the iPLEDGE Risk Evaluation and Mitigation Strategy (REMS) program. These changes reduce administrative burden for dermatologists while maintaining patient safety.

Key modifications include:

- **At-home pregnancy testing:** Prescribers may permit at-home pregnancy tests during and after treatment, with appropriate documentation safeguards. Pre-treatment testing must still occur in a medical setting.
- **Elimination of the 19-day lockout:** Patients who miss the 7-day prescription window may complete a repeat pregnancy test immediately without an additional waiting period (medical setting required if treatment has not yet begun).
- **Removal of monthly counseling documentation** for patients who cannot become pregnant, while maintaining required counseling at enrollment.

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Changes are expected to take effect by August 2026. In the interim, the FDA will exercise enforcement discretion to allow greater flexibility in pregnancy testing requirements.

AADA Awards State Advocacy Grants

The AADA's 2026 State Advocacy Program awarded grants totaling \$80,000 to five state dermatology societies. The program provides financial assistance to state dermatology societies for the advancement of its health policy initiatives, including state lobbying expenses.

AMA Scope of Practice Partnership (SOPP)

The AMA SOPP Steering Committee awarded the Medical Society of Delaware and AADA a \$77,000 grant to fund a public opinion survey that is scheduled to launch in late March of this year on title misappropriation and transparency. The research will include a Delaware voter focus group and a representative survey of Delaware voters who have seen a medical professional within the last year. The research results are intended to set the stage for an influential and creative Truth-In-Advertising (TIA) campaign that will be used to advance TIA legislation.

AADA endorses annual inflationary update to Medicare payment legislation

The AADA endorsed a House bill, the Strengthening Medicare for Patients and Providers Act (H.R. 6160), which would provide an annual inflationary update to Medicare physician payments beginning in 2026. The bill, which is an updated version of H.R. 2474 from last Congress, was introduced by Reps. Raul Ruiz, MD (D-CA), Gus Bilirakis (R-FL), Jimmy Panetta (D-CA), Ami Bera, MD (D-CA), and Kim Schrier, MD (D-WA). The bill would tie annual payment updates to the Medicare Economic Index (MEI), which is a crucial, inflation-based measure that tracks the rising costs of operating a medical practice. Action on the bill remains uncertain given the cost of a full MEI update, but we expect further legislation on Medicare physician payment reform from the Republican and Democratic Doctors Caucuses soon. The AADA has been strongly advocating for long-term Medicare reform that includes a positive inflationary adjustment for Medicare physician payments, as well as reforms to budget neutrality policies withing the Medicare physician fee schedule.

U.S. Food & Drug Administration (FDA) Moves to Expand U.S. Sunscreen Options

On December 11, 2025, the FDA took its first significant step in more than 20 years to expand access to safe and effective sunscreen options by proposing a new sunscreen ingredient. This action follows years of sustained advocacy by the AADA to modernize the U.S. sunscreen regulatory framework. Building on that effort, the AADA submitted comments to the FDA supporting the agency's proposal to amend the over the counter (OTC) sunscreen monograph to allow the use of bemotrizinol (BEMT) as an active ingredient. Should our comments be accepted, the final order for the sunscreen ingredient will be finalized. If not accepted, the sunscreen ingredient list will remain unchanged and consistent with existing policy and the AADA will continue to advocate for improvements. AADA is reaching out to FDA to learn next steps as the formal timeline for implementation has not been shared.

Dermatologist Selected for Advisory Panel on Clinical Diagnostic Laboratory Tests (CDLT)

Incoming AADA Board Member Alina Bridges, DO, FAAD was selected by the Centers for Medicare & Medicaid Services (CMS) to serve as an expert on the Medicare CDLT Advisory Panel based on the Academy's nomination. Alina Bridges, DO, FAAD will serve a 3-year term on the 15-member panel that advises CMS and the department of Health and Human Services on CDLT issues. Alina Bridges, DO, FAAD is a triple-board certified dermatologist, dermatopathologist, and immunodermatologist with over 26 years of clinical, academic, and laboratory leadership experience. She has served in several leadership positions within the Academy.

Office of Inspector General (OIG) Report finds Dermatologists Met Medicare Requirements for Evaluation and Management Services, CMS Declines Further Compliance Action

The Department of Health and Human Services Office of Inspector General (OIG) report, published on November 19, 2025, found that dermatologists were in 90% compliance with Medicare Evaluation and Management (E/M) service billing and documentation requirements when a minor surgical procedure is performed on the same date. The OIG report noted that dermatologists met Medicare requirements for 90 of the 100 sampled E/M services. As a result, the Centers for Medicare & Medicaid Services (CMS) did not support the need for any additional education at this time. The Communications team is developing an article for DermWorld on AADA's long-term advocacy and education resulting in these OIG findings and how the report supports advocacy to private payers.

Humana corrects destruction code denials

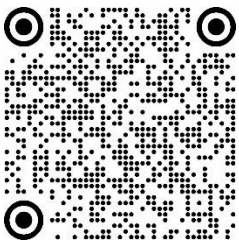
As a result of AADA advocacy to the Humana Medicare Advantage plan, Humana has confirmed a claims administrative issue and states they will reprocess denied claims and make updates to prevent further incorrect denials for benign and premalignant lesion destruction codes. AADA reminded Humana of Medicare national coverage determination (NCD) and Medicare Administrative Contractor (MAC) local coverage determination (LDC) which governs coverage of these codes. This correction was effective immediately. Humana is currently identifying and reprocessing impacted claims. Only a few AAD members who had experienced denials and we have notified our Humana contact using the practice's NPI to identify the claims and expedite reprocessing.

New Study Outlines Safe Preparation of Buffered Lidocaine

AADA and its sister societies conducted an independent study for safe in-office preparation of buffered lidocaine with epinephrine. This was published in the Journal of the American Academy of Dermatology (JAAD) on February 10, 2026. The data assigns a beyond-use date (BUD) of seven days under refrigeration and 24 hours at room temperature. Current requirements set forth in United States Pharmacopeia (USP) General Chapter <797> Pharmaceutical Compounding – Sterile Preparation limit immediate-use compounded sterile preparations to administration within four hours. State dermatology societies can share this study with policy makers to make them aware that this data exists.

AAD/A Impact Report – Vol. 6, Issue 1

This issue of the AADA/Impact Report highlights advocacy efforts against payment cuts and scope-of-practice expansions, as well as major media wins from the Your Dermatologist Knows campaign that position dermatologists as the authorities in skin, hair, and nails. It also explores the latest member benefits, including new CME offerings, enhanced coding tools, and exciting updates to AAD publications. More information can be found by scanning the QR code below.



Design and deliver the gold standard of Dermatologic education.

2026 Annual Meeting

The Annual Meeting will offer 296 sessions for the scientific program (299 in 2025). Updates have been made to the program to reduce content conflicts and make the meeting less overwhelming for attendees. Concurrent sessions have been reduced to no more than 22 sessions from 25 sessions while not significantly reducing the number of sessions offered. Two topic areas have been added to the Session Spotlight to further help members find sessions of interest: Hair Disorders and Therapeutics.

The Annual Meeting will offer 39 American Medical Association Physician's Recognition Award (AMA PRA Category 1 CME credits™.) Sessions utilizing an Audience Response System, Board Prep or Hands-on Workshops will no longer offer Continuing Certification Program self-assessment credits in alignment with the updated Continuing Certification requirements from the American Board of Dermatology (ABD).

As of this report, the program will offer 1933 e-posters, which is a record, 420 of which will give oral presentations Friday, Saturday, and Sunday. Late-breaking research had 337 submissions this year (428 in 2025). At the time of this report, the selection workgroup is in the process of identifying the 30 submissions that will be invited to present in the two Late-breaking symposia.

The Opening Ceremony will kick off with a welcome address from Susan Taylor, MD, FAAD, remarks from the Gold Medal recipient, Henry Lim, MD, FAAD, president-elect candidate speeches and a fireside chat between Dr. Taylor and John Legend, the keynote speaker. Following the Opening Ceremony, members will be invited to attend the Member Welcome Reception at Empower Field, home of the Denver Broncos.

Highlights of Sunday's Plenary session include the Named Lectureships: Iltefat Hamzavi, MD, FAAD, the John Kenney, Jr., MD Lifetime Achievement Award and Lectureship; Robert Brodell, MD, FAAD, the Clarence S. Livingood Award and Lectureship; Paul Ngeim, MD, PhD, the Lila and Murray Gruber Memorial Cancer Research Award and Lectureship; and Johan Gudjonsson, MD, PhD, the Marion B. Sulzberger, MD Memorial Award and Lectureship. To ensure quick transitions between lectureships the session introductions will be limited to the presenter's name and the award name. Speakers will be asked to keep their presentations to 20 minutes, and the order of presentations will rotate annually.

2026 Annual Meeting On-Demand

The 2026 Annual Meeting On-Demand is available through Annual Meeting Registration and the AAD Store. As of this report, 456 units have sold through registration, and 113 units through the store. In 2025, at the same time 321 units sold through registration and 35 units through the store.

The Board of Directors will receive complimentary access to Annual Meeting On-Demand at the time of launch, estimated in late April.

2026 Innovation Academy

Planning for the 2026 Innovation Academy, July 16-19, in New York, NY is well underway. Concurrent sessions will again be limited to no more than 4 per time slot Friday and Saturday and no more than 3 on Sunday. As of this report, Director invitations for 61 sessions have been sent with 47 Directors having accepted. To address research on learner preferences, 3-hour sessions have been eliminated in favor of more 1-hour sessions, now named Power Hours.

Three new Pearls sessions have been added to the program for a total of 9, 45-minute Sessions. The topics are Pediatric Dermatology, Dermatopathology, Skin of Color, Medical Dermatology, Cosmetic Dermatology, Surgical Dermatology, Hair Disorders (NEW), Patient Safety (NEW) and Hidradenitis Suppurativa. The content presented in these sessions is intended to be bite-sized, high yield, and provide practical takeaways attendees can immediately implement into practice.

The submission websites for DermTank and Posters opened in January and will close in mid-May. Members, residents and fellows, researchers, and industry have been invited to submit their research for presentation. The highest scored submissions will be invited to present in a 2-hour parallel session.

Topics and speakers have been identified to give 30-minute presentations in the Experience Hub on Friday and Saturday. Topics are geared towards new technologies in dermatology, integrative dermatology, the business of dermatology and wellness.

Marketing efforts began in late 2025 and increased leading up to the Annual Meeting to build awareness. Registration opened on March 11.

New Digital Learning Activities

Learning Center Mobile Application

Since the launch of the Learning Center mobile application in May 2025, adoption and satisfaction have been successful with 4,978 downloads representing 70.5% of active Learning Center users. Of those, 69% of app users are members, underscoring strong member engagement. User sentiment is also positive with 80% being satisfied or very satisfied with the app. Since launch several improvements have been implemented such as new navigation tiles that align with AAD brand standards and an improved video player that allows learners to change the playback speeds mirroring the desktop experience.

Clinical Image Collection

The AAD officially launched the Clinical Image Collection in February 2025. The image collection was designed to ensure AAD members are equipped to provide the best possible care to all patients, filling a critical gap of skin of color images in professional education. As of February 12, 2026, 1,872 images have been published in the collection with members continuing to donate their images. There are 2,000 images being processed for publication, and a member donated 14,000 Kodachromes in January 2026 which require scanning, tagging, and review before being published. Marketing tactics include highlights such as on-site promotion at the 2026 Annual Meeting, including a presentation by the Image Collection Workgroup Chair, Vinod Nambudiri, MD, MBA, FAAD during our Donor Lounge mini event, donor lounge access to image contributors, and advertising in AAD publications. To date, 3,000 members have engaged with the platform, and 2,200 images have been downloaded. Our Clinical Image Collection is generously supported by Pfizer as well as sponsors of the 2025 Art of Skin Event.

Leadership Institute Offerings

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

- The Leadership Institute is launching the Clinical Practice Dermatology Leadership Program (CPDLP) for young physicians in clinical practice this year. The program is similar to the year-long Academic Dermatology Leadership Program (ADLP) and includes a mentor relationship. The CPDLP will meet in person for the first time at the Annual Meeting on Sunday, March 29. Participants will then attend the Leadership Forum and join a session at the Innovation Academy on Saturday, July 18.
- The Leadership Institute will present four sessions at the Annual Meeting. Each session is planned by the Leadership Development Steering Committee and its work group to support dermatologists in their practices and as leaders of the dermatology care team. The sessions are:
 - **Innovating People: Creating a Positive Environment for Success**
Date: Friday, March 27: 9:00 am – 11:00am
Director: M. Shane Chapman, MD, FAAD
 - **Leading by Negotiation**
Date: Friday, March 27: 1:00 pm – 3:00 pm
Director: Lauren Claire Hollins, MD, FAAD
Guest Speaker: Marsheila DeVan
 - **2 Hours 2 Change Your Life: A Realistic and Evidence-Based Roadmap for Thriving in Life and Career**
Date: Saturday, March 28: 9:00 am – 11:00 am

Director, Kelly Cordoro, MD, FAAD – Guest Speaker, Amy MacDonald, PsyD

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

Date: Saturday, March 28: 1:00 pm – 3:00 pm

Co-Directors: Karolyn Wanat, MD, FAAD and Olayemi Sokumbi, MD, FAAD

- The Leadership Alumni Reception is Sunday, March 29 from 5:30 pm – 7:00 pm. Jeffrey Callen, MD, FAAD, 2026 Mentor of the Year Award recipient, will be recognized at the reception.

International Engagement Opportunities

The International Scholarship program continues to be popular in the global dermatology community. Over 100 scholarships have been awarded to international dermatologists attending the 2026 Annual Meeting. Scholarships include complimentary registration and invitations to the International Scholarship Reception and Dinner. The Strauss and Katz Scholarship program and the Reciprocal Scholarship program also include a travel stipend.

The International Leadership Workshop, which is aimed at international young physicians, will be presented on Thursday, March 26, and includes lunch, networking, and a leadership development session presented by leadership consultant Marsheila DeVan.

Medical Publishing

Journal of the American Academy of Dermatology (JAAD) Journals submissions trend higher, Open Access (OA) journals reach milestones

In 2025, the JAAD Journals fielded more submissions than in any of the previous five years – including the record set in 2020. The journals fielded a total of 8,558 submissions across the portfolio – a 31 percent increase over 2024. Submissions outpaced the 2020 record by 40 percent. Submissions for JAAD are both a leading and lagging indicator of the journal’s impact factor – 11.8 – which remained number one in dermatology for the sixth straight year in 2025. JAAD International (JAADi) was awarded its first impact factor in June 2025 – at 5.2 the journal debuted at #10 in the dermatology field, leading to increased submissions in the second half of the year. JAAD Case Reports (JDCR) maintained a strong [CiteScore](#) of 1.9 in 2025 and has applied to Clarivate for an Impact Factor. JAAD Reviews (JDRV) was accepted to [Scopus](#) (Elsevier’s abstract and citation database) in 2025 and awaits PubMed indexing. The open access (OA) journals have each published virtual special issues (VSIs) to drive submissions and interest. JAAD Continuing Medical Education (CME) supplements will continue in 2026 with an issue on psoriasis; publication date is pending receipt of grant funding.

	2025	2024	2023	2022	2021	2020
JAAD	5,429	4,244	3,589	3,280	3,485	4,753
JDCR	1,893	1,402	1,252	1,287	1,219	1,196
JAADi	926	470	437	417	226	173
JDRV (Reviews)*	252	324	N/A	N/A	N/A	N/A
JAAD CME Supplements	10	12	8	N/A	N/A	N/A
JAADi VSI (AI)						

	11	25	24	N/A	63	N/A
JDCR VSI (GLP-1)	14	48	N/A	N/A	N/A	N/A
JDRV VSI (Skin of Color)	23	N/A	N/A	N/A	N/A	N/A
Total	8,558	6,525	5,310	4,984	4,993	6,122

*Note on JAAD submissions table: JAAD Reviews (JDRV) submissions were down in 2025 due to the implementation of Gold Open Access fees, which were waived in the 2024 launch year. Submissions are rising again and are expected to increase steadily with the journal's acceptance to Scopus and pending acceptance to PubMed.

Strengthen and safeguard access to dermatologic care for all.

Inclusivity in Dermatology Programs

The Academy’s evidence-based initiatives to identify and bridge health equity gaps in patient access and outcomes include unbiased clinical and patient education, resources for all member physicians, and facilitating a physician workforce built on a culture of inclusivity that encompasses a wide range of social identity groups including age, race, ethnicity, gender identity, sexual orientation, religion and ideology.

Pathways

We received 40 applications and accepted twenty-five medical student mentees into the 2026 Mentorship Program. Applications for the 2026 American Academy of Dermatology-Society of Investigative Dermatology (AAD-SID) Gap Year Research Fellowship have closed and review of the 51 applications is underway to determine the ten fellowship recipients. Medical Student Symposium and the Resident Program will take place during the 2026 Annual Meeting.

DermCatalyst: Accelerating Access & Innovation in Dermatology

DermCatalyst is a reimagined evolution of the former Diversity Champion Workshop and serves as a core initiative within the Academy’s Advancing Inclusivity in Dermatology strategy. The program will debut at the 2026 Innovation Academy and is designed to develop leadership capacity and equip participants with practical tools to advance inclusive excellence within academic, clinical, and organizational settings. The redesigned model emphasizes applied learning, peer exchange, and actionable planning to help participants drive measurable change in their home institutions and communities. Targeted promotion and cross-marketing with Innovation Academy registration are underway, with an anticipated audience of 75–100 participants.

Advancing Inclusivity in Dermatology Language/Criteria Framework

A thorough evaluation, in collaboration with Legal Counsel and the Diversity Committee, was completed in 2025 for all current programs to ensure program execution, descriptions and application criteria align with the Advancing Inclusivity in Dermatology strategy approved by the Board of Directors in July. Implementation of an associated Language Framework is underway to support consistent, strategy-aligned communication across the Academy’s inclusivity-related work. To support operational adoption, the Membership & Community Impact team has met with leaders from Education, Practice Management, and JAAD to review applicability, clarify scope, and address implementation questions. Departments have been asked to align relevant materials no later than April 1, 2026, after which the focus will shift to ongoing monitoring and consistency.

Community Impact Programs

The Academy’s Community Impact 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 satisfaction survey for 2025 Camp Discovery yielded a 29% response rate with 77% of family participants stating they were very satisfied, 18% satisfied, and just 5% neutral. Parent comments included:

- “My daughter loved everything about the camp, but the best thing was making new friends who understand having skin conditions and didn’t have to explain/feel different.”
- “My son loved every bit of camp, and this was his first time. When he returned, he had so much joy in his heart and I’ve never seen that before.”

Improvements were made in the user referral and registration process in 2025 which will continue to ease user friction during the upcoming 2026 registration season. Six weeks of camp will be offered at five locations in Minnesota, Connecticut, Pennsylvania, Texas and Arizona and marketing promotion is in full swing this spring. Efforts include member promotional kit mailings, emails to current teledermatology Federally Qualified Health Centers (FQHC) partners, social media with Sandra Lee, MD, FAAD and emails to AAD member pediatric dermatologists. The Camp Discovery microsite launched in February, creating a robust platform with which to highlight camp, including more resources for families, a newsletter for families, more videos, and the ability to track user journeys to gather data on areas of interest.

Skin Cancer Checks

The Skin Cancer Checks digital platform launched in January 2026 after a successful December 2025 beta test with the New York Fire Department December in collaboration with the Firefighter Cancer Support Network. The goal of the first phase was to transfer the paper process to a digital format. Staff are currently gathering feedback for a second phase of enhancements. 2026 is the final year of the 3-year Firefighter Skin Cancer Check project, with 8,367 Skin Cancer Checks to date toward the project goal of 10,000.

Practice Management

The following resources are being provided in Q1 2026:

Practice Management Center (PMC):

- Updates to Merit-based Incentive Payment System (MIPS) 2026 and MIPS Value Pathways (MVP) requirements and telehealth updates.
- Revised quality measure selection tool to support the MIPS guidance.
- Dermatology World: Answers in Practice article “Navigating MIPS 2026: A Survival Guide for Dermatology Practices”, and a feature article on tips to optimize financial efficiency in dermatology practices.
- Dermatology World Derm Coding Consult 2026 CMS Third & Fourth Quarter NCCI edits, Coding Essentials Series #1, Coding Dermatology Encounters in 2026
- Dialogues in Dermatology: Understanding 2026 MIPS and MVPs

The Health IT Committee (HIT) and Teledermatology committee will be working collaboratively with the Augmented Intelligence Committee (AUI) and the Research and Analytics team to develop and field a technology survey to AAD members. The survey will be designed in Q1 and disseminated in Q2.

Practice Management Products:

- Coding webinar: Coding & Practice Updates for 2026
- Launch of the 2026 compliance eModules on HIPAA, OSHA, and CLIA.
- Specialty society presentations: Illinois Dermatological Society (IDS), Jan. 23; Association of Dermatology Administrators and Managers (ADAM), Feb. 27-28; American Osteopathic College of Dermatology (AOCD), Mar. 20-22.
- 2026 AAD Annual Meeting: Education sessions on coding and reimbursement, practice management, teledermatology, and health information technology as follows:
 - [Documentation and Coding: Getting Paid and Passing Audits](#)

- [Dermatology in the Digital Era: Building Trust, Reputation, and Reach](#)
- [Leveraging Teledermatology to Improve Patient Access to Dermatologist-Level Care](#)
- [Making the Most of Health Information Technology: Tools for Dermatology Practice](#)

In 2025, 939 members were assisted through 1,298 engagements, compared to 988 members and 3,358 engagements in 2024. The decrease reflects the absence of the high-impact external disruptions that drove unusually elevated inquiry volume in 2024, including Modifier-25 denials, G2211 reimbursement changes, and the Change Healthcare cybersecurity breach. In addition, implementation of Zendesk and expanded self-service resources have improved tracking and may reduce direct inquiry volume, making raw engagement totals an incomplete measure of impact.

Practice Management Assessment

In alignment with the AAD Strategic Plan goal to strengthen dermatologic care access, the Board approved the Practice Management Strategy in July 2025. The Council on Practice Management is advancing three strategic priorities:

- **Enhance** — Deepen value for solo and small group practices through targeted outreach and tailored resources
- **Evolve** — Increase practicality by converting high-level content into actionable tools and segmented learning pathways
- **Explore** — Expand future growth through on-demand resources, premium certification programs, and centralized peer forums

These priorities position AADA to deliver high-impact practice management support while strengthening member value and leadership in the field. In 2026, the team has begun to identify strategies and tactics necessary to achieve these goals and will be working to prioritize potential projects and resources in support of a three-year operational plan, scheduled for execution beginning in 2027.

Facilitate optimal patient care through the collection, analysis, interpretation, and utilization of data.

Clinical Guidance

- Three atopic dermatitis guidelines on primary prevention and comorbidities in pediatric patients, pediatric medical management, and diagnostic testing in recalcitrant AD have been submitted to *JAAD*, with the pediatric manuscripts accepted for publication.
- An initial draft of the hidradenitis suppurativa guideline is complete and has started the internal review process. Submission to *JAAD* is targeted for Q2.
- Recommendation drafting for the psoriasis systemic interventions guidelines updates is complete, with the work group scheduled to meet and approve final recommendations by May.
- Outsourced systematic reviews for psoriasis phototherapy and management of pediatric psoriasis are complete.
- The fully outsourced systematic review of topical therapies for psoriasis in adults was completed and delivered at the end of February. The empanelment process for these topics is underway and nearing completion.
- Recommendation drafting for the first manuscript of the melanoma guideline update is scheduled to begin in Q2.

DataDerm

DataDerm is in the midst of the submission process for the 2025 Merit-based Incentive Payment System (MIPS) performance year, which marks the first submission cycle using the new platform. The 2025 performance year also marks the first year in which participants may report using the Dermatological Care MIPS Value Pathway (MVP) reporting option. The DataDerm platform supports submissions using both Traditional MIPS and MVP reporting for members. Submissions are currently underway and will continue through March 31.

The DataDerm Oversight Committee and Data Governance Task Force have approved an updated process for members to request DataDerm data to support research and quality improvement initiatives. The new process follows an annual cycle where proposals are accepted during a defined submission window before review and scoring by the Data Governance Task Force, who will select the winning projects to be completed for the year. The 2026 submission window will open on March 27, and we will accept proposals through May.

The Hidradenitis Suppurativa Data-driven Education & Awareness Initiative Expert Advisory Panel continues to meet monthly. The initiative is making excellent progress in Phase II. The Expert Panel, along with AAD's Education team, are executing upon an educational content plan to further disseminate findings from Phase I. Our first Clinical Community post, "Can it really be HS?" by Expert Panel Chair, Steven Daveluy, MD, FAAD launched in December. We also identified a quality improvement (QI) expert, Manasi Tirodkar, PhD, to serve as QI consultant and coach for Phase III, which is a comprehensive QI initiative. This project is being funded by the generous support of Novartis.

Quality

The Quality Team continues to develop educational content and publications focused on quality improvement in dermatology, while expanding into industry-supported resource development, pilot implementation, and scalable tools aimed to ease member burden and improve patient care. Current initiatives include:

- The Biologics & Janus Kinase Inhibitors (JAKs) Project Workgroup is finalizing a resource toolkit to address barriers to understanding and prescribing biologics and JAK inhibitors, with emphasis on clinical confidence and communication, prior authorization, and shared decision-making. The toolkit will be piloted in 10–12 practices to evaluate usability and effectiveness. This project is supported by the Sanofi and Regeneron Alliance, Eli Lilly, Pfizer, and UCB.
- The Menopause & Women's Health in Dermatology Quality Improvement Workgroup was selected to present "Menopause and Dermatology: Recognizing and Treating Hormone-Driven Changes" at the 2026 Innovation Academy in New York. The workgroup recently collaborated with the Women's Health Employee Resource Group (ERG) and will present ongoing projects at the ERG luncheon during the Annual Meeting. As part of this collaboration, the workgroup chair, Shoshana Marmon, MD, PhD, FAAD will co-author a new digital course on women's health in dermatology with ERG members.
- The QI Symposium Workgroup is organizing the annual QI Symposium at the 2026 Annual Meeting. The program will feature six Resident QI projects and one Innovation in QI project. Awardees will present their work, and a panel discussion will explore innovations in access, workflow, and scheduling to reduce burden and improve patient access.
- Manuscript Development: The Patient Safety and Quality Committee (PSQC) is partnering with a medical writer on two manuscripts: 1) A publication on the QI pilot evaluating four teledermatology guides developed with the Teledermatology Committee to support effective and timely virtual visits; and 2) A publication on the psoriasis measures QI pilot, which used two measures: Chronic Skin Conditions: Patient-Reported Quality of Life and Psoriasis: Screening for Psoriatic Arthritis, to drive performance improvement. These projects were supported by the Sanofi and Regeneron alliance and UCB, respectively.
- The QI Education Workgroup is leading a recurring session at the 2026 Annual Meeting titled "Mistakes Happen: Best Practices for Disclosing Medical Errors to Patients." The workgroup is also developing content for a Dialogues in Dermatology session that will highlight key QI themes from the 2026 QI Symposium and provide practical guidance on small, implementable practice changes that can meaningfully improve patient care.

Performance Measurement

The Performance Measurement Committee (PMC) is working on steps to address Centers for Medicare & Medicaid Services (CMS's) requirement for dermatology outcome measures. As part of these efforts, the measure utilization survey has been implemented to assess Merit-based Incentive Payment System (MIPS) measure adoption rates and members' utilization barriers, including reporting complexity and Electronic Health Record (EHR) challenges. The results will be presented to the Committee at the Annual Meeting and will inform strategy for future outcome measure development.

The Performance Measurement Committee (PMC) has restarted the Alopecia Measures Workgroup (WG), which held its first meeting in January. The work group will focus on developing outcome-based measures to align with CMS's emphasis on outcomes.

The Performance Measurement Committee has launched a strategic initiative to define a small set of standardized "Dermatology Vitals" — simple, quantifiable datapoints to objectively measure patient outcomes and more clearly demonstrate dermatology's value within the broader health care system. This initiative has been approved by AAD Leadership as the Ad Hoc Task Force (AHTF) on Foundational Dermatology Outcomes.

PMC Leadership has identified members across the Academy with expertise spanning quality measurement, health information technology, data registries, EHR integration, policy, and clinical practice. Particular attention was given to ensuring broad representation across the diversity of dermatology practice settings, subspecialties, geographic regions, and perspectives, recognizing that equitable and generalizable outcome development requires diversity of thought reflective of the full scope of dermatologic care. These members will be formally invited to join the AHTF in March with the AHTF meeting in Q2 of 2026.

The PMC was approved for a second year a session at Annual Meeting titled, Data-Driven Dermatology: Mastering MIPS and Improving Practice Quality. This session is designed to help dermatologists understand performance measure reporting and will:

1. Focus on current dermatology-specific measures and their impact on reimbursement,
2. Summarize how performance measures are developed and tested, and
3. Demonstrate how these measures can be used for continuous quality improvement.

Augmented Intelligence

The Augmented Intelligence Committee (Aul) has completed an initial environmental scan examining AI research, clinical applications, regulation and oversight, and future directions in dermatology and the broader house of medicine, drawing from key journals in dermatology and digital health.

The environmental scan report is now being used to guide the development of a joint member survey in collaboration with the Practice Management and Strategic Research teams. The survey will assess the current use of AI and technology in dermatologic practices and identify implementation challenges, operational gaps, and resource needs among Academy members. Findings will help inform future strategic priorities and member support initiatives.

An AI Hub on the AAD website is in development. The Hub will serve as a centralized repository for resources generated by the Aul Committee, as well as other AI-related materials relevant to Academy members. A content portfolio is currently in development.

The Aul Committee continues to update the Academy's AI position statement for 2026 to reflect evolving clinical, ethical, and regulatory considerations. The revised statement is targeted for Board review and approval in May.

Research & Operations

The Emerging Diseases Task Force continues to monitor the ongoing measles outbreak and updates the resource center as needed. The Task Force continues to review and update the other resource centers on Emerging Dermatophytes, MPOX, and COVID as needed. Two new resource centers will be developed; the first will focus on emerging skin conditions as vaccination rates decline due to updated CDC guidelines. The second resource center will focus on rare or other skin conditions from internet trends. Additionally, the Emerging Diseases Task Force continues to collaborate with the CDC and may develop other resources as needed. The Task Force will meet with the CDC in March to discuss a potentially new outbreak of *Klebsiella aerogenes* folliculitis among MSM.

From June 05, 2025, to February 20, 2026, Science and Quality received and responded to 38 research requests for scientific support from across the Academy, including Communications, Science and Quality, Advocacy & Policy, Practice Management, and Executive Office. The primary audience was members, policymakers/regulators, and the public. Some of the topics include Updates to public-facing websites, such as skin Cancer, tanning, psoriasis, and acne fact sheets. Image-guided Superficial Radiation Therapy, GLP-1s and Pregnancy Risk, Impact of Red and Blue light on skin health. Pseudofolliculitis barbae in the military, Firefighter skin cancer mortality, and other requests for evidence and experts.

The Young Investigators Awards for the 2026 cycle have closed, and three candidates were selected as the winners. Anna Eisenstein, MD, PhD, FAAD, will receive the award for Basic/Translational Research. Jinwoo Lee, MD, PhD, FAAD, will receive the award for Clinical Research. Courtney Johnson, MD, PhD, FAAD, will receive the award for Dermatology Health Disparities Research. They will be recognized at the Annual Meeting during the Stars of the Academy event. The 2027 awards will open for submission in June 2026

Revenue to Fund Strategic Plan 2026.

2026 Annual Meeting

The 2026 Annual Meeting will be held March 27-31, in Denver, Colorado, at the Colorado Convention Center. Early registration numbers are strong, and we anticipate a very well-attended meeting. The Scientific Assembly Committee, working with staff, has developed a robust and comprehensive program of educational sessions, and the educational program will be complemented with the exhibit hall, Councils, Committees, and Task Forces (CCTF) meetings and networking and social events for attendees.

As of March 2, registration totals 16,507, which represents 98% of the budgeted figure of 16,912. By way of comparison, at this time last year, registration for the 2025 Annual Meeting in Orlando totaled 15,242. More than 8,500 medical personnel are registered for this year's meeting, including over 2,000 dermatology residents and fellows. International registration currently represents 31% of the total medical personnel.

Meeting revenue, including registration and technical exhibits represent 106% of the total amount budgeted. Exhibit revenue has surpassed expectations at 119% of the amount budgeted. Additional revenue, including sponsorship, INC programs, the President's Gala and advertising, also has exceeded expectations representing 111% of the amount budgeted.

Member Retention

Overall member retention for 2025 was 96.1%. Retention among eligible U.S. board-certified dermatologists (MD and DO), including Fellows and Life members, was 97.4%, just 0.2 percentage points below the 97.6% KPI target. U.S. market penetration closed at 95.4% of ABD board-certified dermatologists.

The 2026 dues cycle is progressing steadily. As of February 15, 88.9% of Fellows and 90.8% of U.S. Fellows and Life members have renewed, slightly below the same point last year (89.3% and 91.1%, respectively). Overall renewal stands at 88.5% compared to 89.2% last year. Young Physician retention is

up nearly 1% year over year at 88% compared to 87% last year. The Academy is conducting targeted outreach to non-renewing members.

Young Physician (YP) Engagement

AAD's 504 new young physicians received a video welcome from the Young Physician Chair and communication from "My AAD Rep," a designated representative in the AAD Member Resource Center to help support young physicians' transition during their first year of AAD membership.

The Academy hosted its first ever "take over" of our @AADmember Instagram feed by the AAD Young Physician Committee. This pilot, which was developed collaboratively by a workgroup of the Young Physician Committee and the AAD's social media team was designed to:

- Affirm AAD's commitment to Young Physicians and ensure they feel seen, heard, and supported.
- Highlight how AAD is actively supporting their success through federal advocacy, public education initiatives, grassroots efforts and practice tools and resources.
- Strengthen transparency, connection, and trust between Young Physicians (YPs) and AAD leadership.
- Deliver messages in a more personal style, friendly, and representative of how and where young physicians want to receive information.

Advance promos featured engaging concepts like "derm emojis you wish existed" to elicit interest in the four-day event which was organized around the concept of "Tea with Dr. Taylor" with AAD President Susan Taylor, MD, FAAD, and members of the Young Physician Committee "spilling the tea" on advocacy, practice support, and career resources. A variety of posts, stories and reels using common social media trends (e.g., Get Ready with Me and ASMR) were featured to promote AAD resources. The week concluded with an Instagram Live event hosted by Young Physician Committee Chair Bridget McIlwee, DO, FAAD, and committee member Sama Carley, MD, FAAD, who interviewed Susan Taylor MD, FAAD. The event was viewed by 300 @AADmember followers, with an additional 2,469 views for the posted recording. This pilot takeover provided an opportunity to explore novel ways to communicate with this important demographic and we anticipate building on this effort in the coming year.

The chair and members of the Young Physicians Committee (YPC) continue to monitor young physician retention and will begin work on an updated Young Physician Engagement strategy to be completed by the end of the year.

Resident Engagement

The Resident Ambassador program, which appoints a resident representative from training programs to serve as a liaison between fellow residents and the AAD, currently has enlisted 60 ambassadors at 60 residency programs, with nearly 850 residents (out of a total of 1,800) reached by the program (an increase from 30 participating programs in 2024/2025.). Content and materials were provided to Resident Ambassadors to host a "lunch and learn" for their fellow residents in advance of the Annual Meeting to help residents find resident-related opportunities and navigate the meeting effectively.

A Resident Social will be held at the upcoming Annual Meeting in Denver on Thursday evening at Punch Bowl Social. This exclusive networking event for residents and select young physicians will provide an opportunity to connect with young physician mentors and each other.

The Resident/Fellows Committee is starting work to refresh the 3-year Resident Engagement Strategy to ensure Academy initiatives continue to align with the evolving needs and priorities of residents.

Strengthen Operations and Improve Execution.

2026 American Academy of Dermatology/Association Election

The 2026 election for the American Academy of Dermatology/Association will follow a shortened five-day timeline. Candidates were announced on March 10, and the voting period has been condensed to align with the duration of the Annual Meeting.

As background, since 2017, the Academy has conducted elections over a two-week period. Over the past nine years, the majority of members have cast their votes within the first five days of voting and during the final two days before the election closed. Vote totals typically increase following reminder emails to members who have not yet voted. For the 2026 election, daily reminders will be sent out to non-voted members.

In the past two years, all ballots have been submitted online. Additionally, candidate questionnaires included feedback suggesting the voting period be shortened. Based on this input and data presented to the Board in July, the Board decided to reduce the election period to five days beginning with the 2026 election.