

CLIFFORD WARREN LOBER, MD, JD, FAAD PRESIDENT-ELECT

SUB-SPECIALTY(S)

Surgical:	90%
Medical:	10%

ALLOCATION OF TIME

Private Practice:	95%
Clinical:	90%
Administrative:	5%
Academic Practice:	5%
Administrative:	5%

EDUCATION

Undergraduate	Columbia University
M.D.	Duke University
J.D.	Barry University
Internal Medicine	Mayo Clinic
Dermatology Residency	U. Tennessee

CERTIFICATION

American Board of Dermatology

AREAS OF INTEREST

Dermatologic Surgery; Reimbursement/Socioeconomic Issues

ACADEMIC AFFILIATIONS

Affiliate Associate Professor of Medicine, U. South Florida
Associate Professor of Dermatology, U. Central Florida

ACADEMY INVOLVEMENT

Board of Directors: 1997-2001

Chaired: Appropriate Use Committee (2017-2019)
Audit Committee (2013-2015)
Section on Health Policy, Practice and Research (1994-2000)
Carrier Policy & Medical Liability T.F. (2008-2011)
Council on Health Policy and Practice (2001-2005)
Private Sector Advocacy T.F. (1998-2001)
Regulatory Guidelines T.F. (1992-1996)
Health Care Reform Committee (1991-1995)
Regulatory Issues Committee (1990-1993)
Nominating Committee (1991-1992)
Therapeutic Agents T.F. (1985-1988)

Presently on: Health Care Finance Committee (2019-2022)
Mohs Micrographic Surgery Committee (2013-2019)
Appropriate Use Committee, Advisor (2019)
Complex Linear Repair Workgroup (2019)
MACRA Episode-Based Cost Measure (2019)

Served on: 42 other committees/task forces, including
Executive Committee of Advisory Council.

Represented AAD to:

CMS, FDA, America's Health Insurance Plans, AARP

ELECTED AND APPOINTED POSITIONS

President, Florida Society of Dermatology & Dermatologic Surgery (FSDDS) (*twice*: 1990-1991, 2013-2014)
President, Florida Society of Dermatologic Surgeons (2011-2012)
President, Central Florida Society Dermatology (1989)
Trustee, Dermatology Foundation (1992-1998)
Councilor, Southern Medical Association (1998-2002)

HONORS AND AWARDS

Honorary Membership AAD (awarded 2019)
AAD Presidential Citations (1997, 2000, 2006, 2010, 2015, 2016, 2017)
"Practitioner of the Year" (FSDDS, 2011)
Distinguished Service Award (FSDDS, first ever awarded, 1995)
"Surgeon of the Year" (FSDS, 1992-1993)
Law Review, Associate Editor

PUBLICATIONS/PRESENTATIONS

Bi-monthly column "Legally Speaking", Dermatology World (2013-present)
Previous Editorial Panels/Boards: AAD practice management series, JAAD, J. Florida Medical Association, J. Southern Medical Association
Textbook Chapters: 11, Journal Publications: 67, Presentations: 252



RESPONSE TO THE QUESTION POSED BY THE NOMINATING COMMITTEE

What strategies do you plan to implement for enhancing public awareness of Board-certified dermatologists?

As nurse practitioners and other providers attempt to expand their scope of practice, open free-standing clinics, and even replace physicians in the hospital setting, it is critical that we increase public awareness of the extensive training, high-quality care, and cost effectiveness of Board-certified dermatologists. The AAD Communications Department is already doing exceptional work promoting our specialty. In 2019, the Academy garnered more than *13 billion* print, broadcast, and online media impressions aimed at positioning dermatologists as the experts in the diagnosis and treatment of skin, hair, and nail diseases. This was a *47% increase* from 2018.

We must not rest on our existing achievements. Just as a successful media campaign has made us think of "Kona" whenever we hear the word "coffee," we need "Board-certified dermatologist" to be tightly associated with *all* aspects of skin care from cancer to cosmetics. Whenever someone hears "skin", "hair" or "nails" we want them to *immediately* think "Board-certified dermatologist."

We should promote Board-certified dermatologists to our internal audience – our patients. Each day, Board-certified dermatologists see literally hundreds of thousands of patients, each of whom has relatives, neighbors, and friends. Without denigrating other practitioners, we should create a pamphlet emphasizing *not only* our extensive training, *but also* our expertise, quality of care, and cost-effectiveness. This pamphlet should be made available for distribution in our offices as a download from the internet, thus keeping expenses minimal, as well as be a featured part of all of our online efforts.

We must also address our external audience. The reach of social, streaming, and broadcast media is striking. Dr. Sandra Lee, known as "Dr. Pimple Popper", has close to 3 million unique viewers per television episode and her YouTube channel has over 6 million subscribers. Imagine the impact she would have if she mentioned, even casually, "Board-certified dermatologist" or "see your Board-certified dermatologist" once per episode! Whenever one of our members is interviewed by the media, he or she should mention the importance of seeing a Board-certified dermatologist. It is **not** enough to be better trained and more cost effective – the *public* must know it.

Furthermore, whenever we refer to other Board-certified dermatologists orally or in writing, whether to patients or other physicians, we should say "Board-certified dermatologist." These words should be prominently displayed on our websites. The logo of the American Board of Dermatology should be enhanced and, with permission of the ABD, also appear on our websites. It should be recognizable by the public as the highest level of achievement in our specialty. In *all* of its efforts, our Communications Department should refer to us as "Board-certified dermatologists," *not* "dermatologists." If we do not use the words "Board-certified dermatologist" ourselves, why should we expect anyone else to use them?

As we individually and the AAD's Communications Department consistently and repeatedly use the phrase "Board-certified dermatologist" it will become part of our lexicon and that of the public. It is up to us to make it happen.

Respectfully,

Clifford W. Lober, M.D., J.D., F.A.A.D.
Board-certified dermatologist