



MEMORANDUM

Date: November 8, 2025

To: **Board of Directors**

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

Subject: **Executive Director's November 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 November Board meeting.

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

2025 AADA Legislative Conference

On September 7-9, the AADA hosted its annual Legislative Conference, with 212 attendees from 40 states compared to 201 attendees from 34 states in 2024. This included 198 AADA members (including 53 residents), patient advocates, practice administrators, and state and subspecialty dermatology society staff. AADA members participated in 200 congressional meetings.

The single ask of Congress was to address the systemic issues within the Medicare physician payment system and safeguard physicians' ability to provide patient access to care, by cosponsoring S. 1640/H.R. 879, the Medicare Patient Access and Practice Stabilization Act. This conference has been continuously supported by Pfizer for the past 3 years.

CORRESPONDENCE

PO Box 1968
Des Plaines, IL 60017-1968

EMAIL: mrc@aad.org
WEB: aad.org

ROSEMONT, IL OFFICE

9500 W Bryn Mawr Avenue, Suite 500
Rosemont, IL 60018-5216

MAIN: (847) 330-0230
FAX: (847) 240-1859

WASHINGTON, DC OFFICE

1201 Pennsylvania Avenue, NW, Suite 540
Washington, DC 20004-2401

MAIN: (202) 842-3555
FAX: (202) 842-4355

Medicare Physician Fee Schedule Proposed Rule

On September 12, the AADA submitted comments to the Centers for Medicare and Medicaid Services (CMS) on the 2026 Medicare Physician Fee Schedule and Quality Payment Program. We warned that proposed policies would further erode physician payment stability and threaten patient access.

The AADA urged CMS to work with Congress on permanent reforms, including an inflationary update tied to the Medicare Economic Index and an increase to the budget neutrality threshold.

We also raised concerns about the creation of dual conversion factors, the proposed 2.5% efficiency adjustment, and changes to the practice expense methodology, among other issues.

CMS is expected to release the final rule by November 1, 2025. However, the federal government shutdown may delay its release. Historically, even when issued late, the final rule has still taken effect on January 1.

The proposed rule included some telehealth policy extensions but did not address the statutory authority that allowed Medicare patients to receive telehealth services from home. That authority expired on September 30, 2025, reverting Medicare to pre-pandemic telehealth restrictions. As a result, most Medicare patients are no longer eligible for covered telehealth services from home unless Congress acts.

For more information, visit our [page](#) on the proposed 2026 Medicare Physician Fee Schedule for a detailed summary of the proposed rule and its impact on dermatology.

AADA Meeting with CMS Leadership on Medicare Payment & More

President Susan C. Taylor, MD, FAAD, met with a senior official at the Centers for Medicare and Medicaid Services (CMS) to discuss Medicare physician payment reform and other issues important to dermatology.

The Academy emphasized the need to work with Congress on broader Medicare payment reform, thanked CMS for issuing enforcement discretion on Clinical Laboratory Improvement Amendments (CLIA) regulations, and urged CMS to move quickly with rulemaking to clarify that board-certified dermatologists are qualified to serve as CLIA lab directors. We also called for MIPS reform — specifically, reducing overly burdensome reporting requirements and we advocated for improved patient access to prescription drugs by requiring faster decision timelines for prior authorization requests, extending recent prior authorization reforms to prescription drugs, and ensuring all processes are evidence-based and developed by independent experts.

CMS was receptive to the Academy's concerns, expressed appreciation for the meeting, and signaled a willingness to continue the dialogue.

National Conference of State Legislatures

On August 4-6, the AADA attended the annual National Conference of State Legislatures (NCSL) Legislative Summit in Boston. This event provided the opportunity to influence state policymakers on the importance and value of dermatologic care. AADA educated attendees from 43 states about AADA's state advocacy priorities, including prior authorization, step therapy, regulation of the medical spa setting, skin cancer awareness, and truth in advertising, providing more than 100 Reveal camera image results, doubling last year's amount.

NCSL's Legislative Summit is a bipartisan gathering of state legislators and their staff for the purpose of connecting, collaborating, and sharing best practices to address common policy challenges. Approximately 9,000 participants attended.

The AADA exhibits as part of a joint booth with the American Society of Dermatologic Surgery Association, American Society of Anesthesiologists, American College of Surgeons, American Academy of Ophthalmology, American College of Emergency Physicians, American Association of Orthopedic

Surgeons, Federation of State Medical Boards, American Society of Clinical Oncology, and American Academy of Anesthesiologist Assistants.

Advocacy on CLIA Lab Director Requirements

Due to the Academy's persistent advocacy, CMS has suspended enforcement of a controversial CLIA policy that would have excluded board-certified dermatologists from serving as lab directors for moderate- and high-complexity labs. The Academy met with CMS on July 16 to clarify CMS's enforcement discretion. CMS clarified that it would recognize board certification by the American Board of Dermatology (ABD) and the American Osteopathic Board of Dermatology (AOBD). A dermatologist who is licensed and board certified by the ABD or AOBD is qualified to serve as a laboratory director for testing in dermatopathology.

The Academy advises members to continue applying to be lab directors through the standard process and to report any issues at regulatory@aad.org. The Academy will continue to coordinate directly with CMS to assist in resolving any issues.

Evaluation and Management (E/M) Code Reviews

The AADA continues to engage carriers in discussion on their new E/M code review programs and has met with Aetna, Cigna, and Blue Cross Blue Shield of Massachusetts (BCBSMA). These pre-payment review programs target outliers (those frequently reporting higher level E/M codes) and not all E/M claims. The Academy is leveraging its contacts with the carriers to engage in discussions on program details and advocate for timely notification, transparency and reduced administrative burden to practices. We met with Aetna on October 10 and are scheduling follow up calls with Cigna and BCBSMA in first quarter of 2026.

November is National Healthy Skin Month

Each November, the Academy recognizes National Healthy Skin Month to highlight the role of dermatologists in advancing the health of our largest organ, our skin. This year we are engaging the public via social and traditional media in a number of ways:

- Taking advantage of the timing of major retailers, like Sephora, announcing their holiday sales, while also leveraging an ongoing media and social trend, the Academy's media team issued a news release featuring media expert team member Marisa Garshick, MD, FAAD, providing useful tips for parents to be mindful of, especially when shopping for their children this holiday season.
- Throughout November, AAD's paid and organic social media content is addressing common skin care questions and concerns amongst our target demographic of women ages 25-35. Topics include adult acne, building a skin care routine on a budget, dermatologist-approved pregnancy skin care, and reducing premature skin aging.
- Additionally, in coordination with the National Healthy Skin Month news release, we will feature Dr. Garshick in a video discussing the tween/teen skin care craze and providing practical tips for parents of children in this age group.

Media Successes

In addition to our National Healthy Skin Month efforts, the Academy has engaged the media on a range of topics, offering AAD Media Expert Team members as sources. Between January and August, the media team secured media placements in 8,119 large circulation outlets that reach an audience of 100,000 or more, resulting in 97.1 billion impressions. By comparison, during the same period last year we secured placements in 7,822 large circulation outlets, generating 66.7 billion impressions. Recent noteworthy coverage secured by the AAD includes:

- **AAD experts counter anti-sunscreen myths:** A [Washington Post](https://www.washingtonpost.com/health/2025/10/16/sunscreen-myths/#:~:text=Sunscreen%20is%20not%20a%20luxury%20item,can%20cause%20skin%20cancer%20and%20how%20sunscreen%20is%20a%20necessary%20part%20of%20an%20overall%20sun%20protection%20plan.) article refuting arguments made by proponents of the anti-sunscreen movement, highlighting how prevalent skin cancer is, how UV rays can cause skin cancer, and how sunscreen is a necessary part of an overall sun protection plan.

- **Dermatologist shares personal skin cancer story on ABC News:** [ABC News](#) and [Good Morning America](#) covered men's increased skin cancer risk and lower sunscreen use rates. Based on the media team's recommendation, the coverage featured dermatologist Anthony Rossi, MD, FAAD, a member of the AAD Media Expert Team, who shared his personal basal cell carcinoma story and emphasized the importance of proper sun protection and seeing a dermatologist for suspicious skin changes.
- **Dermatologists weigh in on growing popularity of tanning:** An [Atlantic](#) article focused on how tanning is becoming popular again due to misinformation and political and social media influencers. The article included expert dermatologists and the Academy's sun protection messaging and Practice Safe Sun survey statistics.
- **Outdoor workers at increased risk of skin cancer:** Coverage on the [Weather Channel](#) discussed why outdoor workers are at an increased risk of skin cancer, and why it's important for them to use proper sun protection.

Expanded opportunities to engage with AAD social media

The Academy launched a new opportunity for members to help position dermatologists as the experts and become a voice in the Your Dermatologist Knows strategy on social media. Interested members gain access to tools and insights including ready-to-use social media resources, opportunities to submit content, invitations to networking events, and a chance to shape the future of the strategy through surveys and feedback calls.

The group is open to U.S. fellows who regularly post on at least one social media platform. Since launch in mid-August, 41 members have joined the network, with more than 40% of them posting or submitting content within the first 6 weeks. Members can sign up the AAD Web site at <https://www.aad.org/member/advocacy/promote/practice/social-media/get-involved>.

Design and deliver the gold standard of Dermatologic education.

2026 Annual Meeting

The Scientific Assembly Committee met on June 6-7, 2025, to plan the scientific program for the 2026 Annual Meeting, March 27-31 in Denver, CO. They selected 296 sessions for the scientific program, a slight decrease in the total number of sessions from 2025 (299). Logistic updates have been made to the meeting program to reduce the content conflicts and make the meeting less overwhelming for attendees. Concurrent sessions have been reduced to no more than 22 sessions from 25 sessions per time slot while not reducing the number of sessions offered. The Academy will add two topic areas to the Session Spotlight to help members easily find sessions of interest: Hair Disorders and Therapeutics.

Director invitations were sent in early September and as of October 1, 2025, 255 Directors have accepted. 42 sessions are from new applications compared to 52 last year. The Annual Meeting will offer a total of 39.25 AMA PRA Category 1 CME credits™. Sessions utilizing an Audience Response System, Board Prep or Hands-on Workshops will offer Continuing Certification Program self-assessment credits.

Submissions for scientific abstracts closed in September and workgroups are in the process of selecting submissions for presentations. All three abstract programs received record breaking submissions. There were 2339 submissions for e-posters (1695 in 2025), 954 submissions for Gross & Microscopic (788 in 2025) and 190 for Resident & Fellows (138 in 2025). Notifications will be sent to accepted abstract presenters in November. The submission website for Late-Breaking abstracts will open on November 10.

On Friday afternoon the Opening Ceremony will kick off the meeting with a welcome address from Susan C. Taylor, MD, FAAD and 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. There will also be a Faculty Reception on Thursday evening at the Fillmore Auditorium where various networking and entertainment options will be available.

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Highlights of Sunday's Plenary session include the following Named Lectureships: Iltefat H. Hamzavi, MD, FAAD, the John A. Kenney, Jr., MD Lifetime Achievement Award and Lectureship; Robert T. Brodell, MD, FAAD, the Clarence S. Livingood Award and Lectureship; Paul T. Nghiem, MD, PhD, the Lila and Murray Gruber Memorial Cancer Research Award and Lectureship; and Johann E. 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.

Registration and Housing for the Annual Meeting is scheduled to open during the following schedule:

- Tier 1: Physician, life, and honorary members
 - Wednesday, November 19, 2025; 12 p.m. CT
- Tier 2: All remaining categories
 - Tuesday, November 25, 2025; 12 p.m. CT
- Early bird registration will continue through Wednesday, February 25, 2026; 12 p.m. CT.

Childcare will continue to be offered at Annual Meeting given its popularity and convenience for members.

2025 Annual Meeting On-Demand

Sales for the 2025 Annual Meeting On-Demand concluded on September 30 with 1,507 individuals having purchased the product down 498, compared to 2,005 in 2024. The Board of Directors is provided with complimentary access to Annual Meeting On-Demand at the time of launch.

The 2026 Annual Meeting On-Demand will be on sale through Annual Meeting registration and in the AAD Store.

2024 Annual Meeting Recognized

Once again, the AAD Annual Meeting was recognized by Tradeshow Executive Gold 100, the leading tradeshow industry authority, as one of the largest conventions in the world, ranking in the top 100 conventions based on total (record-breaking) attendance at its 2024 Annual Meeting in San Diego with 19,827 total attendees. The Academy was recognized during the Tradeshow Executive Gold 100 Awards & Summit, October 14-17 in Palm Springs, CA.

2026 Innovation Academy

The Scientific Assembly Committee met on October 10 to plan the scientific program for the 2026 Innovation Academy, July 16-19, in New York, NY at the Hilton New York Midtown. Concurrent sessions will again be limited to no more than 5 per time slot Friday and Saturday and no more than 3 on Sunday based on recommendations in the Events Strategy. The submission websites for Derm Tank and Scientific Posters will open in January 2026.

The Academy is working to finalize the session schedule and send invitations to session Directors to ensure the program can be promoted earlier to attendees. Registration will open prior to the Annual Meeting in March, as in 2025.

A Welcome Reception and Faculty Reception are also scheduled and will take place at the Hilton New York Midtown.

2025 Innovation Academy

Final registration from 2025 Innovation Academy in Chicago includes the following: 783 Medical Personnel; 117 Non-Medical Personnel; 29 Guests; and 205 Exhibitors for a total registration of 1,134. The top five states represented included the following: Illinois 137; California 66; New York 52; Florida 42; and Ohio 32. There was a total of 116 international medical personnel representing 15% of total medical registration.

Learning Center Mobile Application

As reported in July, the new Learning Center mobile application was released on May 1, 2025, and is available in both the apple and android app stores under the title, "AAD Learn." The mobile app mirrors the Learning Center and provides members with easy access to all educational activities available in the Learning Center. As of October 10, 2025, the mobile application has been downloaded 3,310 times by all users.

Digital Learning Committee

The Digital Learning Committee met on July 10, 2025 to review the digital learning strategy, identify new strategic tactics, and plan 2026 digital learning activities. The committee approved proposals for seven new on-demand courses. In addition, the committee approved development of an education module on dermatologic needs for the unhoused population as requested by the Ad Hoc Task Force – Dermatologic Care for Unhoused Population and the creation of a new workgroup that will explore a concept to develop "TikTok" style educational videos. Other meeting outcomes included recommendations to enhance the member experience in the learning center by making content more discoverable through content tags, integrating innovation into the digital program with personalized learning and leveraging AI, and exploring capabilities to collect additional data on learner behavior in the Learning Center.

Question of the Week (5,907 members), Skin of Color Curriculum (7,331 learners), Guideline Courses (6,223 members), and JAAD CME articles (4,024 members) continue to be the most popular digital activities with members. Dialogues in Dermatology is also experiencing higher engagement since becoming a member benefit in January. At the end of 2024 there were 1,458 members and as of October 1, 2025, we have 1,871 members, up 413. Over half of these listeners began their engagement in the last two months and it is expected that more members will engage as they become aware of the new benefit.

JAAD Journals submissions to set record, Reviews accepted to Scopus

The *Journal of the American Academy of Dermatology* (JAAD) journals portfolio continued to see significant growth in manuscript submissions during the first nine months of 2025. With one quarter remaining in the year, the total predicted submissions for 2025 are 7,807 for the four-journal portfolio – a new record. The previous record of 6,122 was set in 2020 with three journals.

JAAD submissions are driving much of the portfolio's growth with nearly 4,000 YTD vs. 3,738 YTD in the record-setting year of 2020. Submissions are a lagging indicator of journal impact factor (JIF), which measures past performance – the average number of citations an article in a journal received over the previous two years. That said, impact factor is also a leading indicator for future growth as it drives submissions. In 2025, JAAD retained its number one position in dermatology for the sixth straight year with a JIF of 11.8. The JAAD CME supplement on Atopic Dermatitis will open for invited submissions in Q4 and are therefore not reflected in this report.

The open access journals also continue to experience submission increases. In June, *JAAD International (JDIN)* was assigned an impact factor of 5.2, debuting in the top 10 journals in dermatology and contributing to a spike in submissions in the third quarter. *JAAD Case Reports (JDCR)* has launched new article types and continues to grow its submissions based on a strong [CiteScore](#) of [1.9](#). *JDCR* has applied to Clarivate for a JIF. *JAAD Reviews* () submissions are down slightly year-to-date due to the implementation of [Gold Open Access fees](#) in 2025, which were waived in the 2024 launch year. However, the journal has recently been accepted to [Scopus](#) (Elsevier's abstract and citation database), which will help to increase the journal's visibility and credibility and provide the journal with a CiteScore. The publication of virtual special issues (VSIs) in the journals also drives submissions by helping to raise interest through the publication of targeted topic editions. VSIs planned for 2026 will open for submissions in Q4 and therefore are not reflected in this report. The 2026 VSI topics include: GLP-1 Agonists and Cutaneous Disease for *JDCR*; Use of AI in Dermatological Practice for *JDIN*; and Skin of Color for *JDRV*.

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	YTD* 2025	YTD 2024	YTD 2023	YTD 2022	YTD 2021	YTD 2020	YTD 2019
JAAD	3,966	3,134	2,750	2,523	2,811	3,738	2,217
Case Reports	1,380	1,014	986	999	964	908	641
International	589	350	302	302	123	129	N/A
Reviews**	127	172	N/A	N/A	N/A	N/A	N/A
JAAD CME Supplements***	N/A	12	8	N/A	N/A	N/A	N/A
International VSI***	N/A	25	24	N/A	63	N/A	N/A
Case Reports VSI***	N/A	42	N/A	N/A	N/A	N/A	N/A
Reviews VSI***	N/A						
Total	6,062	4,749	4,070	3,824	3,961	4,775	2,858

* YTD = January – September of each year. 2025 year-end predicted submissions = 7,807, a new record.

**JDRV submissions are down slightly in 2025 due to the implementation of Gold Open Access fees, which were waived in the 2024 launch year.

***The 2026 supplemental issue submissions (CME and VSIs) are due starting in Q4 2025 and therefore are not reflected in this report.

AAD Clinical Community

The AAD Clinical Community continues to deliver value for a significant segment of members. Year-to-date results and comparison are as follows:

- 3,183 unique members have viewed discussions in 2025, representing a 7% increase over 2024.
- 92% of clinical discussions received input from an AAD member expert in 2025.
- Year-to-date posts total 918, a 19% increase year-over-year.
- The number of times discussions were viewed increased 8% compared to 2024.

Recently, the Academy met with DocMatter, the external partner that manages the Community, to explore opportunities for maximizing the value of the AAD Clinical Community for both members and the Academy over the next three years. A strategic plan and accompanying three-year roadmap are currently in development.

Dermatology World's excellence recognized

For the tenth year running, DermWorld, under leadership of physician editor Kathy Schwarzenberger, MD, FAAD, was named a finalist in the Folio "Eddie" editorial awards competition. The February 2025 issue won the best full issue of a medical journal in this year's awards. Other winners in 2025 included Consumer Reports, Food & Wine, InStyle, and Travel+Leisure. In addition, we were named runners up in the best single article category:

- Allison Evans, Managing Editor, Digital Publications, was nominated for her October 2024 feature, "When the physician becomes the patient."
- Emily Margosian, Senior Editor, was nominated for her February 2025 feature, "Glow up: How can dermatologists counsel teens, tweens, and their parents on safe skin care practices?"

DermWorld was also honored with an APEX Award for Publication Excellence for the ninth straight year.

This year's award came in the highly competitive "Magazines, Journals, & Tabloids" category and honored the July 2024 issue. And GDUSA Health + Wellness Design Awards recognized the June 2025 issue for graphic design excellence.

Dermatology World – New Physician Editor named

After an exhaustive application and selection process, Warren R. Heymann, MD, FAAD, has been selected as the next *DermWorld* Physician Editor beginning with the January 2026 issue. Dr. Heymann was chosen by a task force led by Sabra Sullivan, MD, PhD, FAAD, from a strong field of 18 applicants.

Dr. Heymann previously served as editor of *DermWorld Insights & Inquiries* since 2019, writing a commentary on a recent topic in the literature each week. Dr. Heymann is also the author of the monthly "A Clinician's Perspective" column in the *Journal of the American Academy of Dermatology*.

International Engagement

Participating in international dermatology meetings is one of the main ways the Academy advances its goal of leading global dermatology through scientific exchange and relationships with international dermatologists.

AAD leaders and speakers attended the EADV Congress (European Academy of Dermatology and Venereology) in Paris, September 17-21, and the MEIDAM Congress (Medical Excellence in Dermatology and Aesthetic Medicine) in Dubai, September 24-28.

- At the EADV Congress, the AAD presented a joint scientific session with the EADV, hosted a booth and conducted leadership meetings with other international organizations, including representatives from: (1) the EADV; (2) the AEDV (Spanish Academy of Dermatology and Venereology); (3) the World Congress of Dermatology 2027 (WCD2027); and (4) MEIDAM. In addition, the treasurers from the AAD, EADV, International League of Dermatology Societies (ILDS) and the International Society for Dermatology (ISD) met to discuss issues of common concern.
- The AAD attended the 10th MEIDAM Congress, September 25-27, in Dubai, United Arab Emirates. The speakers at the MEIDAM Congress included: Susan C. Taylor, MD, FAAD, President, Keyvan Nouri, MD, MBA, FAAD, Secretary-Treasurer, Seemal R. Desai, MD, FAAD, Immediate Past President, Cheryl M. Burgess, MD, FAAD, Nada M. Elbuluk, MD, FAAD, Iltefat H. Hamzavi, MD, FAAD, Henry W. Lim, MD, FAAD, and John T. Seykora, MD, Ph.D. The AAD's Leadership Institute hosted a session, facilitated by Darryl Harris, on Leading and Managing through Change. The MEIDAM organization covered the costs for speakers and staff to attend the Congress.
- The AAD will present scientific sessions at the meeting of the Emirates Dermatology Society (EDS), to be held on November 14-16, in Dubai, United Arab Emirates. Presenters will include: Susan C. Taylor, MD, FAAD, President, Kevin D. Cooper, MD, FAAD, Vice President, Seemal R. Desai, MD, FAAD, Immediate Past President, George Cotsarelis, MD, FAAD, Elizabeth A. Kiracofe, MD, FAAD, and Temitayo A. Ogunleye, MD, FAAD. The EDS will cover the costs for the speakers to attend the meeting.

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.

Fifteen *Clinical Correlations Bioskills Workshops* are planned for 2025 with our partner Nth Dimensions to provide hands-on surgical skills and awareness of the specialty among disadvantaged and

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underrepresented medical students. Members are encouraged to volunteer at the workshops and may express interest via this [volunteer form](#). To date, nine bioskills workshops have been held with a total of 463 students participating, including 60 at the September **Latino Medical Student Association**. Additional workshops are scheduled as follows:

- Loma Linda University – November 2
- University of Michigan – November 15
- Wayne State University – November 16
- Universidad Central Del Caribe School of Medicine – December 6
- Ponce Health Sciences University – December 7
- Morehouse College of Medicine - December TBD

A thorough evaluation, in collaboration with Legal Counsel and the Diversity Committee, is underway and will be completed by the end of this year 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.

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 2025 season of Camp Discovery had 223 campers attend the six weeks of camp across five locations. This is an increase of nearly 20% over the 196 campers/alumni attending in 2024. Despite 250 registrations, 2025 participation did not meet the goal of 245 participating campers.

As a part of the Corporate Partner Circle benefits, two corporate partner visits took place on August 13-14, 2025, one in Pennsylvania and one at the new location in Connecticut. Fifteen representatives from eight companies that support the Academy at the Diamond (\$500K+) and Sapphire (\$350K-499K) levels participated in a Camp Discovery visit. Susan C. Taylor, MD, FAAD, President, attended the Pennsylvania camp with corporate partners, and past president, Mark Kaufmann, MD, FAAD, visited the Connecticut camp with corporate representatives. Sandra Lee, MD, FAAD, visited the Texas camp and promoted Camp Discovery on her social media channels, as well as on the AAD social media channels.

Skin Cancer Checks

The development phase for a new Skin Cancer Check digital platform is scheduled to be completed in late November 2025 with an all-Academy roll out in the first quarter of 2026. Testing and input from members have guided much of the platform development and a Beta test is planned for early December at a firefighter skin check event in collaboration with the Firefighter Cancer Support Network.

As of September 24, Skin Cancer Checks for firefighters have reached 6,437 firefighters. This is 64% of the 3-year goal to provide skin checks for 10,000 firefighters by the end of 2026.

Practice Management

The following resources are being provided in Q4, 2025:

Practice Management Center (PMC):

- Revised practice model content to better align with feedback from the 2025 Practice Management (PM) Department Assessment and Strategy. The content brings a focused emphasis on young physicians, a priority audience, making the information more consistent across models, simplified, easier to compare, and more actionable.

- Updates to existing letters and added at least two new prior authorization appeal letters in the [Prior Authorization Appeal Letter Tool](#), as part of the annual review and ongoing effort to expand and enhance the tool. This includes spesolimab (generalized pustular psoriasis) and dupixent (bulloous pemphigoid).
- Updates to links throughout the PMC to direct inquiries to PM staff via a streamlined web form (aad.org/askpmc) that captures key details, improves member support, and provides clean, accurate engagement analytics.
- New guidance on managing personal finances for young physicians, as a PMC-specific contribution to the Academy-wide Career Launch initiative.
- [Dermatology World](#): Feature on revised practice models content; PM staff will provide expert insights for two feature articles—one on building a patient referral base and another on preventing burnout.
- [Dermatology World Derm Coding Consult](#) Revenue cycle best practices, Upcoming CPT changes for 2026, Soft tissue excision; Lesion size may impact POS and Reimbursement
- [Dialogues in Dermatology](#): Coding updates for 2026; What's new with HIT; Payer & Regulatory Challenges in Dermatology
- [Coding Question of the Week](#): Documentation and coding for repairs in dermatology, Code it right; Shaving epidermal and dermal lesions.
- [Practice Management Products](#): Coding webinar: 2026 Coding update preview- Gain insight into the upcoming 2026 coding updates with a focused preview of key revisions, additions, and structural changes. This update outlines what's new, what's changing, and how these modifications may affect compliance, reporting, and operational accuracy. Stay informed and ready to implement the latest standards in the year ahead.
- [Specialty society presentations](#): Florida Society for Dermatologic Surgeons (FSDS)

From July through September 2025, 242 members have been assisted through 340 engagements via Zendesk tickets and phone. This is a slight increase compared with Q2 as 220 members were assisted through 291 engagements. This increase may be attributed to the release of the 2025 Medicare Physician Fee Schedule Proposed Rule, new CMS regulations for CLIA personnel, and improvements made in Zendesk workflows which allow us to track multiple interactions with a member via one email thread. The top trending coding topics included procedure coding, E/M coding, and denials of claims. The top trending practice management topics included MIPS, compliance, and opening/closing a practice.

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

Clinical Guidance

The atopic dermatitis (AD) focused update addressing four recently FDA-approved therapies has been published online in *JAAD*. Guideline manuscripts on the diagnosis of refractory AD in adults, and the management of pediatric AD are in the internal review process. Publication of these documents is anticipated in Q4 of 2025. Drafting of the Hidradenitis Suppurativa guideline is underway with anticipated publication in Q1 of 2026.

Recommendation drafting for the psoriasis systemic interventions guidelines updates is scheduled to begin in Q3. The outsourced systematic review processes have begun for updates to the 1) psoriasis phototherapy, 2) psoriasis topical therapy, and 3) management of pediatric guidelines. The empanelment process for these guidelines work groups has begun with completion of empanelment anticipated by the end of the year. Systematic reviews supporting the first of three sections of the melanoma guidelines update are complete, with recommendation drafting for the first manuscript scheduled to begin in Q4.

DataDerm

DataDerm's platform transition continues to progress, with 220 legacy practices (78.6% of all legacy practices) having landed data in the new platform as of September 22nd. This has exceeded DataDerm's overall target of retaining 75% of legacy practices by the end of 2025.

The deadline for new practices to enroll in DataDerm to report for the 2025 Merit-based Incentive Payment System (MIPS) program year was August 1st. Following a comprehensive recruitment campaign, 79 new practices, representing nearly 300 new clinicians, registered for DataDerm by the August 1st deadline. This represents 28.2% growth in active practices compared to the end of 2024.

Modernizing Medicine launched its direct data transfer mechanism earlier this summer, with the first data being transferred to DataDerm in July. The DataDerm team is working with Modernizing Medicine to clarify and align the registration process to further streamline data transfers into the registry.

The DataDerm team continues to prioritize managing customer service for participants. The team is focused on ensuring complete and accurate data in user dashboards and managing ongoing relationships with EHR vendors to ensure timely data refinements.

The Hidradenitis Suppurativa Data-driven Education & Awareness Initiative Expert Advisory Panel continues to meet monthly. Phase I of the project concluded in July with OM1 delivering a Final Report of their Patient Finder analysis. The analyses demonstrated that it is possible to identify HS patients in large datasets using their pre-diagnosis health history data. Findings suggest a powerful tool to identify 'where to look' for undiagnosed patients. This information was shared at the 2025 Innovation Academy during the session SUN15 - Phenotyping Hidradenitis Suppurativa (HS): Findings of a Collaborative Artificial Intelligence (AI) Initiative and via e-posters at both the 2025 EADV meeting and the 2025 Symposium on Hidradenitis Suppurativa Advances. As part of Phase II of the project, the Expert Advisory Panel, along with AAD's Education team, have been developing an educational content plan to further disseminate these important findings. This project is being funded by the generous support of Novartis.

Quality

The Patient Safety and Quality Committee is currently working on the following:

- Four Teledermatology Guides were published on AAD's Quality and Patient Safety webpage in July. We are currently working on promoting these guides in Derm World Academy Insider (DWAI), DermDaily (DD), and through social media. These four guides, aimed to support physicians, patients, and practices in implementing effective and timely teledermatology visits, were developed by the PSQC and reviewed by the Teledermatology Committee. This project was funded with the support of the Sanofi and Regeneron alliance.
- The PSQC's Biologics & JAKs Project Workgroup divided into three subgroups to address three barriers for prescribing biologics and JAKs treatments; namely 1) Clinical Confidence and Communication; 2) Prior Authorization and Appeals; and 3) Shared Decision Making. The subgroups all met in early September with the Academy and a QI consultant to begin creating resources for the QI toolkit to be completed by winter. This project is supported by Lilly, Pfizer, the Sanofi and Regeneron alliance and UCB.
- The PSQC is currently recruiting for a medical writer to assist in publishing the results and findings of the psoriasis measures QI pilot project completed in the spring, which utilized two measures to drive improvements in performance (Chronic Skin Conditions: Patient Reported Quality of Life and Psoriasis: Screening for Psoriatic Arthritis). This project was funded by support of UCB.
- The PSQC's Menopause & Women's Health in Dermatology Workgroup submitted a Scientific Session proposal for the 2026 Innovations Academy, which will cover a review of hormonal changes in menopause as it is related to dermatologists and patients, the impact of menopause on common skin conditions, and evidence of treatments. Also, "Genitourinary Syndrome of Menopause: An Important Diagnosis for Dermatologists" was published in the JAAD September 2025 print version and previously published online in May.

Performance Measurement

The Performance Measurement Committee (PMC) is working on the next steps to address CMS's requirement for dermatology outcome measures. As part of these efforts, the PMC has re-organized their priority list of measure development topics. The list focuses on dermatology subspecialties, rather than individual skin conditions. A draft of the priority list has been approved by both the PMC and the Council on Science and Research (CoSR). This effort was submitted to the Board for approval at their November meeting.

Additionally, a measure utilization survey was developed to assess Merit-based Incentive Payment System (MIPS) measure adoption rates and members' utilization barriers such as reporting complexity and Electronic Health Record (EHR) integration. The survey was administered to DataDerm participants, and the results aim to inform our outcome measure development process. The survey closed in August, and the PMC is currently reviewing the findings regarding MIPS measure adoption rates and members' utilization barriers. These results will guide the development of future outcome measures.

The Committee is also working on a strategic initiative where stakeholders across the Academy define a small set of standardized "Dermatology Vitals" — simple, quantifiable datapoints collected at every visit to objectively measure patient outcomes and demonstrate dermatology's value in the broader health care system.

Other initiatives the PMC has worked on include:

- Updating the Performance Measurement Administrative Regulations (AR) to include the new organization that reviews and recommends measures to CMS for inclusion into public reporting programs. Language has been added to include any organizations contracted with CMS that support the Merit-based Incentive Payment System (MIPS), individually or in partnership. This effort was submitted to the Board for their November meeting for approval.
- Christopher M. DiMarco MD, FAAD, Deputy Chair of the Performance Measurement Committee, and Stephanie C. Braxton, AAD Senior Manager, Quality Measures and Analysis, were appointed to serve three-year terms on the Partnership for Quality Measurement's (PQM) Pre-Rulemaking Measure Review (PRMR) Clinician Committee. The PQM PRMR Clinician Committee provides recommendations to CMS on the selection of quality measures under consideration for use in several CMS programs, including MIPS.
- The PMC is restarting the Alopecia Measures WG which will work to identify important outcomes for alopecia and other hair disorders to develop quality measures to evaluate and ultimately improve outcomes of care. This will begin in Q3 of 2025.
- The PMC submitted a proposal for a CME digital learning on-demand course, Data-Driven Dermatology: Performance Measurement and Practice Optimization. This course is designed to help dermatologists understand performance measure reporting. The Digital Learning Committee will consider this during their next call scheduled for Q3 of 2025.
- The PMC's 'From the Academy' manuscript, An Innovative Process to Evaluate the Quality of Evidence to Support Dermatology Quality Measures, was published in the August 2025 print issue of *JAAD*.

Augmented Intelligence

The Augmented Intelligence Committee (Aul) has completed an 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. As part of this effort, the committee also reviewed position statements and AI-related resources from a wide range of U.S. and international medical specialty societies to understand how the broader medical community is approaching AI. In addition, the scan included analysis of regulatory guidance and oversight frameworks from the U.S. Food

and Drug Administration (FDA) related to AI-enabled medical devices. The Environmental Scan Report has been approved by both the Aul Committee and the Council on Science and Research (CoSR). This effort was submitted to the Board for their November meeting for approval.

The Aul Committee has also updated the Position Statement on Augmented Artificial Intelligence to reflect the latest advancements and considerations in AI as it relates to dermatology. This statement has also been approved by the Aul Committee and CoSR. This effort was submitted to the Board for approval at their November meeting.

Other initiatives the Aul Committee has worked on include:

- Veronica Rotemberg MD, FAAD and Ivy Lee MD, FAAD, current and former Chairs of the Aul Committee, respectively, are involved with AMA AI Specialty Society Collaborative. Recently they attended a meeting in Chicago, IL which focused on the development of AI model cards, an advocacy consensus statement, and an educational deliverable. This is an ongoing collaboration with AMA aimed at identifying shared priorities around AI across specialties.
- Current and former members of the Committee were interviewed in June for the AAD Dialogues in Dermatology: How Large Language Models (LLMs) Fail for Clinical Reasoning. The episode was released on August 8 and is available for AAD members.
- The Aul Committee's Standards WG had a change in Chair to Dr. Shannon Wongvibulsin. Initiatives they are working on include working to develop an LLM manuscript and developing code and model to automatically summarize key points from industry surveys. The Member & Stakeholder Outreach Workgroup previously organized the Aul Bootcamp at 2025 AM, the session was accepted for 2026 and is scheduled for Friday, March 27, 1-4 pm MT.

Research and Operations

The Expert Resource Groups (ERGs) continue to be responsive to Academy requests for their expertise, including member educational efforts, guideline development, and the creation of position statements. The Sexually Transmitted Infection (STI) Testing position statement will be shared with the Board for review and approval.

The Emerging Diseases Task Force continues to monitor the ongoing measles outbreak and updates the resource center as needed. The Task Force will meet in person at the annual meeting.

From June 05, 2025, to September 24, 2025, the Science and Quality Department received and responded to 19 research requests for scientific support from across the Academy, including Communications, Science and Quality, Advocacy & Policy, Practice Management, Member Relations and Engagement, and the Executive Office.

The Young Investigators Awards application has closed and is currently under review by the workgroup. Three awards, each valued at \$6,000, will be offered, and the winners will be recognized at the 2026 Annual Meeting during the Stars of the Academy award event.

Revenue to Fund Strategic Plan 2026.

Advertising

Year-to-date advertising sales account for approximately 94% of the 2025 advertising budget.

- Publications - Advertising demand in AAD publications is slowing as we are near the end of the year. This is on point and consistent with fourth quarter sales in previous years, mostly due to year-end budgets and amping up for first quarter options that are aligned with AAD annual meeting. We are continuing to sell in Q4 so that we can meet budget obligations.

- Digital - We recently launched new anchor ad placement on aad.org. The anchor ads will help with metrics due to their visibility. Anchor ads are positioned on the right side of the page and scrolls with the reader, so the ad is always visible. They are positioned at the bottom of the page when viewing aad.org on a mobile device and remain there while viewing the page. This leads to more eyes and clicks on the ad, which attracts advertisers.
- Looking Ahead to 2026 - The advertising sales cycle has started for the AAD 2026 Annual Meeting. Interest in Denver and availability in advertising options appear to be strong. This will also be our first meeting with our new advertising sales vendor, TriStar Media.

Member Retention

The 2025 Key Performance Indicator (KPI) target for member retention is 97.6% (based on the average retention of the last three years). This KPI includes the membership renewal rate of all eligible US board-certified dermatologists (MD and DO), including Fellows and Life members, measured as of December 31 each year.

As of October 1, 96.5% of Fellows and 97.2% of all US ABD certified members have renewed for 2025, compared to 96.6% and 97.2% respectively at the same time last year. Overall membership renewal is tracking very close to this time last year – it is at 95.9% compared to 96.1%. Young Physician member retention continues to track behind this time last year by 1.5%. The Academy is conducting personal outreach to non-renewing members.

Young Physician (YP) Engagement

The chair and members of the Young Physicians Committee (YPC) continue to monitor young physician retention and are exploring approaches to help address issues voiced by young physician members on value of membership, communication, scope of practice and reimbursement, and navigating the size and breadth of the organization. At its August 21 meeting, the committee discussed these issues and launched a new standing agenda item to invite representatives from AAD committees and councils to present their work. This new agenda item aims to enhance the YPC's understanding of Academy efforts and offer feedback from the young physician perspective.

Originating from a concept brought to the YPC and the Academy from Dr. Taylor, the chair of the YPC, along with a YPC project team and the AAD are collaborating to plan an “AAD President approved YPC take-over of @AADmember IG” for a week in mid-November. This initiative will feature Dr. Taylor engaging with young physician members to discuss topics of relevance, respond to questions, and highlight Academy resources.

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, enlisted 60 ambassadors at 60 residency programs, with nearly 850 residents (out of a total of 1,800) participating covered by the program. This is an increase from the 30 programs that participated in 2024/2025. The program has been “scaling up” over the past three years and the goal is to have all 150 residency training programs enlisted in the Resident Ambassador program by the 2027-2028 academic year.

Art of Skin

The 2nd Annual Art of Skin Event was held at Gotham Hall in New York City on Thursday, September 4th. The event raised funds to support both the AAD's Clinical Image Collections Project as well as Good Skin Knowledge programming for underserved areas in New York. Art of Skin is a unique event that celebrates and brings together individuals with a shared mission of decreasing disparities in dermatologic care through education, mentorship, and resource development.

This event was sponsored by the following companies: Johnson & Johnson, Sanofi and Regeneron Alliance, Abbvie, Amgen Kyowa Kirin, Sanofi Nex Gen, Pfizer, Bristol Myers Squibb, Blueprint Medicines, LEO Pharma, Lilly, and Regeneron, Arcutis, CeraVe, Eucerin, Insmed, Neutrogena, Novartis, and Takeda.

Additionally, the event was attended by over 400 guests, 250 of which were AAD members and medical students. Guests experienced a variety of "art-themed" activities, and a live program was Emceed by AAD Vice President, Kevin Cooper, MD, FAAD and SOCS President/ AAD Member, Nada Elbuluk, MD, FAAD. SOCS was also instrumental in promoting ticket sales for the event and participated as a co-host due to their partnership on the AAD Clinical Image Collection Project.

Unity Summit – Into Action

Susan C. Taylor, MD, FAAD, President, and Seemal R. Desai, MD, FAAD, Immediate Past President, hosted the Unity Summit – Into Action event at the AAD Innovation Academy in Chicago, on Friday, July 11. All attendees from the first Unity Summit in Seattle, plus newly elected officers from Dermatology Specialty Societies, and State & Regional Societies, were invited to continue the conversation and discuss action steps on:

- Unity in Access to Care;
- Unity in Advocacy and House of Medicine; and
- Unity in Support of Young Physicians Beginning their Careers.

Several key themes emerged from the discussion, which supported the broader ideas and suggestions identified at Unity Summit in Seattle, including:

- Collaboration across the specialty is essential, enlisting Sister Societies, State Societies, and patient organizations to address issues related to strengthening access to care;
- Embracing one voice across the specialty is critically important in advocacy messages and in public facing messages that promote Board Certified Dermatologists as the experts in skin, hair, and nails; and
- Supporting physicians early in their careers with a focus on advocacy training, as well as providing young physicians with resources to attend Academy meetings and the Legislative Conference, not only assists the young physicians individually, but it also provides development opportunities for the next generation of leaders in the specialty.

The Academy and Sister Societies are currently working on many of the action items discussed at the Summit. A full summary report on the Unity Summit – Into Action, along with an update on the progress of several of the initiatives will be shared with the attendees in the coming weeks.