

Achieve

Taking innovations to new heights



2016 Annual Report

American Society for Dermatologic Surgery
American Society for Dermatologic Surgery Association

ASDSA
American Society for
Dermatologic Surgery ASSOCIATION

AS | DS
American Society for
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beauty™



2015-16 ASDS/ASDSA BOARD OF DIRECTORS

First row (from left): Executive Director Katherine J. Duerdoth, CAE; Diane S. Berson, MD; Adam M. Rotunda, MD; Ashish Bhatia, MD; President Naomi Lawrence, MD; Vice President Lisa M. Donofrio, MD; Kavita Mariwalla, MD; Hayes B. Gladstone, MD; Secretary Murad Alam, MD, MBA. Second row: Treasurer Mathew M. Avram, MD, JD; Resident Representative Melanie Clark, MD; Resident Representative Brian Raphael, MD; Terrence A. Cronin Jr., MD; Immediate Past President George J. Hruza, MD, MBA; Historian / Parliamentarian Alastair Carruthers, FRCPC; Derek H. Jones, MD; President-Elect Thomas E. Rohrer, MD; Leonard H. Goldberg, MD, FRCPC; Jeremy S. Bordeaux, MD, MPH. Not pictured: Dermatologic Surgery journal Editor-in-Chief William P. Coleman III, MD.

MISSION

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.

VISION

To advance the skin health and well-being of our patients and community through education, research and innovation in the art and science of surgical, medical and cosmetic treatments.

MEET THE ASDS /ASDSA STAFF

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Tamika Walton
Executive Assistant

Janine Wisniewski
Education Specialist

Our 46-year history provides a strong foundation to springboard towards success. This fourth annual report shares our accomplishments for 2016. We rebranded our report with the new name “Achieve” — an action verb defined as accomplishing an intended goal. All of our collective efforts are driven by our strategic goals. It makes sense to organize our report as a measurement of these successes and achievements.

We celebrated several tremendous accomplishments in 2016. Notably, our Annual Meeting reached a record-breaking 1254 attendees and corporate sponsorship was at an all-time high of over \$1.6 million. Additionally, our branding campaign generated 3.67 million web impressions and over 26,000 consumers clicked on the “Find a dermatologic surgeon in your area” referral service.

For ASDSA, we took a proactive stance in the states by creating two model bills — one on laser use and the second on children’s access to sunscreen in schools. These bills are shaping policy throughout the U.S.

Most remarkable is the outstanding care our members are providing patients. Data collected in 2016 show dermatologic surgeons performed nearly 10 million medically necessary and cosmetic procedures in 2015, up 5 percent from the previous year and our members provided nearly 3,500 free skin cancer screenings through our Choose Skin Health Program. Quality care is clearly valued with 10 out of 10 patients or prospective patients in our 2016 Consumer Survey saying an ASDS member would be their dermatologist of choice for cosmetic medical procedures.

Understanding that the patient experience continues to drive health care policy-making, ASDSA hosted a roundtable to learn what patients’ value in their skin cancer treatments. This invitation-only event brought patients from across the country so we could learn about what matters to them in light of their diagnosis and treatment options. The goal was to identify needs, preferences and quality of life metrics meaningful to patients.

For the first time, Past Presidents convened to share ideas on how members could influence the patient experience, demonstrate the cost effective care we deliver and raise the visibility and value of dermatologic surgeons. This resulted in the formation two new Task Forces. The Value Analysis Task Force is charged to develop communication tools that illustrate to patients and other stakeholders the unmatched cost effectiveness and quality care provided by members by using verifiable data. The Patient Satisfaction Task Force is charged to create and implement a process to collect satisfaction data from patients in order to communicate to stakeholders that members’ patients are highly satisfied. Great work continues to showcase and quantify our members contributions to the health care system and quality patient care.

From a group of 29 dermatologists meeting in 1970 to now over 6,100 members strong, our Society is continues to grow. We thank you for your passion and dedication to our specialty. Through **your efforts** our Society continues to reach new heights of extraordinary achievement.



Naomi Lawrence, MD
2015-16 ASDS / ASDSA President



Taking
INNOVATIONS
to new
heights





Optimizing Continuing Physician Education

Be the recognized source for comprehensive, balanced and readily available dermatologic surgery education.

Goal 1

Providing resources for success

Education is the heart of the ASDS mission. The Society strives to offer the most innovative, effective, evidence-based educational programs that offer training to help members provide the highest quality patient care.

ASDS offers unmatched lifelong learning experiences:

- A best-in-class Annual Meeting, providing the most relevant, comprehensive education in an interactive setting.
- Educational exchanges where ASDS experts visit residency programs and preceptees visit practices for one-on-one mentorships and learning.
- Intimate hands-on procedural courses.
- Self-directed learning resources from online tools to subscriptions to educational products.

ASDS ANNUAL MEETING

The 2016 ASDS Annual Meeting in New Orleans featured the most significant research and latest cosmetic techniques, medical therapies, challenging Mohs procedures, and complex reconstruction, all presented by expert dermatologic surgeons in settings designed to foster idea generation and collaboration. With 1,254 attendees, the 3½-day Annual Meeting included more than 270 faculty members giving approximately 650 presentations during 90 hours of educational programming.



Among the highlights of the New Orleans meeting, the program featured:

- The Leadership in Innovation Lecture by Harold J. Brody, MD, the Annual Lawrence M. Field, MD, Honorary Lecture by Mysore Venkataram, MD, DNB, of India; and the opening keynote by Tulane University business professor Peter Ricchiuti, PhD.
- Hands-on workshops and patient demonstrations focusing on tumor excision/wound repair, as well as techniques for injectables, advanced suturing and advanced sclerotherapy and vein techniques.

Ellen Marmor, MD
Chair, Annual Meeting Work Group

The best-in-class ASDS Annual Meeting continues to offer unparalleled education to learn the latest techniques, experience new technology and engaging networking opportunities.



- A new robust program for office staff, in collaboration with the Association of Dermatology Administrators and Managers, targeting skill development in marketing, technology and patient relations.
- Game show-style competitions, including the ever-popular Iron Surgeon and Golden Scalpel Knowledge Bowl, Dermatologic Surgeons Family Feud and the new MOCarena.
- Time to connect with colleagues at the elegant Gala at Blaine Kern's Mardi Gras World, informal Welcome Reception and exciting Silent Auction.
- Events just for residents and young dermatologic surgeons, including the Annual Young Dermatologic Surgeon (YDS) Dinner, a Resident Networking Reception and daily hospitality suites.
- 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; also including the new Derm Matchup which arranged direct meetings with exhibitors and attendees.
- Displays from more than 120 exhibitors, showcasing the latest products and developments in dermatologic surgery.

EDUCATIONAL EXCHANGE

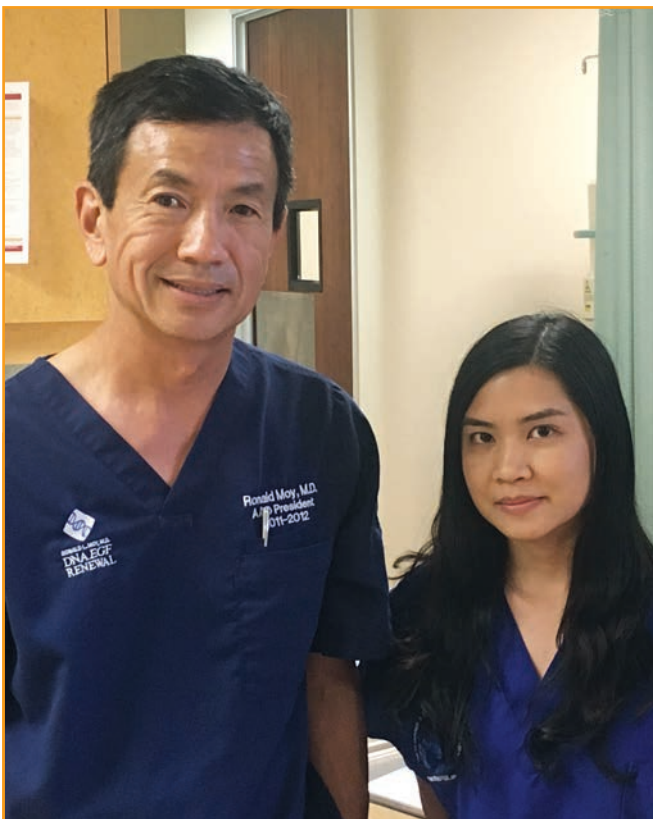
Sharing knowledge is a priority for ASDS, with domestic and international mentoring programs engaging over 400 dermatologists. Both mentors and mentees benefit when experts and rising dermatologic surgeons share their skills and experiences in educational exchange formats.

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 50 preceptees received approval in 2016 to visit any of 185 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 Mentorship Program, 177 approved mentors and hosts from 30 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 2016 recipient was Su Phyo Aung, MBBS, MSc, of Thailand, who visited Ronald L. Moy, MD, in California.

Two other ASDS resources provide education connections. The 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.



Ronald Moy, MD, and resident Su Phyo Aung MBBS, MSc.



Su Phyo Aung, MBBS, MSc, International Preceptee and a medical student shadow Lisa K. Chipps, MD, MS, in Beverly Hills, California.



EDUCATIONAL COURSES

ASDS offers unparalleled educational opportunities for members to expand skills, explore new advances and improve patient care, for residents to advance practitioners.

The **Premier Annual Resident Cosmetic Symposium**, held during April in Dallas, provided scholarships to 100 residents and surgical directors for comprehensive hands-on and didactic training in injectables, peels, veins, body sculpting and lasers/energy-based procedures. With residency programs facing limitations of time and resources, this 2½-day course led by Thomas E. Rohrer, MD, and Susan H. Weinkle, MD, helped fill the training gap in the ever-changing, ever-growing realm of cosmetic dermatology procedures.



Residents experience hands-on training at the Premier Annual Resident Cosmetic Symposium.

The second **Advanced Injection Techniques: Maximize Safety and Minimize Complications** course – held during October in New York City – provided over 80 attendees with a variety of methods from top experts to achieve excellent outcomes in panfacial volume restoration and shaping. Vince Bertucci, MD, and Sue Ellen Cox, MD, led live patient demonstrations and case-based presentations to expound on the use of different structural tissue layers to minimize complications and deliver natural-appearing results.

The **State-of-the-Art Cosmetic and Reconstructive Anatomy and Cadaver Lab** was held in Miami during December. The course featured a small-group open cadaver lab along with ASDS expert-led discussions to illustrate the critical role of facial anatomy in safe treatment strategies. Directors Stephen H. Mandy, MD, and Adam M. Rotunda, MD, led 40 participants in learning how to master the experts' techniques and solve perplexing patient predicaments.

SELF-DIRECTED LEARNING

From online tools and self-assessments to subscriptions and 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.

The ASDS e-learning portal at asdselearning.net provides ASDS members with flexible, convenient access to quality educational resources. Learning modules provide the full-course experience in the comfort of a home or office.

BY THE NUMBERS...

1,254

Annual Meeting Attendees

83%

increase in screen views
of the Annual Meeting App

268,146

Quest visits

- **ASDS Circle of Excellence** – Achieving a designation (available now for soft-tissue fillers) provides members with an attestation to peers, patients and referring physicians and validates their commitment to the highest level of expertise and patient care through continuing education.
- **Mini-MBA Series** – A four-part series provides proven practice management and marketing strategies, as well as tips from successful practices.
- **Leadership Development Series** – A six-part series focuses on how to become a more effective manager, coach and leader.
- **Management of Actinic Keratosis, Squamous Cell Carcinoma and Basal Cell** – This tool helps primary care physicians understand when to refer to an ASDS member.
- **Medical Triaging & Tips for the Nurse in the Cosmetic Dermatology Practice** – First-line responders can learn how to effectively reply to or answer patient care questions and understand the impact on patient safety and outcomes.



The Quest digital knowledge network also provides many e-learning resources exclusive to ASDS members including:

- **Understanding Facial Anatomy for Safer Filler Injection** – This video focuses on high risk areas of vascular anatomy, landmarks for safe injection and strategies to prevent complications.
- **Dermatologic Surgery Fundamentals Series** – These reference guides help residents understand key principles in dermatologic surgery.
- **ResQ Procedural Dermatology Review** – The study tool offers 500 board-style questions and answers.
- **Better Surgical Education Video Series** – This six-part lecture series by ASDS experts reviews types of flaps, hyaluronic acid fillers and physiology of facial aging, for example.
- **Educational Podcasts** – These audio interviews with ASDS colleagues impart essential information on coding, patient safety and pain management.

New Quest features in 2016 included:

- **Interactive Case Studies** – This dynamic functionality allows members to share knowledge by creating a case study utilizing branching logic, access to library reference materials, multi-media attachments and community discussion.
- **Daily Summaries** – Shared Interest Group (SIG) discussions posts are now emailed to enrolled members at the end of the day to encourage knowledge sharing and participation.
- **Contact List Feature** – This enabled webpage app allows members to directly email and follow colleagues.

Other self-directed learning opportunities available include:

- **ASDS Live Learning Center** – ASDS Annual Meeting presentations can be viewed or downloaded.
- **ASDS products** – A variety of clinical and practice management publications and DVDs specific to dermatologic surgery are available at discounted member pricing.





Champion Public Education and Peer Recognition

Be the recognized source on skin health and beauty to the public, media and fellow physicians.

Goal 2

Continuing the national campaign to benefit the specialty

BRANDING AND PUBLIC RELATIONS

ASDS promotes member expertise to consumers and referring physicians with a variety of initiatives.

BRANDING CAMPAIGN

The ASDS branding campaign – launched in mid-2013 – continues to drive consumers to the ASDS website, where prospective patients search for an ASDS member in their area. In the last two years, the Society expanded the campaign to include educating referring physicians about ASDS member expertise.

Both the consumer and physician facets of the branding campaign elevate the awareness of Society members as THE experts in skin health and beauty.

The consumer campaign has focused on digital advertising – with Google AdWords and remarketing ads tied to branding video landing pages. In 2016, new AdWords were launched nationwide with connections to content-rich ASDS website pages. New sets of remarketing ads featuring images and dialogue from the vignette-style branding campaign videos were created to better connect the takeaway messages.

And the campaign is working, with 2.7 million web impressions from Google AdWords and over 26,000 consumers interested in more information about cosmetic and skin cancer treatments. Visitors clicked through to the ASDS website and typed in their location to “Find a dermatologic surgeon” near them. Of those, about half are clicking on a member’s profile to check out contact and website information.

The national branding campaign continues to take our message of expertise and scope of practice to consumers, increasing website visits and ultimately finding an ASDS member in their area.



Naomi Lawrence, MD
2015-16 ASDS / ASDSA President

BY THE NUMBERS...

2.7 million

Annual Google AdWord impressions

66,766

Branding campaign video views

26,173

Consumers used the "Find a dermatologic surgeon" referral service

Continuing to support the popularity of online videos, the Society added six new videos featuring three actual female patients telling why they decided to seek cosmetic treatments and how they feel about the way they look. The three patients are featured again in a second set of videos that also include short interviews with their ASDS dermatologic surgeons.

The next phase of the branding campaign is to encourage physicians to refer their patients to ASDS members. The print advertisement – asking physicians to “Trust us with your patients” – appeared monthly in Medical Economics magazine, distributed to 90 percent of general practitioner physicians in the United States. The advertisement touts ASDS members as leading experts in skin health and suggests physicians keep ASDS members in mind for treatment of skin cancer, skin conditions such as hyperhidrosis and scarring, and varicose veins. Physicians are asked to visit asds.net/refer, where they can search for an ASDS member in their area.

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

PATIENT EDUCATION



An important component to educating patients on skin health and procedures is providing the right tools. ASDS created patient education tri-fold brochures and newsletters to provide patients with facts about skin cancer, aging skin or the realities of cosmetic procedures. These brochures can also be customized for individual practice promotion. We continue to expand our Skin Experts newsletter series including topics ranging from skin cancer

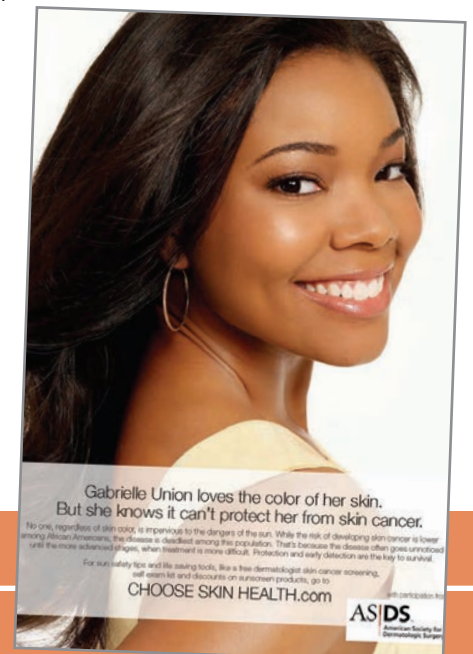


prevention to questions to ask before cosmetic procedures. These materials are available in print and digital formats to be used directly in patient consults or added to members' websites or in electronic communications, saving you the time and money to create your own from scratch

Consumers trust they can find comprehensive, accurate information on skin cancer and cosmetic treatments and conditions on the ASDS website (asds.net). With content sorted by skin conditions and their possible treatment options, the website not only provides facts, details and explanations, but also offers information to prospective patients on how to prepare for a procedure and possible complications.

CHOOSE SKIN HEALTH

ASDS member volunteers continue to provide free cancer screenings and make a difference in the fight against skin cancer as part of a partnership program with Neutrogena. For seven years, Choose



BY THE NUMBERS...

1,251,773

Annual page views on ASDS website

21,565

Free skin cancer screenings provided to date through Choose Skin Health

BY THE NUMBERS...

3.17 million

Skin cancer treatments

2.6 million

Laser/light/energy-based procedures

1.94 million

Wrinkle-relaxing injections

1.36 million

Soft-tissue filler treatments

Skin Health has tapped into celebrity star power to draw attention to the program, with luminaries such as Jennifer Garner, Hayden Panettiere, Gabrielle Union and Sandra Echeverria (in a Spanish PSA) participating in outreach messages to the public. Print ads – featured in major national magazines – urge the public to practice sun-safe behaviors such as wearing sunscreen and avoiding tanning beds. In 2016, ASDS members provided over 3,000 free screenings, and collectively, over 21,000 free screenings since inception, with one in 10 being diagnosed with skin cancer during the screenings.

PUBLIC SERVICE PROGRAMS

The collage includes several posters with the following text:

- English:** "Skin Cancer is COLOR BLIND. Did you know... People of any skin color are at risk for skin cancer. When skin cancer does occur in people of color, it is more likely to cause death than in caucasians. Jamaican reggae legend Bob Marley died at age 36 of skin cancer that had spread through his body. Skin cancer is one of the few cancers that can be caught with a careful self-skin exam. Skin cancer may be painful or otherwise not bothersome. Skin cancer can occur anywhere on the body. In people of color, skin cancer often occurs in protected areas that are protected from the sun, such as the palms of the hands, the bottom of the feet, under and around the fingernails, and toenails, inside the groin or genitals or between the toes."
- Spanish:** "El cáncer de piel ES DALTÓNICO. Sabías... Las personas de cualquier color están en riesgo de cáncer de piel. Cuando el cáncer de la piel ocurre en personas de color, es más probable que cause la muerte que en las personas blancas. La leyenda del reggae jamaicano Bob Marley murió a los 36 años de cáncer de piel que se había extendido en su cuerpo. El cáncer de piel puede ser indoloro o de otra manera no molesta. El cáncer de piel puede ocurrir en cualquier parte de la piel. En las personas de color, el cáncer de piel se produce a menudo en zonas que están protegidas del sol, como las palmas de las manos, la parte inferior de los pies por debajo y alrededor de las uñas, dentro de la boca, en la ingle o los genitales o entre las nalgas."

New public service programs have resulted from Future Leaders Network projects. These programs raise awareness about sun-safe behaviors and the importance of screening. SPF For All promotes the use of sunscreen dispensers in public areas such as parks or at community events. Skin Cancer is Color Blind debunks the myth that skin cancer can't impact people of color. In addition to educating the public and encouraging consumers to see an ASDS member, they are an exceptional way for members to build their practice in their own communities.

The growth in the wide range of procedures that members perform continues to provide evidence of the public's recognition that we are the experts in the health, function and beauty of the skin.

PROCEDURES SURVEY

Showcasing experience and training

Data collected in 2016 showed dermatologic surgeons performed nearly 10 million medically necessary and cosmetic procedures in 2015, up 5 percent from the previous year. The totals – revealed in the ASDS Survey on Dermatologic Procedures – showed increases in a variety of categories.

The annual survey of practicing members again illustrates 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.

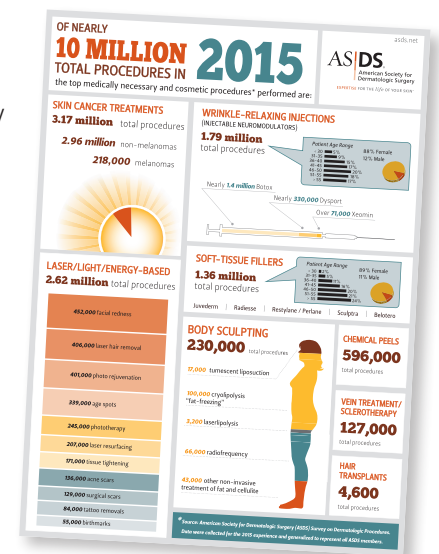
As the incidence of skin cancer regrettably continues to rise, dermatologic surgeons continue to demonstrate their commitment to skin cancer awareness and prevention as well as their expertise in diagnosis and treatment. Of the 3.17 million skin cancer treatments performed by ASDS members in 2015, about 218,000 were for melanoma.

Dermatologic surgeons performed 6.8 million cosmetic treatments as patients took advantage of new techniques and tools. The top cosmetic treatments were:

- Laser/light/energy-based procedures: 2.6 million
- Neuromodulator injections: 1.79 million
- Soft-tissue fillers: 1.36 million

Besides phototherapy, a number of other laser/light/energy-based devices used for specific conditions had large totals, including:

- Facial redness: 451,000
- Photo rejuvenation: 401,000
- Age spots: 339,000



BY THE NUMBERS...

6 in 10

Consumers are considering cosmetic procedures

10 of 10

Patients would choose an ASDS member for their treatment

4th

Consecutive year dermatologists are most influential for cosmetic procedure decisions

Ranking as one of the fastest-growing categories, ASDS members performed more than 230,000 body sculpting procedures in 2015, marking an 11 percent increase from 2014 and a 58 percent climb since 2012. The minimally-invasive and non-invasive techniques used by dermatologic surgeons reduce inches and eliminate stubborn fat.

The survey effort – overseen by the Survey Work Group and led by Susan H. Weinkle, MD, Chair, and Thomas E. Rohrer, MD, Co-Chair – produced 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.

CONSUMER SURVEY



Over half of consumers were considering a cosmetic skin procedure in 2016, with dermatologists again named as the greatest influence in this decision, according to the fourth annual Consumer Survey on Cosmetic Dermatologic Procedures.

The survey reflects overall consumer views about cosmetic treatments and ratings for 10 specific procedures.

It underscores the value consumers place on physicians' distinct qualifications, with the expertise held by ASDS members proving especially resonant.

The specialty in which a physician is board-certified is a top influencing factor when selecting a practitioner for a cosmetic procedure, second only to cost.

For the fourth year in a row, dermatologists carry more influence regarding decisions to have cosmetic procedures than friends, physician referrals or 11 other factors. Patients who had procedures favored dermatologists for eight of the 10 procedure categories.

All of the respondents in 10 of 10 categories who had visited a dermatologist chose an ASDS member. And in all 10 categories, the majority of respondents indicated they would consider an ASDS member for a procedure.



The survey also supplied renewed insight into what compels consumers to seek cosmetic treatments. To a large extent, intrinsic motivations steered their decisions.

For the fourth straight year, the leading factors for pursuing treatments were the desire to “look as young as I feel or better for my age,” “appear more attractive” and “feel more confident.”

The blind online survey asked more than 7,300 average Americans what bothers them the most about their appearance. About 83 percent said excess weight, followed by excess fat under the chin/neck (73 percent), lines and wrinkles around/under the eyes (73 percent) and skin texture and/or discoloration (71 percent).

These concerns coincided with some of the procedures most often being considered: Ultrasound, laser, light and radiofrequency treatments for wrinkles; microdermabrasion; body sculpting; laser hair removal; and injectable wrinkle-relaxers.

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

ASDS spread the word across the nation about its fourth annual survey results through multiple news releases, an infographic and news video.

The Survey Work Group is encouraged by the findings that show the continued 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.



Embody Scientific Excellence and Innovation

Foster the highest quality research and innovation to promote the specialty and ensure the delivery of optimal and safe patient care.

Promoting and advancing innovation

RESEARCH

By nature, dermatologic surgeons are inquisitive: investigators driven by the need to learn and improve skills and patient outcomes. Supporting its mission to foster, support and develop 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.

In 2016, *Photodynamic Therapy: A Clinical Consensus Guide* was published in *Dermatologic Surgery*. The *Consensus on Accutane use in Conjunction with Aesthetic Procedures* was finalized and will be published in *Dermatologic Surgery* in 2017. The *Consensus on Resource Management in a Dermatology Practice in an Academic Setting* was finalized and published on *Quest* as a key resource for ASDS members.

Seven grants totaling just under \$100,000 were awarded in 2016 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 safe and effective work of dermatologic surgeons.

“ Our members are driving the development of new treatments and technologies that improve patient care and elevate our specialty. ”



George G. Hruza, MD, MBA
Chair, Research Work Group

Board-directed research allows ASDS to align research initiatives with organizational priorities.

Our ASDS Board-directed topics for 2016 included:

- Safety of cosmetic procedures.
- Cost-effectiveness of procedures.
- Quality outcomes.
- Efficacy of screenings in diagnosing skin cancer.
- Mohs Surgery – Data gaps in Appropriate Use Criteria.
- Impact of Affordable Care Act (ACA) on dermatologic surgeons.
- Examination of the extent of dermatologic surgery complications being treated in the ER due to lack of coordination of care.
- Demonstration of patient satisfaction of dermatologic surgery care/dermatologic surgeon care.
- Scientific validity of American Society for Dermatologic Surgery Association (ASDSA) position statements.

*2016 Fredric S. Brandt, MD,
Innovations in Aesthetics Fellowship Fund Winners*



Omer Ibrahim, MD



Yakir, Levin, MD, PhD

This year, Board-directed research inspired two studies:

- Assessment of health-related quality of life in patients with localized stage 0 and 1 head and neck melanoma: Variations among treatment groups by Karen L. Connolly, MD.
- Patient Satisfaction with Mohs Micrographic Surgery for the Treatment of Melanoma in Situ by Divya Srivstava, MD.

ASDS also awarded two fellows its second research grants through the Fredric S. Brandt, MD, Innovations in Aesthetics Fellowship Fund.

- Omer Ibrahim, MD (SkinCare Physicians): Treatment of perioral rhytides using topical PLLA and fractionated CO2 laser.
- Yakir Levin, MD, PhD (Massachusetts General Hospital Dermatology, Laser and Cosmetic Center): Laser tattoo removal: Does the plume contain hazards and what safety measures are appropriate?

To advance the legacy of Dr. Brandt – supported by The Allergan Foundation – the fund promotes the career development of cosmetic dermatologic surgeon-scientists focused on cosmetic treatments and patient care.

2016 Cutting Edge Research Grant Program

CALL FOR APPLICATIONS

Apply online beginning February 1
Submission Deadline: July 3, 2017

*Uniting education and innovation
in dermatologic surgery*

Up to \$100,000 in grants to be awarded

Special request for research related to:

- Board-directed research topics
- Evidence-based medicine
- Comparative efficacy research
- Quality studies
- Patient safety studies

Online Application Submissions ONLY!

Awards will be announced at the
2017 ASDS Annual Meeting
October 5-8, Chicago, IL

ASDS
American Society for
Dermatologic Surgery
COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beauty™



Increase Membership and Member Engagement

Be the largest organization of dermatologic surgeons with members who are actively engaged in the organization.

Goal 4

*Embracing innovation.
Inspiring excellence.
Leading the way.*

RESIDENTS AND YOUNG DERMATOLOGIC SURGEONS

The Society offers many resources and opportunities for residents and young dermatologic surgeons, beginning with free memberships to residents and reduced rates for those just starting their careers. With scholarships to the ASDS Annual Meeting and the Premier Annual Resident Cosmetic Symposium, as well as a variety of educational materials available at no charge, the Society is an integral part of the start to every dermatologist's career. The Resident Liaison program continues to grow and disseminate Society information to residency programs across the states.

Residents receive a host of benefits to support their professional and personal growth from practical tools, and learning from world-renowned dermatologic surgeons, to developing leadership skills.



Residents and young dermatologic surgeons participate in many educational sessions and networking events at the 2016 ASDS Annual Meeting.



Brian Raphael, MD
Resident Representative on the Board of Directors

BY THE NUMBERS...

272

Resident scholarships awarded for 2016 ASDS Annual Meeting



Residents went head-to-head during the Golden Scalpel Knowledge Bowl at the 2016 ASDS Annual Meeting.

Resident membership highlights for 2016 include:

- Growth in the Resident Liaison program, with 91 liaisons representing 83 of the 164 residency programs.
- Distribution of the ASDS Dermatologic Wound Closure Kit to all U.S. second-year residents in late June.
- Access to *ASDS Primer in Dermatologic Surgery* (A Study Companion) and *Laser, Energy and Aesthetic Devices Primer* via the Quest digital knowledge network.
- The Resident Resource Kit, mailed to third-year residents completing their residency in 2016. The kit included the *Building Your Dermatologic Surgery Practice* book and other materials.
- The Visiting Professor Program brings dermatologic surgery with no cost or travel requirements to the residency program.
- Premier Annual Resident Cosmetic Symposium offers hands-on training in the latest cosmetic procedures.
- The Resident Exchange to represent the interest of residents and help disseminate information on programs, competitions and courses.
- The popular Resident Networking Reception at the Annual Meeting.
- Electronic, expanding version of the bimonthly *Currents* member magazine to all residents.

Nearly 6,100

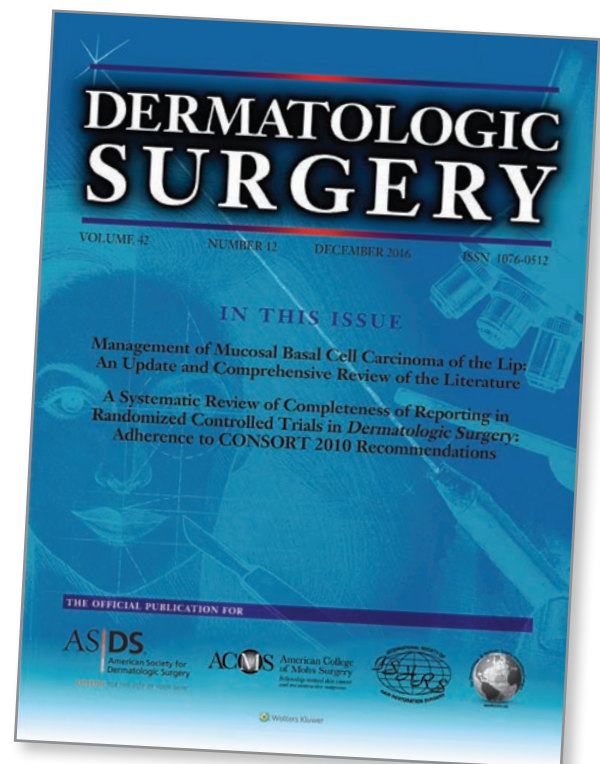
Members providing camaraderie and peer collaboration

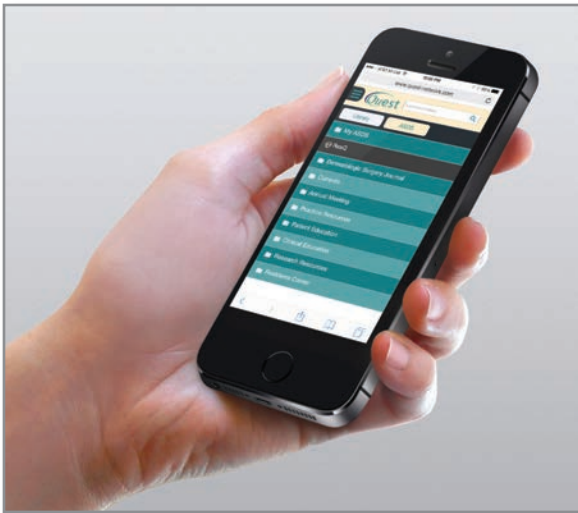
Strategic initiatives designed to increase the value of membership to those out of residency seven years or fewer and early-career members are being explored. ASDS can increase engagement by providing more practice-building tools: Benchmarking data and mentoring were identified as top areas of interest.

REVIEWERS

In its efforts to involve more members in the Annual Meeting planning, ASDS invited nearly two dozen members to be **abstract reviewers**. It created a subgroup to review and score abstracts. This group will serve as proving ground for future Annual Meeting Work Group members.

The ASDS journal, *Dermatologic Surgery*, provides today's most expansive and in-depth coverage of cosmetic and reconstructive skin surgery and skin cancer research. **Article reviewers** are a vital component to maintaining quality journal content. This year, members were invited to a pre-conference session for instruction how to review articles for the journal. Over 70 individuals signed up to take advantage of this learning opportunity.





QUEST Providing new ways to connect

Solidifying its leading role as the premier educational resource in dermatologic surgery, the Society relaunched the *Quest* digital knowledge platform bringing education, communications and professional networking to a new age.

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 application offers responsive HTML5 platform bringing *Quest* resources to all members via their desktops, laptops, tablets, Android and Apple phones and other Internet-accessible devices. The digital knowledge network 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. With cloud syncing, content instantly updates for easy access at any time. For 2016, ASDS added new interactive case studies offering peer engagement and discussion.



SIGs offer a no-pressure environment in which to learn, network and find support from like-minded peers offering collaboration with those sharing similar challenges and opportunities.

Naomi Lawrence, MD
Chair, *Quest* Engagement Work Group



BY THE NUMBERS...

149%

Increase in discussion posts on Quest in 2016

268,146

Number of Quest visits in 2016

42

Years of Dermatologic Surgery journal

RESQ

ResQ, 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. 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, letting users study on-the-go while commuting or working out. 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. When looking for further clarification, details or advanced information, they can initiate a dialogue about a particular question using the integrated discussion feature.

SHARED INTEREST GROUPS

Shared Interest Groups (SIGs) provide an ideal platform to collaborate with like-minded colleagues by identifying needs, researching projects, discussing difficult cases and – ultimately – elevating the practice of medicine. ASDS has set up SIGs that will meet both in person at the ASDS Annual Meeting and other conferences and 24/7 on Quest. These groups will share insights throughout the year with ongoing conversations.

Open SIG communities have been established for body contouring; cosmeceuticals; hair treatments; practice management; public service; skin cancer and reconstruction; resurfacing and rejuvenation; surgical lifts; veins; and wrinkles, folds and volumizing. There are also private, role-based groups, such as for residents and surgical directors. No matter where ASDS members live and regardless of their practice type or the length of their career, these SIGs deepen the value of membership. The potential for SIGs to better connect ASDS members is one of many initiatives that carry great promise for the Society's future.



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



Exemplify Organizational Leadership

Exemplifying the highest standards of organizational leadership through excellence in fiscal management, transparency, responsiveness, inclusivity and personal responsibility.

Goal 5

Raising the bar of excellence

FUTURE LEADERS NETWORK

In its seventh year, the Future Leaders Network continues to create opportunities for early- 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. The year culminated in presentations to the membership at-large at the ASDS Annual Meeting. Projects completed in 2016 include:

- Guide on Planning, Designing and Setting up a Mohs Surgery Lab. Mentee H. William Higgins II, MD, MBE and Mentor David E. Kent, MD.
- DermSurgcast podcast series. Mentee Arianne Shadi Kourosch, MD, and Mentor Diane Berson, MD.
- Surgical Instrument Primer. Mentee Michael Graves, MD, and Mentor Dee Anna Glaser, MD.
- SPF For All. Mentee Christie Regula, MD, and Mentor Sue Ellen Cox, MD.
- Skin Cancer is Color Blind. Mentee Arash Koocheck, MD, and Mentor Jeremy Bordeaux, MD, MPH.
- Laser, Energy and Aesthetic Devices Primer, Video and Podcast. Mentee Rebecca Kazin, MD, and Mentor Michael Gold, MD.
- The Innovation of Dermatologic Surgery Video. Mentee Cameron Chesnut, MD, and Mentor Ava Shamban, MD.

The continued strong financial health of our Society allows us to offer members more benefits through new and improved programs, products and services.



Mathew M. Avram, MD, JD
Chair, Treasurer and Finance Committee

BY THE NUMBERS... *

30%

Increase educational grants, corporate support and member giving since 2011

60%

Growth in the Society's unrestricted reserves

39%

Increase in education revenue since 2012

**Based on estimates*

FINANCES

The financial health of ASDS and ASDSA continues to be strong. While 2016 revenue and expenses will not be finalized until after an official financial audit, operating revenues are projected to be over \$6.3 million and operating expenses are projected to be \$6.0 million. The growing needs of the organizations in efforts and response to the changing economic landscape drove this increase. 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. In 2016, industry and member supporters provided more than \$1.64 million in contributions demonstrating the strength of our fiscal-minded leadership decisions. At the

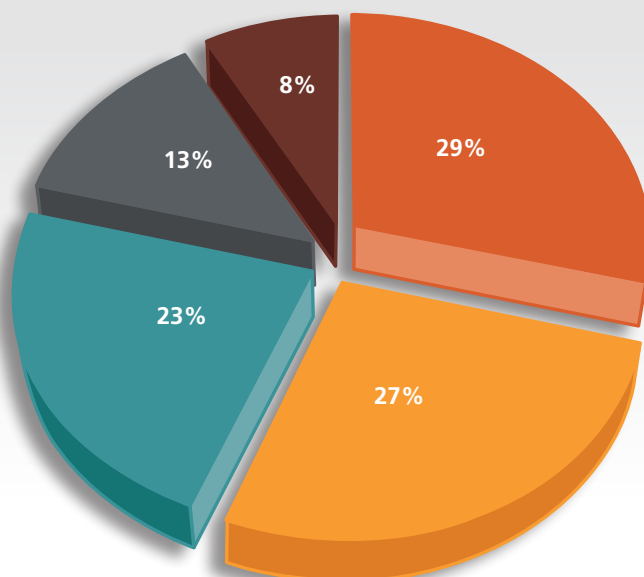
end of 2016, the operating Reserve Fund exceeded the policy requirement by \$3.2 million. The Reserve Fund represents the amount over 60 percent of a year of operating expenses.

From 2011 to 2016, trends show a steady increase for the major revenue streams:

- **Dues** – Income has grown as member benefits expanded.
- **Meeting registrations and exhibits** – Income in this area has increased 33 percent since 2011, with the highest ever attendance at the 2016 Annual Meeting.
- **Journal** – Journal income has increased 42 percent since 2011 due to the popular special issues and advertising sales.

Revenues*

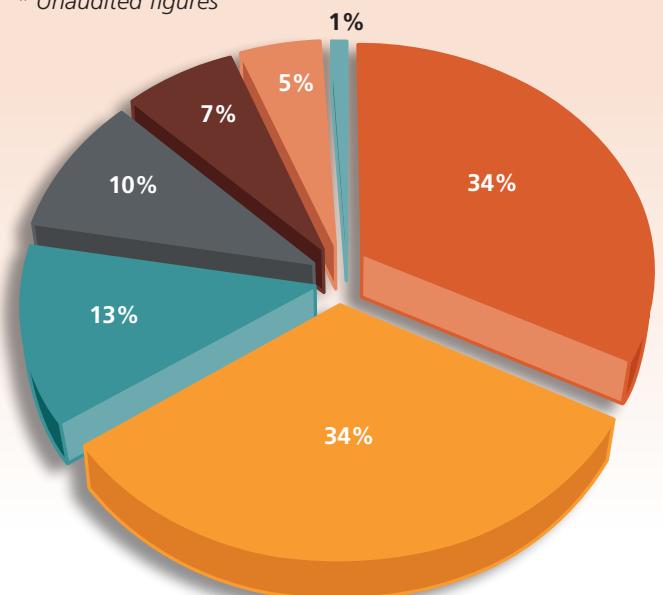
- Member Giving vs. DSAF Support **29%**
- Dues **27%**
- Education and Meetings **23%**
- Journal **13%**
- Advertising, Product Sales, Other **8%**



Expenses*

- Education **34%**
- Governance / Administration / Future Leaders Network **34%**
- ASDSA **13%**
- PR / Communications / Marketing **10%**
- Journal **7%**
- Fund-raising / Industry Advisory Council **5%**
- Member Recruitment / Retention **1%**

** Unaudited figures*



FELLOWSHIP PROGRAM

The ASDS Cosmetic Dermatologic Surgery Fellowship Accreditation Program has grown exponentially since its inception just three years ago — increasing to 14 accredited programs and 18 Fellows for 2016 with another five programs approved for 2017. In 2016, thirteen milestones that mirror the six Accreditation Council for Graduate Medical Education (ACGME) competency areas, with eight of these being patient-care focused, were created. The milestone competency areas are medical knowledge, system-based practice, practice based learning and improvement, professionalism, and interpersonal and communication skills. The milestones for patient care cover wrinkles and folds, rejuvenation/resurfacing, veins, body contouring, lifting, hair treatment, scar revision and pigmentation.

The 14 Fellows graduating from accredited programs to date have valuable credentials because of their in-depth and specialized post-residency training in cosmetic dermatologic surgery. This training comes at a time when not only consumer demand for cosmetic procedures is on the rise, but also while residency and procedural dermatology fellowship programs are struggling to provide the resources necessary to effectively address the cosmetic aspects of dermatology practices.

By formalizing the training process, the accreditation program also makes the Fellows' depth of cosmetic dermatologic surgery expertise clear to the medical community and general public.

Accredited programs and their program directors in 2016 included:

- Cosmetic Laser Dermatology – Goldman, Butterwick, Groff, Fabi & Wu – Mitchel P. Goldman, MD
- Hollywood Dermatology and Cosmetic Surgery Specialists – Eduardo T. Weiss, MD
- Laser & Skin Surgery Center of Northern California – Suzanne Kilmer, MD
- Maryland Laser, Skin and Vein Institute – Robert A. Weiss, MD
- Massachusetts General Hospital Dermatology Laser and Cosmetic Center – Mathew M. Avram, MD, JD
- McDaniel Laser & Cosmetic Center – David H. McDaniel, MD
- McGaw Medical Center of Northwestern University – Murad Alam, MD, MBA
- Skin Care and Laser Physicians of Beverly Hills – Derek H. Jones, MD
- Skin Care and Laser Surgery Specialists of NY and NJ – David J. Goldberg, MD, JD
- SkinCare Physicians – Jeffrey S. Dover, MD, FRCPC
- Union Square Laser Dermatology – Anne M. Chapas, MD
- UPMC Cosmetic Surgery and Skin Health Center – Suzan Obagi, MD



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

- Albert Einstein College of Medicine/Montefiore Medical Center – David Ciocon, MD
- Sadick Aesthetic Surgery and Dermatology – Neil Sadick, MD
- Main Line Center for Laser Surgery – Eric F. Bernstein, MD
- University of Colorado Anschutz Medical Campus – Theresa R. Pacheco, MD, and Joel Cohen, MD
- The Levit Center Cosmetic Dermatologic Surgery – Eyal Levit, MD

HONORING THOSE WHO MAKE A DIFFERENCE

Each year, committed member volunteers and interested constituents generate ideas, serve as resources and execute visions. In 2016, ASDS honored the following individuals and organizations, plus ASDS received honors for its work.

SERVICE AWARDS

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

President's Awards: Murad Alam, MD, MBA; William P. Coleman III, MD; Mary Madden; Henry H. Roenigk Jr., MD; Anthony Rossi, MD



*Outstanding Service Award:
H. William Higgins II, MD, MBE*

Outstanding Service Award: H. William Higgins II, MD, MBE

Excellence in Education Awards: Jeffrey T.S. Hsu, MD

CHOOSE SKIN HEALTH Neutrogena®

Choose Skin Health:

Top Overall Screener – Andrew T. Jaffe, MD

Top Regional Screeners – Michael Ehrenreich, MD; Daniel J. Ladd, DO; Lindsay D. Sewell, MD; Alar R. Gilbert, MD; Emmy M. Graber, MD; Jenny Hu, MD, MPH; Rebecca W. Lambert, MD

Top Practice – Riverchase Dermatology

RESEARCH AWARDS

Cutting Edge Research Grants: Ekama O. Carlson, MD, PhD; Karen L. Connolly, MD; Sherrif F. Ibrahim, MD, PhD; Joshua B. Bentosh, DO; Kachiu C. Lee, MD; Desiree Ratner, MD; Divya Srivastava, MD

Fredric S. Brandt, MD, Innovations in Aesthetics

Fellowship Fund grants: Omer Ibrahim, MD;

Yakir Levin, MD, PhD

Young Investigators Writing Competition: David Pate, MD

Review Article Incentive Competition: Rachel L. Braden, MD

Abstracts:

Top Oral Abstract – Ashish Bhatia, MD

Top Scientific Poster – Derek Jones, MD

AWARDS PRESENTED TO ASDS

2016 MarCom Awards:



- Platinum Award — Association Annual Report: 2015 *Fluence*
- Platinum Award — Association News Video: “ASDS members – A History of Innovation”
- Gold Award — Direct Mail Brochure: 2016 ASDS Annual Meeting registration brochure
- Gold Award — Website: asds.net
- Gold Award — Branding Video: “ASDS – Marjie’s Story”
- Honorable Mention — Association Magazine: *Currents*, the 2016 Member Magazine
- Honorable Mention — Public Relations Brochure: 2015-16 ASDS Experts Guide
- Honorable Mention — Direct Marketing Magazine Advertisement: ASDS Referring Physician ad
- Honorable Mention — Informational Video: “Cosmetic Medical Procedures: Who are the Pioneers?”
- Honorable Mention — Branding Video: “ASDS – Christine’s Story”



2016 Hermes Creative Awards:

- Platinum Award for Association News Video: “ASDS: A History of Innovation” Video
- Gold Award for *Fluence*, the 2015 ASDS / ASDSA Annual Report
- Gold Award for *Currents*, Member Magazine September/October 2015
- Gold Award for Association News Video: ASDS 2015 Consumer Survey
- Honorable Mention for the 2016 ASDS Annual Meeting Final Program
- Honorable Mention for the 2016 ASDS Indoor Tanning PSA



2016 APEX Awards:

- Award of Excellence to *Fluence*, the 2015 ASDS / ASDSA Annual Report
- Award of Excellence to *Currents*, the 2016 Member Magazine



33rd Annual Healthcare Advertising Awards:

- Gold Award for ASDS Referring Physician Branding Campaign Ad
- Merit Award for *Fluence*, the 2015 ASDS / ASDSA Annual Report
- Merit Award for ASDS Member Recruitment Program



Aster Awards:

- Gold Award / Best in Category for ASDS International Membership brochure
- Gold Award for ASDS Guide to Resident Member Benefits
- Silver Award for ASDS Annual Meeting magazine ad
- Silver Award for *Currents*, the 2016 Member Magazine
- Silver Award for ASDS Practice Management Course brochure
- Silver Award for ASDS Membership Flyer

2016 Profiles of Excellence Award from the American Association of Medical Society Executives:

President’s Award for ASDS Future Leaders Network



2016 Golden Trumpet Awards: Silver Award for *Fluence*, the 2015 ASDS / ASDSA Annual Report

2016 Association Trends Awards: Bronze Award for 2016 ASDS Annual Meeting Registration Brochure

Build Strategic Alliances

Foster strategic alliances with other organizations to advance the common interest of the ASDS and its membership.

Goal 6

Shaping a stronger Society

SURGICAL DIRECTORS FORUM



An idea that was generated late in 2014 has taken hold and grown not only its membership but its influence in a short time. The Surgical Directors Forum represents surgical directors of residencies and directors of Mohs and cosmetic fellowship programs. To date, surgical directors from more than 70 programs have met to identify areas of common concerns, including cosmetic training in residency programs, best practices for cosmetic study, collaborative research and practical guidelines and issues.

This impressive group met throughout the year to tackle issues such as developing an industry-sponsored program to provide residencies with short-term access to laser devices for training; collaboration on multi-site research proposals for demonstration of patient satisfaction of dermatologic surgery care/dermatologic surgeon care; and studies demonstrating cost effectiveness of care as provided by dermatologic surgeons.

VISITING PROFESSOR PROGRAM

Now completing its fourth 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 support of our industry partners helps our Society deliver outstanding services and programs to our members.



2016 Partnership Opportunities

Build Your Brand with ASDS

INNOVATION INNOVATION INNOVATION INNOVATION

NETWORKING NETWORKING NETWORKING

THOUGHT LEADERS THOUGHT LEADERS

PARTNERSHIPS

By building strong partnerships, we can work together to advance dermatologic surgery, support the betterment of patient care and increase the overall growth of dermatologic surgery practices.

FOR MORE INFORMATION, CONTACT...
 The ASDS, Society of Dermatology and Industry Relations
 Director, Office of Dermatology, 200 W. King Street, St. Louis, MO 63102
 877-955-5121 • www.asds.org

The ASDS Board of Directors is pleased to recognize the 2016 contributors to The Dermatology Advancement Fund.

LIFETIME SUSTAINING STEPHAN CIRCLE MEMBERS

2016-2017 SUSTAINING STEPHAN CIRCLE MEMBERS

2016-2017 SUSTAINING STEPHAN CIRCLE MEMBERS

2016-2017 SUSTAINING STEPHAN CIRCLE MEMBERS

Susan H. Weinkle, MD
 Chair, Development and Industry Relations Work Group

BY THE NUMBERS...

7

New Stegman Circle members

29

Industry Advisory Council seats

Over \$1.64 million

In contributions from corporate supporters

This unique offering builds stronger relationships with residency programs. In 2016, ten visits were completed:

- University of Utah School of Medicine
- University of Illinois Chicago
- Cornell Medical College
- Medical College of Georgia
- Ohio State University
- Wayne State Dermatology
- Naval Medical Center San Diego
- University of Texas Health Science Center
- Wake Forest University
- Michigan State University
- Loma Linda University

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 Lifetime Sustaining Stegman Circle as the most prestigious giving level – to support targeted initiatives.

Industry and member supporters provided more than \$1.64 million in contributions. These strong partnerships allow the Society to advance the field of dermatologic surgery.

INDUSTRY PARTNER LEVELS

From the 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 three categories included:

Diamond Level: Allergan, Inc. and Allergan Foundation

Platinum Level: Merz Aesthetics, a division of Merz North America, Inc.

Gold Level: Galderma Laboratories, L.P.

Bronze Level: La Roche-Posay Laboratoire Dermatologique; Revance

Copper Level: Aclarius Therapeutics; Defenage Skincare; Ethicon; Thermi, an Almirall company; Zeltiq

Brass Level: Alastin Skincare; Cynosure; Dusa, a Sun Pharma company; Lumenis; Miramar Labs; Neutrogena; Nutrafol; Proctor and Gamble; RealSelf; Sciton; Sienna Biopharmaceuticals; Sientra; Silhouette Instalift, a division of Sinclair; SkinCeuticals; Suneva; Valeant Pharmaceuticals North America LLC

Pewter Level: Lutronic, Skinbetter Science; Syneron/Candela; Viveve

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. In 2016, ASDS member giving was just under \$500,000 in contributions to DSAF.

ASDS members and others can give to the Society in five ways: Stegman Circle, Legacy Donations, Tributes, Resident Scholarships and the Fredric S. Brandt, MD, Memorial Research Fund.

The Stegman Circle is a prestigious level of member giving. Members pledge \$25,000 over five years or industry partners donate \$125,000 over five years. In 2016, seven members became new Stegman Circle members.

To join the top-level Lifetime Sustaining Stegman Circle, Stegman Circle members pledge an additional \$25,000 after they have completed their original \$25,000 donation. Eleven members joined the new Lifetime Sustaining Stegman Circle level:

Suneel Chilukuri, MD	Dee Anna Glaser, MD	Thomas Rohrer, MD
William P. Coleman III, MD	Derek Jones, MD	Neil Sadick, MD
Doris Day, MD	David Laub, MD	Elizabeth Tanzi, MD
Lisa Donofrio, MD	Melanie Palm, MD, MBA	

INDUSTRY ADVISORY COUNCIL

The Industry Advisory Council (IAC) 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 2016 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.

EXHIBIT AND ADVERTISING

ASDS offers companies the opportunity to exhibit and advertise to help connect members with their products and services to support their practice needs. Companies gain greater visibility extend outreach efforts and benefits from connecting with the right experts in dermatologic surgery. At the ASDS Annual Meeting and at educational 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.

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

ASDSA advocates for its members through its unified policy agenda, providing a strong voice and trusted resource to both state and federal policy makers.

In 2016, this voice was once again heard — in Congress, at state capitols, inside coalitions efforts, during regulatory hearings, at the American Medical Association and with numerous collaboration efforts with specialty medicine colleagues. ASDSA supports its members and their patients through relevant direct lobbying, pertinent representation, shared solutions and hosting events designed to elevate dermatologic surgery and its important issues to key stakeholders.

Expand Political Engagement

*Increase influence in political activity,
direct lobbying and actively participating
in the policy-making process.*

Goal 1

ASDSA relies on its State-based Advocacy Network of Dermatologic Surgeons (SANDS) to be “go-to” advocates for state and federal issues. SANDS members can be called on to visit/write/call their elected officials, testify at hearings, provide state-based guidance on issues that impact the specialty and patients. New members are always needed, if interested contact us at advocacy@asds.net.

Terrence A. Cronin Jr., MD
Chair, State Affairs Work Group



Keeping our voices heard ensures that our issues are being considered at the state and federal level.

BY THE NUMBERS...

17

Federal Virtual Fly-ins

305

Strategic alliances

84

Federal legislative and regulatory policies tracked

26

State legislative and regulatory policies tracked

STATE FOCUS

ASDSA's advocacy efforts positively influenced dermatologic surgery patients across the country.

- ASDSA helped lead successful outreach and grassroots efforts with the Massachusetts Academy of Dermatology to ban indoor tanning for minors.
- Helped pass the Georgia Truth in Advertising (TIA) law with the Georgia Society of Dermatology and Dermatologic Surgery Society, and other national and state medical societies.

FEDERAL FOCUS

Efforts to influence federal policy-making continues to ramp up. In 2016, ASDSA monitored 58 pieces of legislation and 26 regulations.

- In its second year of coordinating Federal Virtual Fly-ins, ASDSA had 17 visits to in-district Congressional offices, exceeding its goal of 10. During the visits, members discussed needed reforms for optimal network adequacy and preserving in-office compounding abilities for dermatologic surgeons.
- Worked in concert with others to pass the 21st Century Cures Act.
- Pushed for the FDA to ban indoor tanning for minors.
- Commented on FDA industry guidance documents related to in-office compounding (i.e., Hospital and Health System Compounding; Prescription Requirement; Insanitary Conditions at Compounding Facilities).
- Final rules were issued for the Medicare Access and CHIP Reauthorization Act (MACRA), and ASDSA helped educate members on implementation issues. These regulations are challenging the specialty to define new quality and payment models in this new era of health care reform.
- ASDSA was vocal in opposition to the Veterans Affairs Administration recent, and unfortunate, decision to recognize Advance Practice Registered Nurses as licensed independent practitioners.
- Refuted the United States Preventive Services Task Force (USPSTF) report, citing insufficient evidence was used to support annual skin cancer screenings are not needed as a preventative measure.

PATIENT SAFETY LEGISLATION

ASDSA supports public policy that ensures medical procedures are performed by appropriately trained and supervised practitioners acting within their legal scope of practice. Achievements in this area included:

- Lead a coalition of affected medical specialties, including the Arizona Dermatology and Dermatologic Surgery Society, to defeat a bill that would have allowed non-physician estheticians and cosmetologists to perform laser procedures without appropriate physician oversight.
- Assisted Ohio in defeating the Naturopath scope of practice expansion.

In 2016, ASDSA took a proactive approach to policy-making by creating and advancing two state model bills.



PULSE – Patients/Physicians United for Laser Safety and Efficacy, which continues to engage prospective partners to help protect patients who undergo laser procedures. Fifteen different organizations support the model bill and have joined our coalition. Rhode Island introduced the legislation in 2016 which is still active.



SUNucate, advocates for sunscreen use in schools and at camps and promotes the use of sun protective clothing. The model bill has been endorsed by the AMA, AADA, ACMS and ASMS and nine other organizations. States who were active on the bill in 2016 include Arizona, Georgia, Florida, Nebraska and Ohio.

SUNucate allows states and stakeholders to be part of something proactive to encourage that children stay protected from the harmful effects of the sun and helps fight skin cancer



Building Relationships and Strategic Alliances

Build and strengthen relationships and strategic alliances with a wide variety of organizational and individual stakeholders.

Goal 2

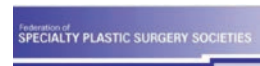
REPRESENTATION

In the advocacy arena, “strength in numbers” is key. Cultivating relationships that align with ASDSA’s strategic goals is an ongoing priority.

ASDSA has been successful in fostering collaboration that best represents the interests of dermatologic patients and surgeons. In 2016, ASDSA was successful developing or deepening 305 strategic alliances.

In 2016, ASDSA was asked to be a part of the FDA’s Network of Experts. In addition to calling on individual dermatologic surgeon expertise, we were asked to be part of a select group of healthcare associations that the FDA could call on for timely information. We were the only dermatologic group included in 2016.

Additionally, ASDSA continued its membership in the Alliance for Specialty Medicine (ASM). Involvement with ASM provides us with a better pulse on federal activity and access to Washington, DC resources, including the annual Legislative Fly-in. ASDSA doubled its ASM Fly-in participation in 2016 and looks to add more members in 2017.



Ensure Policy-Making Integrity

Ensure advocacy efforts are scientifically-based and reflect our priorities.

Goal 3

PERTINENT POSITIONS

Being on the forefront of a changing health care landscape, it is imperative that ASDSA positions reflect the current practice environment, patient safety priorities and are data-driven. In 2016, ASDSA revised out-dated supporting literature and added current facts to its current position statements. We also added new policy priorities as needed.

- **Revised Physician Delegation:** Revised to support direct on-site supervision of non-physician providers and oppose the independent practice of non-physician providers outside of the physician-led team.
- **Revised Compounding Pharmacies:** Revised to provide emphasis on the in-office administration of drugs, and support a physician's right to compound drugs in the office setting and opposes regulations that restrict physicians from using their clinical judgements in administering compounded medications.
- **Revised Dermatopathology:** Supporting the ability for dermatologists and dermatopathologists with appropriate training to interpret skin specimens and to bill and be reimbursed for their own work, while opposing policies that prohibit direct billing for those that prepare and interpret their own slides.
- **Revised Facility Fees:** This statement supports transparency in medical billing, patient choice based on complete information, and policy requiring health care facilities to notify patients of facility fees, including how much will be covered by insurance in advance of treatment.
- **Revised Mandatory Accreditation:** With no evidence to demonstrate mandating accreditation improves patient safety, this statement opposes mandatory accreditation for offices while supporting accreditation for Ambulatory Surgery Centers, where patients undergoing sedation and general anesthesia and mandatory reporting of adverse events.
- **Revised Dermatoscopes:** The use of dermatoscopes and other non-invasive diagnostic tools may be helpful in identify lesions suggestion of skin cancer. This statement supports early detection, the use of scientifically validated new technologies of adequate and timely referrals to appropriately trained physicians while opposing technology as a substitute for clinical experience or the use of technology without appropriate training.
- **New Licenses Portability:** This brand new position increases access to physicians, especially in underserved or rural areas, by supporting licensure portability. This statement opposes unnecessary bureaucratic burdens which impedes access to care and removing regulatory oversight of licensure from state jurisdiction.





Expand Practice Support

Provide education, resources and tools on emerging regulations impacting members' practices.

Goal 4

ASDSA strives to develop new tools and resources to help its members navigate the complicated laws and regulations that impact the practice of dermatologic surgery.

ADVOCATE TOOLBOX

Among the offerings available on the ASDSA website (asdsa.asds.net), the following were added in 2016:

- State-by-state resources on patient safety regulations most important to members — includes truth in advertising and office-based surgery laws and regulations.
- Two new resources on reimbursement issues videos, and how to become an effective advocate by the Resident Grassroots Advocacy Work Group.

COMPOUNDING

President Naomi Lawrence, MD, presented at an FDA Listening Session on in-office compounding along with other medical specialty organizations. Dr. Lawrence also spoke to the Dermatology Section Council during the American Medical Association annual meeting on the importance of preserving in-office compounding for dermatologic surgeons.

ASDSA led an effort to bring partner organizations interested in preserving in-office compounding together. This brought attention to needed changes in the United States Pharmacopeia (USP) Chapter <797> and encouraged the AMA and other specialties to work towards preserving a low risk category in the updated chapter.

Additionally, ASDSA joined the Drug Quality and Security Act (DQSA) coalition, which works to make sure the FDA implements the law in the way Congress intended.

Member Seemal Desai, MD, testified on behalf of ASDSA (and AADA) at the November FDA Compounding Advisory Committee panel meeting in support of adding three substances to the 503A bulk drug list (glycolic acid; trichloroacetic acid; kojic acid).

And in Ohio, ASDSA was part of a successful coalition, including the Ohio Dermatological Association, which helped educate the pharmacy board to shape more favorable rules related to in-office compounding.

Getting a chance to hear from patients directly about their views on skin cancer treatment was enlightening. The funding from PCORI was so important to launch this first-of-its-kind initiative.



Naomi Lawrence, MD
2015-16 ASDS / ASDSA President



ASDS members hosted a patient-centered roundtable (From left) Todd V. Cartee, MD, Ian A. Maher, MD, Christian L. Baum, MD, ASDSA President Naomi Lawrence, MD, Murad Alam, MD, MBA, Jeremy S. Bordeaux, MD, MPH, and Anthony M. Rossi, MD

PATIENT-CENTERED ROUNDTABLE

The patients' roles as partners in their health care will shape the future. With the help of a contract from the Patient-Centered Outcomes Research Institute (PCORI), ASDSA hosted a roundtable to learn what patients value in their skin cancer treatment. This invitation-only event brought patients from across the country together to learn about what matters to them in light of their diagnosis and treatment options. External partners supporting this effort included the American Cancer Society, the Cancer Support Community and the Partnership to Improve Patient Care (PIPC). The goal was to identify patient needs, preferences and quality-of-life metrics related to the benefits and risk of surgical options, pain, mobility and risk of disability. ASDSA can use information to create decision aids; however, the contract specifically excludes using those funds to create treatment, decision aids.

FUTURE PRACTICE AND PATIENT RESOURCES

Past Presidents convened to share ideas on how ASDSA members could influence the patient experience, the visibility and value of dermatologic surgeons in the House of Medicine, and ASDSA members' roles in reducing health care costs. This resulted in the formation two new Task Forces charged with creating tools for members and their patients.

The Value Analysis Task Force was charged with developing communication tools for members, illustrating to their patients and

other stakeholders the unmatched cost effectiveness and quality care provided by members using verifiable data.

The Patient Satisfaction Task Force is also working to create and implement a process to collect patient satisfaction data from members patients in order to communicate to stakeholders that patients are highly satisfied.

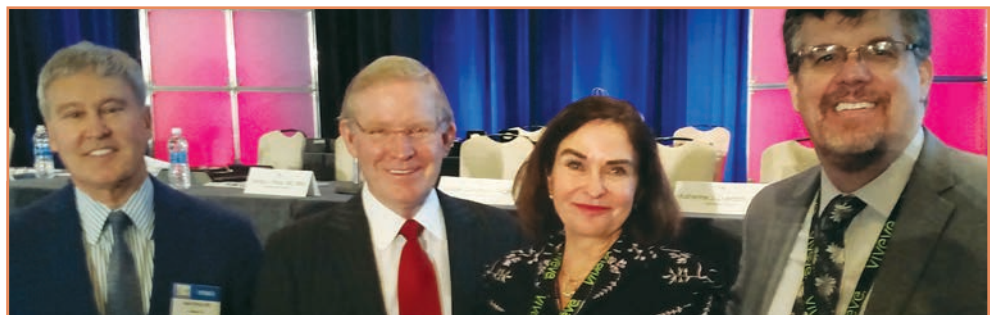
ASDSA AWARDS

State Dermatological Society Patient Safety Hero:

Georgia Society of Dermatology and Dermatologic Surgery; Massachusetts Academy of Dermatology (for passing Truth in Advertising and indoor tanning ban, respectively)

Federal Advocate Award: Mark B. Taylor, MD (for his work on the Federal Virtual Fly-in)

State Patient Safety Hero: Kelley P. Redbord, MD; Terrence A. Cronin Jr., MD (for their work on creating the SUNucate Model Bill)



Harold J. Brody, MD, accepting the State Dermatologic Society Patient Safety Award on behalf of Georgia Society of Dermatology and Dermatologic Surgery; Federal Advocate Award winner Mark B. Taylor, MD; Marilyn R. Capek, MD, MAD Legislative Chair, accepting the State Dermatologic Society Patient Safety Award on behalf of Massachusetts Academy of Dermatology; State Patient Safety Hero Award winner Terrence A. Cronin, Jr., MD.



Thomas E. Rohrer, MD
2016-17 ASDS / ASDSA President

Looking Ahead

Shaping the future of dermatologic surgery

Change is a constant. By embracing change and seeking improvement, our Society has the opportunity and privilege to consciously shape that change for the betterment of our patients, members and the field of dermatologic surgery.

INVOLVEMENT

Proactive participation is the heart of success of any organization. Member energy and ideas are the way ASDS moves forward. We offer a variety of opportunities for our members to get involved. Task Forces include topics of patient-satisfaction to developing an academic cosmetic practice. Work Groups are charged with supporting everything from new product development to member giving. Committees and the Board of Directors are always in need of dedicated members looking to drive growth. Our engaged membership is vital to achieving success for all of the exciting ASDS initiatives.

EARLY-CAREER OPPORTUNITIES

One core focus area is in building strong relationships with younger members. In 2017, we are adding a new Early-Career Preceptorship. This is an exclusive ASDS program providing young dermatologist (in their first 10 years post-residency) with the opportunity to gain key clinical and practice insights by participating in a short practice visit with more experienced dermatologic surgeons. Nurturing the future is vital to the continuation of our Society. Our members are dedicated to providing the resources for the future leaders to grow and take over the reins. ASDS offers the best-in-class educational program from our ASDS Annual Meeting, educational courses, self-direct learning opportunities to e-learning and beyond. We strive to provide the training our members need to stay at the top of their field.

The Future Leaders Network creates opportunities for early- and mid-career professionals and prepares them to be the next generation of dermatologic surgery leaders. Mentees and mentors work together on a one-year project to grow their leadership and presentation skills while creating a product or program that impacts ASDS and the specialty. This popular program is has produced some very impressive projects launching a variety of public service and innovative educational offerings and has developed new rising stars of dermatology.

*By coming together,
we can make
contributions to
our specialty that
will help advance
it and be built
upon by the next
generation.*



VOICE OF CHANGE

ASDSA is advocating strongly on behalf of our membership. In order to be successful, it is imperative that we speak in a strong and unified voice for dermatologic surgery. In 2016, our advocacy efforts continued to ramp up. Revised position statements and new model legislation were developed. The Virtual Fly-in program continues to expand with a new state-component, and our 2017 efforts focusing on repealing the Independent Payment Advisory Board (IPAB) and communicating the safe practice of in-office compounding to Congress by encouraging sign-on to the FDA letter. Educating members on new policy, impact of MACRA implementation, and key reimbursement issues to help members stay well-informed.

TECHNOLOGY

ASDS continues to take advantage of technological improvements. The *Quest* digital knowledge network is a web-based member tool allowing access to all of our resources instantly from anywhere. Targeted *Quest* updates include an online shopping cart to purchase additional resources within the application. In addition, all work groups will now have their own private discussion boards to help facilitate more rapid communication. The platform also allows work group members to store all related information and share all feedback collectively in one secured location gaining efficiency and enhancing communications.

Online learning continues to grow each year. Members can log on at any time to access self-pacing educational programs fit any schedule. ASDS offers a variety of online courses from the chemical peel series to a mini-MBA. New resources and videos are constantly added to expand our *Quest* educational network.

PROMOTING OUR EXPERTISE

We are working relentlessly to promote our expertise in skin health and beauty. Our outstanding branding campaign efforts are seeing results. Our print ads, videos, remarketing ads and referring physician campaigns continue to drive consumers and patients to our website and to our offices. All efforts promote our members as **THE** skin experts.

Our ASDS 2016 Procedure Survey demonstrates and reinforces the growth in the number of procedures performed by our member showcase our leadership in both medically necessary and cosmetic procedures. Our expertise is also supported by the ASDS 2017 Consumer Survey confirming our members are the physicians of choice for both cosmetic and medical procedures. Every day we must continue to make a conscious effort to push our field forward.

With our constant drive for progress, together we can shape the future of our Society and our specialty.

Thomas E. Rohrer, MD
2016-17 ASDS / ASDSA President



2016-17 ASDS / ASDSA Board of Directors

First row (from left): Lawrence J. Green, MD; Doris Day, MD; Terrence A. Cornin, Jr., MD; Treasurer Mathew M. Avram, MD, JD; Resident Representative Melanie Clark, MD; Ashish Bhatia, MD; Ex-Officio William P. Coleman III, MD; President-Elect Lisa M. Donofrio, MD; Jeremy S. Bordeaux, MD, MPH; President Thomas E. Rohrer, MD; Immediate Past President Naomi Lawrence, MD; Derek H. Jones, MD; Vice President Murad Alam, MD, MBA; Margaret A. Weiss, MD; Secretary Sue Ellen Cox, MD; Executive Director Katherine J. Duerdoth, CAE; Hayes B. Gladstone, MD; Resident Representative Matthew LeBoeuf, MD. Not pictured: Kavita Mariwalla, MD; Historian / Parliamentarian Alastair Carruthers, FRCPC.



2016 Annual Report
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COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beauty™

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