

PRIVILEGED AND CONFIDENTIAL DRAFT
ATTORNEY-CLIENT COMMUNICATION
AMERICAN ACADEMY OF DERMATOLOGY ASSOCIATION
NOVEMBER 2, 2024

Present

Seemal R. Desai, MD, FAAD, President
Cyndi J. Yag-Howard, MD, FAAD, Vice President
Terrence A. Cronin, Jr., MD, FAAD, Immediate Past President
Daniel D. Bennett, MD, FAAD, Secretary-Treasurer
Keyvan Nouri, MD, MBA, FAAD, Assistant Secretary-Treasurer
Susan C. Taylor, MD, FAAD, President-elect
Kevin D. Cooper, Vice President-elect
April W. Armstrong, MD, MPH, FAAD
Lindy P. Fox, MD, FAAD
Maria K. Hordinsky, MD, FAAD
Jennifer Lucas, MD, FAAD
Tammie C. Ferringer, MD, FAAD
Brad P. Glick, DO, MPH, FAAD
Adrian O. Rodriguez, MD, FAAD
Ruth Ann Vleugels, MD, MPH, FAAD
Bruce A. Brod, MD, MCHI, FAAD
Brent R. Moody, MD, FAAD
Todd Schlesinger, MD, FAAD
Allison T. Vidimos, MD, RPh, FAAD
M. Laurin Council, MD, MBA, FAAD
Carrie L. Davis, MD, FAAD
Amy J. Derick, MD, FAAD
Alexander S. Gross, MD, FAAD
Howard W. Rogers, MD, PhD, FAAD
Rebecca Y. Dufner, MD, MBA, Residents-Fellows Board Advisor
Adebola O. Ogunbiyi, MD, IFAAAD, International Board Advisor

Not Present

Dhwani S. Mehta, MD, FAAD, Young Physician Board Advisor

Staff

Elizabeth K. Usher, MBA, Executive Director and CEO
Melanie Hall, Senior Vice President, Marketing and Communications
Krista D. Kauper, JD, Senior Vice President, Member Experience & Strategy Development
Karry La Violette, Senior Vice President, Advocacy & Policy
Sarah Tancredi, MBA, PHR, Senior Vice President, Operations
Rudy Anderson, CAE, Vice President, Development and Revenue
Steven Debnar, MBA, Vice President, Finance
Sukhjeet S. Ahuja, MD, MPH, Vice President, Science and Quality
Cindy Kuhn, MSc, Vice President, Member Relations and Engagement
Amy Outschoorn, EdD, Vice President, Continuing Professional Education
Erik Horn, MBA, Senior Director, Information Technology
Cyndi Del Boccio, Director, Governance
Katie Domanowski, Director, Communications
Michelle Pizarro, MHA, Director, Executive Projects & Operations
Jason Z. Qu, JD, General Counsel

Guests

Murad Alam, MD, FAAD, Incoming President-elect
Lawrence J. Green, MD, FAAD, Incoming Vice President-elect
Sabra Sullivan, MD, PhD, FAAD, Incoming Assistant Secretary-Treasurer

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AADA BOARD OF DIRECTORS MEETING
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CALL TO ORDER

Seemal R. Desai, MD, FAAD, President and presiding, called the meeting of the Board of Directors of the American Academy of Dermatology Association (AADA) to order at 5:02 p.m. (Central) on Saturday, November 2, 2024.

QUORUM

Daniel D. Bennett, MD, FAAD, Secretary-Treasurer, declared that a quorum was present for the transaction of business.

ORDER OF BUSINESS/INTRODUCTORY MATTERS

Dr. Desai noted that the AADA online ballot was posted and approved on *BoardEffect* and that the following AADA item was pulled for discussion from the online ballot:

- Council on Government Affairs and Health Policy – New Quality Payment Program: Merit-Based Increase Payment System and Alternative Payment Models Position Statement

Antitrust Compliance Policy, Fiduciary Obligations, and Note Taking

Dr. Bennett referred the Board members to the background materials regarding the AAD/A Antitrust Compliance Policy, notetaking during meetings, and separate order of business, and reminded them about the importance of following their fiduciary obligations, including maintaining confidentiality and declaring conflicts of interest.

Disclosure of Outside Interests and Management of Conflicts of Interest, Code of Conduct, Confidentiality Agreement and Copyright Assignment of Work Product Policies

The Board members' disclosures of outside interests and code of conduct were posted to *BoardEffect*. Dr. Bennett asked Board members to declare any other actual or potential conflicts of interest with respect to specific agenda items for this meeting. None were declared.

Separate Order of Business

Jason Z. Qu, JD, General Counsel, reminded the Board members that they would be following the American Institute of Parliamentarians *Standard Code of Parliamentary Procedure* (formerly *Sturgis Code of Parliamentary Procedure*), and that it is essential that the Board follow the order of business and observe corporate formalities necessary to ensure the separateness of the two organizations.

AADA OFFICER AND DIRECTOR REPORTS

Dr. Desai reminded the Board that his report, the Secretary-Treasurer's report, and the Executive Director's report were presented during the Academy Board meeting.

AADA HEARD FROM THE FIELD

Dr. Desai invited Board members to raise issues of concerns they were hearing in the field that fall under the purview of the AADA Board. The following issues were discussed:

GentleCure Misinformation on Use of Ultrasound Guided Radiation for Skin Cancer

Terrence A. Cronin, Jr., MD, FAAD, shared experiences of patients requesting GentleCure superficial radiation therapy (SRT) based on the company's marketing efforts and expressed concerns that patients were being misled or were not being adequately informed about this procedure. Other Board members shared concerns that GentleCure's marketing may lead to overuse or inappropriate use of radiation therapy, highlighted the lack of evidentiary basis for ultrasound-guided SRT, and noted that there may be problematic coding practices associated with ultrasound-guided SRT.

Dr. Desai stated that the AADA agrees with these concerns and noted that there is an existing Position Statement on superficial radiation therapy that can be used as a resource while the Association continues to engage around this issue.

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AADA UNFINISHED BUSINESS

Dr. Desai stated there was no AADA Unfinished Business.

AADA NEW BUSINESS

Council on Government Affairs and Health Policy

New Quality Payment Program: Merit-Based Incentive Payment System and Alternative Payment Models Position Statement

Dr. Bennett referred to the Board to pp. 3 – 4 of the background materials and stated that additional language was being proposed for this Position Statement to clarify the AADA's position on value-based programs.

A motion was made and duly seconded to approve the addition of Lines 13-15 to the *Quality Payment Program: Merit-Based Incentive Payment System and Alternative Payment Models Position Statement* as presented along with following additional amendments to Line 65:

Lines 13-15:

Current value-based programs are extremely burdensome, have not demonstrated improved patient care, and are not clinically relevant to physicians or patients. The AADA has serious concerns with the viability and effectiveness of QPP, especially the MIPS program.

Revision to Line 65 and insertion of new footnote:

The AADA continues to support fee-for-service¹ as the preferred a-reimbursement option.

¹ Definition: Fee-for-service (FFS) is a payment model where services are unbundled and paid for separately. Under FFS, physicians receive a fee for each service or procedure, and payments are issued after the services are provided.

ACTION: APPROVED

A motion was made and duly seconded to approve that the Association takes the same actions as were taken by the Academy Board of Directors for the President, Secretary-Treasurer and Executive Director reports; the Strategic Discussion reports on International Strategy; Risk Assessment Survey Outcomes and Board Values Workgroup; the Budget Committee report and all other applicable reports.

ACTION: APPROVED

ADJOURNMENT

There being no further business, Dr. Desai adjourned the Academy Board of Directors Meeting at 5:20 p.m. (Central).

Respectfully Submitted,

Daniel D. Bennett, MD, FAAD
Secretary-Treasurer