



Our strategic framework

OUR VISION

Recognized as the leading authority for the highest quality and compassionate dermatologic care

OUR MISSION

Advancing excellence in dermatology.

OUR CORE VALUES

Patient-First
Member-Centric
Life-Long Learning
Visionary Leadership
Professionalism
Scientifically-Founded
Unity

Excellence in dermatologic care through education & advocacy.

Access to dermatologic care.

Data driven transformation of care.

Unity of the specialty.

Support for board-certified dermatologists leading care teams.

Operations.

Our strategic goals



Excellence in dermatologic care through education & advocacy.

Goal: *Dermatologists are leaders in providing superior and compassionate patient care*

Objectives

- Continue to influence decision-makers on the importance and value of dermatologic care and the role of dermatologists in providing high-quality patient care.
- Enhance innovative delivery of education for board-certified dermatologists.
- Enhance value and relevance of AAD educational offerings globally.
- Expand AAD's influence on medical school curriculum.
- Enhance the well-being of dermatologists to allow for compassionate care of patients.

Access to dermatologic care.

Goal: *Patients have access to excellent dermatologic care at the right time and place*

Objectives

- Maximize responsible use of telemedicine.
- Explore opportunities to expand board-certified dermatology workforce to meet demand.
- Foster diversity in the dermatology specialty.
- Increase dermatologic services available to under-served populations.
- Increase consumer understanding of the importance of care delivered by board-certified dermatologists and their teams

Data driven transformation of care.

Goal: *Patient care is continuously improved through the collection and transfer of data*

Objectives

- Increase participation in DataDerm.
- Improve the data quality and completeness within DataDerm.
- Enhance identification and communication of best practice models.
- Increase evidence of patient care improvements.

Unity of the specialty.

Goal: *The specialty is working together as champions, influencers, and ambassadors on issues impacting all of Dermatology.*

Objectives

- Enhance professionalism of member-to-member interactions.
- Increase effectiveness of communications between groups within the specialty.
- Unify groups within the specialty to enhance the perception of Dermatology and to communicate a unified message externally.

Support for board-certified dermatologists leading care teams.

Goal: *Recognizing the trend in medicine towards care teams, support the board-certified dermatologists who lead dermatology care teams in achieving effective integration of team members to provide high quality patient care.*

Objectives

- Enhance effective integration of care team members who work in dermatology practices.
- Expand involvement of care team members in AAD.
- Expand education to non-physician clinicians working in care teams led by board certified dermatologists.
- Enhance skills of dermatologists to lead care teams.