

PRIVILEGED AND CONFIDENTIAL DRAFT
ATTORNEY-CLIENT COMMUNICATION
AMERICAN ACADEMY OF DERMATOLOGY ASSOCIATION
MARCH 28, 2022

Present

Kenneth J. Tomecki, MD, FAAD, President
Neal D. Bhatia, MD, FAAD, Vice President
Bruce H. Thiers, MD, FAAD, Immediate Past President
Marta J. Van Beek, MD, MPH, FAAD, Secretary-Treasurer
Daniel D. Bennett, MD, FAAD, Assistant Secretary-Treasurer
Mark D. Kaufmann, MD, FAAD, President-elect
Linda F. Stein Gold, MD, FAAD, Vice President-elect
Diane S. Berson, MD, FAAD
Seemal R. Desai, MD, FAAD
Abby S. Van Voorhees, MD, FAAD
Lawrence Green, MD, FAAD
Adelaide Hebert, MD, FAAD
Alexander Miller, MD, FAAD
Cyndi Yag-Howard, MD, FAAD
Murad Alam, MD, FAAD
Cheryl M. Burgess, MD, FAAD
Naomi Lawrence, MD, FAAD
Amy McMichael, MD, FAAD
Andrew H. Weinstein, MD, MPH, FAAD
April W. Armstrong, MD, MPH, FAAD
Lindy P. Fox, MD, FAAD
Maria K. Hordinsky, MD, FAAD
Jennifer Lucas, MD, FAAD
Lidia Rudnicka, MD, PhD, IFAAD, International Board Observer
Allison K. Arthur, MD, FAAD, Young Physician Board Observer
Frances M. Walocko, MD, Residents-Fellows Board Observer

Not Present

James Q. Del Rosso, DO, FAAD

Incoming Board Members

Terrence A. Cronin, Jr., MD, FAAD, President-elect
Robert S. Kirsner, MD, PhD, FAAD, Vice President-elect
Keyvan Nouri, MD, MBA, FAAD, Incoming Assistant Secretary-Treasurer
Tammie C. Feringer, MD, FAAD
Brad P. Glick, DO, MPH, FAAD
Adrian O. Rodriguez, MD, FAAD
Ruth Ann Vleugels, MD, MPH, FAAD

Guests

Bruce A. Brod, MD, MHCI, FAAD, Chair, Council on Government Affairs and Health Policy
Taylor Gray, DO, Incoming Residents-Fellows Board Observer
Adebola Ogunbiyi, MD, IFAAD, Incoming International Board Observer
Kathryn Schwarzenberger, MD, FAAD, Physician Editor Dermatology World

Staff

Elizabeth K. Usher, MBA, Executive Director and CEO
Robert M. Portman, JD, General Counsel
Barbara Greenan, Senior Vice President, Advocacy
Melanie Tolley Hall, Senior Vice President, Marketing and Communications
Sarah Tancredi, MBA, PHR, Senior Vice President, Operations

**SUMMATION REPORT
AADA BOARD OF DIRECTORS MEETING
MARCH 28, 2022
PAGE 2 OF 5**

Rudy Anderson, CAE, Vice President, Development and Revenue
Steven Debnar, MBA, Vice President, Finance
Matthew Fitzgerald, DrPH, Vice President, Science and Quality
Krista D. Kauper, JD, Vice President, Strategy, Meetings, Analytics and Alliances
Cindy Kuhn, MSc, Vice President, Member Relations and Engagement
Erik Horn, MBA, Senior Director, Information Technology
Tim Moses, CMP, Senior Director, Meetings and Conventions
Cyndi Del Boccio, Director, Governance
Michelle Pizarro, Director, Executive Projects & Operations

CALL TO ORDER

Kenneth J. Tomecki, MD, FAAD, President and presiding, called the meeting of the Board of Directors of the American Academy of Dermatology Association (AADA) to order at 2:13 p.m. (Eastern) on Monday, March 28, 2022.

QUORUM

Marta J. Van Beek, MD, MPH, FAAD, Secretary-Treasurer declared that a quorum was present for the transaction of business.

ORDER OF BUSINESS/INTRODUCTORY MATTERS

Antitrust Compliance Policy, Fiduciary Obligations, and Note Taking

Dr. Van Beek referred the Board members to the background materials regarding the AAD/A Antitrust Compliance Policy, note taking 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. Van Beek 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

Robert M. Portman, 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. Tomecki reminded the Board that his report, the Secretary-Treasurer's report, the Executive Director's report, the International Board Observer, Young Physician and Residents/Fellows reports were presented during the Academy Board meeting.

AADA STRATEGIC ISSUE

Council on Government Affairs and Health Policy

Health Policy Retreat Steering Committee

2022 Advocacy Agenda

Bruce A. Brod, MD, MHCI, FAAD, referred the Board to p. 2 of the background materials and presented the report of the Council on Government Affairs and Health Policy (GAHP), including the proposed advocacy agenda. He provided background on the process for developing the agenda and priorities, and thanked Barbara Greenan and her team for their excellent work in developing this

**SUMMATION REPORT
AADA BOARD OF DIRECTORS MEETING
MARCH 28, 2022
PAGE 3 OF 5**

document. He reminded the Board that it previously approved the following areas of advocacy:

- Developing patient-centric models of care
- Focused efforts to promote access to dermatologic care provided by FAADs, particularly in underserved, rural and non-English speaking areas
- Positioning dermatology as owners of dermatological data and technology

Dr. Brod provided more detail on each of these areas and discussed the survey that was sent to several AADA members involved in advocacy efforts. He reported that the results of this survey led to inclusion and rankings in the advocacy agenda.

A motion was made and duly seconded to approve the 2022 Advocacy Agenda for information only as presented.

ACTION: Approved

Leadership Discussion

Stipends

Daniel D. Bennett, MD, FAAD, Assistant Secretary-Treasurer, referred the Board pp. 15-22 of the background materials and presented the AADA honoraria report. He noted that at the November 2021 AADA Board of Directors meeting, a motion was adopted to add an honoraria payment for the American Medical Association (AMA)/Specialty Society Resource based Relative Value Update Committee (RUC) Advisor. He said that previously only the RUC representative, alternate RUC representative, and Practice Expense Subcommittee representative received honoraria as outlined below. During the Board discussion, the question of fairness was raised in the context of the Academy's general honoraria policy. There are multiple positions on the AAD side of the organization that receive honoraria. However, on the AADA side, only RUC representatives receive honoraria. Subsequently, the AADA leadership considered the extraordinary time commitment and time away from practice and proposed that stipends be provided to the CPT Advisor and the AMA Dermatology Section Council.

A motion was made and duly seconded to approve providing a stipend to the AAD CPT Advisor at the same level as the AAD RUC Advisor.

ACTION: Approved

A motion was made and duly seconded to approve providing a stipend to the AMA Dermatology Section Council Chair at the same level as the AAD RUC Advisor, as long as that person is an AAD delegate or alternate delegate to the AMA House of Delegates.

ACTION: Approved

A motion was made and duly seconded to approve the appointment of an Ad Hoc Task Force to review and develop an over-arching honoraria policy specific to the AAD Association over the next several months as the 2023 budget is under development.

ACTION: Defeated

**SUMMATION REPORT
AADA BOARD OF DIRECTORS MEETING
MARCH 28, 2022
PAGE 4 OF 5**

AADA HEARD FROM THE FIELD

Dr. Tomecki invited Board members to raise issues of concern that they were hearing out in the field which fall under the purview of the AADA Board.

Dr. Kaufmann presented the recent *Annals of Internal Medicine* article that was highlighted in *Derm E/M*. He stated that the article suggests that dermatologists increased their level 4 coding of Evaluation and Management (E/M) visits more than other specialties. He noted that this was a foreseeable outcome of the new E/M coding instructions issued by the American Medical Association (AMA) RUC. He also reported that the AMA has called on AADA to have a phone call with AMA RUC representatives about this issue and that AADA would be participating in this call with a high-level group. Others noted that the absolute percentage level of dermatology use of level 4 codes is not much different than other specialties and that this is the inevitable result of the new coding instructions that has occurred of proper coding practices.

Dr. Yag-Howard reported on an article about Onspot Dermatology, which is a dermatology group providing mobile dermatology services and Mohs surgery. She said the dermatologist featured in the ad for this group describes himself as the #1 Mohs surgeon in the country. She noted that a complaint had been filed against this dermatologist.

Dr. Alam noted that some private insurers were only reimbursing for Mohs surgery if performed by a board-certified Mohs surgeon. It was pointed out that Dr. Tomecki had put together an ad hoc task force with multi-specialty representation to address this issue.

Dr. Weinstein reported on Florida legislation to prevent licensing and certifying boards from taking adverse action against physicians based on speech.

AADA NEW BUSINESS

SkinPAC Board of Advisors

Lawrence J. Green, MD, FAAD presented the SkinPAC Board of Advisors report for information only. He stated that:

- In 2021, the first year in the two-year election cycle, SkinPAC broke its record for single best fundraising year in its history
- SkinPAC raised \$930,634 from 1,500 AADA members in 2021
- So far in 2022, SkinPAC has raised over \$460,000, bringing our 2021-2022 election cycle total to \$1.39 million
- We've raised over \$130,000 this week in Boston! Thank you to everyone who has contributed

He noted that SkinPAC is now the 4th largest physician specialty PAC and is close to passing the American College of Radiology for the third spot.

Dr. Green noted that SkinPAC's contributions to candidates are bipartisan and are based on support for issues that advance AADA's advocacy agenda. He described the scorecard on which contributions are based.

A motion was made and duly seconded to approve the SkinPAC report for information only.

ACTION: Approved

**SUMMATION REPORT
AADA BOARD OF DIRECTORS MEETING
MARCH 28, 2022
PAGE 5 OF 5**

AADA Annual Organizational Resolution

Dr. Van Beek stated that this resolution, which was included in the Board's background materials, was a housekeeping matter that allows the officers and staff to transact business on behalf of the Association.

A motion was made and duly seconded to adopt the AADA Annual Organizational Resolution as presented.

ACTION: Approved

A motion was made and duly seconded to approve the Council on Government Affairs & Health Policy information report and that the Association takes the same actions as were taken by the Academy Board of Directors for all of the other applicable reports.

ACTION: Approved

ADJOURNMENT

There being no further business, Dr. Tomecki adjourned the AADA Meeting at 3:51 p.m. (Eastern).

Respectfully Submitted,

Daniel D. Bennett, MD, FAAD
Assistant Secretary-Treasurer