



# vmx

VIRTUAL MEETING  
EXPERIENCE | 2021



ATTENDEE GUIDE

# Welcome!

We're excited to have you **join us April 23–25 for AAD VMX** and want to make sure you get the most from this dynamic educational experience.

## What you need to know...

Login instructions will be sent to the email address you registered with, the email will come from support@performedia.com. We encourage you to log in, fill out your profile (*this earns you points on the VMX Xtreme Leaderboard!*), and watch the platform tutorial prior to the start of the meeting. Once you've done this, start adding sessions to your schedule!

With 75+ sessions and over 65 hours of live content... where do you start? Well, at 2:00 p.m. CT on Friday, April 23 the live sessions will begin. These live sessions allow you to engage with faculty and ask your burning questions, but to prepare for these sessions you'll want to watch the corresponding on-demand lecture first. So, set your alarm, pour a cup of coffee, and sit down at **9:00 a.m. CT, when the on-demand content launches** and start streaming. *Tip: Grab a pen and paper and jot down questions as you watch.*

We've scheduled a few breaks throughout the weekend as well, so be sure to visit our **interactive exhibit hall**, attend **industry sessions**, browse **ePosters**, and socialize with colleagues in our **networking lounges**.

There's so much more planned for VMX (*including a Happy Hour!*), just keep scrolling to see what's in store.

Access all of the sessions **on-demand through July 12, 2021** and **earn over 75 CME credits!**

For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)

# See What's Possible

> Visit our virtual booth experience today

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(dupilumab)



# Schedule At-A-Glance

FRIDAY, APRIL 23	
9:00 a.m.	On-Demand Content Launches
9:00 a.m. – 1:00 p.m.	Watch On-Demand Content
1:00 p.m. – 2:00 p.m.	Industry Sessions / Exhibits
2:00 p.m. – 3:00 p.m.	Educational Sessions w/ Faculty Q&A
3:30 p.m. – 4:30 p.m.	
4:30 p.m. – 5:30 p.m.	Industry Sessions / Exhibits / Break and Networking
5:30 p.m. – 6:30 p.m.	Educational Sessions w/ Faculty Q&A
7:00 p.m. – 8:00 p.m.	

## SESSION SPOTLIGHT!

- Complex Medical Dermatology
- Documentation and Coding: Getting Paid and Passing Audits 2021
- What's New in Skin of Color
- Acute and Chronic Pain Management in Dermatology

Share your experience!   

**#AADVMX2021**

For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)



# Schedule At-A-Glance (continued)

SATURDAY, APRIL 24	
7:00 a.m. – 9:00 a.m.	Industry Sessions / Exhibits / Watch On-Demand Content
8:00 a.m. – 9:00 a.m.	Industry Sessions / Exhibits
9:00 a.m. – 10:00 a.m.	Educational Sessions w/ Faculty Q&A
10:30 a.m. – 11:30 a.m.	
12:00 p.m. – 1:00 p.m.	
1:00 p.m. – 2:00 p.m.	Industry Sessions / Exhibits / Break and Networking
2:00 p.m. – 3:00 p.m.	Educational Sessions w/ Faculty Q&A
3:30 p.m. – 4:30 p.m.	
5:00 p.m. – 6:00 p.m.	
6:00 p.m. – 7:00 p.m.	AAD VMX Happy Hour

## SESSION SPOTLIGHT!

- Hot Topics
- Lessons on Teledermatology from COVID-19 and Planning the Future
- What's New on Photoprotection in 2021?
- Big Rashes in Little Patients
- What's New in Dermatology

For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)



# Schedule At-A-Glance (continued)

SUNDAY, APRIL 25	
7:00 a.m. – 8:00 a.m.	Educational Sessions w/ Faculty Q&A
8:30 a.m. – 9:30 a.m.	
9:30 a.m. – 10:30 a.m.	Industry Sessions / Exhibits / Break and Networking
10:30 a.m. – 11:30 a.m.	Educational Sessions w/ Faculty Q&A
12:00 p.m. – 1:00 p.m.	
1:30 p.m. – 2:30 p.m.	

## SESSION SPOTLIGHT!

- Putting Technology to Work for You and Your Patients: Augmented Intelligence and its Role in Enhancing the Practice of Dermatology
- JAK Inhibitors: The Next Frontier in Dermatology
- Controversies in Melanoma Diagnosis

Share your experience!   

**#AADVMX2021**

For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)



Visit [TreatingPSO.com](http://TreatingPSO.com) to learn more about Christopher.

# cimzia® (certolizumab pegol)

**FOR THE TREATMENT OF ADULTS WITH  
MODERATE TO SEVERE PLAQUE PSORIASIS WHO  
ARE CANDIDATES FOR SYSTEMIC THERAPY  
OR PHOTOTHERAPY AND ADULTS WITH  
ACTIVE PSORIATIC ARTHRITIS<sup>1</sup>**

1. CIMZIA [prescribing information]. UCB, Inc., Smyrna, GA: 2019.

## INDICATIONS

CIMZIA is a tumor necrosis factor (TNF) blocker indicated for:

- Reducing signs and symptoms of Crohn's disease and maintaining clinical response in adult patients with moderately to severely active disease who have had an inadequate response to conventional therapy
- Treatment of adults with moderately to severely active rheumatoid arthritis
- Treatment of adult patients with active psoriatic arthritis
- Treatment of adults with active ankylosing spondylitis
- Treatment of adults with active non-radiographic axial spondyloarthritis with objective signs of inflammation
- Treatment of adults with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy

## CONTRAINDICATIONS

CIMZIA is contraindicated in patients with a history of hypersensitivity reaction to certolizumab pegol or to any of the excipients. Reactions have included angioedema, anaphylaxis, serum sickness, and urticaria.

## IMPORTANT SAFETY INFORMATION

**Serious and sometimes fatal side effects have been reported with CIMZIA, including tuberculosis (TB), bacterial sepsis, invasive fungal infections (such as histoplasmosis), and infections due to other opportunistic pathogens (such as Legionella or Listeria). Patients should be closely monitored for the signs and symptoms of infection during and after treatment with CIMZIA. Lymphoma and other malignancies, some fatal, have been reported in children and adolescent patients treated with TNF blockers, of which CIMZIA is a member. CIMZIA is not indicated for use in pediatric patients.**

Other serious side effects have been reported with CIMZIA, including heart failure, anaphylaxis or serious allergic reactions, hepatitis B reactivation, nervous system disorders, blood problems, and certain immune reactions (including a lupus-like syndrome). It is not recommended to administer CIMZIA with other biologic DMARDs due to an increased risk of infections. In pre-marketing controlled trials of all patient populations combined, the most common adverse reactions (≥8%) were upper respiratory infections (18%), rash (9%), and urinary tract infections (8%).

Please refer to the **FULL PRESCRIBING INFORMATION** provided by the sales representative or visit [www.CIMZIAhcp.com](http://www.CIMZIAhcp.com).

In accordance with the PhRMA Code on Interactions with Healthcare Professionals, attendance at this program is limited to healthcare professionals. UCB is committed to complying with all legal requirements.

CIMZIA® is a registered trademark of the UCB Group of Companies.





# Plenary Speaker Highlights



## **Dani Shapiro** *(Lecture will only be available until May 7)*

Dani Shapiro is the author of the instant New York Times best-selling memoir, *Inheritance*, which was published in January 2019 by Knopf. Her other books include the memoirs *Hourglass*, *Still Writing*, *Devotion*, and *Slow Motion*, and five novels including *Black & White* and *Family History*. Along with teaching writing workshops around the world, Dani has taught at Columbia and New York University, and is the cofounder of the Sirenland Writers Conference in Positano, Italy. In February of 2019, Dani launched an original podcast, *Family Secrets*, in collaboration with iHeartMedia. An iTunes Top 10 podcast, the series features stories from guests who—like Dani—have uncovered life-altering and long-hidden secrets from their families' past. She lives with her family in Litchfield County, Connecticut.



## **Karen E. Edison, MD, FAAD**

*Clarence S. Livingood, MD Award and Lectureship*

### **Using Technology to Increase Access to Dermatology**

The practice of dermatology continues to confront multiple forces that threaten to derail our mission to serve. As we have for over 100 years, we should own and take the lead in this transformation. Three key strategies to ensure we do so will be presented, including the creative use of technology, the power of full engagement, and the obligation to lead.



## **John E. Harris, MD, PhD, FAAD**

*Marion B. Sulzberger, MD, Memorial Award and Lectureship*

### **Vitiligo Treatment from the Iron Age to the Age of Biologics: New hope for an Ancient Disease**

Vitiligo was described 3,500 years ago in ancient Egyptian and Indian texts, and the social stigma associated with this disfiguring disease was evident from the very beginning. Forms of PUVA therapy were initiated during the Iron Age and rediscovered in the mid-20th century, yet within just the past 100 years patients were treated with either acid or arsenic. While these treatments have been replaced in modern times by safer options such as nbUVB and topical immunosuppressants, the search for even more effective, targeted therapies has continued. Research discoveries have inspired pathogenesis-directed treatments, such as Janus Kinase inhibitors, which have been effective in the first large clinical trials conducted for vitiligo. However, disease relapse is frequent when treatments are discontinued. New research shows promise for the development of better, longer-lasting treatments, and biologics to treat vitiligo are on the horizon. This Sulzberger Memorial Lecture will discuss the millennia-long search for better vitiligo treatments, including recent data that provides new hope for this ancient disease.



## **Suzanne L. Topalian, MD**

*Lila and Murray Gruber Memorial Cancer Research Award and Lectureship*

### **Immune Checkpoint Blockade: Changing the Outlook for Patients with Melanoma and Other Skin Cancers**

Just one decade ago, patients with advanced skin cancers including melanoma had very limited treatment options to extend survival. The recent development of a class of drugs known as "immune checkpoint blockers," enabling the patient's own immune system to attack their cancer, has revolutionized treatment approaches in oncology. Building on this, new strategies are testing treatment combinations based on checkpoint inhibitors and suggest a role for these therapies in earlier stages of high-risk skin cancers.





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04/20 US-OTZ-20-0420



# Exhibits

## Exhibit Hall

Connect one-on-one with industry through our virtual exhibits, featuring over 40 exhibitors:

### PLATINUM LEVEL EXHIBITORS

- AbbVie US Commercial
- Amgen
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Bristol Myers Squibb
- LEO Pharma Medical Affairs
- Lilly USA, LLC
- Novartis Pharmaceuticals Corporation
- Pfizer
- Regeneron and Sanofi Genzyme
- UCB, Inc.

### GOLD LEVEL EXHIBITORS

- AbbVie
- Allergan Aesthetics an AbbVie Company
- Arcutis Biotherapeutics
- Beiersdorf, International
- Beiersdorf, USA
- Burt's Bees
- Castle Biosciences
- DermTech
- Galderma Laboratories
- Incyte Corporation
- Integrated Dermatology
- Janssen Biotech, Inc.
- Johnson & Johnson - Aveeno
- Johnson & Johnson - NeoStrata
- Johnson & Johnson - Neutrogena
- LEO Pharma Atopic Dermatitis Key Suspect
- LEO Pharma Current Portfolio
- Lilly US Medical Affairs
- Lilly USA, LLC
- L'Oreal Dermatological Beauty
- Modernizing Medicine
- Procter & Gamble
- R2 Technologies
- Sun Pharma
- UCB, Inc.
- Verrica

### SILVER LEVEL EXHIBITORS

- AAD CareerCompass powered by Health eCareers\*
- AAD Insurance powered by Aon\*
- AAD Member Buying Program\*
- all free clear
- Almond Board of California
- Arena Pharmaceuticals
- Brymill Cryogenic Systems
- CareCredit\*
- CLn Skin Care
- Dermira, Inc.
- Laurel Road\*
- MedJet\*
- Nutrafol
- Officite\*
- Ortho Dermatologics
- Regeneron and Sanofi Genzyme
- Springer
- Symbio LLC
- Tergus Pharma
- TiZO Skin
- Trevi Therapeutics
- VisualDx\*
- VYNE Therapeutics

### AAD Booths

- AAD Resource Center
- AAD Donor Appreciation
- JAAD
- Stars of the Academy

\* indicates AAD Preferred Provider



For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)





# 2021 AAD VMX SPONSORS

The American Academy of Dermatology is grateful to the following corporate partners for sponsoring the 2021 AAD VMX.

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Driven by science.

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# Industry Sessions

These educational and product-oriented sessions provide an in-depth presentation on a product or service from our Platinum Level Exhibit Partners.

*These sessions are solely promotional and are not eligible for CME credit.*

- Examining New Data on Moderate to Severe Plaque Psoriasis – *AbbVie US Commercial*
- For Patients with Plaque Psoriasis: An Oral, Non-Biologic Therapy with Data on Clearer Skin and Symptoms – *Amgen*
- Perspectives in Generalized Pustular Psoriasis: From Pathophysiology To Practice – *Boehringer Ingelheim Pharmaceuticals, Inc.*
- Let's Be RealisTYK: The Burden of Disease Management and the Role of TYK2 in Psoriasis – *Bristol Myers Squibb*
- Bench-To-Bedside Success for Atopic Dermatitis: Following in the Footsteps of Psoriasis? – *LEO Pharma*
- Discover a Treatment Option – *Lilly USA, LLC*
- Experience That Matters: The Complete COSENTYX® (secukinumab) Approach for Moderate to Severe Plaque Psoriasis and Active Psoriatic Arthritis – *Novartis Pharmaceuticals Corporation*
- Developments in Atopic Dermatitis – *Pfizer*
- Atopic Dermatitis Clinical Case Discussion – *Regeneron and Sanofi Genzyme*
- New Frontiers in Psoriasis: Evolving Pathogenesis, Treatment Goals and Patient Expectations – *UCB, Inc.*

For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)





# THANK YOU

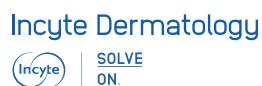
The American Academy of Dermatology honors its corporate partners that support the dermatology specialty. AAD partners provide vital support as the Academy ensures that the specialty is well-positioned for the future.

## 2021 Corporate Partner Circle Members

Membership is awarded to Corporate Partners who have provided support at the Ruby Level and above for three consecutive years.

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AMGEN



PHARMACEUTICAL COMPANIES OF  
Johnson & Johnson



Neutrogena



## 2021 National Partners

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Sanofi Genzyme and Regeneron

SAPPHIRE • \$250,000+

Amgen

LEO Pharma Inc.

Neutrogena

Pfizer, Inc.

RUBY • \$100,000+

Boehringer Ingelheim Pharmaceuticals, Inc

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Dermstore

Galderma Laboratories L.P.

Incyte

Janssen Biotech, Inc.

Lilly USA, LLC

Novartis

Ortho Dermatologics

UCB, Inc.

EMERALD • \$50,000+

Castle Biosciences

L'Oréal

BRONZE • \$25,000+

Arcutis Biotherapeutics

Cara Therapeutics

Endo Pharmaceuticals

## 2021 Corporate Roundtable

Corporate Roundtable members support the AAD's mission by contributing to the AAD's greatest annual need.

Arcutis Biotherapeutics

Cara Therapeutics

Incyte



# Wellness

Did you know that physical activity and deep breathing are two of the best ways to battle burnout? Take a quick 15-minute wellness break to relax and re-energize during AAD VMX. Here you can access four personal wellness videos that focus on you and help to refresh during the meeting.

## YOGA

How to relax your body and focus your mind for better health.

## STRETCHING

Discover techniques to use anywhere—from your desk to the car.

## MEDITATION

Learn tips to reduce stress and become more resilient.

## NUTRITION

Get your morning started with a nutritional boost and learn how to make two delicious smoothies!

# Make Connections

It's been tough to stay connected with your colleagues this past year. And while you may not be able to sit face to face over a cup of coffee, there are a handful of opportunities within AAD VMX that will allow you to interact with others, and if you choose, you can even turn your camera on and see some smiling faces!

## NETWORKING ROOMS

Choose an area of interest, and (virtually) sit around a table to chat about the topics below. The networking rooms are a place for self-guided, open discussions.

### Atopic Dermatitis

What effective advances are you seeing in the treatment of atopic dermatitis?

### Psoriasis

Share effective treatment options for psoriasis with your peers.

### Residents

Residents – share your knowledge – what are your greatest challenges as a resident and how are you overcoming them?

For the latest information, visit:

[www.aad.org/AADVMX](http://www.aad.org/AADVMX)







## LILLY FOR BETTER

Our founder, Colonel Lilly, said, "Take what you find here and make it better and better." Today, this commitment to making life better extends to every aspect of our business and the people we serve. Guided by these words, our commitment to humanity defines the spirit of our company.

Learn more about our heritage and dedication to creating medicines that make life better at [lilly.com](https://www.lilly.com).

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*Lilly*





# Happy Hour

**SATURDAY, APRIL 24, 2021 • 6:00 P.M. (CT)**

You're attending VMX for all the education but take some time to unwind on Saturday and have some virtual fun with your colleagues! There are four different types of activities you can participate in; pick a couple or hop around and check them all out.

## **MUSICAL ENTERTAINMENT / DJ**

Straight from his home to yours, DJ Cory brings attendees an interactive Virtual Dance Party. Cory Almeida is the current Warmup Host & DJ for "Dancing with the Stars," "The Voice," "So You Think You Can Dance," "America's Got Talent" and "American Idol"... and now your AAD VMX DJ! Listen to music and make shout-outs or put in song requests.

## **GAMES, GAMES, GAMES!**

Try your hand at Virtual Trivia, Juke Box Bingo, regular Bingo, and Categories.



## **GET SOCIAL!**

Follow **@aadmember** on Facebook, Instagram, and Twitter. Use the hashtag **#AADVMX2021** to engage with your colleagues and share your virtual meeting experience.

For the latest information, visit:

**[www.aad.org/AADVMX](http://www.aad.org/AADVMX)**





# Happy Hour

**SATURDAY, APRIL 24, 2021 • 6:00 P.M. (CT)**

## MIXOLOGY CLASS

Join us for a virtual cocktail! Get the ingredients below and follow along with our bartender.

### The AAD Margarita

- ☐ Blanco tequila
- ☐ Blue curacao
- ☐ Fresh lime juice
- ☐ Agave syrup
- ☐ Salt rim (*optional*)

### Sunshine Spritz

- ☐ Ketel One peach/orange blossom Vodka
- ☐ Fresh lemon juice
- ☐ Peach purée
- ☐ Sparkling wine



## CHARCUTERIE BOARD CLASS

Create your own charcuterie board... you can put whatever you want on your board, but to get you started here's a suggested shopping list—with wine pairings!

### Shopping List – Cheese & Meat

- |  |   |
|--|---|
| <input type="checkbox"/> Italian Breadsticks, Pita Bite Crackers                           | <input type="checkbox"/> Honey with honeycomb     |
| <input type="checkbox"/> Baked Cheese Crisps   | <input type="checkbox"/> Boursin Garlic and Herb  |
| <input type="checkbox"/> Truffle Marcona Almonds, Candied Pecans                           | <input type="checkbox"/> Havarti Cheese           |
| <input type="checkbox"/> Salami  | <input type="checkbox"/> Italian Truffle Cheese   |
| <input type="checkbox"/> Marinated Olive Duo   | <input type="checkbox"/> Spanish Iberico Cheese   |
| <input type="checkbox"/> Red Seedless Grapes, Strawberries, Blackberries                   | <input type="checkbox"/> Honey Goat Cheese log    |
| <input type="checkbox"/> Italian meat combo ( <i>prosciutto, sopressata, serrano ham</i> ) | <input type="checkbox"/> Tillamook Kosher Cheddar |
|  | <input type="checkbox"/> Fresh Rosemary Sprigs    |



### WINE PAIRING SUGGESTIONS:

- White: Domaine De Jolivet Sancerre, France
- Red: The Pessimist
- Red: Paso Robles Red Blend

Share your experience!   

**#AADVMX2021**



## Incyte Dermatology



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*At Incyte,*

**we are committed to the relentless pursuit of science that can improve the lives of patients and make a difference in healthcare.**

In Dermatology, our research and development efforts are focused on immune-mediated dermatologic conditions with a high, unmet medical need, including atopic dermatitis, vitiligo, and hidradenitis suppurativa.

To learn more, visit [Incyte.com/dermatology](https://www.incyte.com/dermatology) and stay in touch



Incyte Dermatology



**SOLVE  
ON.**

# AAD **XTREME** VMX Leaderboard

## Participate and Win!

During the live event, April 23–25, you can earn points and badges just for getting the most out of the meeting. The more active you are, the more points you get. Each day your points (*along with your name*) will be displayed on the AAD Xtreme VMX Leaderboard. At the close of the meeting the top point earners will receive prizes.

## Ways to Earn Badges:

### BADGE



**Treasure Hunter**



**Social Butterfly**



**It's 6 o'clock Somewhere**



**Namaste, Friend**



**Silent Observer**



**A Star is Born**



**Inquiring Mind**



**Hall Monitor**



**Lounge Wizard**

### ACTIVITY

Find hidden icons

Complete profile including pic

Participate in happy hour

Watch wellness videos

Watch talent show

Submit talent video

Watch plenary speeches

Visit exhibit booths

Attend industry sessions



## CONTEST PRIZE CENTER

1ST PRIZE  
**2022 Complimentary  
AAD Membership\***  
(value up to \$855.00)

2ND PRIZE  
**L'Oreal Gift Basket**  
(retail value \$500.00)

3RD PRIZE  
**AAD Dialogues Podcast  
One-Year Subscription**  
(retail value \$320.00)

The attendees who receive the three highest point totals will receive a prize or, if there is no clear winner, a drawing will be conducted from the group tied for most points. The odds of winning a prize depend upon the number of individuals who participate in the contest and the VMX activity of each participant.

View the *Official Rules & Regulations* online in the AAD VMX Content Prize Center.

*\*If you are not currently a member, you must apply to become a member and be accepted by AAD for membership before claiming this prize.*

Share your experience!   

## #AADVMX2021





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# Virtually All You Need to Know

## **Q: How do I access AAD VMX?**

A: You will receive an email from [support@performedia.com](mailto:support@performedia.com) with a link to access the platform. Just click on the link for direct access.

If you do not receive the email you can access the platform via [www.aad.org/AADVMX](http://www.aad.org/AADVMX) on April 23, 2021. Your Order ID number and email will be required for access.

## **Q: Can I access AAD VMX after the live dates?**

A: Yes! Content will be available through July 12, 2021. Registrants can watch sessions as many times as they like during this time, even after claiming CME credit.

## **Q: How much CME credit can I earn and how do I claim it?**

A: Registrants can earn over 75 CME Credits for attending AAD VMX. Attendees can claim CME credits immediately after viewing a session or at a later date, but please note – On Demand access to VMX will end on July 12, 2021.

To claim CME credits for participating in the Scientific Sessions, click on the link to 'Claim CME' in the platform.

Complete the session evaluation and submit the form to claim CME credits for that session.

*Please note: You will need to complete this step for each session you attend, or visit [www.aad.org/evals](http://www.aad.org/evals). Only the purchaser/registrant of AAD VMX can claim CME credit.*

## **Q: Can I chat with other attendees?**

A: Yes! Visit any of the three lounges (Atopic Dermatitis, Psoriasis, or Residents) to have discussions with other attendees. You can also talk with other attendees by visiting the "Attendees" page and initiating a chat.

## **Q: Will AAD Staff be available to talk with during AAD VMX?**

A: Throughout the meeting staff will be available to chat live under Conference Support, available through the "Help" button, or you can visit the virtual AAD Resource Center booth to get your membership and product questions answered.

As always, you can also contact the AAD Member Resource Center, Monday – Friday from 8 a.m.–5 p.m. (CT) at (866) 503-SKIN (7546) or [mrc@aad.org](mailto:mrc@aad.org).

## **Q: Will there be any discounts for AAD products associated with AAD VMX?**

A: Yes. Visit <https://store.aad.org> and use the promo code: **VMXRC21** to save on select products, some exclusions apply.

For the latest information, visit:

**[www.aad.org/AADVMX](http://www.aad.org/AADVMX)**

