

ASDS Weekly Update

ASDS
American Society for
Dermatologic Surgery

Weekly Update is emailed each Friday to nearly 7,000 active ASDS members bringing them the latest Society news in a quick read. A Resident Update is emailed the first Friday of each month to over 2,100 dermatology residents. These emails include information on member benefits, upcoming webinars and society and industry happenings to educate dermatologic surgeons and residents on the best practices for their patients and career. The Society's average open rate for 2022 was 52.7% with a 2.3% click through rate, exceeding the industry averages of 26.0% and 3.9%, respectively.

Banner Opportunities Available: \$750 per weekly email. Please contact ASDS for additional banner placement repetition discounts.

Banner Specifications: 600px x160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB) / Please provide a URL to direct readers who click the ad.

COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR *skin health and beauty*SM



Resident Update

- 2023 Resident Symposium Program Sneak Peak**

View the program for the 2023 Premier Annual Resident Cosmetic Symposium, created exclusively for residents and fellows-in-training. The Symposium will take place April 21-23, 2023 at the Omni Dallas Hotel in Dallas, TX. Registration and scholarship applications will open on Tuesday, Jan. 3. Only 100 attendees will be accepted on a first-come, first-served basis.

2023 Premier Annual Resident Cosmetic Symposium Information
- Your Online Shopping Benefits ASDS!**

When you shop on AmazonSmile, Amazon will make a donation to ASDS AmazonSmile is a simple and automatic way for you to support ASDS every time you shop on Amazon, at no cost to you. Just select "American Society for Dermatologic Surgery" as your charity of choice and help advance the dermatology specialty through member education, innovative research and patient awareness programs that promote healthy skin for life.

Shop Amazon Smile
- The TRUE Skin Experts Live**

The inception of **The TRUE Skin Experts** in Instagram in March 2021 for consumers, have been 1,952 live views and 74,206 on-demand views. The top viewed sessions are:
Get to know Dr. Pimple Popper with Sandra Lee, MD, and Elizabeth Houshmand, MD
Skin Cancer isn't Just for Older People with Hayley Goldbach, MD, and Sandra Lee, MD
Acne Treatments with Muneeb Shah, MD, and Daniel Yanes, MD

Join any @ASDSkinMD "The TRUE Skin Experts Live" broadcasts? Watch past Instagram Live sessions through the convenient YouTube playlist.

Watch the TRUE Skin Experts Live

Share the Latest "Own Your Expertise" Social Media Post

participate in the "Own Your Expertise" campaign by sharing the November post to spread the message that **Cosmetic Treatments are Medical Procedures**. With our combined social audiences, we can potentially reach millions. Tag @ASDSkinMD and use the hashtag #ASDSAmbassador for us to reshare your content on our networks.

Own Your Expertise
- New ASDS Member Travel Savings Center**

ASDS members have access to exclusive travel savings from car rentals, hotels and ticketing discounts to condos, villas, guided tours and group travel packages. Whether you simply want to get from here to there or make your dream vacation a reality, ASDS members have all the tools right at their fingertips.

Travel Savings Center

Explore the New ASDS Members Travel Savings Center

ASDSA is Committed to Improving Patient Safety

ASDSA, in partnership with Northwestern University Department of Dermatology, offers members the opportunity to report adverse events to the **Cutaneous Adverse Procedure Event Reporting (CAPER) Registry**. CAPER allows dermatologic surgeons and their staff to report adverse events from devices, drugs or biologics. All reporters to CAPER should fill out the [streamlined form](#). Contact report@caper.net with questions or help filling out the form.



Weekly Update

- NEW Chemical Peel Video Series on ASDS Learn**

The new three-part **Chemical Peel Video Series** is a systematically organized on-demand course covering superficial, medium and deep chemical peels. It was developed by Jennifer Rullan, MD, during her ASDS Future Leaders Network (FLN) mentee tenure, with the assistance of FLN mentor Seaver Soon, MD. The course includes procedural videos for 17 different chemical peels and handouts that include exclusive daily consecutive photos of the healing stages for these peels. [View the full content listing, and purchase it today!](#)

Chemical Peel Video Series: Superficial, Medium and Deep On-demand
- Renew Your ASDS / ASDSA Membership for 2023**

ASDS has a rich history of remarkable physicians, partners and accomplishments. Thank you for your continued support of the Society. As a valued member, you're chosen to be part of a community committed to the highest levels of expertise and patient care for skin health and beauty. Renew your membership today and continue to strengthen your network with a strong, collaborative community of like-minded peers. Call ASDS Membership at 847-956-0900 or email membership@asds.net for assistance.

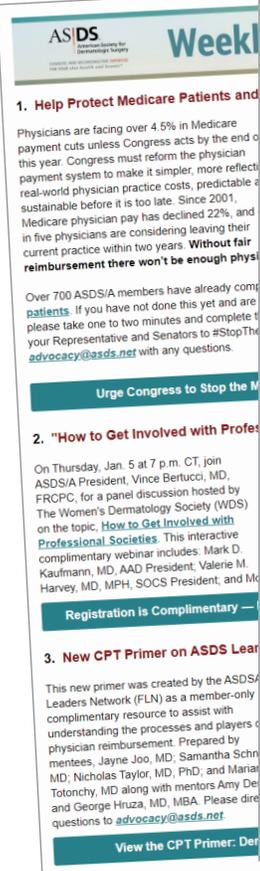
Renew Your ASDS/A Membership
- Browse the Latest *Dermatologic Surgery* Journal**

The December issue of *Dermatologic Surgery* contains these original articles:

 - **Rate and Characteristics of Incompletely Excised Cutaneous Squamous Cell Carcinoma**
 - **Assessment of Pain, Healing Time, and Wound Contraction in Postoperative Articular Defects Healing Secondarily With and Without the Use of a Porcine Xenograft**
 - **Analysis of Factors Contributing to Perioperative Mohs Micrographic Surgery Anxiety: Patient Survey Study at an Academic Center**
 - **And more!**

ASDS members receive the journal for free with their membership - don't miss a single issue and [renew for 2023 today!](#)

View the December "Dermatologic Surgery"



- Help Protect Medicare Patients and**

Physicians are facing over 4.5% in Medicare payment cuts unless Congress acts by the end of this year. Congress must reform the physician payment system to make it simpler, more reflective of real-world physician practice costs, more sustainable before it is too late. Since 2001, Medicare physician pay has declined 22%, and in five physicians are considering leaving their current practice within two years. **Without fair reimbursement there won't be enough physicians.**

Over 700 ASDS/A members have already contacted patients. If you have not done this yet and are please take one to two minutes and complete your Representative and Senators to #StopTheAdvocacy@asds.net with any questions.

Urge Congress to Stop the M
- "How to Get Involved with Profes**

On Thursday, Jan 5 at 7 p.m. CT, join ASDS/A President, Vince Bertucci, MD, FRCP, for a panel discussion hosted by The Women's Dermatology Society (WDS) on the topic, **How to Get Involved with Professional Societies**. This interactive complimentary webinar includes Mark D. Kaufmann, MD, AAD President, Valerie M. Harvey, MD, MPH, SOCS President, and M

Registration is Complimentary
- New CPT Primer on ASDS Learn**

This new primer was created by the ASDS Future Leaders Network (FLN) as a member-only complimentary resource to assist with understanding the processes and players of physician reimbursement. Prepared by mentees, Jayne Joo, MD, PhD, and Maria Totonchy, MD along with mentors Amy Deland and George Huza, MD, MBA. Please direct questions to advocacy@asds.net

View the CPT Primer: Der



Weekly Update

Webinars

Next Week to Attend

Dr. Jennifer Rullan, MD (ASDSA), as the "Patient Care Cuts Threaten Seniors." Email membership@asds.net for the Zoom link.

Dr. Anthony Rossi, MD, on Nov. 10 at 7 p.m. CT for **Surgical Approaches to Field Cancerization Patients**

Own Your Expertise Post

Share that you are the TRUE skin health and beauty expert, by using our "Expertise" consumer-facing social media post. Tag #ASDSAmbassador for us to reshare your content on our networks.

ASDS board certified dermatologists care for more than 10 million skin cancer patients. TISE and board certified dermatologists care for skin health and beauty.

Own Your Expertise

Ambassador of the Month

Share your expertise with the community. They share their expertise, our ASDS Social Media Ambassador of the Month.

Media Ambassador Information

To learn more about ASDS branding and advertising opportunities please contact: Tara L. Azzano, Chief Development and Industry Relations Officer, tazzano@asds.net, phone 847-956-9128, fax 847-956-0999

Advertising Space Reservation Form

American Society for Dermatologic Surgery
1933 N. Meacham Road, Suite 650 • Schaumburg, IL 60173
Phone: 847-956-0900 • Fax: 847-956-0999



COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR *skin health and beauty*SM

Company Name _____

Bill to / Agency _____

Contact Name _____ Title _____

Billing Address _____

City _____ State / Province _____ ZIP / Postal Code _____

Phone _____ Fax _____

Email _____

Indicate Publication Title:

- ASDS *Currents* — Indicate issue #(s) (e.g.: Vol. 2023, Issue 4) _____
- ASDS Weekly Update newsletter (sent every Friday)
- ASDS Resident Update (sent the first Friday each month)

Indicate Ad Size:

- Full page
- Half page vertical
- Quarter page
- 2-Page spread
- Half page horizontal
- Third page horizontal
- Half page horizontal, enhanced
- Quarter page, enhanced

Indicate Preferred Position:

- Inside Front Cover
- Inside Back Cover
- Back Cover

Special Instructions _____

Total Ad(s) Cost \$ _____

No agency commission. No cash discount. Advertisements will be invoiced upon publication. All payments are due upon receipt of the invoice and should be made payable to the American Society for Dermatologic Surgery. ASDS reserves the right to hold the advertiser and/or its agency jointly liable for all monies due. Acceptance of an ad space order / contract does not obligate ASDS to publish the copy submitted. Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement also is binding.

Authorized Signature _____ Date _____

To learn more about ASDS branding and advertising opportunities please contact:
Tara L. Azzano, Chief Development and Industry Relations Officer, tazzano@asds.net,
phone 847-956-9128, fax 847-956-0999

ADVERTISING STANDARDS & ACCEPTANCE POLICY

The American Society for Dermatologic Surgery (ASDS) seeks to promote the art and science of dermatologic surgery. ASDS welcomes advertising in its publications as an important means of keeping the profession informed of new and improved products and services. It is in all parties' interests that such advertising be factual, tasteful, professional and intended to provide useful product and service information.

As a matter of policy, ASDS sells advertising space in its publications when the inclusion of advertising material does not interfere with the purpose of those publications. The Society reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication. ASDS will not be bound by any condition appearing on insertion orders / contracts or copy instruction submitted by or on behalf of the advertiser, when such condition conflicts with any position in the rate card or with ASDS policy.

The following standards apply to all publications of ASDS in which advertising space is sold, including but not limited to *Currents*, ASDS Weekly Update, ASDS Resident Update, Gala Program and the ASDS Annual Meeting Final Program.

The inclusion of an advertisement in ASDS publications is not to be construed or publicized as an endorsement or approval by ASDS, nor may the advertiser promote that its advertising claims are approved or endorsed by ASDS. The fact that an advertisement for a product, service or company has appeared in an ASDS publication shall not be referred to in collateral advertising.

General Eligibility Requirements

1. Products or services eligible for advertising in ASDS publications shall be germane to, effective and useful in the practice of dermatologic surgery.
2. Products and services offered by responsible advertisers that are of interest to dermatologic surgeons or the dermatology profession as a whole are eligible for advertising in the Society's publications. Alcoholic beverages and tobacco products are not eligible for advertising nor are ads for information regarding investment opportunities.
3. Advertisements will not be accepted if they conflict with ASDS programs or appear to violate ASDS policy, or if the advertisements are indecent, offensive or otherwise inappropriate in either text or artwork, or contain attacks of a personal, racial or religious nature.
4. In general, ASDS allows comparative advertising that is fair and can be substantiated adequately. However, comparative advertising is strictly reviewed because of the potential that it unfairly attacks a competitor or is misleading. See Copy Guideline #3.

Guidelines for Advertising Copy

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. Artwork, format and layout should be such as to avoid confusion with editorial content of the publication. The word "advertisement" may be required.
3. Advertisements should not be deceptive or misleading. Unwarranted disparagement or unfair comparisons of a competitor's products or services will not be allowed.
4. Except in unusual circumstances, comparative advertising must be supported by two independent, double-blind clinical studies. Such studies must be conducted among panelists representative of the population for whom the product is intended. All citable comparative studies related to an advertising claim should be taken into consideration. If other comparative studies give conflicting results, advertising claims not reflecting this conflict are unacceptable.

Comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

It is the responsibility of the advertiser to comply with the laws and regulations applicable to the marketing and sale of the manufacturer's products, including, but not limited to, any applicable rules and regulations of the Food and Drug Administration (FDA). Acceptance of advertising in ASDS publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations (e.g., equal opportunity laws, FDA regulations pertaining to advertising of drugs and devices).

5. Evidence to support claims, including complete scientific and technical data, whether published or unpublished, concerning the product's safety, operation and usefulness may be required. Samples of the product are not to be submitted. All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true. The advertisement may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
6. Guarantees may be used in advertisements provided the statements that are "guaranteed" are considered truthful, supportable and could be used whether or not they are guaranteed. However, no guarantee should be used without disclosing its conditions and limitations.
7. Advertisements containing testimonials or those that quote the names, statements or writings of any individual, public official, government agency, testing group or other organization must be accompanied by a written consent for use from the quoted individual / entity. Promotion of individual physician or practice names will not be allowed.

Placement Policy

With the exception of preferred positions, placement of ads will be at the sole discretion of ASDS. Preference will be given to 2022 advertisers and by date of receipt of the space reservation.

Payment Policy

No agency commission. No cash discount. Advertisements will be invoiced upon publication. Payment is due upon receipt of invoice.

Cancellation Policy

Space reservations canceled prior to reservation deadlines will be released without obligation. Cancellations made after reservation deadlines will be billed at the full amount.

Conclusion

As a matter of policy, ASDS periodically reviews its advertising standards with the objective of keeping pace with changes that may occur in the dermatology industry and in the profession. This practice of continuous review and re-evaluation will improve and ensure the relevancy, timeliness and appropriateness of the advertising content of ASDS publications. Should you require further information, please contact Tara Azzano at tazzano@asds.net or:

American Society for Dermatologic Surgery (ASDS)
1933 N. Meacham Road, Suite 650
Schaumburg, IL 60173
Phone 847-956-0900 Fax 847-956-0999 asds.net