

EXPERTISE FOR THE *life* OF YOUR SKIN™

fluence

measuring concentrated energies



Quest
ASDS Digital Knowledge Network

ASDS based app: Visit Quest-Network.org or download "ASDS Quest" in the App store.

Most people in the U.S. take a Vitamin D supplement during daily life. **NOT** from food.

People who first use a tanning bed before age **35** increase their risk for melanoma by **75%**. **10 minutes** spent in a tanning bed may equal **10 minutes** of sun exposure.

Skin Cancer
Skin Cancer

Half of all adults report at least one sunburn in the past **12 months**.

Melanoma
Melanoma is the most common but the **most DEADLY** skin cancer, accounting for only **4%** of all skin cancer cases but **80%** of skin cancer **DEATHS**. Melanoma is the most common form of cancer for young people **25-29 years old**, the **second most common** for young people **15-29 years old**. **ONE PERSON DIES OF MELANOMA EVERY 10 MINUTES**.

Patient Safety
Truth in Medical Advertising

99% of practitioners performing their cosmetic medical procedure are not board certified.

13% of practitioners performing their cosmetic medical procedure are board certified.

2014 Annual Report

American Society for Dermatologic Surgery
American Society for Dermatologic Surgery Association



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, MBA; 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.

Meet the ASDS/ASDSA Staff

Katherine Duerdoth, CAE
Executive Director

Debra Kennedy, CAE
Associate Executive Director

Tara Azzano
Director of Development
and Industry Relations

William Brady, CPA
Director of Finance

Kristin Hellquist, CAE
Director of Federal Advocacy
and Practice Support

Jolene Kremer
Director of PR, Communications
and Marketing

Kim Santaniello
Director of Education,
Meetings and Research

Lisle Thielbar
Director of State
and Grassroots Advocacy

Beth Bales
Communications Manager

Dana Brown
Trade Show and Ad Sales Specialist

Tracy Colin
Advocacy Specialist

Vanessa Grazian
Education Programs Manager

Hana Herron
Education Specialist

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

Tamika Walton
Executive Assistant

Janine Wisniewski
Meetings and Programs Assistant

fluence

fluence



It is time once again to measure our directed energies, or *Fluence*. With 44 years of accomplishments serving as our foundation, the American Society for Dermatologic Surgery devoted time and effort in 2014 to not only expand our successful initiatives but also to plan ahead for our next five years.

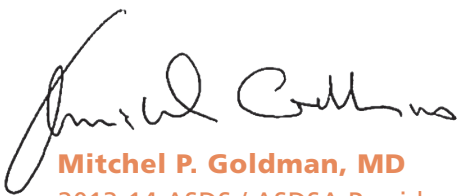
We look back with pride on the achievements of the past year in several integral areas: advocacy, education, *Quest*, branding and media relations. Look inside these pages for a recap of these important programs and more.

With our current five-year strategic plan coming to end, we knew it was the perfect time to gather key thought leaders several times throughout the year to discuss our future and decide on a path to help us reach our new vision: ASDS dermatologists will be universally acknowledged as the leading experts in helping patients achieve optimal skin health and beauty through their mastery of surgical, medical and cosmetic treatments.

For the first time, we also developed a unique vision for the American Society for Dermatologic Surgery Association: ASDSA will advance the practice of dermatologic surgery by advocating for members and patients.

With corresponding mission statements, values, goals and strategic priorities, we have a roadmap in place to achieve even greater successes. What an exciting journey it will be!

We know with certainty that our voice continues to grow stronger, as does our ability to make a difference for the specialty.



Mitchel P. Goldman, MD
2013-14 ASDS / ASDSA President

The new visions and missions for ASDS and ASDSA will guide us for years to come.

ASDS Leadership Initiatives

Planning the path for the future

ASDS continues to excel as the proven leader in the field of dermatologic surgery – from providing a unified voice on advocacy issues and unparalleled education to a national branding campaign, annual consumer surveys 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 2014, the Society expanded its leadership role through several new and expanded initiatives.

STRATEGIC PLAN

Recognizing the Society strives to be excellent at a few things rather than mediocre at many, a Strategic Planning Task Force worked throughout 2014 to develop a plan for the next five years. With the Society's current strategic plan nearing its end, it was the perfect time to gather key thought leaders several times through the year to review the past, discuss the future and decide on a path to help reach a new vision: ASDS dermatologists will be universally acknowledged as the leading experts in helping patients achieve optimal skin health and beauty through their mastery of surgical, medical and cosmetic treatments.

Acknowledging the continued successes of state advocacy efforts and a new increased focus on federal advocacy, the Task Force felt it was time to develop for ASDSA its own unique vision: ASDSA will advance the practice of dermatologic surgery by advocating for members and patients.

With new vision and mission statements crafted, the natural choices for core values emerged: people, leadership, integrity and engagement. Goals, strategic priorities and key performance measures were developed next. Staff and work groups will be creating tactical plans early in 2015. The planning document will guide ASDS and ASDSA to achieve continued success in the next five years and beyond.

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



Our fellowship accreditation program raises cosmetic dermatologic surgery to the next level.

The Future Leaders Network helps prepare our young members to become the next generation of leaders in dermatologic surgery.

Alastair Carruthers, FRCPC
Chair, Leadership Development Work Group



FELLOWSHIP PROGRAM



Judging by its numbers, the new ASDS Cosmetic Dermatologic Surgery Fellowship Accreditation Program had an exceptional first full year: five programs approved; five program directors named; seven Fellows graduated; five new program applications received.

However, numbers only tell part of the success story behind this ambitious program, which leads the way to advance educational excellence by offering comprehensive post-residency training in cosmetic dermatologic surgery. This in-depth, specialized training comes at a time when not only is consumer demand for cosmetic procedures on the rise, but also while residency programs are struggling to provide the resources necessary to effectively address the cosmetic aspects of dermatology practice.

The accreditation program formalizes the training process and provides a valuable credential to graduates. Accredited programs and their program directors in the first year include:

- Goldman, Butterwick, Fitzpatrick, Groff & Fabi – Mitchel P. Goldman, MD
- Massachusetts General Hospital Laser and Cosmetic Center – Mathew M. Avram, MD, JD
- Northwestern Medical Faculty Foundation Department of Dermatology – Murad Alam, MD
- SkinCare Physicians – Jeffrey S. Dover, MD
- Maryland Laser, Skin and Vein Institute – Robert A. Weiss, MD

Added as accredited programs in the fall 2014 after a comprehensive review and site visit process were:

- Cosmetic Dermatologic Surgery – Suzan Obagi, MD
- Hollywood Dermatology and Cosmetic Surgery Specialists – Eduardo T. Weiss, MD
- Laser & Skin Surgery Center of Northern California – Suzanne L. Kilmer, MD

FUTURE LEADERS NETWORK



In its fifth 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 at the ASDS Annual Meeting. Projects completed in 2014 include:

- Stylists Against Skin Cancer. Mentee Ramona Behshad, MD. Mentor Vince Bertucci, MD, FRCPC.
- Dermatologic Surgery Fundamentals Series: Core Curriculum in Dermatologic Surgery (five new lectures). Mentee Mariah R. Brown, MD. Mentor Adam M. Rotunda, MD.
- The Guy's Guide to Skin Health Video: Sun Safety for Men. Mentee Terrence Keaney, MD. Mentor Stephen H. Mandy, MD.
- ASDS ResQ on Quest. Mentee Keith G. LeBlanc Jr., MD. Mentor Kavita Mariwalla, MD.
- Physician Extenders: Are we Overextended? Mentee Anthony M. Rossi, MD. Mentor Lynn A. Drake, MD.
- Dermatologic Surgery Fundamental Series – Core Curriculum in Dermatologic Surgery (five new lectures). Mentee Allison Sutton, MD. Mentor Elizabeth I. McBurney, MD.

DASIL

ASDS will help enhance worldwide education in dermatologic surgery through a new collaborative agreement with DASIL – the Dermatologic and Aesthetic Surgery International League. Under the ASDS-DASIL partnership, the two will work together on two ASDS international mentoring programs. In addition, DASIL became a co-sponsoring organization of the *Dermatologic Surgery* journal.



ASDS Education and Research

Providing foundations for growth, success

Education continues to be 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 provides 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 and preceptees visit practices for one-on-one mentorships and learning.
- 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 2014 achievements:

- Development of “consensus documents” on dermatologic surgery topics.
- Awarding of \$81,000 through the Cutting Edge Research Grant program.
- Acceptance of a record number of abstracts for the Annual Meeting.

ASDS ANNUAL MEETING

The 2014 ASDS Annual Meeting in San Diego featured the most significant research and latest techniques in cosmetic, general, reconstructive and Mohs procedures, all presented by expert dermatologic surgeons in settings designed to foster idea generation and collaboration. With 1,014 attendees, the 3½-day Annual Meeting included more than 250 faculty members giving approximately 580 presentations during 90 hours of educational programming.



The ASDS Annual Meeting provides an incredible opportunity to learn the latest techniques, experience new technologies and gather up pearls everyone can put into practice.



Kimberly J. Butterwick, MD
Chair, 2014 Annual Meeting Work Group

fluence

Among highlights of the San Diego meeting were:

- The Leadership in Innovation Lecture by Drs. Alastair and Jean Carruthers; the Annual Lawrence M. Field, MD, Honorary Lecture by Mihaela Leventer, MD, of Romania; and the keynote address by Kathy Ireland.
- Hands-on workshops and patient demonstrations focusing on tumor excision/wound repair as well as techniques for injectables, advanced suturing and veins.
- New offerings, including a panel on lasers, a Bring Your Own Pearls session, a three-part facial rejuvenation track, Cosmetic Complications Confessions and, two simulcast sessions on practice management.
- Game show-style learning competitions, including the ever-popular Iron Surgeon and the new Golden Scalpel Knowledge Bowl.
- Time to connect with colleagues at the elegant Gala at the San Diego Zoo, a 5K Charity Fun Run/Walk, informal Welcome Reception and exciting Silent Auction.
- Networking events just for residents and young dermatologic surgeons, including the Annual YDS Dinner, a Resident Luncheon and Networking Reception and daily hospitality suite.
- An ASDS Member App featuring all the Annual Meeting had to offer, from educational program information and evaluations to exhibitor lists and hotel floor plans.
- Displays from more than 125 exhibitors, showcasing the latest products and developments in dermatologic surgery.
- Fifty complimentary ABD-MOC Self-assessment credits.

EDUCATIONAL EXCHANGE

Both mentors and mentees benefit when experts and rising dermatologic surgeons share their skills and experiences in educational exchange formats.

Now completing its third year, the Visiting Professor Program enhances the educational experience of dermatology residents at no cost to the residency program. Fourteen leaders in dermatologic surgery offer their time to visit programs and provide lectures

on chemical peels, silicone, liposuction, surgical skills and tumescent local anesthesia.

The exclusive ASDS Preceptorship Program – where graduating residents, fellows and practicing members spend a week visiting the practice of an established dermatologic surgeon – promotes excellence and fosters the highest standards of patient care. A total of 52 preceptees received approval in 2014 to visit any one of 190 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, 142 approved mentors and hosts from 24 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 2014 recipient was Joshi Shambhu Dutta, MD, of Nepal, who visited Monica Halem, MD, in New York.



Oversized posters display all of the ASDS International Traveling Mentorship Program participants.



Mihaela Leventer, MD, of Romania presented the Annual Lawrence M. Field, MD, Honorary Lecture at the ASDS Annual Meeting.

BY THE NUMBERS...

1,014

ASDS Annual Meeting attendees

\$81,000

Funding awarded through CERG program

45,651

Screen views of ASDS Member App with Annual Meeting features

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 on establishing new practices.

PROCEDURAL COURSES

Across the country, ASDS offered hands-on training and live patient demonstrations in procedural courses that featured limited class sizes to allow for personalized instruction for all skill levels. Esteemed experts explored the latest treatment options, tips and procedure techniques, presenting the best practices, real-world examples and applications from their own experiences.

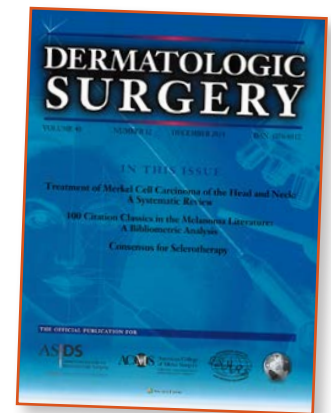
Because of the surge in popularity of cosmetic treatment options, ASDS again offered Total Body Contouring and Rejuvenation (Chicago). Attendees learned the latest advancements in cosmetic body rejuvenation such as non-invasive fat removal, skin tightening and resurfacing, and leg vein treatments.

Popular courses – Mastery of Lasers and Energy-based Procedures for Optimal Patient Outcomes (Boston) and The Art and Science of Soft-tissue Fillers and Neuromodulators (Dallas and Philadelphia) – offered invaluable hands-on instruction for improving skills and patient outcomes. The well-received State-of-the-Art Cosmetic and Reconstructive Anatomy Course and Cadaver Laboratory (Miami) returned this year in December.

SELF-DIRECTED LEARNING

From online tools to self-assessments, 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, reconstructive and oncologic 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.



The new web-based Circle of Excellence program launched in 2014, offering a designation in soft-tissue fillers for its first focus area. Through the program, members earn credits through learning activities and must pass a 49-question self-assessment test to attain the members-only Excellence designation that indicates mastery of a particular core area of knowledge in dermatologic surgery. As part of the self-assessment, 25 of the questions are approved for MOC Self-assessment credit by the American Board of Dermatology.

fluence

Other self-directed learning opportunities include:

- The Better Surgical Education video series, presented by ASDS experts and covering facial aging, fillers and flaps.
- The ASDS Dermatologic Surgery Fundamentals series, covering the principle techniques of the specialty.
- Three podcast series, on CPT coding, patient safety and pain management.
- The 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. New in 2014 is the Experts in Action: Fillers and Neuromodulators DVD.

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 2014, work continued on the development of consensus documents for non-melanoma skin cancers, photodynamic therapy, sclerotherapy, resource management in an academic dermatology practice, and storage and reuse of previously reconstituted botulinum toxin Type A. Publication in the *Dermatologic Surgery* journal is pending.

Uniting education and innovation in dermatologic surgery, eight grants totaling \$81,000 were awarded in 2014 through the Cutting Edge Research Grant program. These research projects advance the practice of dermatologic surgery, stimulate the invention of new technologies or document the outstanding and high volume of work of dermatologic surgeons. Two grants were awarded to those submitting Board-directed research topics.

With a record number of abstracts presented at the Annual Meeting, new abstract-focused sessions – Shark Tank and Innovative Studies and Case Reports – were added to the course lineup. In addition, another group of abstracts was accepted for publication only, and seven abstracts received top rating awards.

ACCME REACCREDITATION

ASDS was awarded Accreditation with Commendation for six years as part of a resurvey by the Accreditation Council for Continuing Medical Education (ACCME). The 15-month process included a comprehensive self-study report of the Society's continuing medical education program, development of 15 performance-in-practice files of selected activities and an accreditation interview. The reaccreditation process is a requirement for ASDS to maintain its status as an ACCME-accredited CME provider for physicians. To achieve the top Commendation level, ASDS had to comply with all 22 accreditation criteria, including seven top-level criteria covering engagement with the medical environment. Overall, about 21 percent of accredited CME providers achieve the top designation.



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 2014, this voice again was heard – at state capitols and medical boards, Capitol Hill and the American Medical Association – through direct lobbying, meetings 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.
- 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.
- Liaisons to the American Medical Association, health care organizations and coalitions.

Among other duties, ASDSA relies on its member representatives to these various organizations to watch for changes in the legislative landscape. Clifford W. Lober, MD – the ASDSA representative to the AADA’s Mohs Committee – met that responsibility by alerting members early on to issues surrounding the local coverage determination (LCD) from a Medicare administrative contractor for Florida and the Virgin Islands. The Florida Society of Dermatology and Dermatologic Surgery (FSDDS) believes many flaws exist in this LCD that will impair the ability of Medicare beneficiaries

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

ASDSA develops position statements that are compelling, relevant and scientifically based. These go far to influence lawmakers to support positions that are friendly to our patients, membership and specialty.



We must be vigilant on issues affecting the specialty so we can achieve meaningful results.

Clifford W. Lober, MD

ASDSA Representative to AADA's Mohs Committee



to obtain appropriate, reasonable and necessary medical care, including required indications for Mohs surgery. Dr. Lober has continued to work – along with assistance from ASDSA and other AADA Mohs Committee members – to repeal the flawed coverage policy that was implemented in October and keep it from becoming precedent-setting.



ASDSA Minnesota SANDS Representative and Minnesota Medical Association President Cindy Firkins Smith, MD, speaks to members of the Minnesota Medical Association at its "Day at the Capitol" in March.

At the federal level, ASDSA is now a society member of the Food & Drug Administration (FDA) Network of Experts. Members may be called upon to share their dermatologic surgical expertise with the FDA on devices commonly used by dermatologic surgeons. ASDSA also named its own panel of regulatory experts.

In a new initiative, the Residents Grassroots Advocacy Work Group has launched the new Resident SANDS program. The residents will join existing SANDS volunteers

who serve as representatives on advocacy issues for their respective states. These volunteers are on the front line of state issues – receiving information when a relevant regulation or bill is introduced, assisting with raising awareness of that issue with their state dermatology and medical societies as well as testifying in legislative and regulatory meetings as needed.

TOOLS FOR ADVOCATES

ASDSA expanded its member resources in 2014 by providing easy-to-read infographics on the issues of truth in advertising, indoor tanning and skin cancer for advocates to use during legislative advocacy efforts. The truth in advertising infographic – developed from the results of a Future Leaders Network study completed by Ashley A. Smith, MD, and Bruce A. Brod, MD – was used in advocacy efforts in New York and distributed by the American Medical Association to state medical associations and national specialty societies. The indoor tanning and skin cancer infographics were used at events across the country.

New position statements were adopted as issues arose:

- **Dermoscopy** – ASDSA supports the use of dermatoscopes as they may be helpful in identifying lesions suggestive of skin cancer but cautions that physicians receive specific training and that primary care physicians use them only for referral purposes.
- **Network adequacy** – ASDSA adopted its first position statement on network adequacy, and later revised and renamed it the position on "Protecting patients' access to care through adequate physician provider networks" to reflect the importance of patient access to qualified specialty and subspecialty care, namely dermatologic surgery. The position reflects the most current AMA policy and stresses that insurers should make changes to their physician networks before patients make coverage decisions during their open enrollment periods. It also states that provider directories should be updated by insurers in "real time." The statement affirms that "patients deserve care based on their unique, comprehensive and complex health needs, not based on insurance companies' simple economic rationales to exclude physician providers."
- **Storage and reuse of reconstituted injectable botulinum toxin type A** – ASDSA adopted a new position statement stating that when board-certified dermatologists and other U.S. physicians properly store and reuse reconstituted, single-vial botulinum toxin type A, it can be safe to use for at least four weeks and among multiple patients.

ADVOCACY OUTREACH

From Capitol Hill to states around the country, ASDSA advanced awareness of issues important to members through a variety of outreach efforts. Member representatives and/or staff were on hand to present or discuss issues at several AMA briefings and conference calls on practice and reimbursement issues, the Physician Consortium for Performance Improvement (PCPI) meeting, the interim AMA meeting and the Specialty Society Relative Value Scale (RVS) & Current Procedural Terminology (CPT) Editorial Committee meetings.

BY THE NUMBERS...

28

Legislative or regulatory successes were achieved

290

Bills tracked in 2014

1,580+

Member emails sent or phone calls made to elected officials using the ASDSA Action Center

On the national level, ASDSA:

- Joined representatives from other skin cancer organizations to participate in the Skin Cancer Prevention Health Fair at the Capitol Visitor Center in Washington, D.C. The groups raised awareness of skin cancer prevention and indoor tanning issues while offering skin cancer screenings to members of Congress.
- Supported relevant federal legislation, including network adequacy for Medicare Advantage participants.
- Participated in the AADA Legislative Fly-In and was invited to have a liaison role on the AADA's Council on Government Affairs, Health Policy and Practice (GAHPP) meetings and conference calls.
- Submitted formal comments to CMS on the 2015 Proposed Physician Fee Schedule, with a focus on the proposed changes to global codes affecting surgical follow-up care. ASDSA also collaborated with the surgical caucus to highlight issues in the final rule, including the loss of global codes beginning in 2016.
- Joined the Alliance for Specialty Medicine (ASM) and the National Council on Skin Cancer Prevention (NCSCP), with representatives George J. Hruza, MD, MBA, and Ian A. Maher, MD, respectively. ASM works to impact issues involving specialty care at the federal level. NCSCP is a trusted skin cancer prevention resource that serves as unifying voice for advocacy and awareness.

Around the country, ASDSA:

- Participated in the Medical Association of the State of New York State Advocacy Day, focusing on the ASDSA/NYSSDDS-sponsored truth in advertising bill.
- Issued state legislative candidate surveys in Florida, Georgia, Minnesota and New York in cooperation with dermatology groups in a pilot project to help members better understand how candidates align with the policy interests of dermatologic surgeons. Survey results were distributed in advance of the Nov. 4 election.

AMERICAN MEDICAL ASSOCIATION REPRESENTATION

The ASDSA Delegation to the American Medical Association dermatologic surgery represents ASDSA at the House of Delegates meeting, where issues and discussion important to the specialty result in AMA policy. AMA 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.

The ASDSA Delegation to the AMA House of Delegates is made up of Delegate Jessica J. Krant, MD, MPH; Alternate Delegate Chad L. Prather, MD; Young Physician Section Representatives Anthony M. Rossi, MD, and William L. Waller, III, MD; and Resident and Fellow Section Representative Nita Kohli, MD, MPH.

LEGISLATIVE AND REGULATORY VICTORIES

ASDSA had a hand in influencing legislation and regulations in favor of the dermatologic surgery specialty across the country in the areas of scope of practice, office-based surgery, truth in advertising, cosmetic medical procedure taxes, indoor tanning and dermatopathology.

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:** Proposal to levy tax on “elective cosmetic services.”
- **Minnesota:** Bill to impose a tax 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.

Passed

- **Utah:** Bill to require all licensed health care providers to disclose to patients their type of license and name.

Defeated

- **Arizona:** Bill to allow physicians to claim board certification in boards that have not been properly credentialed to require legitimate training and assessment.

Amended

- **Tennessee:** Bill affecting medical spas changed so disclosure of board certification of the spa’s medical director includes boards certified by the American Osteopathic Association and excludes the American Board of Physician Specialties.

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

- **Federal:** The U.S. Food and Drug Administration issued a requirement that indoor tanning devices carry a black box warning that states the devices must not be used by people under age 18. Sunlamps and UV lamps also were reclassified from low-risk to moderate-risk devices. Newly manufactured tanning devices must carry the warning label, and existing devices must include the label by late 2015.
- **Alabama:** Under-14 indoor tanning ban unless prescribed by physician; 15 must have in-person parental consent; 16-17 requires parental consent.
- **Delaware:** Under-18 indoor tanning ban.
- **District of Columbia:** Under-18 indoor tanning ban passed by Council and awaiting mayoral and Congressional approval.
- **Hawaii:** Under-18 indoor tanning ban.
- **Indiana:** Under-16 indoor tanning ban.
- **Louisiana:** Under-18 indoor tanning ban.
- **Minnesota:** Under-18 indoor tanning ban.
- **Missouri:** Under-17 requires written parental consent.
- **Nebraska:** Under-16 requires in-person parental consent.
- **Pennsylvania:** Under-17 ban; ages 17-18 requires written consent; new licensing and operating requirements.
- **Washington:** Under-18 tanning ban unless prescribed by a physician.

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.

Passed

- **Connecticut:** Bill with medical spa restrictions, including licensure requirements of practitioners and posting/advertising of levels of licensure and physician specialties.

Defeated

- **California:** Bills to expand the scope of practice of estheticians and optometrists.
- **Minnesota:** Bill that would have removed important protections for laser medical procedures.
- **New York:** Bill that would have allowed non-MD dentists to perform cosmetic surgery.
- **North Carolina:** Bill that would have weakened the training and supervision requirements for electrologists and other non-physicians performing laser hair removal.

Network Adequacy

ASDSA advocates for patients to be able to see dermatologic surgeons as needed and opposes any attempts by insurers to use economic rationales to exclude specialty care. ASDSA supports the updating of physician provider directories in “real time” and allowing patients to know which providers are included in their insurance coverage prior to making coverage decisions during open enrollment. In addition to state-by-state work on this issue, ASDSA has been active with the National Association of Insurance Commissioners’ model bill work groups where it is advocating for dermatologic surgery and appropriate specialty and subspecialty care for patients.

Passed

- **California:** Bill provides patient access to required insurance provider reports on networks.

Dermatopathology

ASDSA supports safeguards to preserve the ability of a physician to choose pathologists who will provide the best possible result for their patients.

Defeated

- **California:** Bill that would have eliminated the exception to the self-referral prohibition for pathology services.
- **Minnesota:** Bill would have added regulatory burdens to histotechnicians.

ASDS Branding

Continuing the national campaign to benefit the specialty

The branding campaign launched in mid-2013 continued strong in its second year, with a focus on digital and print advertising as well as production of six new videos. All helped to build public awareness of Society members as THE experts in skin health and beauty.

And the campaign is working. With close to 4 million web impressions from Google AdWords and a quarter-million remarketing ads generated in 2014, thousands of consumers interested in more information about cosmetic and skin cancer treatments clicked through to the ASDS website and typed in their location to “Find an ASDS member dermatologist” near them. Of those, close to half then clicked on a member’s profile to see contact and website information.



Understanding the importance and popularity of online videos, the Society developed six new ones to join the three that launched the campaign in 2013. Four of the vignette-style videos focus on scenarios that connect with consumers considering cosmetic procedures. In one, two women are “tired of looking tired.” In another, a mother tells her daughter that she doesn’t know who she sees in the mirror anymore – “me or your grandmother.”

Two focus on skin cancer. In one, a young woman is pleased with the outcome after having a skin cancer removed from her cheek. In the second, Long Island University Brooklyn women’s basketball coach Lisa Pace tells her personal story of battling 71 basal cell carcinomas and five melanomas with the help of ASDS member Arielle N.B. Kauvar, MD. Pace, 37, admits to being “addicted” to indoor tanning during college and wants to tell young people today to avoid tanning salons and to practice sun-safe behaviors.

Naomi Lawrence, MD
 2014-15 ASDS President-Elect
 2014-15 Chair, Branding and PR Work Group



The national branding campaign continues to do its job of attracting consumers to visit our website, learn about the variety of treatments we offer and ultimately find a dermatologic surgeon in their area.

BY THE NUMBERS...

4 million

Annual Google AdWords impressions

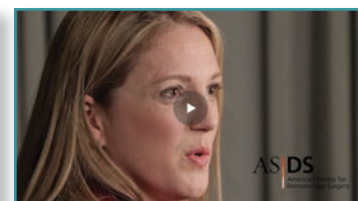
250,000

Annual remarketing ad impressions

9

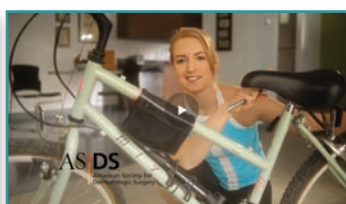
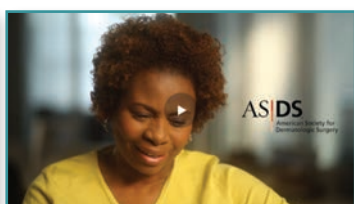
Branding campaign videos created for online ads and member use

The nine videos – all available for members to download and use on their websites – are featured on customized branding campaign landing pages tied to Google AdWords. In addition, the nine rotate on YouTube as digital video ads.



One national print opportunity arose in June when a 12-page Skin Health supplement was inserted in USA Today newspapers in major markets. Readers – estimated at 1.4 million – saw a full-page ASDS branding campaign ad on the back page and a Foreword written by the ASDS President.

After the Member Marketing Toolkit – containing the branding campaign’s tabletop signs, patient newsletters,



Consumer-facing ASDS Skin Experts social media accounts on Facebook, Twitter, YouTube, Pinterest, Vimeo and Google+ grew in popularity and now generate close to 200 referrals each month to the branding campaign website pages.

guidebooks and a resource-filled USB drive – was mailed to every member, the Society focused on the next important audience: referring physicians. A Referring Physicians Toolkit – sent to each member in early 2014 – included an educational DVD focusing on skin cancer as well as patient education trifolds on skin cancer and cosmetic procedures. Members were encouraged to order additional kits for nearby referring physicians or order customized trifolds for use in their own offices.

The ASDS Blog (blog.asds.net) includes posts written by members sharing their expert knowledge with consumers on a variety of topics.

Together, these multi-faceted and cost-effective methods are helping build consumer awareness and preference for ASDS members for both medically necessary and cosmetic skin procedures.

multi·fluence

ASDS Impact Factors

Promoting expertise.

Creating connections.

Raising awareness.

The overall ASDS “impact factor” – its relative importance within the field – continues to grow through:

- Promoting the expertise of its members.
- Creating connections between members and the public.
- Raising awareness about issues relevant to the specialty.

With the branding campaign doing its job in the digital world to promote member expertise, other Society programs and publications are attracting media attention and raising awareness of important issues.

MEDIA EVENT

The Media Event Task Force developed and launched a premier Skintelligence event in the fall. In front of 31 editors and writers from national beauty and health magazines in New York City, the five physicians and



Five ASDS members and two patients talk about the latest advances to beauty editors during the Skintelligence event.

two patients shared the latest innovations in cosmetic treatments and reminded the media of the importance of emphasizing to the public that skin cancer not only is preventable but also has high cure rates if caught early.

Among writers in attendance were those from Allure, Better Homes and Gardens, Brides, Cosmopolitan, Essence, Glamour, Good Housekeeping, Harper’s Bazaar, Health/All You, InStyle, MORE, New You, Self, Shape, Seventeen, Town & Country, Vogue and W Magazine.

Arielle N.B. Kauvar, MD

Chair, Media Relations Work Group

Journalists are finding our ASDS Experts Guide to be a valuable resource when writing stories about medically necessary and cosmetic dermatologic surgery procedures.





Lisa Pace (right) – a self-described tan-oholic – told her story of battling skin cancer during the Skintelligence media event. Arielle N.B. Kauvar, MD, (left) is Lisa Pace's dermatologic surgeon.

The physician presentations included:

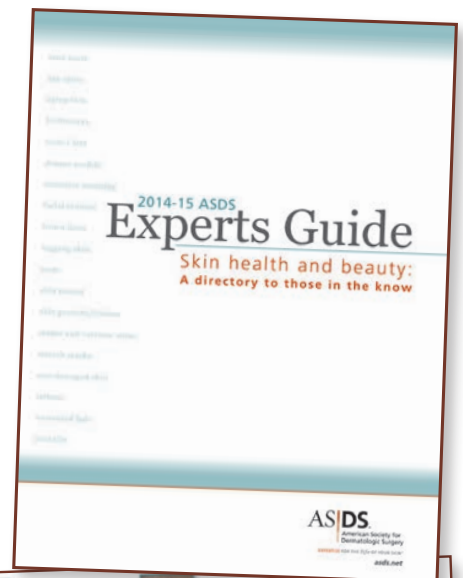
- “Who are the pioneers? A critical analysis of innovation and expertise in cutaneous non-invasive cosmetic procedures” by Omar A. Ibrahim, MD, PhD.
- “Advances in Treating Varicose and Spider Veins in Legs, Face, Hand and Chest” by Mitchel P. Goldman, MD.
- “Non-invasive Body Improvements: From Flab to Fab Without Surgery” by Elizabeth L. Tanzi, MD.
- “Male Aesthetics: A Growing Market” by Terrence Keane, MD.
- “Skin Cancer Update & Confessions of a Tan-oholic” by Arielle N.B. Kauvar, MD.

Dr. Keane was accompanied by a male patient who told his personal story of first having laser hair removal treatments and then deciding on neuromodulators. Dr. Kauvar shared the podium with her patient, Lisa Pace, who told of countless indoor tanning sessions during college and since having had 76 skin cancers.

Since the event, multiple publications and television stations have reached out to ASDS for stories. In addition, ASDS wrote press releases on each of the presentations and released them nationally.

EXPERTS GUIDE

To coincide with the Skintelligence media event, ASDS created and distributed the 2014-15 ASDS Experts Guide – a listing of more than 80 members and their contact information, areas of expertise and possible patient stories. The guide is intended to connect those who need to know with those in the know: ASDS member dermatologists. The printed guide was distributed to writers during the media event, mailed to select media representatives nationwide and posted on the ASDS website. Since its release, the guide has generated numerous media inquiries from national and regional writers looking to connect with experts on skin health and beauty.



We made a lasting impression on the top health and beauty editors at our media event when we discussed the latest advances in dermatologic surgery and then had patients there to tell their personal stories.

Elizabeth L. Tanzi, MD
Chair, Media Event Task Force



DERMNEXT

What better way to showcase skin health and beauty than in a beauty magazine? DermNext pairs aspiring young writers with ASDS mentors and Elle magazine editors to showcase important issues in dermatology and the latest breakthroughs in skin care. The first posts are available on the magazine's website, *elle.com*.



- Deirdre Connolly, MD, of Stony Brook School of Medicine worked with Doris J. Day, MD, on a piece on rosacea, "A New Way to Combat Reddish Complexions." Assistance was provided from mentors Wendy E. Roberts, MD, and Kavita Mariwalla, MD.

- Amanda Zubek, MD, PhD, a resident in dermatology at Yale New Haven Hospital, pointed to her own double chin in her story about ATX-101, a new injectable treatment for unwanted submental adipose tissue. She received guidance from Jeffrey S. Dover, MD, and Mona A. Gohara, MD.
- Karlee Novice of Loyola Stritch School of Medicine checked out the Me Smooth at-home hair-removal device in her article, quoting ASDS members Jerome M. Garden, MD, and her mentor Kimberly J. Butterwick, MD, with support from mentor Rebecca C. Tung, MD.

SUN SAFE SOCCER AND SUN SAFE SURFING

These national programs – a result of Future Leaders Network projects – 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.



The DermNext writers and mentors for 2014 were (from left): Wendy E. Roberts, MD; Rebecca C. Tung, MD; Karlee Novice; Amanda Zubek, MD, PhD; Mona A. Gohara, MD; Dierdre Connolly, MD; Kavita Mariwalla, MD; and Kimberly J. Butterwick, MD.



ASDS Membership

Embracing innovation.

Inspiring excellence.

Leading the way.

As the premier specialty group representing dermatologists performing cosmetic, reconstructive and Mohs procedures, ASDS members are known as the experts in treating skin and soft tissue with both surgical and non-surgical methods. Membership in the Society continues to provide a multitude of benefits:

- Training in the latest techniques at the ASDS Annual Meeting and hands-on procedural courses.
- ASDSA representation on legislative and regulatory issues affecting the subspecialty.
- Connections with consumers through the branding campaign, public education programs and media relations.
- The camaraderie and peer collaboration of nearly 6,000 ASDS members for information and advice.
- Complimentary subscriptions to *Dermatologic Surgery* – the top-ranked subspecialty journal – and *Currents*, the bimonthly member magazine.



Residents and young dermatologic surgeons enjoy many educational sessions and networking events at the ASDS Annual Meeting.

ASDS offers residents an incredible array of benefits to help them succeed in their residency and throughout their careers. There are numerous opportunities to learn from the world's foremost dermatologic surgeons, develop leadership skills and gain practical tools.



In 2014, numerous programs focusing on membership recruitment and retention – and others exclusively for residents – were developed or enhanced.

RECRUITMENT AND RETENTION

Numerous promotional efforts – including mailings, eblasts, faxes, print and digital advertisements and personal outreach – yielded a 2014 retention rate of core members on par with previous years. These same efforts, including a Member-Get-A-Member campaign and targeted promotions to dermatologists in Australia, Asia and South America attracted many new members as well

H. William Higgins II, MD, MBE

Chair, Residents Exchange

BY THE NUMBERS...

272

Resident scholarships awarded for 2014 ASDS Annual Meeting

Nearly 6,000

Members providing camaraderie and peer collaboration

as reinstatements of former members. New in 2014 was a discounted online membership offered to international dermatologists who may not have the financial means to pay full dues. To obtain the discount, individuals must reside in countries with lower to lower-middle economies (per World Bank rankings).

Young Dermatologic Surgeons

Strategic initiatives designed to increase the value of membership to those out of residency seven years or fewer were executed by the Young Dermatologic Surgeons Work Group. At the ASDS Annual Meeting, courses geared to these newer members as well as residents included Scientific Fundamentals in Cosmetic Dermatologic Surgery and Core Curriculum tracks in cosmetic dermatologic surgery and reconstructive surgery. In addition, YDS members were matched with senior faculty speakers at the meeting. Networking events included a YDS Networking Dinner plus YDS Work Group members presenting at the Resident Luncheon. Throughout

the year, Visiting Professors lecturing at residency programs are accompanied by a local YDS member to explain the benefits of ASDS membership.

Residents

ASDS maintains its focus on providing benefits for residents. Besides continuing to offer free membership during residency, highlights for 2014 include:

- Growth in the Resident Liaison program, with 100 liaisons representing 81 of the 153 residency programs.
- Increased funding allowing 272 residents to attend the 2014 ASDS Annual Meeting on scholarships, with residents totaling 290 overall.
- Distribution of the ASDS Dermatologic Wound Closure Kit to all U.S. second-year residents in late June.
- Distribution to all residents, via the Quest digital knowledge network, the *ASDS Primer in Dermatologic Surgery (A Study Companion)*, *Laser, Energy and Aesthetic Devices Primer* and *Starting a Successful Dermatologic Surgery Practice*.
- The ASDS Resource Resident Kit, mailed to third-year residents completing their residency in 2014. The kit included the *Building Your Dermatologic Surgery Practice* book and other materials.
- Development of a web page with resources for Resident Liaisons.
- Expansion of the Resident Exchange to retain residents on the work group for two years to help disseminate information on programs, competitions and courses.
- The offering of the popular Resident Networking Reception at the Annual Meeting.
- Mailing to all residents the expanded print versions of the bimonthly *Currents* member magazine.



Residents went head-to-head during the Golden Scalpel Knowledge Bowl at the ASDS Annual Meeting.

ASDS Procedures Survey

Showcasing experience and training

Dermatologic surgeons performed 22 percent more procedures – both medically necessary as well as cosmetic – in 2013 than in 2012, according to the ASDS Survey on Dermatologic Procedures.

The annual survey of practicing members revealed that ASDS members performed nearly 9.5 million procedures, compared to 8 million in 2012. Increases were seen across the board in all categories, including skin cancer treatments and a wide range of cosmetic procedures.

The results again 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.

As the incidence of skin cancer regrettably continues to rise, dermatologic surgeons continue to demonstrate their commitment to skin cancer awareness and prevention as well as their expertise in diagnosis and treatment. Of the 3.04 million skin cancer treatments performed by ASDS members in 2013, nearly 190,000 were for melanoma.

ASDS members also performed more than 264,000 phototherapy procedures to treat pre-cancerous cells (actinic keratosis) as well as sun damage, acne and rosacea.

Cosmetic treatments jumped 25 percent in 2013, as patients took advantage of new techniques and tools. The top cosmetic treatments were:

- Laser/light/energy-based procedures: 2.25 million, up 34 percent over 2012
- Neuromodulator injections: 1.8 million, up 20 percent
- Soft-tissue fillers: 995,000 procedures, up 8.6 percent

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



It's particularly useful to view this survey alongside the results of our consumer survey. We've learned the procedures we perform dovetail closely with what consumers want.

BY THE NUMBERS...

3.04 million

Skin cancer treatments

2.25 million

Laser/light/energy-based procedures

1.8 million

Wrinkle-relaxing injections

995,000

Soft-tissue filler treatments

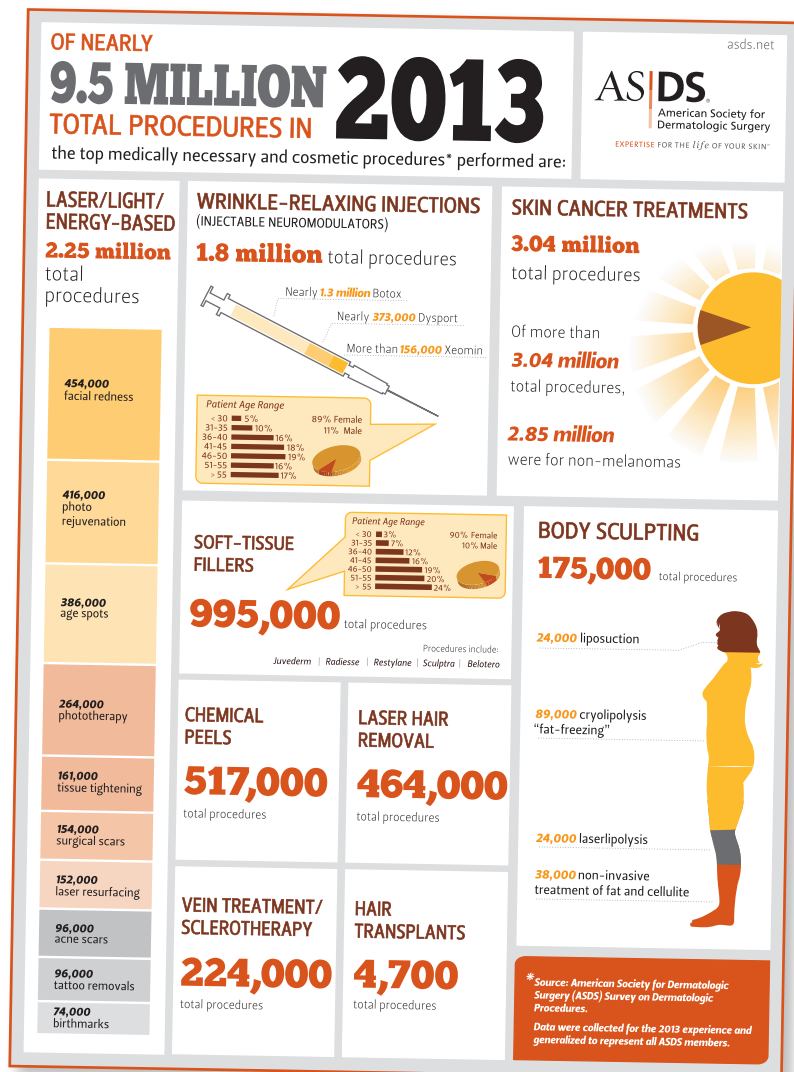
A number of specific laser/light/energy-based treatments showed big increases, including laser resurfacing (up 85 percent); surgical scar removal (up 79 percent); tissue tightening (up 75 percent); and tattoo removal (up 52 percent).

Laser hair removal saw a nearly 46 percent increase as patients – ever mindful of safety and the level of expertise of their practitioners – chose ASDS member dermatologists for this procedure.

Vein treatment/sclerotherapy procedures jumped 53 percent as patients continue to recognize both the medical and cosmetic benefits of the treatments.

The number of body sculpting techniques increased nearly 22 percent to 175,000 total procedures. Cryolipolysis, commonly known as “fat-freezing,” comprised more than half of the total. Laserlipolysis – which delivers low-level laser energy under the skin to break up fat cells – saw dramatic increases.

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 the media. As procedure totals continue to grow in all categories, this means more patients are choosing ASDS members for their unique training and experience to treat the health, function and beauty of the skin.



poly·fluence

ASDS Cosmetic Survey

*Revealing rising interest
in cosmetic procedures*

Increasing numbers of consumers were considering a cosmetic skin procedure in 2014, with dermatologists again named as the greatest influence in this decision, according to the second annual Consumer Survey on Cosmetic Dermatologic Procedures.

In 2013, about a third of those surveyed said they were considering a cosmetic skin procedure. In 2014, that number jumped to more than 50 percent. When asked what was guiding their decision to have a particular treatment, consumers again said dermatologists were the No. 1 influencer – more than friends, primary care physicians or 11 other choices.

When asked the most important factor in selecting a practitioner for cosmetic skin procedures, consumers gave the highest ranking to the specialty in which a physician is board-certified. That factor was deemed more important than physician referral, cost or eight other choices.

For the second year in a row, the top reason consumers are considering a procedure was simply, “I want to look as young as I feel or better for my age.”

The blind online survey asked the more than 8,300 average Americans for their opinions on cosmetic skin treatments in general and ratings for 10 specific procedures, from neuromodulator injections and fillers to body sculpting and vein treatments.

What cosmetic concerns bother them the most? About 89 percent said excess weight, followed by skin texture and/or discoloration (75 percent), and lines and wrinkles around/under the eyes (71 percent).

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



We were pleased to see for the second year in a row that consumers list dermatologists as the No. 1 factor in their decision to have a cosmetic procedure.

ence

BY THE NUMBERS...

5 in 10

Consumers are considering cosmetic procedures

53%

Consumers who say 'dermatologist' is a top factor in their decision

These top concerns coincide with 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; chemical peels; and body sculpting.

Consumers gave the highest overall satisfaction rates to cosmetic procedures performed by dermatologists more often than by other practitioners, such as neuromodulator treatments (93 percent) and soft-tissue filler treatments (91 percent).

The Consumer Survey Work Group – led by Chair Thomas E. Rohrer, MD – is encouraged by the findings that show the influence of dermatologic surgeons in cosmetic surgery. Expanded media relations efforts used the survey results to spread the message that ASDS members have the unique training and experience to recognize the special needs of the skin through various life stages.



ASDS Quest Digital Knowledge Network

Providing new ways to connect

Solidifying its leading role as the premier educational resource in dermatologic surgery, the Society relaunched the *Quest* digital knowledge network in 2014.

The upgraded application – offering a responsive HTML5 platform for Android and web-based devices in addition to the iPad app – brings *Quest* resources to all members via their desktops, laptops, tablets, Android and Apple phones and other Internet-accessible devices.

Quest, available free to ASDS members and resident members, makes it simple for ASDS members to look for information on the latest techniques, read and annotate back issues of the *Dermatologic Surgery* journal, watch videos and multimedia resources, offer advice to another member on a difficult case and research questions of their own. The digital knowledge network also permits personal PDF documents to be uploaded and customized binders to be created so members can build and organize their own library containing content, notes and discussions. And with cloud syncing, content instantly updates between iPad and web-based versions for easy access at any time.



Quest is now accessible from all devices; content is synced between devices instantly.

Quest provides endless opportunities for members to learn new skills, ask questions and share experiences to improve patient outcomes.



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

fluence

BY THE NUMBERS...

36,492

Number of *Quest* visits
in 2014

414

Issues of *Dermatologic
Surgery* available

500

Board-style questions
available on ResQ

RESQ

ResQ – developed by Keith G. LeBlanc Jr., MD, with mentor Kavita Mariwalla, MD, as part of the Future Leaders Network – was added to the *Quest* digital knowledge network in the fall. The procedural dermatology review application makes preparing for the American Board of Dermatology's certification or re-certification exams a bit easier with 500 board-style questions and answers in a flashcard-style format. Categories include:

- Anatomy
- Anesthetics
- Chemical peels
- Cutaneous neoplasia and treatment
- Electrosurgery
- Neurotoxins
- Antiseptics, sterilization
- Suture materials
- Surgical instrumentation



ResQ contains 500 board-review questions with the option to ask questions and link to additional reference materials.

Members can select a specified number of questions in random order or by category. The questions are self-paced and answers – in addition to the descriptive text – can include images, videos and links to references. An audio option adds versatility, permitting users to study on-the-go while commuting or working out.

ResQ leverages the power of existing *Quest* functionality to augment learning. Questions can be searched by keyword, subject or those flagged by the user. Members also can save questions to a binder – with audio, written, video or linked notes to the question – for further review. And when looking for further clarification, details or advanced information, they can initiate a dialogue about a particular question using the integrated discussion feature. This encourages collaboration with peers as well as providing assistance.



The Quest dashboard provides easy navigation to ResQ, ASDS library, discussions and personal binders and content.

ASDS Supporters

Building a strong Society

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. ASDS members also 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 2014, industry and member supporters provided more than \$1.9 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 the new Diamond level to Pewter and five partner levels in between, ASDS recognizes its corporate support based on annual cumulative totals. The companies in the top four categories include:

Diamond Level: Allergan, Inc. and Allergan Foundation

Platinum Level: Galderma Laboratories, L.P.

Merz Aesthetics, a division of Merz North America, Inc.

Silver Level: Valeant Pharmaceuticals North America, LLC

Bronze Level: Ethicon, Inc.

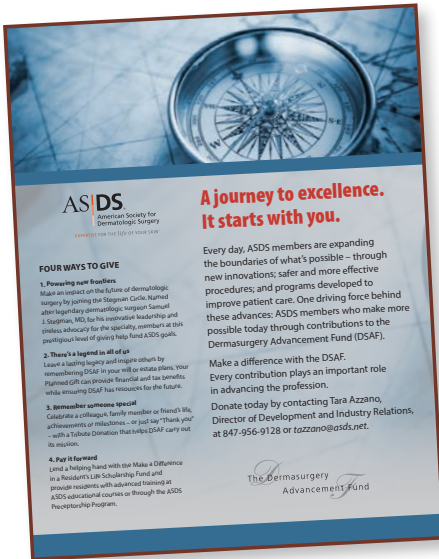
Kythera Biopharmaceuticals

DERMASURGERY ADVANCEMENT FUND

Through DSAF, members provide additional support to aid the Society's goal 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.

Jean Carruthers, MD

Chair, Development and Industry Relations Work Group



We value our industry partners. Their support and dedication helps ASDS deliver outstanding programs and services to our members.





BY THE NUMBERS...

1

Diamond Partner

29

Industry Advisory Council seats

Over \$1.9 million

2014 contributions from corporate supporters

To join the top-level Stegman Circle, members pledge \$25,000 over five years or industry donates \$125,000 over five years. In 2014, seven 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 29 members of the 2014 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 exhibiting and advertising opportunities that help participants 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 at procedural courses, exhibitors have access to high-profile members from around the globe. In addition, a variety of targeted print and online advertising opportunities is available to promote products and services to dermatologic surgeons.

The ASDS Board of Directors is pleased to recognize the 2014 contributors to
The Dermatology Advancement Fund.



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 D. Carruthers, MD*
Timothy C. Flynn, MD*
Roy G. Geronomus, MD*
Hiroshi Ikeno, 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*
Mitchel P. Goldman, MD*

Karyn L. Grossman, MD*
George J. Hruza, MD*
Carolyn I. Laub, MD*
David A. Laub, MD*
Naomi Lawrence, MD*
Mary P. Lupo, MD
Stephen H. 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. Amonette, MD*
Humberto C. Antunes
David E. Bank, MD
Steve Basta
Richard G. Bennett, MD
Leonard J. Bernstein, MD*
Diane S. Berson, MD
Ashish Bhatia, MD
Jeffrey H. Binstock, MD
Harold J. Brody, MD*
Marc D. Brown, MD
Vivian W. Bucay, MD
Vivian M. Burgess, MD
Kimberly J. Butterwick, MD*
Valerie D. Callender, MD
Alastair Carruthers, FRCP*
Jean D. Carruthers, MD*
Henry Hin Lee Chan, MD
Suneel Chikuri, MD*

Brett M. Coldiron, MD*
William P. Coleman, III, MD
Sue Ellen Cox, MD*
Terrance A. Cronin, MD
Doris J. Day, MD*
Amy Derick, MD
Lisa M. Donofrio, MD*
Jeffrey S. Dover, MD*
Sabrina G. Fahi, MD
Patricia Farris, MD
Rebecca Fitzgerald, MD
Timothy C. Flynn, MD*
Paul J. Frank, MD
Roy G. Geronomus, MD*
Henry G. Gasiorowski, MD & Michele E. Gasiorowski, MD
Roy G. Geronomus, MD*
Hayes B. Gladstone, MD*
Dee Anna Glaser, MD*
Michael H. Gold, MD
David J. Goldberg, MD, JD*
Leonard H. Goldberg, MD
Mitchel P. Goldman, MD*
Pearl E. Grimes, MD*



Karyn L. Grossman, MD*
Tiffany K. Hamilton, MD
C. William Hanke, MD*
Christopher B. Harmon, MD*
William L. Heimer, II, MD
Ranella Hirsch, MD
George J. Hruza, MD*
Shannon Humphrey, MD
Hiroshi Ikeno, MD
Carolyn H. Jacob, MD*
Derek H. Jones, MD
Andrew J. Kaufman, MD
Arielle N.B. Kauvar, 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 Marwalia, MD
Ellen S. Marmur, MD
Joseph M. Masessa, MD
Seth L. Matarasso, MD*
Elizabeth I. McBurney, MD*
Gary D. Monheit, MD*
Rhoda S. Nestor, MD*
Vic A. Narurkar, MD
Mark S. Nestor, MD, PhD*
Thomas G. Olsen, MD
David S. Orentreich, MD
Melanie Palm, MD, MSA
William T. Parsons, MD*
Laurie S. Polis, MD
Darrell S. Rigel, MD*
Thomas E. Rohrer, MD
Adam M. Rotunda, MD
Neil S. Sadick, MD*
Deborah S. Samloff, MD
Ava T. Shamban, MD
Howard D. Sobel, MD

Hema Sundaram, MD
Neil A. Swanson, MD
Elizabeth Tanzi, MD*
Abel Torres, MD, JD
Jennifer T. Trent, MD
Heidi A. Waldorf, MD
Susan H. Weinkle, MD*
Margaret A. Weiss, MD
Robert A. Weiss, MD*
Kathleen M. Welsch, MD*
John A. Zitelli, MD

STEGMAN CIRCLE CORPORATE
Gifts of \$125,000 over 5 years
Allergan*
Dermik Aesthetics*
Galderma Laboratories*
Lumenis, Inc.
Mentor Corporation
Merz Aesthetics*
Obagi Medical Products

BENEFACTOR

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

Andrea Federico Chen, MD
Jeanine B. Downie, MD
Daniel P. Friedmann, MD
Jared R. Jagdeo, MD, MS
Rebecca C. Tung, MD

SPONSOR

Gifts of \$500 - \$999

D. Scott Miller, MD
Brummitte D. Wilson, MD



ADVOCATE

Gifts of \$250 - \$499

Kay Bishop, MD
William Clinton Brunner, MD
Rodolfo Chirinos, MD
Michelle L. Chihla, MD
Jean-Pierre D. Donahue, MD
Diane S. Ford, MD
Mark D. Gaughan, MD
Alexander S. Gross, MD
Gary C. Lee, MD, PhD
Elaine Miller, DO
Jennifer White Pennoyer, MD
Cathy A. Slater, MD
David A. South, MD
Ingrid Warmuth, MD

FRIEND

Gifts up to \$250

Max F. Adler, MD
Jeffrey S. Altman, MD
Imran Amir, MD
Diana D. Antonovich, MD
Channing R. Barnett, MD
Robert S. Beverly, MD
Andre Vieira Braz, MD
Susan J. Bushelman, MD
Elvira Chiritescu, MD
Joel Cook, MD
Jeanine B. Downie, MD
Julie A. Gladys, MD
Stanley F. Glazer, MD
Lawrence J. Green, MD
Steven L. Greene, MD

Karyn L. Grossman, MD
Anthony J. Gust, MD
John R. Hamill, Jr., MD
Holly L. H. Harris, MD
Alfred D. Hernandez, MD
H. William Higgins, II, MD
Steven E. Hodgkin, MD
Khalilullah A. Khatri, MD
Tae-Heung Kim, MD
Brian C. Leach, MD
Francis C. Lee, MD
David J. Lefell, MD
Joshua Levin, MD, PhD
William T. Messengale, MD
Richard McClain, MD

David H. McDaniel, MD
Padman A. Menon, MD
Maithily A. Nandedkar, MD
Antoinette P. Notaro, MD
Steven A. Oberlander, MD, PhD
Craig D. Omohundro, MD
Jennifer Popovskiy, MD
Stephen M. Purcell, DO
Richard H. Shereff, MD, PA
Cindy Finkins Smith, MD
Michel A. Snyder, MD
Richard M. Storm, MD
Holly A. Ward, MD
Hal M. Weitzbuch, MD
James A. Zalla, MD

ASDS / ASDSA Finances

Watching the bottom line

The financial health of ASDS and ASDSA continues to be strong. While 2014 revenue and expenses will not be finalized until after an official financial audit in April 2015, operating revenues are projected to be \$5.9 million and operating expenses are projected to be \$5.8 million. Increased support from corporate sponsors and increased Annual Meeting attendance 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 2009, the operating Reserve Fund has almost doubled – increasing over \$2.4 million to a projection of more than \$5.5 million at the end of 2014.

From 2009 to 2014, 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 this area has increased 16 percent since 2010.
- **Sponsorships** – Support reached an all-time high of nearly \$2 million in 2014.

Total projected operating expenses for 2014 increased 2 percent from the previous year, due mainly to a 14 percent increase in costs in education areas including the ASDS Annual Meeting, procedural courses and the expansion of the Cosmetic Dermatologic Surgery Fellowship Accreditation Program.

Expenses incurred for 2014 by the Dermasurgery Advancement Fund are projected to be lower due to decreased DSAF funds used toward the national branding campaign.

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



Abel Torres, MD, JD

ASDS Treasurer and Finance Committee Chair

BY THE NUMBERS...*

10%

Increase in grants and sponsorships over 2013

3%

Increase in net assets from 2013

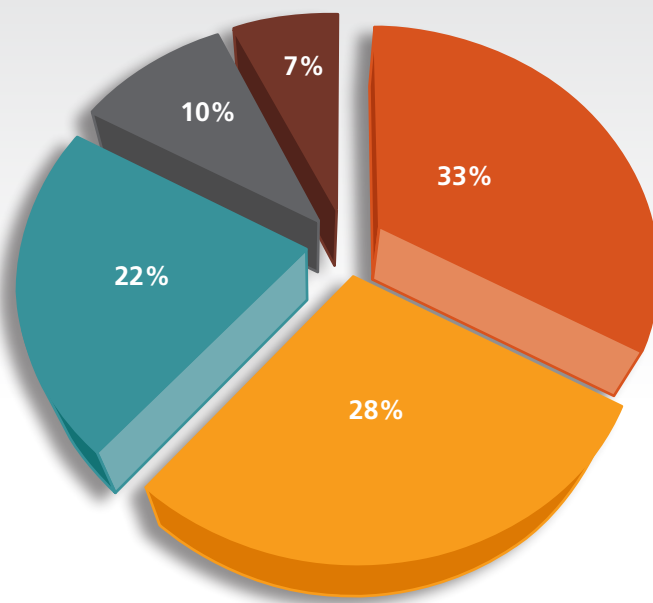
11%

Increase in education revenue from 2013

*Based on estimates

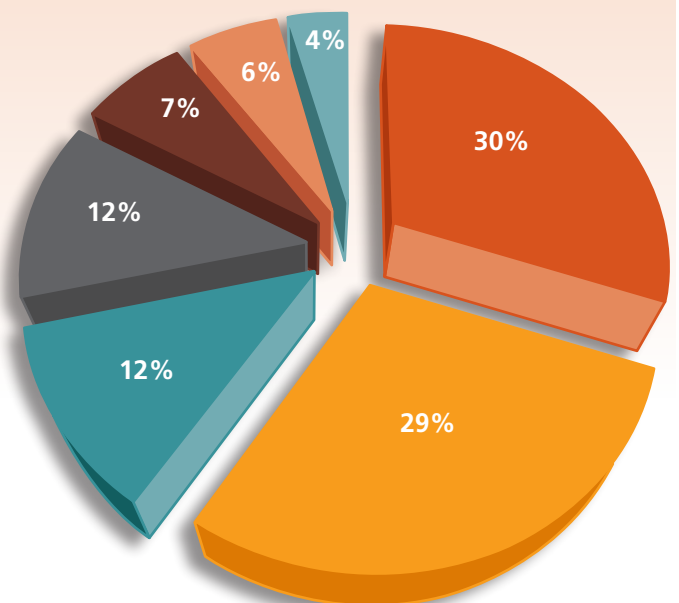
Revenues

- Corporate / DSAF Support **33%**
- Dues **28%**
- Education and Meetings **22%**
- Journal **10%**
- Advertising, Product Sales, Other **7%**



Expenses

- Education **30%**
- Governance / Administration / Future Leaders Network **29%**
- ASDSA **12%**
- PR / Communications / Marketing **12%**
- Journal **7%**
- Fund-raising / Industry Advisory Council **6%**
- Member Recruitment / Retention **4%**



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 2014, ASDS honored the following individuals and organizations, plus received honors for its work:

SERVICE AWARDS

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

Gary D. Monheit, MD

President’s Awards: Jean D. Carruthers, MD; Henry H.L. Chan, MD;

David M. Duffy, MD; Gregory J. Goodman, MD; Doris Hexsel, MD;

Stephen H. Mandy, MD; Peter R. Shumaker, MD; Margaret A. Weiss, MD

Outstanding Service Award: Melanie Palm, MD, MBA

Choose Skin Health:

Top Overall Screener –

Alan R. Gilbert, MD.

Top Regional Screeners –

Kimberly A. Davidson, MD

Jeanine B. Downie, MD

Dunnett Durando, DO

Jenny Hu, MD

Andrew T. Jaffe, MD

Ryan Jawitz, DO

Andrew P. Kontos, MD

Michael D. Lee, MD

Adam J. Mamelak, MD

Marlene J. Mash, MD

Lindsay D. Sewell, MD

Mitchel P. Goldman, MD

2013-14 ASDS President

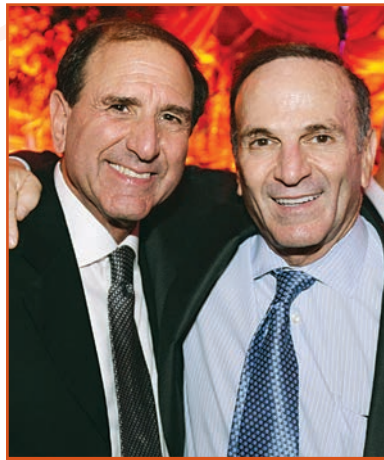
We have so many members who volunteer their time to serve our organization, conduct research and important topics and advocate for patients.



*Outstanding Service Award winner
Melanie Palm, MD, MBA , with ASDS
President Mitchel P. Goldman, MD.*



Mitchel P. Goldman, MD, (left) presented a Patient Safety Hero Award to the Minnesota Dermatological Society. Accepting the award were Cindy Firkins Smith, MD, and Cynthia Schlick, MD.



Gary D. Monheit, MD, (left) was presented the prestigious Samuel J. Stegman, MD, Award for Distinguished Service at the ASDS Annual Meeting Gala by 2013 Stegman Award winner Roy G. Geronemus, MD.



ASDSA Georgia SANDS Representative Alexander S. Gross, MD, (right) presents the 2014 ASDSA Patient Safety Hero Award to State Sen. Judson Nelson.

RESEARCH AWARDS

Cutting Edge Research Grants: Derek Chan, MD; Ali Damavandy, MD; Kathryn L. Lane, MD; David Pate, MD; Anthony M. Rossi, MD; Emily R. Stamell, MD; Jane Y. Yoo, MD

Young Investigators Writing Competition: Andrea Federico Chen, MD; Daniel P. Friedmann, MD; Jared R. Jagdeo, MD, MS

Abstracts:

Top Oral Abstracts – Brian Raphael, MD; E. Victor Ross, MD

Top Scientific Posters – Murad Alam, MD; Cameron Chesnut, MD; Iren Kossintseva, MD

Top Resident Posters – Jacqueline G. Berliner, MD; Faranak Kamangar, MD

ASDSA AWARDS

State Dermatological Society Patient Safety Hero: Minnesota Dermatological Society

Physician Patient Safety Hero: Bruce A. Brod, MD; Ashley A. Smith, MD

State Legislative Patient Safety Hero: Georgia State Sen. Judson Hill

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

AWARDS PRESENTED TO ASDS

2014 Gold Circle Awards Program (ASAE): Gold Circle Award to the ASDS Branding Campaign

31st Annual Healthcare Advertising Awards: Best of Show and Gold Winner for Magazine Ads from the ASDS Branding Campaign; Silver Winner for the Digital Marketing Program from the ASDS Branding Campaign

2014 APEX Awards: Award of Excellence to *Fluence*, the 2013 ASDS / ASDSA Annual Report

2014 Hermes Creative Awards: Gold Award for *Fluence*, the 2013 ASDS / ASDSA Annual Report

2014 Interactive Media Awards: Outstanding Achievement for the ASDS Website

2014 MarCom Awards: Two Gold Awards to *Fluence*, the 2013 ASDS / ASDSA Annual Report – for Annual Report Associations and Annual Report Writing

Looking ahead

Focusing on advocacy issues

Dear ASDS/ASDSA members and all interested parties:

With the doctor-patient relationship under attack on all fronts, the American Society for Dermatologic Surgery Association needs to focus its efforts in 2015 on advocacy issues at both the state and federal levels.

State-level issues usually fall into one of several categories:

- Scope of practice expansion
- Office-based surgery regulation
- Network adequacy
- Truth in medical advertising
- Cosmetic medical procedure and product taxes
- Corporate practice of medicine bans
- Dermatopathy access and billing
- Indoor tanning bans for minors
- Compounding pharmacy regulation
- Facility fee disclosure

We are not alone when we monitor these state issues. State dermatological societies, national specialty societies, state medical associations, and patient advocacy groups work in tandem with ASDSA and others to fight bad bills, promote good ones and amend others to protect our patients, our members and our specialty. We have seen a number of notable successes at the state level, including preventing non-physicians from inappropriately expanding their scope of practice to include dermatologic surgery, ensuring patients have accurate information about the level of licensure, training and board certification of persons offering medical procedures, blocking unfair office-based surgery restrictions, banning indoor tanning for minors under the age of 18, and opposing efforts to levy taxes on cosmetic medical procedures and products.

It is through speaking up and becoming involved – and getting our patients involved – that we can have a truly meaningful impact.



George J. Hruza, MD, MBA
2014-15 ASDS / ASDSA President

nce

EXPANDING OUR FEDERAL ADVOCACY

While more action occurs at the state level, there's no denying that in terms of the Affordable Care Act and cuts to reimbursement, a large portion of the potential injury to our practice and our patients has come recently from the federal government. This is an area we plan to expand in the coming year. It is of utmost importance to amplify our voice in the policymaking arena at the federal level while continuing to work at the state level on issues critical to our specialty.

During 2015, we will continue to ramp up our federal efforts through the building of alliances, relationships, communications and advocacy with our legislators, regulators and insurers on behalf of our members and our patients.

We began this expanded focus in 2014 when we created a new ASDSA staff position – Director of Federal Advocacy and Practice Support and refocused our former Director of Advocacy and Public Policy to concentrate efforts to work more deeply at the state and grassroots levels. With more focused director-level staff, not only will we be more effective and more strategic but we will be quicker to respond and have a stronger voice.

STRATEGIC ALLIANCES

We are not alone here either. We are developing strategic alliances with other groups with similar federal issues such as the Alliance for Specialty Medicine, the National Council on Skin Cancer Prevention and the American Society for Laser Medicine and Surgery. We already have a close and productive relationship with the American Academy of Dermatology Association, the American College of Mohs Surgery and the American Society for Mohs Surgery.

We already have our own strong internal network – ASDSA members who volunteer to serve as the “go-to” advocates in individual states as part of the State Advocacy Network for Dermatologic Surgery (SANDS). These volunteers:

- Respond to inquiries regarding policy and positions in their states.
- Share information with other SANDS members.
- Communicate legislative goals and priorities.

- Disseminate information to state societies and other dermatologic surgery advocates to respond to specific pieces of legislation or regulatory proposals.
- Recruit dermatologic surgeons to testify at state legislative or regulatory hearings.
- Call state legislators or regulatory officials regarding specific pieces of legislation or regulatory proposals.
- Develop relationships with elected and regulatory officials.

We would like to call on all of our members to become de facto SANDS members by advocating for issues important to our specialty – both at the state and federal levels. Use the ASDSA Action Center (cqrcengage.com/asds/action) to take action on pending state and federal issues. With a simple click of a mouse, our members can send a message to legislators across the country. Sign up to receive email alerts to be notified of issues that need attention. And be sure to let the advocacy staff know about any state or federal issue that arises; just send an email to advocacy@asds.net.

POWER THROUGH ENGAGEMENT

We can have a lot of power if we become engaged in the process, especially when we get our patients involved. Remember, we are not providers. We are physicians taking care of patients. That is where our strength lies. If we are thought of as “providers,” we become interchangeable with any other allied health professionals in the eyes of legislators, regulators, insurers and hospital administrators.

It is through speaking up and becoming involved – and getting our patients involved – that we can have a truly meaningful impact. Our hope is to have all members join us in this effort – by developing solid relationships with state and federal legislators and by responding to calls to action by picking up the phone, writing legislators and regulators, and asking patients do the same.

With a common purpose, we can and we will have a positive impact for the benefit of our specialty and our patients.



George J. Hruza, MD, MBA
2014-15 ASDS / ASDSA President

2014 Annual Report

American Society for Dermatologic Surgery
American Society for Dermatologic Surgery Association



2014-15 ASDS / ASDSA Board of Directors

First row (from left): Cheryl M. Burgess, MD; Leonard H. Goldberg, MD, FRCP; Ashish D. Bhatia, MD; President-Elect Naomi Lawrence, MD; President George J. Hruza, MD, MBA; Immediate Past President Mitchel P. Goldman, MD; Executive Director Katherine J. Duerdoth, CAE; Ken K. Lee, MD; Secretary Murad Alam, MD; Resident Representative Brian Raphael, MD. Second row: Resident Representative Nishit S. Patel, MD; Vice President Thomas E. Rohrer, MD; Derek H. Jones, MD; Dermatologic Surgery journal Editor-in-Chief William P. Coleman III, MD; Historian/Parliamentarian Alastair Carruthers, FRCPC; Terrence A. Cronin Jr., MD; Marc D. Brown, MD. Not pictured: Diane S. Berson, MD; Adam M. Rotunda, MD.

fluence
measuring concentrated energies

AS | DS
American Society for
Dermatologic Surgery

EXPERTISE FOR THE *life* OF YOUR SKIN™

American Society for Dermatologic Surgery
American Society for Dermatologic Surgery Association

5550 Meadowbrook Drive, Suite 120
Rolling Meadows, IL 60008
Phone: 847-956-0900 • Fax: 847-956-0999
asds.net • asdsa.asds.net

ASDS
American Society for
Dermatologic Surgery ASSOCIATION™