

American Academy of Dermatology 2020 Year at a Glance



2020 brought both new challenges and new opportunities to the Academy. As flexibility defined our work, the Academy moved swiftly to deliver education, engagement, public health and fun in new ways. This year highlighted how valuable our corporate partners are, as your support enabled us to adapt to the new normal while continuing to support our members and fulfill our mission. We are deeply grateful for your support in this unprecedented season and are excited to show you some highlights:

Coronavirus Resource Center

The Coronavirus Resource Center monitors pandemic developments daily, assessing the impact on practices, providing guidance most relevant to dermatologists, and information to the public. It offers guidance to members on how to adjust to the outbreak in their clinics, legislative and regulatory updates that may impact dermatology practices, information about the business implications of the outbreak, and the latest information on how to use teledermatology to provide care during the outbreak. It also provided relevant information to the public regarding skincare information such as preventing face mask skin problems and "COVID toes."



800,000+
member-facing
pageviews*



500,000+
public-facing
pageviews*

Diversity Champion Workshop

This event took place on September 25th and created a space for attendees to discuss dermatology diversity outreach programs and initiatives, exchange ideas, and share success stories. Virtual attendees were able to drive awareness of the important role residency programs have in improving the diversity of the dermatology workforce, facilitate the establishment and development of diversity outreach programs, increase awareness of holistic review processes for residency applicants, and more. In a follow-up survey, 75% of respondents intended to implement changes in their program or practice as a result of this workshop.



240
Attendees



100 institutions
represented

Virtual Camp Discovery

Camp Discovery offers children living with a chronic skin condition a one-of-a-kind week-long camp experience, and 2020's camp was definitely unlike any other. Campers were sent a "Camp Discovery Survival Kit" and were able to participate virtually, playing games, singing songs, making slime, and seeing old friends. Highlights included a scavenger hunt, writing pen pals, a "clean cabin contest," and a virtual dance party!



11 virtual
camp events



Over 100
campers

AAD VMX

Since we couldn't meet in person, the Academy created an innovative platform and program, bringing its members the AAD VMX on June 12-14, its first-ever virtual meeting. It included 14 robust sessions on topics such as therapeutics, cosmetics, psoriasis, hair disorders, and more, which are available for attendees to view on-demand through the end of 2020.



Over 4,600
registrants



Over 16,000
CME credits
claimed

Thanks to the generous support of our corporate partners, the Academy has been able to adapt and continue fulfilling its mission to ensure the future of the specialty. To learn more about these programs and partnership opportunities, please contact the Corporate and Foundation Relations team at CorporateTeam@aad.org.

