

2025 ANNUAL REPORT ADVISORY BOARD

Strengthening Communications, Engagement, and Outreach

The Advisory Board's mission is to protect, promote, and preserve the interests of the individual practitioner of dermatology by:

1. Providing a forum for AAD/A members to present policy proposals for consideration by the AAD/A Board of Directors; and
2. Serving as a conduit of information between the AAD/A Advisory Board, the represented societies, and the AAD/A Board of Directors; and
3. Disseminating information on AAD/A policies and other issues vital to AAD/A members' patients and practices.

Advisory Board members serve as important communication, policy, and membership links between the Academy and the regional, state, and local dermatologic societies. To better fulfill the mission, the Advisory Board and its Executive Committee continue to strengthen member outreach and engagement through increased communication and solicitation of feedback on important policy issues. The Advisory Board Executive Committee meets via conference call monthly to discuss issues pertinent to its mission. In addition, members and the leadership of the regional, state, and local dermatologic societies receive monthly newsletters that bring awareness to important information about the Academy.

General Business Meetings

Annual Meeting

The Advisory Board held a General Business Meeting (ABGBM) in conjunction with the AAD Annual Meeting, March 9, 2025. The agenda focused on Academy initiatives, candidate presentations and elections, resolutions, and the unity of dermatology as a specialty.

The forum began with the introduction of the incoming Advisory Board Executive Committee members: Kevin Cooper, MD, FAAD the Academy's incoming Vice President and Eric Bowman, MD, incoming Resident member.

Elections:

The Advisory Board elected the following members at the 2025 Annual Meeting:

- Advisory Board Executive Committee Member: Avery LaChance, MD, MPH, FAAD
- Advisory Board Executive Committee Member: Jeffrey D. McBride, MD, PhD, FAAD
- AAD Nominating Committee Member: Doris J. Day, MD, FAAD

Resolutions

The following resolutions were approved by the Advisory Board and sent to the Board of Directors:

Annual Meeting

AADA 001 (A25) – Reaffirming the American Academy of Dermatology's (AAD) Commitment to the Early Diagnosis and Treatment of Melanoma

➤ **Adopted.**

AADA 002 (A25) – Reducing the Restriction Period for Social Media Correspondents Running for the Board of Directors

➤ **Adopted.**

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AADA 003 (A25) – Supporting the Ability of Dermatology Practices to Surcharge Credit Card Fees

➤ **Adopted.**

AADA 004 (A25) – Establishment of Insurance Guidelines for “Medically Necessary” vs. “Cosmetic” Treatments in Dermatology

➤ **Adopted.**

AAD/A 006 (A25) – Establishing a Leadership Development Track for Non-Academic Leaders in Dermatology

➤ **Adopted.**

AAD/A 008 (A25) – Creation of a Pediatric Dermatology Committee

➤ **Adopted.**

AAD/A 009 (A25) – Directive for the American Academy of Dermatology | Association Board of Directors to Assess and Optimize Staffing Requirements and Structure to Enhance Efficiency and Member Services

➤ **Adopted.**

Activities for 2025

Townhall Meetings

The Advisory Board Executive Committee held interactive Town Hall meetings again. The intent in adding the Town Hall meetings is to increase advisory board engagement between the in-person Advisory Board meetings. Topics addressed during the Town Hall meetings included:

- “Advisory Board Orientation”
- “Dutch Rojas”, finance expert and a strong advocate for physicians
- “Effective Advocacy and Running for Office”
- “AI/Tech Tips in Your Derm Practice”

All the meetings were a great success and very beneficial, so there will be additional Town Halls scheduled for 2026.

Schedule for 2026

March 4, 2026 – Town Hall

Orientation – Advisory Board Representatives and Alternate Representatives

- Vice Chair & Reference Committee Chair Presentation
- Parliamentary Procedure Review

April 15, 2026 – Town Hall – Topic – TBD

May 20, 2026 – Town Hall – Topic – TBD

September 16, 2026 – Town Hall – Topic – TBD

October 21, 2026 – Town Hall – Topic – TBD