



Cronin Skin Cancer Center
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Dear Colleague,



I'm honored to be a candidate for AAD President, and I welcome the opportunity to represent you and the Academy. To that end, I need your support.

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 - The Academy needs strong and creative leadership.

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.

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.

Some of the most influential experiences I have had serving at the Academy include: meeting with CMS/Medicare to maintain fair value for the services we provide and reduce regulatory burden, lobbying the US Congress on behalf of the Academy for greater support of dermatologic research and skin cancer-related issues and serving on the Board of Directors and Editor-in-Chief of Dialogues in Dermatology

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 am ready to lead you on this journey through challenging times.

My private practice experience and my AAD leadership experience gives me firm grounding to see the landscape ahead. I have been in the trenches with so many of you and I know the terrain where the battles are fought. With your support we can make a difference.

Please vote (that's key!) and remember me when you do. You will not 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. Remember, voting begins March 20, 2021.

Thank you very much and Stay Passionate About Dermatology!

Terrence A. Cronin, Jr. MD FAAD – Candidate for President- Elect
The views and opinions in this letter are my own and do not reflect those of the Academy or its policies.