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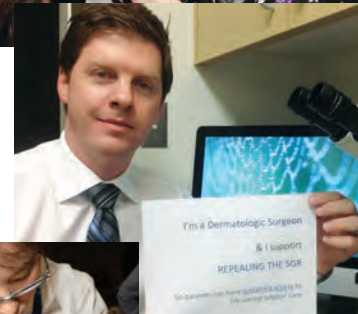
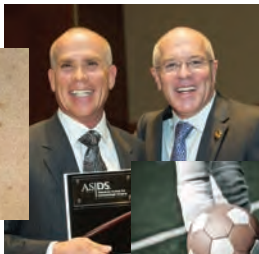
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2013 Annual Report

American Society for Dermatologic Surgery

American Society for Dermatologic Surgery Association



EXPERTISE FOR THE *life* OF YOUR SKINSM



2012-13 ASDS/ASDSA Board of Directors

First row (from left): Roberta Sengelmann, MD; Secretary Thomas E. Rohrer, MD; Vice President George J. Hruza, MD; Immediate Past President Susan H. Weinkle, MD; President Timothy C. Flynn, MD; President-Elect Mitchel P. Goldman, MD; Treasurer Abel Torres, MD, JD; Arielle N.B. Kawar, MD. Second row: Dermatologic Surgery journal Editor-in-Chief William P. Coleman, III, MD; Murad Alam, MD; Jonathan L. Cook, MD; Cheryl M. Burgess, MD; Resident Representative Whitney W. Hovenic, MD; Resident Representative H. William Higgins, II, MD, MBE. Third row: Mathew M. Avram, MD, JD; Executive Director Katherine J. Duerdoth, CAE; Mare D. Brown, MD; Ken K. Lee, MD; Historian/ Parliamentarian Alastair Carruthers, FRCPC. Not pictured: Vic A. Narurkar, MD.

Meet the ASDS/ASDSA Staff

Katherine Duerdoth, CAE
Executive Director

Debra Kennedy
Associate Executive Director

Tara Azzano
Director of Development
and Industry Relations

William Brady, CPA
Director of Finance

Jolene Kremer
Director of PR,
Communications
and Marketing

Kim Santaniello
Director of Education,
Meetings and Research

Lisle Soukup
Director of Advocacy
and Public Policy

Dana Brown
Trade Show and Ad Sales Specialist

Katasha Charleston
Education Specialist

Christine Hartl
Meeting Planner

Judi Hutts
Administrative Assistant

Merrille Martinez
Staff Accountant

Alethea McQuitter
Database Manager

Jeannette Panzke
Accounting Assistant
and Meeting Registrar

Helen Prostko
Member Services
and Development Assistant

Cindy Sommerfeld
Marketing Manager

Amanda Spejcher
Communications and
Marketing Specialist

Vanessa Spinnato
Programs Manager

Tamika Walton
Executive Assistant

Janine Wisniewski
Meetings and Programs Assistant

fluencence

“The Society’s 2013 initiatives will likely change the course of the specialty.”



With our 43-year history serving as a guidebook to take on today’s challenges, the American Society for Dermatologic Surgery looked to the future in 2013 as we embraced some of our most ambitious projects to date.

With the Society’s overarching goal of “advancing dermatologic surgery” always guiding our way, we launched a cosmetic fellowship accreditation program, national branding campaign, referring physicians toolkit with skin cancer patient/physician education materials, consumer cosmetic survey, digital knowledge network and new resident outreach. We sense these initiatives will change the course of the specialty – strengthening it for our current and future physician members and bringing to the public forefront that our members are *the* experts in skin health and beauty.

Propelled by these enhanced visions, we continue to take pride that we’re the largest specialty organization representing dermatologic surgeons, supporting our more than 5,800 members through educational opportunities, networking forums, mentoring programs, public awareness activities, leadership activities and advocacy efforts (through the American Society for Dermatologic Surgery Association).

We’ve aptly named this 2013 Annual Report *fluence*, a physics laser term for measuring directed energy. The measurements of our ASDS and ASDSA directed energies this past year are contained within these pages, capturing not only our accomplishments of today but our vision for tomorrow.

A handwritten signature in black ink, appearing to read 'Timothy C. Flynn, MD', with a stylized flourish at the end.

Timothy C. Flynn, MD
2012-13 ASDS / ASDSA President

ASDS Leadership Initiatives

Guiding the path for the future

In so many ways, ASDS is the proven leader in the field of dermatologic surgery – from providing unparalleled education and a unified voice on advocacy issues to launching a national branding campaign, consumer survey and the latest digital knowledge networking tool. Always looking to the future, the Society also supports residents and young dermatologic surgeons through a variety of programs. In 2013, the Society expanded its leadership role through several new and continued initiatives.

FELLOWSHIP PROGRAM

Recognizing that residency and procedural dermatology fellowship programs are struggling to provide the resources necessary to effectively address the cosmetic aspects of dermatology practices at a time when consumer demand for cosmetic procedures is on the rise, the Society developed the ASDS Cosmetic Dermatologic Surgery Fellowship Accreditation Program.

The new program's structure – a hybrid of the programs sponsored by the Accreditation Council for Continuing Graduate Medical Education and the American College of Mohs Surgery, the new program is – allows it to be academically rigorous and ensures the training being provided meets high-quality standards.

After processes and procedures were developed and site reviews conducted, four programs (with seven fellows) were approved in 2013. Programs include: Goldman, Butterwick, Fitzpatrick, Groff & Fabi;

Mathew M. Avram, MD, JD
Chair, Cosmetic Dermatologic Surgery Fellowship Accreditation Work Group

“
This new fellowship accreditation program will have an enduring positive impact on the specialty.”



fluence

Our Society has outstanding young members who are advancing our specialty through their hard work and passion in the Future Leaders Network.

Alastair Carruthers, FRCPC
Chair, Leadership Development Work Group



Massachusetts General Hospital Laser and Cosmetic Center; Northwestern Medical Faculty Foundation Dermatology; and SkinCare Physicians.

FUTURE LEADERS NETWORK

In its fourth year, the Future Leaders Network continues to create opportunities for young and mid-career professionals to enhance their leadership skills and prepare them to become the next generation of leaders in dermatologic surgery.

With a one-year leadership and project management curriculum and mentors to guide them, these leaders work on a focused project to benefit the Society and the specialty – culminating in presentations to the membership at large at the ASDS Annual Meeting.

Projects completed in 2013 include:

- Dermatologic Surgery Fundamentals Series (five new lectures). Mentee Lisa K. Chipps, MD, MS. Mentor Suneel Chilukuri, MD.
- *Dermatologic Surgery Primer for Medical Students*. Mentee Steven Chow, MD. Mentor Richard G. Bennett, MD.

- *Medical Triaging and Tips for the Clinical Assistant in the Cosmetic Dermatology Practice*. Mentee Sabrina G. Fabi, MD. Mentor Jean D. Carruthers, MD.
- Tanning bed use in health clubs/gyms – An irony? Mentee Jenny Hu, MD. Mentor Lynn A. Drake, MD.
- *Laser, Energy and Aesthetic Devices Primer*. Mentee Jared R. Jagdeo, MD, MS. Mentor George J. Hruza, MD, MBA.
- Refining resident cosmetic training: The Checklist Project. Mentee Margaret W. Mann, MD. Mentor Vivian W. Bucay, MD.
- *Starting a Successful Dermatologic Surgery Practice*. Mentee Nazanin A. Saedi, MD. Mentor Jeffrey S. Dover, MD, FRCPC.
- Sun Safe Surfing. Mentee Jordan Slutsky, MD. Mentor Andrew H. Weinstein, MD, MPH.
- Who is Wearing the White Coat? Public Perception of Varied Providers of Cosmetic Procedures. Mentee Ashley A. Smith, MD. Mentor Bruce A. Brod, MD.

ASDS Education and Research

Providing foundations for growth, success

Education is at the core of the ASDS mission, as seen by the Society's offerings of the most innovative, effective, evidence-based programs – all to help members provide the highest quality patient care.

ASDS continues to provide a range of unparalleled lifelong learning experiences:

- A premier ASDS Annual Meeting.
- Intimate hands-on procedural courses.
- Educational exchanges where ASDS experts visit residency programs, preceptees visit practices for one-on-one mentorships and learning as well as free connection resources for fellows and young dermatologic surgeons.
- Self-directed learning resources from online tools to subscriptions to educational products and DVDs.

In the area of research, ASDS experts continue to advance the field of dermatologic surgery.

Among 2013 achievements:

- Development of non-melanoma consensus guidelines.
- Awarding of \$92,000 through the Cutting Edge Research Grant program.

“*The ASDS Annual Meeting is unique in that it brings together the best and the brightest in all areas of dermatologic surgery in a collegial setting to share and gain the surgical expertise that patients need and want.*”



Kavita Mariwalla, MD
Chair, 2013 Annual Meeting Work Group

fluence

ASDS ANNUAL MEETING

Not only did the 2013 Chicago meeting set attendance records, but two new lectures and a victory-themed opening keynote address by Duke University's Mike "Coach K" Krzyzewski – along with hands-on workshops and 75-plus educational sessions – propelled this year's conference to rank as one of the best ever.

Once again, the ASDS Annual Meeting featured the most significant research and latest techniques in cosmetic, medical, reconstructive and Mohs procedures – presented by expert dermatologic surgeons in settings designed to foster idea generation and collaboration. Outside the scientific sessions, attendees kept busy with all the networking opportunities, social events and checking out the new products on display in the exhibit hall.

Among highlights of the Chicago meeting:

- Inspiring speeches by R. Rox Anderson, MD (Leadership in Innovation Lecture), and Rhoda S. Narins, MD (inaugural Lawrence M. Field, MD, Honorary Lecture).
- Hands-on workshops and patient demonstrations focusing on tumor/wound repair, vein treatments, suturing techniques and fillers/neuromodulators.
- New offerings, including a three-hour Boot Camp, an "ASDS Unplugged" dinner and several in-depth social media presentations.

- Demonstrations of new cosmetic procedures, including mega-combinations, advanced fillers, invasive and non-invasive body contouring, and neck rejuvenation.
- Discussion of new techniques to manage skin cancer, maximize fillers and manage complications.
- Time to connect with colleagues at the elegant Gala Reception and Dinner, informal Welcome Reception and exciting Silent Auction.
- Events just for residents and young dermatologic surgeons, including the Annual YDS Dinner, a Resident Luncheon and Networking Reception and daily hospitality suite.
- A new ASDS Member App featuring all the Annual Meeting had to offer – from educational program information and evaluations to exhibitor lists and hotel floor plans.
- More than 120 exhibitors displaying the latest products and developments in dermatologic surgery.
- Three plenary sessions offering 50 complimentary ABD-MOC Self-assessment credits.



R. Rox Anderson, MD, (right) receives an award from 2012-13 ASDS President Timothy C. Flynn, MD, after presenting the Leadership in Innovation Lecture.

BY THE NUMBERS...

37,663

Screen views of ASDS Member App with Annual Meeting features

\$92,000

Funding awarded through CERG program

1,114

ASDS Annual Meeting attendees

EDUCATIONAL EXCHANGE

Some of the most effective learning occurs when skills and experiences are shared among experts and rising dermatologic surgeons. The enhanced clinical expertise, practice management knowledge and leadership skills benefits both mentors and mentees.



Harold Brody, MD, (right) visited four residency programs in 2013 as part of the Visiting Professor Program.

Finishing its second year, the Visiting Professor Program enhances the educational experience of dermatology residents at no cost to the residency program. Thirteen leaders in dermatologic surgery visited 15 programs in 2013, reaching 190 residents with lectures on chemical peels, silicone, liposuction, surgical skills and tumescent local anesthesia.

The exclusive ASDS Preceptorship Program – where graduating residents and fellows spend a week visiting the practice of an established dermatologic surgeon – continues to promote excellence and foster the highest standards of patient care. A total of 62 preceptees were approved in 2013 to visit any of 187 participating preceptors, providing unparalleled opportunities for one-on-one learning.

ASDS offers learning across the globe through two outreach efforts established through the Lawrence Field, MD, International Dermatologic Surgery Educational Exchange Fund.

- In the International Traveling Mentoring Program, 129 approved mentors and hosts from more than two dozen countries offer teaching and learning opportunities.
- In the International Preceptorship Program, one international dermatologic surgeon each year is selected to visit a preceptor in the United States to learn techniques and procedures not available in his or her country of origin. The 2013 recipient is Katrina Abat, MD, from the Philippines, who visited Ronald Shelton, MD.

Two other ASDS resources provide education connections. DermSurg Fellowship Finder is a web-based comprehensive database of all Mohs, procedural, cosmetic and laser surgical fellowships in the United States. The Partners in Professional Development program matches young dermatologic surgeons with ASDS members willing to share advice with those trying to establish new practices.

PROCEDURAL COURSES

Across the country, ASDS offers hands-on training and live patient demonstrations in procedural courses featuring limited class sizes to allow for personalized instruction for all skill levels. Esteemed experts explore the latest treatment options, tips and procedure

techniques – presenting the best practices, real-world examples and applications from their own experience.

Because of the surge in popularity of cosmetic treatment options, ASDS in 2013 debuted Total Body Contouring and Rejuvenation in Beverly Hills, Calif. Attendees learned the latest advancements in cosmetic body rejuvenation such as non-invasive fat removal, skin tightening and resurfacing, and leg vein treatments.

Popular recurring courses – Mastery of Lasers and Energy-based Procedures for Optimal Patient Outcomes (New York) and The Art and Science of Soft-tissue Fillers and Neuromodulators (New York and San Francisco) – offered invaluable hands-on instruction for improving skills and patient outcomes.

SELF-DIRECTED LEARNING

From online tools to subscriptions to educational products and DVDs, ASDS is committed to providing self-directed learning resources to fit everyone's learning style and scheduling needs.



Exclusively devoted to cosmetic and reconstructive cutaneous surgery, the *Dermatologic Surgery* journal publishes the most comprehensive and up-to-date information in the field. This monthly scientific publication includes peer-reviewed original articles, case reports, ongoing features, literature reviews and correspondence. The journal – mailed at no charge to members – also is available for download on the Quest digital knowledge network.

Two new three-part podcast series are available online and on Quest. The first focuses on CPT coding; the second on patient safety. Each can be downloaded for learning on-the-go.

Other self-directed learning opportunities include:

- A five-part Better Surgical Education video series, taught by ASDS experts, covering facial aging, fillers and flaps.
- A five-part ASDS Dermatologic Surgery Fundamentals series, which covers the key principles of the specialty.
- ASDS Live Learning Center, offering 24/7 access to ASDS Annual Meeting presentations.
- A variety of DVDs, podcasts and publications available at discounted member pricing.

RESEARCH

Supporting its mission to foster, support, develop and encourage investigative knowledge in dermatologic surgery, ASDS provides members with the tools and assistance they need to achieve the highest standards in clinical practice and patient care.

Throughout 2013, work continued on the development of non-melanoma consensus guidelines, with publication pending in the *Dermatologic Surgery* journal. Work is under way on guidelines for sclerotherapy and photodynamic therapy.

Uniting education and innovation in dermatologic surgery, seven grants totaling \$72,000 were awarded in 2013 through the Cutting Edge Research Grant program. These research projects either advance the practice of dermatologic surgery, stimulate the invention of new technologies or document the outstanding and high volume of work of dermatologic surgeons.

ACCME REACCREDITATION

Important work began in 2013 that will culminate in 2014 to achieve reaccreditation from the Accreditation Council for Continuing Medical Education (ACCME). To maintain its status as an ACCME-accredited CME provider, ASDS produced a self-study report and 15 Performance-in-practice files of selected activities. The next phase in 2014 is an in-depth accreditation interview.

ASDSA Advocacy

*Raising our collective voice.
Enhancing our political relevance.
Developing ongoing relationships.*

The key to successfully moving forward the ASDSA advocacy agenda is to speak in a unified, harmonious voice and become a trusted resource of credible solutions to policymakers.

In 2013, this voice was heard – at state capitols and medical boards, Capitol Hill and the American Medical Association – through direct lobbying, social media and events designed to provide valuable face time between ASDSA members and the people who represent them in government.

ASDSA works with a variety of national and state specialty societies, state medical associations, the American Medical Association and patient advocacy groups to amplify its voice in the policymaking arena. ASDSA volunteers are critical to these efforts:

- State Advocacy Network for Dermatologic Surgery (SANDS), a network of “go-to” advocates in each state.
- Work Groups that focus on policy priorities, grassroots advocacy and regulatory affairs.
- Liaisons to the American Medical Association and health care boards and coalitions.
- Members who testify on behalf of ASDSA at hearings, write and call their elected officials, act as eyes and ears in their states and provide guidance on how policies would impact the specialty and patients.



“Elected officials need to hear from the voters they represent. The ASDSA Action Center makes this as easy as a few clicks of a mouse.”

Terrence A. Cronin, Jr., MD
Chair, Grassroots Advocacy Work Group

ADVOCACY OUTREACH

ASDSA member representatives criss-crossed the country to testify or offer guidance and support to other associations as well as state dermatological societies and state medical boards in Maine, Maryland, Nebraska, Nevada, New York and Ohio. In addition, ASDSA staff was on hand to present or discuss issues at the American Association of Medical Society Executives and the Physicians Aesthetic Coalition as well as at state meetings in Kentucky, New York and Ohio.

At the ASDS Annual Meeting in Chicago, Illinois State Sen. Ira Silverstein and Chicago Alderman Debra Silverstein explained their interest in the indoor tanning issue and offered tips and tricks for influencing elected officials at the municipal and state levels.



Anthony M. Rossi, MD (left), and Darrell S. Rigel, MD, testify in favor of indoor tanning rules at a New York City Department of Health hearing.

AMERICAN MEDICAL ASSOCIATION REPRESENTATION

The ASDSA Delegation to the American Medical Association travels twice each year to the House of Delegates meeting to debate medical issues and discuss and debate proposed new policies. These policies fall within every aspect of the practice

of medicine – from training and reimbursement to scope of practice and standards of care, from ethical guidelines to pending national health care policy.

In addition, ASDSA has representation on two bodies that are critically important to reimbursement. The RVS Update Committee (RUC) – in conjunction with the Current Procedural Terminology (CPT)

Editorial Panel – has created a process where specialty societies can develop relative value recommendations for new and revised codes.

SOCIAL MEDIA

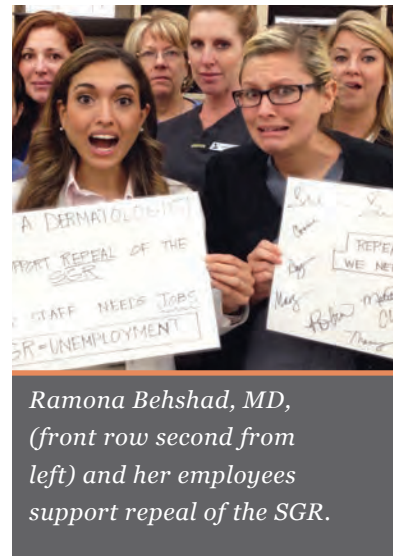
Knowing social media can be a powerful tool in the world of politics, ASDSA focused on a variety of efforts to engage members in the world of Facebook, Twitter, YouTube and other platforms.

In a move to encourage members to put a face to Medicare physician payment cuts, ASDSA launched a “repeal the SGR” social media campaign. A simple request asking members to share photos holding a sign supporting a fix in the flawed Medicare physician payment formula went viral. To learn how to use social media to influence elected officials, ASDSA hosted a live webinar (now available online) featuring the Public Affairs Council’s Social Media Practice Manager.

A new ASDSA YouTube channel ([youtube.com/ASDSADermSurgery](https://www.youtube.com/ASDSADermSurgery)) provides video advocacy alerts to inspire members and their patients to participate in the political process.



ASDSA Delegates to the American Medical Association in front of the Fix Medicare Now booth. From left: William L. Waller, III, MD; Nita Kohli, MD, MPH; Jessica J. Krant, MD, MPH; Chad L. Prather, MD; and Anthony M. Rossi, MD.



Ramona Behshad, MD, (front row second from left) and her employees support repeal of the SGR.

BY THE NUMBERS...

22

States (and District of Columbia) in which legislative or regulatory successes were achieved

299

Bills tracked in 2013

800+

Member emails sent to elected officials using the ASDSA Action Center

LEGISLATIVE AND REGULATORY VICTORIES

ASDSA had a hand in influencing legislation and regulations in favor of the dermatologic surgery specialty across the country.

Scope of Practice

ASDSA supports public policy that ensures medical procedures are performed by appropriately trained and supervised practitioners acting within their scope of practice.

Defeated

- **Alabama:** Bill to include the use of lasers in acupuncture practice definition.
- **California:** Bill for nurse practitioners to gain independence practice rights.
- **Illinois:** Bill to allow nurses to prescribe.
- **Louisiana:** Bill to allow optometrists to perform ophthalmic surgery, including laser procedures.
- **Maryland:** Bill to allow naturopaths to perform "minor office procedures."
- **Michigan:** Bill to expand scope of practice for naturopaths.
- **Minnesota:** Bill to weaken requirements for laser medical procedures (carried over to 2014).
- **Mississippi:** Bill to expand nurses' scope of practice.
- **Missouri:** Bill to expand the practice of Advance Practice Registered Nurses.
- **New York:** Bills to expand scopes of practice for dentists and podiatrists (both carried over to 2014).
- **Rhode Island:** Bill to allow naturopaths to prescribe.

Amended

- **Colorado:** Bill changed to prohibit alternative health care practitioners from using medical lasers and provision removed to expand naturopaths' scope of practice.
- **North Carolina:** Provisions removed to weaken laser hair removal training and supervision requirements for electrologists and others.

Office-based Surgery

ASDSA continues to support fair public policy regarding office-based surgery that encourages quality assurance measures and mandatory reporting of adverse incidents. ASDSA combats economic credentialing and actively opposes actions that result in restraint of trade for dermatologic surgeons.

Defeated

- **California:** Bill to exempt hospital-affiliated outpatient settings from legal requirements currently imposed on non-hospital-affiliated ambulatory surgical centers.

Amended

- **Maryland:** Provisions deleted in bills to remove an exemption for mandatory accreditation for minor procedures and liposuction removing less than 1,000 cc of total aspirate.
- **Oregon:** Cumbersome and unfair requirements removed from regulations.

Cosmetic Medical Procedures Taxes

ASDSA, along with national and state strategically aligned organizations, opposes any effort to impose a tax on cosmetic medical procedures and products.

Defeated

- **Maine:** Bill to levy a tax on “elective cosmetic services.”
- **Minnesota:** Two bills to impose taxes on cosmetic medical procedures.

Truth in Advertising

ASDSA supports the implementation of simple, concise and uncomplicated regulations and enforcement against fraudulent advertising, including closing loopholes that allow phony “medical-like” individuals to mislead consumers.

Defeated

- **Arizona:** Bill to allow nearly anyone to claim to be “board certified.”

Passed

- **Nevada:** Bill to require any physician claiming board certification to state full name of board, which must be a legitimate credential entity.

Indoor Tanning

In the interest of skin cancer prevention, ASDSA supports public policy efforts to educate the public about the dangers of indoor tanning and supports indoor tanning bans for minors.

Passed

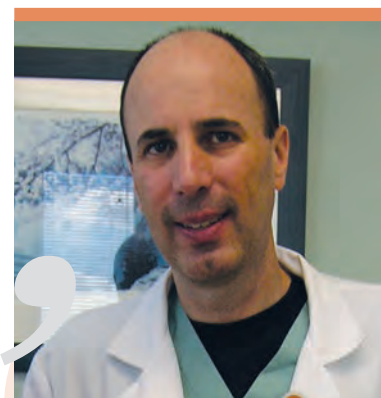
- **Connecticut:** Under-17 indoor tanning ban.
- **District of Columbia:** Under-14 indoor tanning ban; 14-15 must have parents in person; 14-17 requires in-person parental consent.
- **Illinois:** Under-18 indoor tanning ban.
- **Nevada:** Under-18 indoor tanning ban.
- **New Jersey:** Under-17 indoor tanning ban; 17-18 requires in-person parental consent.
- **New York:** NYC Board of Health rules requiring clearer warning labels about indoor tanning and routine inspections of tanning facilities.
- **Oregon:** Under-18 indoor tanning ban.
- **Texas:** Under-18 indoor tanning ban.
- **West Virginia:** Under-14 indoor tanning ban; ages 14-17 requires parental consent.



Advocates pose with Illinois Gov. Pat Quinn (holding sign at left) as he signs into law a bill to ban minors under the age of 18 from tanning indoors.

“ASDSA positions are based on member input, scientific data and a careful analysis of where we will have the greatest impact.”

Lawrence J. Green, MD
Chair, ASDSA Policy Priorities Work Group



“

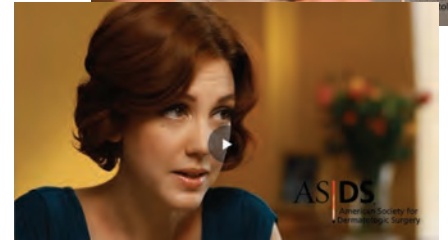
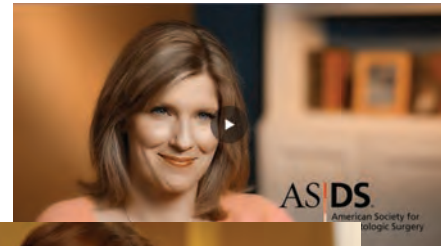
The launch of the branding campaign is an exciting moment in our Society’s history. Never have we taken the message of our expertise and scope of practice to the consumers in such a targeted and cost-effective manner.

”



ASDS Branding *Launching a national campaign to benefit the specialty*

Acknowledging the competitive and ever-changing landscape for both medically necessary and cosmetic skin procedures, ASDS leadership knew the time was right to develop and launch a national branding campaign. Indeed, the future of the specialty could depend upon public awareness that ASDS members are the experts in both the health and beauty of the skin.



The ASDS Board of Directors – following the encouragement and leadership of the Branding and PR Work Group and its Chair Mitchel P. Goldman, MD – decided to devote the necessary resources to create a comprehensive approach focusing on digital media and the development of toolkits for members and referring physicians.

Three campaign designs were developed following more than a year of research and planning. Consumer focus groups and member polling made one the definitive choice because of its simple, yet effective, message: “From aging skin to skin cancer, choose an ASDS dermatologist.” The versatile design and headlines featuring member expertise were incorporated into a range of digital advertising, print materials and practice displays.

Mitchel P. Goldman, MD
2012-13 ASDS President-Elect
2012-13 Chair, Branding and PR Work Group

fluence

BY THE NUMBERS...

2 million

Monthly Google AdWords impressions

1.2 million

Monthly remarketing ad impressions

2000%

Increase in number of monthly visitors to "Find a Dermatologist" web pages

With an ad strategy and Member Marketing Toolkits developed, the ambitious multi-faceted initiative launched in June 2013. The early decision to focus on digital opportunities and member engagement helped propel the campaign to success in just a few short months, with metrics continuing to show an increased preference for ASDS members with key audiences.

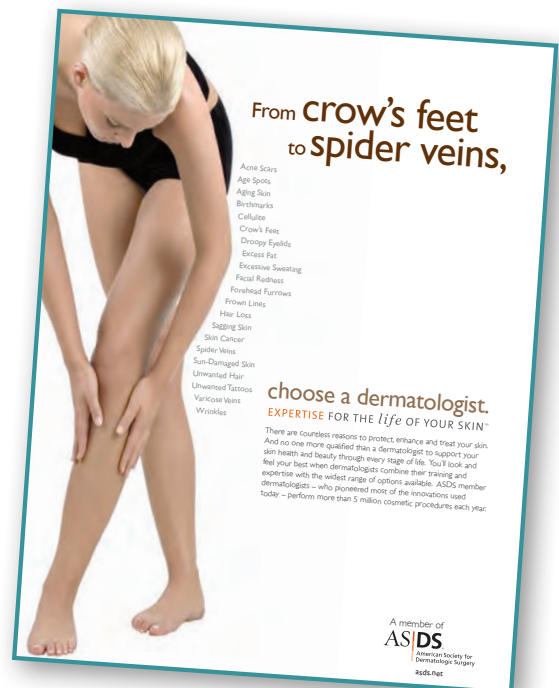
All online ad click-throughs bring consumers to landing pages featuring one of three new campaign videos and an enhanced referral service to "Find an ASDS Dermatologist in Your Area" with new procedure search options and physician offices pinned on geocoded maps.

Member Marketing Toolkits – putting the campaign directly into the hands of members – featured table-top signs, patient newsletters, guidebooks and a resource-filled USB drive. To encourage member use of the materials, most items are available for free download or can be customized through an online ordering site.

With the Referring Physicians Toolkit – the final piece of the 2013 campaign development – mailed to members late in the year, ASDS members have

the opportunity to connect with nearby referral sources by offering them a DVD focusing on skin cancer and what to do if they find a suspicious lesion as well as patient education materials on the facts about skin cancer and the realities about cosmetic procedures.

As the campaign continues in 2014, more consumers will learn that no one is more qualified than an ASDS dermatologist to support skin health and beauty through every stage of life.



multi·fluence

ASDS Impact Factors

*Promoting expertise.
Creating connections.
Raising awareness.*

While academic journals measure their impact factor through citations to published articles to determine their relative importance within a field, ASDS measure its “impact factors” in three ways – how it...

- Promotes the expertise of its members.
- Creates connections between members and the public.
- Raises awareness about issues relevant to the specialty.

Based on those three measurements, 2013 was a banner year for the Society and the dermatologic surgery specialty. Skin cancer programs – including Choose Skin Health, Sun Safe Soccer and Sun Safe Surfing – continue to raise awareness of sun safety and the importance of early detection. Increased public relations efforts resulted in millions of web impressions. The new Public Resources *asds.net* pages and the DermNext initiative connect consumers with dermatology information. An enhanced referral service and new consumer-facing blog offers members a chance to directly connect with prospective patients. And new videos – both the winners of the Pioneers of Healthy Skin contest and others produced by the Media Relations Work Group – tell the story of the specialty.



“Promoting the expertise of our members through the media and creating connections with the public will continue to be a top priority for our Society.”

Timothy C. Flynn, MD
2012-13 ASDS President



CHOOSE SKIN HEALTH

ASDS members volunteer to provide free skin cancer screenings and make a difference in their communities through this partnership with Neutrogena. The program has been successful at saving lives as 1 in 10 people are diagnosed with skin cancer during the screenings and early detection is a key to fighting the disease. Public service announcements in national publications such as Allure, Cosmopolitan, Glamour, GQ, Vogue and more feature celebrities Hayden Penettiere, Jennifer Garner, Gabrielle Union and Sandra Echeverria. The PSAs not only advertise Choose Skin Health but promote the importance of staying out of tanning beds and wearing sunscreen. Patients attending the screenings are provided with brochures on how to stay safe in the sun and identify suspicious lesions as well as sunscreen samples.

PUBLIC AND MEDIA RELATIONS

With an expanded focus on telling the Society's success stories, media outreach in 2013 grew exponentially. News and feature stories – on Visiting Professors,

Future Leaders Network projects, sun safety, the consumer and procedures surveys, Annual Meeting, the new cosmetic fellowship accreditation program and more – were posted online and picked up by hundreds of print, radio and TV news outlets as well as trade magazines, resulting in millions of web impressions across the U.S. and in more than a dozen countries. Outreach efforts resulted in on-air interviews – including National Public Radio's "It's Your Health" program – and in-depth news and features stories in trade publications.

DERMNEXT

This new initiative pairs aspiring writers with Elle magazine editors and ASDS mentors in a year-long program to produce dermatology-focused copy published on *elle.com* that is both engaging and informative. Mona Gohara, MD, led the initiative proposal with an understanding of the importance of creating dynamic communication with consumers about skin health and beauty.



BY THE NUMBERS...

79 million

Web impressions for single cosmetic survey press release

932,000

Annual page views on ASDS website

12,584

Free screenings provided to date through Choose Skin Health

ENHANCED REFERRAL SERVICE

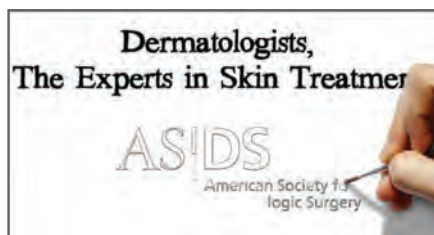
Improvements to the “Find a dermatologic surgeon in your area” web pages now permit prospective patients to filter search results based on any of 45 treatment option categories offered by ASDS members. Results include links to member websites in addition to practice information and maps highlighting nearby member offices.

PIONEERS OF HEALTHY SKIN



This annual contest seeking video entries that promote the expertise of dermatologic surgeons produced two winners with the 2013 theme

of “Who’s the Expert?” The 60-second spots – “Dermatologists, Experts in Treating Your Skin” and “I Wouldn’t Trust Anyone but a Dermatologic Surgeon” – focus on why ASDS members are the best choice for a wide variety of procedures. The videos are featured on the ASDS website, in social media and are available for member use.



SUN SAFE SOCCER AND SUN SAFE SURFING

These Future Leaders Network projects now are national programs to raise awareness about sun safe behaviors that can help reduce the risk of skin cancer. In Sun Safe Soccer, coaches encourage their players to apply sunscreen before putting on shinguards and to seek shade before and after the game. In Sun Safe Surfing, participants are taught the importance of wearing sun-protective clothing and applying waterproof sunscreen.



Sun Safe Surfing founder Jordan Slutsky, MD, wears a hooded UPF 50+ sun-protective rash guard to protect his skin while surfing.



BLOG

ASDS members share their knowledge about skin cancer and cosmetic procedures on the new Skin Experts blog (*blog.asds.net*) developed as part of the branding campaign. With topics ranging from tattoo removal to non-invasive cosmetic options, consumers are turning to the blog for information and advice. Member contributors also benefit from the enhanced web presence, increasing SEO and traffic to their websites.

PUBLIC RESOURCES WEB PAGES

Thanks to the Patient Education Work Group, consumers are finding all-new comprehensive information about skin conditions and treatments on the newly redesigned ASDS website. Topics include questions to ask your doctor, possible risks, how to prepare for a procedure and what to expect afterward.

VIDEOS

Two new educational videos – produced by the Media Relations Work Group and distributed to members in the marketing toolkit – explain the basics of skin cancer and answer the question of “What is dermatologic surgery?” in an engaging visual format. In addition,



three new videos showcased on the branding campaign landing pages feature personal stories that tell consumers why they will look and feel their best when ASDS members combine their training and



expertise with the widest range of options available.

“While the written word effectively communicates information, these new educational and campaign videos tell our story in a personal, captivating manner.”



Kimberly J. Butterwick, MD
2012-13 Chair, Media Relations Work Group
Chair, 2014 Annual Meeting Work Group

fluences

ASDS Membership

Embracing innovation.

Inspiring excellence.

Leading the way.

As the premier specialty group representing dermatologists performing all procedures – cosmetic, reconstructive and Mohs – ASDS members are known as the experts in treating skin and soft tissue with surgical and non-surgical methods. ASDS membership provides a multitude of benefits:

- Training on the latest techniques at the ASDS Annual Meeting and hands-on procedural courses.
- ASDSA representation on legislative and regulatory issues affecting the specialty.
- Connections with consumers through the branding campaign, public education programs and media relations.
- Camaraderie and peer collaboration of more than 5,800 ASDS members for information and advice.
- Complimentary subscriptions to *Dermatologic Surgery* – the top-ranked subspecialty journal – and *Currents*, the bimonthly member magazine.



Bishr Al Dabagh, MD (left) – a member of the Residents Exchange – networks with his peers during a Resident Luncheon at the ASDS Annual Meeting.

In 2013, numerous programs focusing on membership recruitment and retention – and others exclusively for residents – were developed or enhanced.

Christian Baum, MD

2012-13 Chair, Young Dermatologic Surgeons Work Group

“

Through efforts aimed at young dermatologic surgeons and residents, we are sending the message that ASDS is key to their professional success.

”



BY THE NUMBERS...

266

Resident scholarships awarded for 2013 ASDS Annual Meeting

5,800+

Members providing camaraderie and peer collaboration

RECRUITMENT AND RETENTION

Numerous promotional efforts – including mailings, eblasts, faxes, advertisements and personal outreach – yielded a 2013 retention rate of core members on par with previous years. These same efforts also attracted many new members as well as reinstatements of former members.

The Young Dermatologic Surgeons (YDS) Work Group executed strategic initiatives designed to increase the value of membership to those out of residency seven years or less. At the ASDS Annual Meeting, these newer members (and residents) enjoyed new Core Curriculum courses and Boot Camp as well as networking events and a speaker match with senior faculty. A local YDS member also now accompanies Visiting Professors when they lecture at residency programs to explain the benefits of ASDS membership.

ASDS maintains its focus on providing benefits for residents. Besides continuing to offer free membership during residency, highlights for 2013 include:

- Growth in the Resident Liaison program, with 82 of the 150 residency programs having a second-year representative to help disseminate information on ASDS programs, competitions and courses.
- Increased funding allowed 266 residents to receive scholarships to attend the 2013 ASDS Annual Meeting, 66 more than the previous year.

- All residents now are sent an expanded print version of the *Currents* member magazine.
- First-year residents received the newly updated *ASDS Primer in Dermatologic Surgery – A Study Companion*.
- All U.S. second-year residents were mailed a new ASDS Dermatologic Wound Closure Kit – containing sutures, instruments, SimSkin and illustrated flash cards.
- Third-year residents were sent an ASDS Resource Kit – containing a practice management book, educational DVD and other materials.



All second-year residents received the new *Dermatology Wound Closure Training Kit*.

NEW AND EXPANDED BENEFITS

ASDS added more reasons in 2013 to join the Society. Chief among them were the national branding campaign, Quest digital knowledge network and enhanced referral service as well as new courses and podcasts. In addition, an ASDS Member App for Apple and Android devices now offers on-the-go information especially focused on the Annual Meeting. The Society also developed and distributed a more robust Standard Patient Photographic Consent Form for member use. New Beauty magazine also became a new partner, while Aesyntix continued to expand its money-saving offerings.

“

There is a wide spectrum of treatment options available to help restore and maintain the health and vitality of our skin and its underlying tissues that many patients are not even aware of until they walk into our offices.



ASDS Procedures Survey *Showing extensive training and experience*

Dermatologic surgeons continue to be the physicians of choice for patients seeking treatment for skin cancer as well as cosmetic procedures, according to the ASDS Survey on Dermatologic Procedures.

In the annual survey of practicing members, findings show that ASDS members performed nearly 8 million medically necessary and cosmetic procedures in the United States in 2012 (a nearly 7 percent increase over 2011), showcasing their extensive training and experience.

The results illustrate how dermatologic surgeons continue to be chosen by patients for their unique training and wide-ranging experience to treat not only the health of the skin but also its function and beauty through medically necessary as well as cosmetic procedures.

As the incidence of skin cancer continues to rise, dermatologic surgeons have been able to demonstrate their commitment to skin cancer awareness and prevention as well as their expertise in diagnosis and treatment. Of the skin cancer treatments performed by ASDS members in 2012, nearly 130,000 were for melanoma – an 18 percent increase over 2011.

ASDS members also performed more than 205,000 phototherapy procedures to treat pre-cancerous cells (actinic keratosis) as well as sun damage, acne and rosacea.

Susan H. Weinkle, MD
Chair, Procedures Survey Work Group

fluence

BY THE NUMBERS...

2.69 million

Skin cancer treatments

1.68 million

Laser/light procedures

1.49 million

Wrinkle-relaxing injections

More than **915,000**

Soft-tissue filler treatments

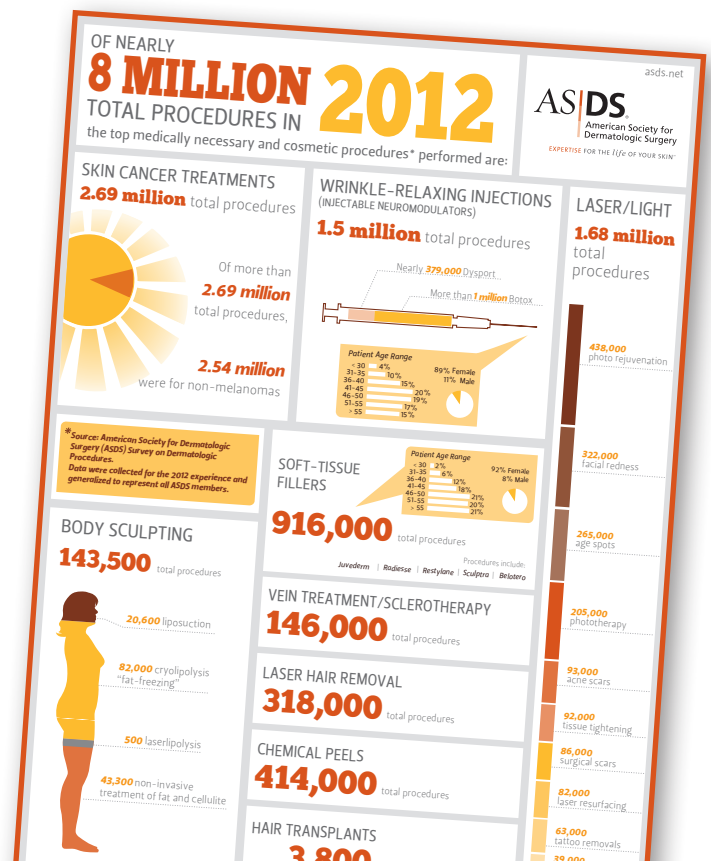
Photorejuvenation, a low-cost skin treatment utilizing intense pulsed light (IPL) or other thermal or chemical methods to treat some skin conditions and remove wrinkles, was the most common laser/light procedure, with ASDS members performing more than 438,000 in 2012 – a 76.5 percent increase over 2011, representing the largest single jump among procedures performed.

Laser/light procedures continue to increase in popularity because they are cutting-edge, non-invasive treatments used by dermatologic surgeons to remove diseased tissues or treat bleeding blood vessels as well as for cosmetic purposes such as removing wrinkles, sunspots, tattoos or birthmarks.

Of the nearly 144,000 body sculpting procedures performed by ASDS members in 2012, cryolipolysis (otherwise known as “fat-freezing”) was the most common, representing 57.2 percent of all body sculpting procedures and a 49 percent increase over 2011.

The survey effort – overseen by the Procedures Survey Work Group and led by Chair Susan H. Weinkle, MD – produces an annual snapshot as well as trend data for public relations efforts.

With the annual survey showing increases in both skin cancer treatments as well as cosmetic procedures, this means more patients are choosing ASDS members for their unique training and experience to treat the health, function and beauty of skin through both cosmetic and medically necessary procedures.



ASDS

Cosmetic Survey

Learning what consumers think

“

The results show that not only is consumer demand high for cosmetic treatments but also that the public is seeking out the advice of skin experts when considering such procedures.”



Three in 10 adults are considering a cosmetic skin procedure, with dermatologists named as the greatest influence in their decision. These results and more from the first-ever ASDS Consumer Survey on Cosmetic Dermatologic Procedures offer a glimpse into the thinking of average Americans and show the influence of dermatologic surgeons in cosmetic surgery.

The blind online survey – a result of the Consumer Survey Work Group led by its Chair Thomas E. Rohrer, MD – asked more than 6,300 U.S. citizens in March 2013 for their opinions on cosmetic skin treatments in general and ratings for 10 specific procedures, from wrinkle-relaxing injections and body sculpting to laser hair removal.

The results show that not only is consumer demand high for cosmetic treatments, but also that the public is seeking out the advice of skin experts when considering such a procedure. Dermatologists exhibit a greater influence on decisions to have cosmetic procedures than friends, physician referral or 11 other choices.

Consumers also said the specialty in which a physician is board certified is the most important factor when contemplating a cosmetic treatment – more important than cost, physician referral or eight other choices. As a result, more patients are choosing dermatologic surgeons because board certification tells them that the doctor is highly trained and most qualified to care for their skin health and beauty needs.

Thomas E. Rohrer, MD
Chair, Consumer Survey Work Group

fluence

BY THE NUMBERS...

9 of 10 categories

Dermatologists named physician of choice

The top three cosmetic concerns (excess weight, wrinkles around the eyes and skin texture) basically mirror the procedures most often being considered: ultrasound, laser, light and radiofrequency treatments for wrinkles; laser and light treatments to reduce facial redness, improve skin tone or improve scars; and body sculpting.

Consumers gave the highest overall satisfaction rates to cosmetic procedures that are performed by dermatologists more often than by other practitioners – such as neuromodulators treatments (92 percent) and soft-tissue filler treatments (92 percent).

The first-ever survey shows today's consumers are seeking treatments – many spearheaded by dermatologic surgeons – to address a variety of cosmetic concerns. Many ASDS members are involved in the clinical studies that bring popular treatments to revitalize skin and fill and diminish wrinkles to the forefront. Their work has helped create and enhance many of the devices that remove blemishes, hair and fat, and tighten skin.

9 of 10 categories

Dermatologic surgeons named dermatologist of choice

Armed with these survey findings, ASDS is expanding its public relations efforts to drive home the message that its members have the unique training and experience to recognize the special needs of the skin through various life stages.



techno.fluence

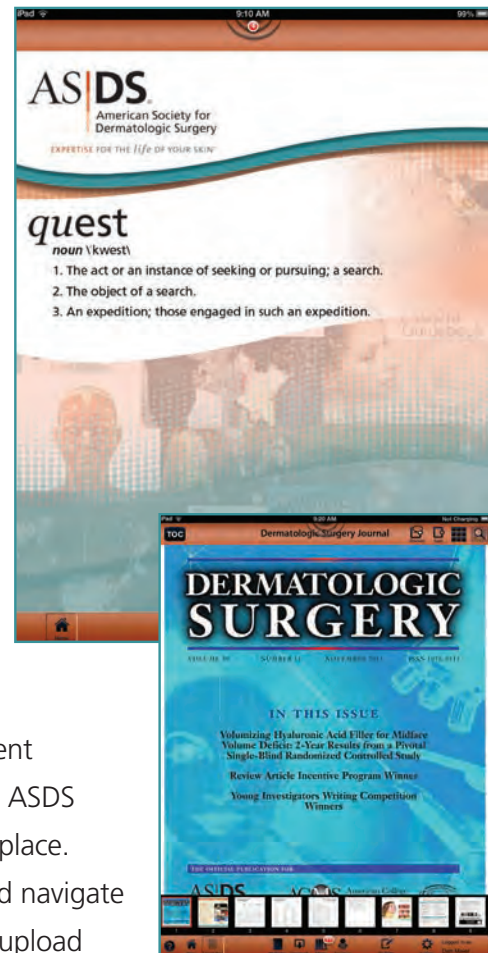
ASDS Quest Digital Knowledge Network

*Bringing education
to a new age*

Taking another leading role as the premier educational resource in dermatologic surgery, the Society launched the Quest digital knowledge network in the fourth quarter of 2013. This iPad app and web-based application allows ASDS members to access and organize the knowledge, expertise and educational resources of the ASDS dermatologic surgery community – and take it with them wherever they go.

Offered free to ASDS members and resident members, Quest puts all the resources an ASDS member needs in one easy-to-customize place. Members can rapidly find information and navigate through comprehensive ASDS resources, upload and manage their own personal library and share files and information. ASDS subscriptions and new resources automatically update to users' online library and download in seconds so they can be accessed offline. And with cloud syncing, the personal library, notes and binders will instantly update between iPad and web versions.

William P. Coleman III, MD
Editor-in-Chief, *Dermatologic Surgery* journal



“
*With members
being able to start
discussion threads
and add audio or
video to journal
articles on Quest,
this is going to
change the way we
learn and connect
us as a community
as never before.*



BY THE NUMBERS...

1,000+

Annotations made on documents and videos in 2 months

310,000+

Pages posted of *Dermatologic Surgery* journal

Unlimited

Learning and networking potential

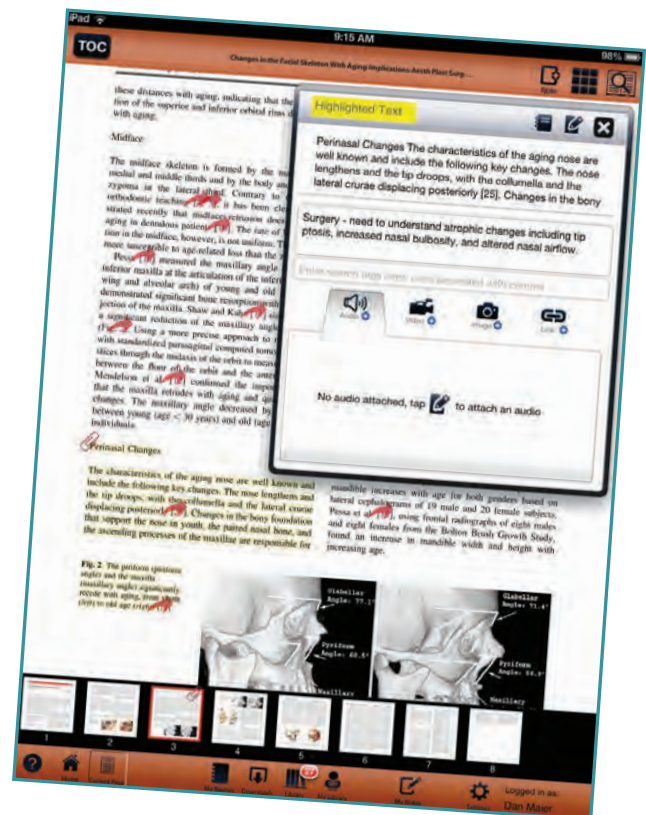
At one's fingertips are more than 15 years of *Dermatologic Surgery* journals as well as a variety of practice resources and other learning opportunities such as clinical education tools and videos, *Currents* magazines and Annual Meeting materials. This information – continuously updated with the latest versions – can be organized by bookmarking or adding notes and uploading content and then saving everything in personal reference binders.

A popular networking feature allows Quest users to initiate discussions or collaborate with others in a secure central location. Discussion groups can be set up to present thoughts, ask questions, discuss conundrums, share pearls and learn together. Users can browse ongoing discussions or initiate new threads from any part of the Quest library. Members also can add multimedia attachments to discussions, follow specific Quest users or discussion threads, and save threads to personal binders for later review.

The My Library feature provides the ability to upload personal PDF documents and publications to Quest. This allows ASDS members to bring together reference materials from earlier in their career, other specialty areas, and patient- or procedure-specific materials

from practice and personal experience. These resources can be viewed, searched, annotated and organized as any other content.

In addition, ASDS members can earn up to 20 Category 1 CME Credits annually when searching the *Dermatologic Surgery* journal and specific bookshelves in the Quest library through a paid subscription to CME Search.



ASDS Supporters *Building a strong Society*

It's a fact: Strong partnerships build a strong Society. ASDS believes in the development of partner relationships and strives to identify and create customized opportunities for all levels of supporters.

While contributions aid ASDS programs and services, partners also benefit by reaching leaders in the field as well as the premier specialty group trained to treat skin and soft tissue for both medically necessary and cosmetic concerns. In addition, ASDS members help by pledging contributions to the Dermatology Advancement Fund (DSAF) – with the Stegman Circle as the most prestigious giving level – to support targeted initiatives.

In all for 2013, supporters provided more than \$1.6 million in contributions – the highest ever annual total. Because of these strong partnerships, the Society will continue to enhance its work to advance the field of dermatologic surgery.

INDUSTRY PARTNER LEVELS

From Platinum to Pewter and five partner levels in between, ASDS recognizes its corporate support based on annual cumulative totals. For the first time ever, three companies in 2013 achieved the top Platinum Partner level – with support totals each of \$250,000 and above. These include:

- Allergan and Allergan Foundation
- Medicis, a division of Valeant
- Merz North America

Jean Carruthers, MD, FRCSC, FRCS
Chair, Development and Industry Relations Work Group

“
The value of our partners is truly remarkable; they help the Society in so many ways.”



BY THE NUMBERS...

3
Platinum Partners

30
Industry Advisory
Council seats

Over \$1.6 million
2013 contributions
from corporate supporters

DERMASURGERY ADVANCEMENT FUND

Through DSAF, members provide additional support in any amount to aid the Society's goals and mission to be the leaders in the field of dermatologic surgery and advocates for patient safety and education. Gifts can be designated as "unrestricted" or be directed to one of three initiatives: targeted research, patient education or public awareness for the specialty. To join the top-level Stegman Circle, members pledge \$25,000 over five years or industry donates \$125,000 over five years. In 2013, five members became new Stegman Circle members.

INDUSTRY ADVISORY COUNCIL

The Industry Advisory Council provides a dynamic forum for industry representatives and ASDS leaders to establish rewarding partnerships supporting the dermatologic surgery profession, associated technologies and treatment modalities. The 30 members of the 2013 IAC gained unprecedented access to the best minds in the dermatologic surgery profession and partnered on important endeavors and innovative projects to enhance the specialty.

EXHIBITORS AND ADVERTISERS

ASDS offers exhibitor and advertising opportunities that help gain greater visibility in the profession, extend outreach efforts beyond current scopes

and broaden the valuable benefits from connecting with the right experts in dermatologic surgery. At the ASDS Annual Meeting and procedural courses, exhibitors gain access to high-profile members from around the globe. In addition, a variety of targeted print and online advertising opportunities are available to promote products and services to dermatologic surgeons.

The ASDS Board of Directors is pleased to recognize the 2013 contributors to
The Dermatology Advancement Fund.

ASDS
American Society for
Dermatologic Surgery

SUSTAINING STEGMAN CIRCLE MEMBERS

\$50,000 - \$69,999
Gifts of more than original \$25,000 pledge

Murad Alam, MD*

\$30,000 - \$49,999
Gifts of more than original \$25,000 pledge

Alastair Carruthers, FRCP*
Jean Carruthers, MD*
Timothy Flynn, MD*
Roy G. Geronemus, MD*
Hiroshi Ikemoto, MD*
Vic A. Narurkar, MD*
Elizabeth Tanzi, MD*

\$26,000 - \$29,999
Gifts of more than original \$25,000 pledge

Tina S. Alster, MD*
Harold J. Brody, MD*
Kimberly J. Butterwick, MD*
Sue Ellen Cox, MD*
Lisa M. Donofrio, MD*
Jeffrey S. Dover, MD, FRCP*
Mitchel P. Goldman, MD*

Karyn L. Grossman, MD*
George J. Hruza, MD*
Carolyn I. Jacob, MD*
David A. Laub, MD*
Naomi Lawrence, MD*
Mary P. Lupo, MD*
Stephen Mandy, MD*

Seth L. Matarasso, MD*
Elizabeth I. McBurney, MD*
Gary D. Monheit, MD*
Mark S. Nestor, MD*
Neil S. Sadick, MD*
Susan H. Weinkle, MD*
Robert A. Weiss, MD*
Patricia S. Wexler, MD*

STEGMAN CIRCLE MEMBERS
Gifts of \$25,000 over 5 years

Murad Alam, MD*
Tina S. Alster, MD*
Rex A. Almontette, MD*
David E. Bank, MD*
Steve Basta
Leslie Baumann, MD*
Richard G. Bennett, MD*
Leonard J. Bernstein, MD*
Diane Berson, MD*
Jeffrey H. Binstock, MD*
Harold J. Brody, MD*
Forrest C. Brown, MD*
Vivian Bucay, MD*
Thomas A. Bundy, MD*
Cheryl M. Burgess, MD*
Kimberly J. Butterwick, MD*
Alastair Carruthers, FRCP*
Jean Carruthers, MD*
Henry Hin Lee Chan, MD*
Sunee Chulkuri, MD*
Brett M. Coltrin, MD*
William P. Coleman, III, MD

Sue Ellen Cox, MD*
Doris J. Day, MD*
Amy Dieck, MD*
Lisa M. Donofrio, MD*
Jeffrey S. Dover, MD, FRCP*
Jeanine B. Downie, MD*
Sabrina Fabi, MD*
Patricia Farris, MD*
Rebecca Fitzgerald, MD*
Timothy Flynn, MD*
Paul J. Frank, MD*
Paul M. Friedman, MD*
Louis R. Frislin
Henry Gasiorowski, MD & Michele Gasiorowski, MD*
Hayes B. Gladstone, MD*
Dee Anna Gasser, MD*
David J. Goldberg, MD, JD*
Leonard Goldberg, MD*
Michael P. Goldman, MD*
Roy C. Grekin, MD*
Pearl E. Grims, MD*
Karyn L. Grossman, MD*
Douglas G. Hamilton, MD*

Sabrina Frislin
Tiffani K. Hamilton, MD*
C. William Hanke, MD*
Christopher B. Harman, MD*
William L. Helmer, II, MD*
Ranella Hirsch, MD*
George J. Hruza, MD*
Shannon Humphrey, MD*
Hiroshi Ikemoto, MD*
Carolyn I. Jacob, MD*
Derek H. Jones, MD*
Andrew J. Kaufman, MD*
Arielle N.B. Kaurar, MD*
Suzanne L. Kilmer, MD*
Jeffrey A. Klein, MD, MPH*
David A. Laub, MD*
Naomi Lawrence, MD*
Ken K. Lee, MD

Mary P. Lupo, MD*
Stephen H. Mandy, MD*
Kavita Marwaha, MD*
Elen S. Marmur, MD*
Joseph M. Massessa, MD*
Seth L. Matarasso, MD*
Elizabeth I. McBurney, MD*
Gary D. Monheit, MD*
Rhoda S. Nassis, MD*
Vic A. Narurkar, MD*
Mark S. Nestor, MD, PhD*
Thomas G. Olsen, MD*
David S. Orentlich, MD*
Melanie Palm, MD, MBA*
William T. Parsons, MD*
Laurie J. Polis, MD*
Dorrell S. Rigel, MD*
Thomas E. Rittig, MD*
Adam M. Rollnick, MD*
Neil S. Sadick, MD*
Howard D. Sobel, MD*
Hema Suntharam, MD*
Neil A. Swanson, MD*
Elizabeth Tanzi, MD*
Abel Torres, MD

Jennifer T. Trent, MD*
Heidi A. Watford, MD*
Susan H. Weinkle, MD*
Margaret A. Weiss, MD*
Robert A. Weiss, MD*
Kathleen M. Welsh, MD*
Patricia S. Wexler, MD*
John A. Zitelli, MD

STEGMAN CIRCLE CORPORATE
Gifts of \$125,000 over 5 years

Allergan*
Dermik Aesthetics*
Galderma Laboratories*
Lumenis, Inc.
Medicus Aesthetics*
Mentor Corporation
Merz Aesthetics*
Merz Pharmaceuticals, LLC
Obagi Medical Products
Sielaf, a GSK Company

BENEFACTOR
Gifts of \$1,000 - \$5,000

Katherine J. Duerdath, CAE
John B. Korman, MD
Kachiu C. Lee, MD
Yoon-Soo Bae-Harboe, MD
Rebecca Ting, MD

SPONSOR
Gifts of \$500 - \$999

Alexander S. Gross, MD

ADVOCATE
Gifts of \$200 - \$499

Timothy Anders, MD
Vinson B. Geria, MD
Karyn L. Grossman, MD
David J. Leffell, MD
Kendall A. Morrison, MD
Haksem Sam, MD

FRIEND
Gifts up to \$200

Emily M. Atman, MD
Imran Amir, MD
Jay Applebaum, MD
Barbara S. Bragg, MD
William Clinton Brunner, MD
Rodolfo Chirinos, MD
Elvira Chiriacescu, MD
Alfred D. Hammaritz, MD
Lorrie J. Klein, MD
Francille M. MacFarland, MD
Gangaram Ragi, MD
Vidya S. Rajpara, MD
Bertrand Rodrigue, MD

Bertrand Rodrigue, MD
Robin Sapon, MD
Cyburn E. Soden, Jr, MD, MA
Cyburn E. Soden, Sr, MD
Monika Srivastava, MD
John Strasswimmer, MD
Visselav Torokovic-Carlin, MD
Whitney D. Tope, MD
Molly A. Warner, MD, MBA
Hil M. Weitzbuch, MD
Allan S. Wirtzer, MD
Michael J. Yablonsky, MD
Bruce Younger, MD

The Dermatology Advancement Fund

ASDS/ASDSA

Finances

Watching the bottom line

The financial health of ASDS and ASDSA continues to be strong. While 2013 revenue and expenses will not be finalized until after an official financial audit in April 2014, operating revenues are projected to be \$6.0 million and operating expenses are projected to be \$5.6 million. Increased support from corporate sponsors and the first dues increase since 2008 opened opportunities to initiate and grow new programs to add value for the membership and fuel growth of the Society's overall financial position. Since 2008, the operating Reserve Fund has almost doubled – increasing over \$2 million to a projection of more than \$4.5 million at the end of 2013.

From 2008 to 2013, trends show a slight increase for the major revenue streams:

- **Dues** – Income has steadily increased through that timeframe because of high retention and steady membership growth and, more recently, the 2013 dues increase.
- **Meeting registrations and exhibits** – Income in these areas is expected to increase 15 percent over 2012.
- **Sponsorships** – Support reached an all-time high of more than \$1.6 million in 2013.
- **Journal** – Although journal royalties have remained steady, 2013 saw a substantial signing bonus from the new publisher.

Abel Torres, MD, JD
ASDS Treasurer and Finance Committee Chair

“
The financial strength and stability of ASDS has allowed it to grow its programs, products and services to improve the member experience.



*BY THE NUMBERS...

23%

Increase in operating revenue from 2012

5%

Increase in net assets from 2012

25%

Increase in Annual Meeting revenue from 2012

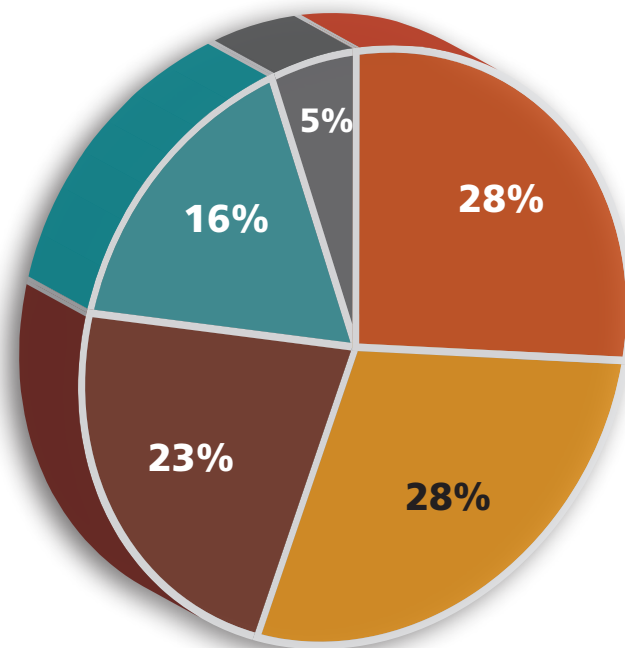
**Based on estimates*

Total projected operating expenses for 2013 increased 21 percent from the previous year, due mainly to the branding campaign launched in 2013 and a 16 percent increase in costs in education areas including the ASDS Annual Meeting in Chicago, the Visiting Professor Program and the addition of the Cosmetic Dermatologic Surgery Fellowship Accreditation Program.

Expenses incurred for 2013 by the Dermatology Advancement Fund are projected to be significantly higher due to the national branding campaign.

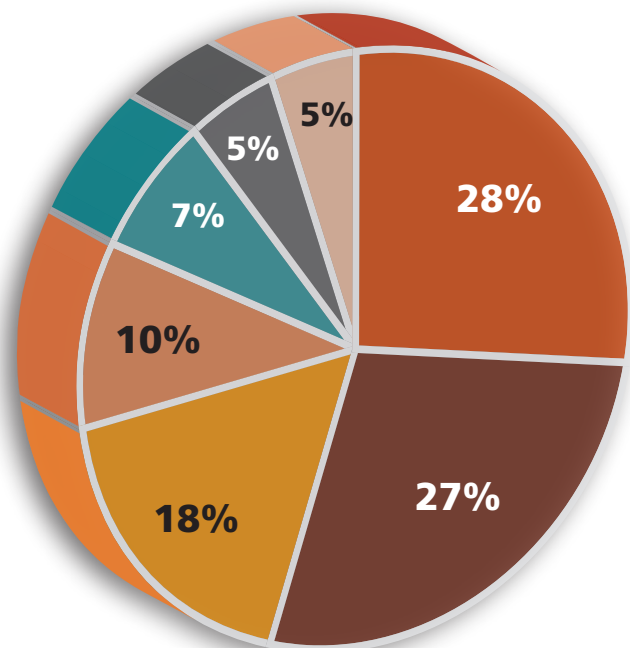
REVENUES

- Dues
- Corporate/DSAF Support
- Education and Meetings
- Journal
- Advertising, Product Sales, Other



EXPENSES

- Governance/Administration/Future Leaders Network
- Education
- PR/Communications/Marketing
- ASDSA
- Journal
- Fundraising/Industry Advisory Council
- Member Recruitment/Retention



super.fluence

ASDS & ASDSA Awards

Honoring those who make a difference

It could be said that “it takes a village” to make a successful Society. Committed member volunteers and interested constituents generate ideas, serve as resources and execute visions. In 2013, ASDS honored the following individuals and organizations:

SERVICE AWARDS

Samuel J. Stegman, MD, Award for Distinguished Service:

Roy G. Geronemus, MD

President’s Awards: Brett M. Coldiron, MD; William P. Coleman III, MD; Mona A. Gohara, MD

Outstanding Service Award: Christian L. Baum, MD

Excellence in Education Awards: Gary Lask, MD; Mary P. Lupo, MD

Choose Skin Health: Top Overall Screener – Alan R. Gilbert, MD.

Top Regional Screeners – Kristen Baird, MD; Andrew Jaffe, MD, FAAD; Adam Mamelak, MD; Marlene Mash, MD; Yardy Tse, MD; Sandra Vause, MD

RESEARCH AWARDS

Cutting Edge Research Grants: Jeremy A. Brauer, MD;

Daniel P. Friedmann, MD; Jennifer Gordon, MD; Arisa E. Ortiz, MD;

Vishal A. Patel, MD; Amanda Raymond, MD; Razieh Soltani-Arabshahi, MD

Review Article Incentive Program: Charlene Lam, MD

Young Investigators Writing Competition: Yoon-Soo Bae Harboe, MD; John Korman, MD; Kachiu Lee, MD

George J. Hruza, MD

2012-13 ASDS Vice President
and Research Work Group Chair

“
The clinical trials and studies conducted by Cutting Edge Research Grant recipients can change the future of dermatologic surgery.”





Roy Geronemus, MD, was presented the prestigious Samuel J. Stegman, MD, Award for Distinguished Service at the ASDS Annual Meeting Gala by 2012 Stegman Award winner Rhoda Narins, MD.



*President's Award winner
William Coleman III, MD*



*President's Award winner
Brett Coldiron, MD*



*Outstanding Service Award
winner Christian Baum, MD*



*President's Award winner
Mona Gohara, MD*

ASDSA AWARDS

State Dermatological Society Patient Safety Hero:

Utah Dermatology Society

Physician Patient Safety Hero: Alexander S. Gross, MD

State Legislative Patient Safety Hero: New York State

Sen. Joseph A. Griffo

Hero Awards: Chicago Alderman Debra Silverstein;

Illinois State Sen. Ira Silverstein

Ignite Grants: Georgia Society of Dermatology and Dermatologic Surgery; New York State Society of Dermatology and Dermatologic Surgery; Minnesota Dermatological Society

VIDEO CONTEST

Pioneers of Healthy Skin: Consuelo V. David, MD; H.L. Greenberg, MD

Looking ahead *Promising an exciting future*

With a landmark year in the rearview mirror, ASDS looks to 2014 as a year of planning, expansions and changes. Only through careful preparation and thoughtful growth can the Society continue to deliver the results that help its members succeed today and into the future.

STRATEGIC PLANNING

With 2013 marking the end of a five-year ASDS strategic plan, the Society will be working to develop a new plan to serve as a guide for the next three years. A Strategic Planning Task Force – led by Alastair Carruthers, FRCPC – will direct the process of developing a strategy map/goals, key performance questions/metrics and, ultimately, strategic initiatives and the overall plan.

NEW JOURNAL PUBLISHER

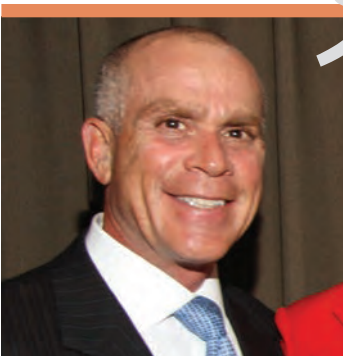
The premier *Dermatologic Surgery* journal will be published beginning in the spring by Lippincott Williams & Wilkins – an excellent move for the Society as Lippincott is part of Wolters Kluwer Health, which publishes more than 280 journals and controls the Ovid Total Access Collection. Lippincott will implement a variety of digital strategies, proactively manage the journal’s impact factor and explore the international market.

BRANDING CAMPAIGN

The branding campaign focus in 2014 includes expansion of targeted digital AdWords and remarketing efforts, adding six new campaign videos with corresponding ads and landing pages, and concentrating on social media – including adding more ASDS bloggers. Member engagement with the campaign will be encouraged.

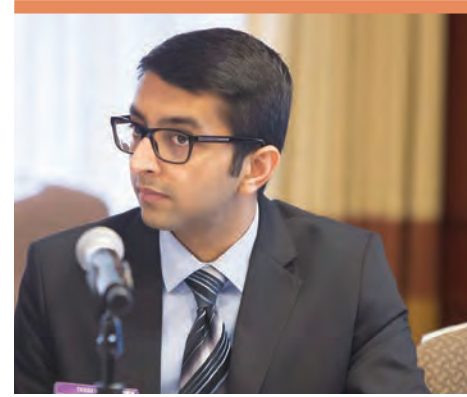
Mitchel P. Goldman, MD
2013-14 ASDS President

“
As always, ASDS continues to be on the forefront of issues affecting the specialty. That tradition will continue in 2014.



“With the rapidly changing health care landscape, residents need to be prepared to enter the workforce with the tools necessary to become powerful physician leaders and advocates for dermatologic surgery.”

Nishit Patel, MD
2013-15 Resident Representative



CIRCLE OF EXCELLENCE

Through a new web-based Learning Management System, ASDS members will be able to participate in a Circle of Excellence program – a core curriculum of members-only content based around specific areas of knowledge in dermatologic surgery, beginning with fillers. From their home or office, members will earn credits through learning activities and pass a self-assessment as the final step toward achieving the Excellence designation.

ADVOCACY

ASDSA volunteers will focus in 2014 on building and strengthening partnerships to amplify their voice in the political arena. This will include relationship-building with state dermatology societies, state medical associations, national specialty societies, state medical boards and patient advocacy groups. New tools will be developed to make it easier for members to communicate with their elected officials – all tied to raising a collective voice on behalf of the specialty and patients.

RESIDENT ADVOCACY

As a result of his board candidacy platform, Resident Representative Nishit Patel, MD, will lead a new work group that will focus on ways to involve residents in advocacy, including legislative and regulatory issues.

RESEARCH

Board-directed research – “Who are the Innovators? An Analysis of the Published Literature for Cutaneous Surgical and Cosmetic Procedures” – will be published in 2014. This analysis of published studies on cutaneous surgical and cosmetic procedures performed by a variety of specialties will evaluate the contribution made by each specialty.

MEDIA EVENT

To increase media awareness of the Society that in turn increases public awareness, a new Media Event Task Force comprised of members and industry representatives is working to launch a media event tied to the release of the results from the second annual ASDS Consumer Survey on Cosmetic Dermatologic Procedures.

2013 Annual Report

American Society for Dermatologic Surgery



2013-14 ASDS/ASDSA Board of Directors

First row (from left): Executive Director Katherine J. Duerdoth, CAE; Secretary Murad Alam, MD; President-Elect George J. Hruza, MD; President Mitchel P. Goldman, MD; Immediate Past President Timothy C. Flynn, MD; Vice President Naomi Lawrence, MD; Cheryl M. Burgess, MD; and Treasurer Abel Torres, MD, JD.

Second row: Resident Representative Nishit S. Patel, MD; Marc D. Brown, MD; Resident Representative H. William Higgins, II, MD, MBE; Historian/Parliamentarian Alastair Carruthers, FRCPC; Adam M. Rotunda, MD; Ken K. Lee, MD; Diane S. Berson, MD; Dermatologic Surgery journal Editor-in-Chief William P. Coleman, III, MD; and Leonard H. Goldberg, MD, FRCP. Not pictured: Mathew M. Avram, MD, JD; Jonathan L. Cook, MD; and Vic A. Narurkar, MD.

flu *fluence*
measuring concentrated energies

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