

Terrence A. Cronin, Jr., MD, FAAD
President-elect Candidate Speech

Greetings from Florida!

My name is Terry Cronin and I'm running for President of the American Academy of Dermatology.

So many of you know that I'm passionate about dermatology.

At a time when our specialty continues to battle declining reimbursement, the expansion of independent practice by non-dermatologists, and intrusive regulations increasing the burden on physicians - It is imperative we elect strong and creative leadership.

I think effective leadership starts with a simple question: What do our members really want?

I've thought long and hard about this question. When I was President of the Florida Society of Dermatology and Dermatologic Surgery, I heard from hundreds of dermatologists about what they wanted and expected from their professional society.

I learned that what we **really** want is to be able to take care of our patients and protect our practices; To receive fair value for the services we provide and reduce regulations that over-burden us.

The reality is that without a concrete plan, much of what we have come to take for granted could simply disappear.

My vision for the future of the AAD includes returning the Academy to the roots of our **patient-centered** mission.

I will assure that our members' expertise is respected and that our **member-centered** mission is inclusive, responsible, valuable, and, hopefully, enjoyable for all of us.

I count myself as lucky - As a dermatologist's son, I was afforded a sneak peak into this wonderful profession of ours.

At an early age, I knew that dermatology was a great career. My father is an absolute role model and tireless patient advocate.

I learned from my father's generation the importance of our dermatology community and how they shaped the specialty. Watching that generation make an impact for their patients while at the same time enjoying themselves on a daily

basis made an incredible mark on me. Sadly over the years, we have watched that community and enjoyment slip away.

As the Editor-in-Chief of Dialogues in Dermatology I've had the privilege of having a front row seat to so many of our members who are improving and advancing our specialty through science, advocacy, and education. I was able to showcase the shining lights of our field, the issues facing us, and the everyday dermatologic practice that benefits our patients.

This experience made it clear to me that dermatology was the one specialty that had limitless boundaries for the future.

AND IT STILL DOES TODAY!

Some of the most important experiences serving at the Academy include:

1. Meeting with CMS/Medicare to maintain fair value for the services we provide and reduce regulatory burden.
2. Lobbying the US Congress on behalf of the Academy for greater support of dermatologic research and skin cancer related issues.
3. Serving as chair of the Advisory Board, I championed difficult and often controversial issues from the membership to the board of Directors and developed solutions and meaningful changes. One issue that I was particularly proud of was opening a true dialogue between the AAD and the American Board of Dermatology to revise and improve MOC to reduce the burden on dermatologists.

The Coronavirus Pandemic has been an incalculable strain on all of us. Many of the important things we do as dermatologists have been under appreciated while society focused on the pandemic. We will need to ramp up our public relations to regain the recognition of our expertise and aid our patients.

In addition, I'm sure every dermatologist has noticed an incredible sense of emptiness in losing our ability to interact collegially at in-person meetings. I believe there is a special value in meeting with our peers that's far more than educational. When we all get together, it's re-invigorating and experiential. We bounce ideas off each other that help our patients and practices.

In this time of increasing physician burnout, the re-establishment of our in-person meetings will offer a source of renewed energy, vision, and spirit that will help our members thrive. This educational and collegial experience is one of the prime factors that makes the Academy so valuable.

As your president I will ensure the AAD remains the unified voice of our specialty in science, patient care, education, and advocacy.

I know what we need to do to thrive and succeed and I'm ready to lead you on this journey through challenging times.

Again, I ask myself, what do our members really want?

I hope you share my vision of responsive, thoughtful, and engaged leadership, preferably with me at the helm as your next president.

You have two good candidates to choose from and a short time to vote. You can't go wrong with either of us, but I believe I'm the better choice. My private practice experience and my time on the Advisory board gives me firm grounding to see the landscape ahead. I've been in the trenches with so many of you and I know the terrain where the battles are fought.

Please vote (that's key) and remember me when you do. You won't be disappointed. I have a lot to offer.

If privileged to lead, I promise that I will fight on your behalf to make sure our specialty succeeds so that we are all able to find the joy and passion that makes what we do for patients everyday not "just a job" but our true profession.

Thank you very much and Stay Passionate About Dermatology!