



AMERICAN ACADEMY of  
DERMATOLOGY | ASSOCIATION

# AAD vmx

VIRTUAL MEETING  
EXPERIENCE

2020

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PROGRAM GUIDE

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# WELCOME TO AAD VMX 2020

AAD VMX will include 14 robust sessions covering the full scope of dermatology, with topics such as therapeutics, cosmetics, psoriasis, hair disorders, and more. Plus 4 late-breaking research sessions, a plenary session with guest speaker Larry Sabato, and 2 resident sessions designed to help prepare for the boards.

Join us LIVE for Q&A with speakers, a virtual exhibit hall, networking opportunities and a chance to win prizes!

Friday, June 12 ..... 2:00 p.m. – 5:00 p.m. (CT)

Saturday, June 13 ..... 9:00 a.m. – 5:00 p.m. (CT)

Sunday, June 14 ..... 9:00 a.m. – 1:00 p.m. (CT)

## **The best part? All content will be available until December 31, 2020!**

So whether you can't make it for the live event or want to watch sessions again, AAD VMX allows you to digest the content on your own time, at your own speed, and in your own space.

*This activity is approved for 28.5 AMA PRA Category 1 CME Credits™.*

*For the latest information, including the live Q&A schedule, visit:*

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# Thank You to Our AAD VMX Sponsors!

The AAD thanks its generous corporate partners for their commitment to the specialty and support of this dynamic educational experience.



Dr. Hruza Tribute



Dr. Hruza Tribute



Dr. Hruza Tribute



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Dr. Hruza Tribute



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Dr. Hruza Tribute

## 2020 Corporate Partners

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## 2020 Corporate Roundtable

Corporate Roundtable members support the AAD's mission by contributing to the AAD's greatest annual need.

Dermavant Sciences  
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# EDUCATION HIGHLIGHTS

## Scientific Sessions

- Micrographic Dermatologic Surgery (MDS) Subspecialty Certification Exam Prep Course
- Therapeutic Hotline
- JAK Inhibitors: A New Frontier in Dermatology
- Therapeutic and Diagnostic Pearls
- What's New in Dermatology
- What's New in Dermatopathology
- Cosmetics
- Hidradenitis Suppurativa/Acne Inversa (HS/AI): Current Medical and Surgical Management
- Skin of Color
- Nail Symposium
- Hair Disorders Made Easier
- Systemic Therapies for Dermatologists: A Comprehensive Review and Update
- Psoriasis
- Making Teledermatology Work

## Late-Breaking Research Sessions

- Clinical Studies/Pediatric
- Procedural Dermatology
- Basic Science/Cutaneous Oncology/Pathology
- Clinical Trials

## Resident Sessions

- Basic Self-assessment of Dermatopathology Slide Review and Discussion
- Conquer the Boards: An Experiential Review

**Play the Residents' Challenge** – Test your knowledge through 20 quiz questions and see how you stack up against your peers on the leaderboard!

*For the latest information, including the live Q&A schedule, visit:*

**AAD.ORG/AADVIMX**



# PLENARY SPEAKER HIGHLIGHTS

## VMX Plenary goes to the movies

The AAD's VMX Plenary will be an enlightening, extraordinary, visual event. For this special virtual occasion, the AAD will present five high-definition film presentations from experienced speakers.



Immediate-Past President **George Hruza, MD, MBA, FAAD**, will talk about the achievements and challenges in the past year, including his memorable time at Camp Discovery, creating a nimbler Academy, and facing a difficult and unpredictable pandemic. "I'm reminded time and again of the importance of our Academy and the need to keep it vital and strong into the future," Dr. Hruza said.



**Bruce H. Thiers, MD, FAAD**, will make his first major address to members as president of the Academy. Starting with his colorful upbringing in Brooklyn, New York, Dr. Thiers takes us from his humble beginnings as a taxi driver to his illustrious career in medicine and dermatology. As Dr. Thiers looks to the future of the Academy, he will echo and expand on the sentiments of Ben Franklin, "out of adversity comes opportunity," as he outlines an effective strategy for the Academy's future.



Plenary will also feature a keynote speaker address by **Larry Sabato**. A professor of politics at the University of Virginia and founder and head of its Center for Politics, Sabato is known for his "Crystal Ball" electoral analysis, and will offer predictions about what Americans can expect in the coming political year. "Many people see the deep polarization in Washington and elsewhere and think that politics is broken," Sabato has said. "But I firmly believe that politics can, and should, be a force for good, and perhaps the best way to effect change in our society."

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"**Derm Tales**" has become a popular inclusion to the AAD Plenary repertoire, and AAD VMX will offer two heartfelt talks from speakers.



In "Jane Goes to the Dentist," **Mary E. Maloney, MD, FAAD**, will relate some of the important life lessons she gained from her sister. It's a loving portrait that can be applied to anyone seeking insight and inspiration about patient care. "This is the story of a courageous woman with chronic illness. It's about disability, and empathy (or the lack thereof). I learned many things from my sister, but the best lesson was about empathy and grace."



**Susan Boiko, MD, FAAD**, will look at the physicians' relationship with patients from another unique perspective in her Derm Tales presentation "Flowers Every Month." "Over 20 years ago I had to give bad news to an older man with a deep melanoma," Dr. Boiko said. "Caring for him, I not only learned what little could be done medically, but also learned the healing power of the doctor patient relationship, especially when the patient becomes the teacher. The next time you get flowers from a patient, I hope you will remember my story."

What does EXPERIENCE  
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# EXHIBITS, NETWORKING, A FUN CONTEST AND MORE!

## Exhibit Hall

Connect one-on-one with industry in our **Virtual Exhibit Hall** and view **over 900 ePosters!**

- AbbVie Medical Affairs
- AbbVie US Commercial
- Amgen Medical Affairs
- Amgen Otezla
- Bristol Myers Squibb
- Dupixent
- Janssen Immunology
- LEO Pharma
- Lilly USA, LLC
- L'Oreal Dermatological Beauty brands
- Modernizing Medicine
- Neutrogena
- Nextech
- Novartis - Cosentyx
- Novartis - Medical
- Regeneron Sanofi Genzyme Medical Affairs
- UCB
- UCB Medical

## Member Center

- **AAD Resource Center** – talk to AAD staff, shop and save on select AAD products, get membership information, access the Practice Management Center, and more!
- Show recognition to the **Stars of the Academy** and **Individual Donors**.
- **JAAD** – easily access the latest *JAAD* issue, read new Game Changer articles, and check out the new *JAAD International*.
- Explore a variety of offerings from some of our **AAD Preferred Providers**:
  - AAD Career Compass
  - Aon Affinity Insurance Services
  - The Branding Agency
  - CareCredit
  - Laurel Road
  - MedJet
  - Officite
  - Visual DX
- Find the latest AAD resources on COVID-19, access the COVID-19 registry, and attend the **COVID-19 Town Hall,\* Saturday, June 13, 10:00 a.m. – 11:00 a.m. (CT)**. The Town Hall will provide a forum for speakers to address and field questions about a broad range of topics and concerns related to the recent pandemic and its effect on dermatology.

*\*The COVID-19 Town Hall is free, but requires additional registration, be sure to sign up within the VMX platform!*

View the **Corporate Directory** and check out a **special event** honoring Immediate Past President **George Hruza, MD, MBA, FAAD**.

## Networking

- Engage in discussions with colleagues in our lounges: Academic, Private Practice, and Residents.
- Share your experience and follow along on social with **#AADVMX2020**











# MAKE SURE YOUR VIRTUAL MEETING EXPERIENCE IS **XTREME!**

## **AAD's Xtreme Virtual Meeting Experience (VMX) Contest**

During the live event, June 12–14, you can earn points and badges just for getting the most out of the meeting. The more active you are, the more points you get. Each day your points (along with your name) will be displayed on the **AAD Xtreme VMX leader board**. At the close of the meeting the top point earners will receive prizes.

### — WAYS TO EARN BADGES —

<u>BADGE</u>	<u>ACTIVITY</u>	<u>POINTS</u>
 <b>Inquiring Mind</b>	Participate in a live session Q&A	100 points
 <b>Hall Monitor</b>	Visit all three exhibit halls: A-L, M-Z, and AAD Preferred Providers	100 points
 <b>Lounge Wizard</b>	Talk with colleagues in chat lounge	100 points
 <b>Keynote</b>	Watch all five plenary session speeches	500 points
 <b>Toastmaster</b>	Write a Tribute to Dr. Hruza	500 points
 <b>Resourceful Member</b>	Interact with the AAD Resource Center	500 points

The attendees who receive the four highest point totals will receive a prize or, if there is no clear winner, a drawing will be conducted from the group tied for most points. The odds of winning a prize depend upon the number of individuals who participate in the contest and the VMX activity of each participant.

### — PRIZE CENTER —

**1ST PRIZE – 2021 Complimentary AAD Membership\*** (value up to \$855.00)

**2ND PRIZE – \$500.00 Gift Card to DermStore** (retail value \$500.00)

**3RD PRIZE – \$500.00 Gift Card to DermStore** (retail value \$500.00)

**4TH PRIZE – AAD Dialogues Podcast One-Year Subscription** (retail value \$320.00)

*\*If you are not currently a member, you must apply to become a member and be accepted by AAD for membership before claiming this prize.*

View the Official Rules & Regulations online at [AAD.ORG/AADVMX](https://www.aad.org/aadvmx)



# VIRTUALLY ALL YOU NEED TO KNOW

## Q: How do I access AAD VMX?

A: After registering, each registrant will receive an email with a link to login. This link is unique to each registrant and can only be used by one person.

## Q: Can I access AAD VMX after the live dates?

A: Yes! Content will be available through December 31, 2020. Registrants can watch sessions as many times as they like during this time, even after claiming CME credit.

## Q: How much CME credit can I earn and how do I claim it?

A: Registrants can earn 28.5 AMA PRA Category 1 Credits™. Credit can only be claimed within the AAD VMX platform. All applicable CME credit must be claimed by December 31, 2020.

*Note: Only the purchaser/registrant of AAD VMX can claim CME credit.*

## Q: Can I chat with other attendees?

A: Yes! Visit any of the three lounges (Academic, Private Practice, or Residents) to have discussions with other attendees.

## Q: What is the COVID-19 Town Hall and how do I attend?

A: The COVID-19 Town Hall will take place on Saturday, June 13 from 10:00 a.m.–11:00 a.m. (CT) This live session will cover teledermatology, reopening of practices, COVID-19 registry and will include Q&A with experts. Separate registration for the COVID-19 Town Hall is required. VMX Registrants will receive an email from the AAD before VMX begins with instructions on how to register, or they can register through the VMX platform by visiting the COVID-19 booth.

## Q: Will AAD Staff be available to talk with during AAD VMX?

A: Select AAD staff will be available to answer your questions via chat during the live event in the Resource Center. As always, you can also contact the AAD Member Resource Center, Monday–Friday from 8 a.m.–5:00 p.m. (CT) at (866) 503-SKIN (7546) or [mrc@aad.org](mailto:mrc@aad.org).

## Q: Will there be any discounts for AAD products associated with AAD VMX?

A: Yes. Visit [store.aad.org](https://store.aad.org) and use the promo code: **VMXRC20** to save on select products, some exclusions apply.

**AAD.ORG/AADVMX**

