

ACHIEVE

Advancing Skin Health and Beauty

2019 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*™



2018-19 ASDS/ASDSA BOARD OF DIRECTORS

First row (from left): President-Elect Marc D. Brown, MD (2019); Treasurer Dee Anna Glaser, MD; Adam Rotunda, MD (2018); President Murad Alam, MD, MBA; Immediate Past-President Lisa M. Donofrio, MD; Secretary Sue Ellen Cox, MD; Historian / Parliamentarian Rhoda Narins, MD. Second row: Resident Representative Kelly MacArthur, MD; Shannon Humphrey, MD, FRCPC; Deirdre Hooper, MD; Lawrence J. Green, MD; Doris Day, MD; Vince Bertucci, MD, FRCPC; Margaret A. Weiss, MD; Editor-in-Chief William P. Coleman, III, MD; Patrick K. Lee, MD; Sabrina Fabi, MD; Resident Representative Hayley Goldbach, MD; Executive Director Katherine J. Duerdoth, CAE. Not pictured: Glenn D. Goldman, 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

Katherine Duerdoth, CAE
Executive Director

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Director of Development and Industry Relations

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Meeting Planner

Beth Kaminski
Staff Accountant

Andrée Kessel
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Brigitte Krieman
Administrative Assistant

Jullian Oribello
Accounting Clerk

Cindy Sommerfeld
Business Development Manager

Tamika Walton
Governance and Membership Manager

Janine Wisniewski
Education Associate

Janet Wynn
Digital Communications Manager

Jenny Zales
Associate of Advocacy and Practice Affairs

ACHIEVE:

Dermatologists Remain the Experts

"When we work united, as we have, we can preserve quality patient care, protect our scope of practice, and effectively advocate for skin health and beauty."

In closing our 49th year and on the cusp of a milestone anniversary, I would like to convey my deep gratitude to all our members and staff, who made possible the achievements described in this seventh ASDS Annual Report. Since ASDS prides itself on being responsive to member and patient needs, we plan carefully to deploy institutional resources for maximal impact. This report highlights the significant steps that have been taken to support our organization's strategic initiatives, and to further our strategic plan.

Technology continues to drive change — change in how we practice medicine, in regulatory policy and the way we communicate with our patients. ASDS is implementing new programs that capitalize on this age of innovation. Specifically, the new Jumpstart Research Seed Grants are providing funding to creative problem-solvers within our membership. Research awards have already been disbursed that will be used to catalyze innovation and help start investigations that may culminate in novel therapies and methods of care delivery. We also launched the Social Media Ambassador Program, which leverages the online presence of our savvy members to increase the public visibility of the specialty, and of dermatologic surgeons. In this age of pretenders, we need to tell our story, and convey the importance of our unique expertise, by using the most effective tools.

Several new product and service partners were introduced this year. The purpose of these collaborations is to increase the value of membership by offering tools and services to support members' practices. CheckedUp packages provide engaging educational content for your patient waiting rooms and exam rooms; and EmpathIQ is a leading review management and patient experience solution. To help younger members with

personal finance, SoFi can facilitate refinancing for medical student loans during residency without compounding interest. A secondary benefit of working with these service partners is additional non-dues revenue for ASDS' many activities.

The ASDS tradition of best-in-class education continues. To help us grow our skills and perfect our craft, the scientific program committee curates educational sessions that make learning efficient and fun. Indeed, our 2019 ASDS Annual Meeting had record-breaking attendance, with more than 1,300 registrants. Apart from the ever popular patient demonstrations, hands-on workshops and cadaver labs, we added new uncontested plenary sessions to make it easier to imbibe information without shuttling between sessions. An inaugural pre-conference Innovation and Entrepreneurship Summit attracted enthusiastic participants and received rave reviews. To ensure the annual meeting is a welcoming place, not only a home for learning but also a social venue for making new friends and growing our networks, a new first-time attendee reception was added to the program. Small group dine-arounds at renowned Chicago restaurants similarly connected attendees with new colleagues.

Shaping the future of the specialty is vital to our longevity. The Society works hard to create opportunities to mentor our active young members so they can be increasingly involved in the Society. Now in its tenth year, the Future Leaders Network (FLN) grew this year to three tracks, with the addition of the advocacy and journal tracks to the pre-existing project-based track. A full-year program, FLN is open to all members who are committed to helping support the ASDS mission for years to come.



Advocating forcefully, and convincing legislators, regulators and the general public of our expertise and value, is crucial for protecting our patients and our practices. In 2019, we came together as over 400 members sent comments to USP regarding its Chapter 797, which would have unreasonably restricted our ability to mix medications in our offices. To convince regulators of what we all know, namely that we are the forefront of safe clinical practice and to help prevent additional unreasonable restrictions on our scope of practice, we also participated in the development of CAPER, an emerging national registry to which dermatologists can confidentially report unexpected adverse events associated with drugs and devices. At a legislative level, 30 visits were completed to individual Congressional representatives in their district offices in support of the "The Phair Pricing Act" and "The Prescription Drug Price Transparency Act." Our model legislation also continues to make great strides. To date, we have 24 SUNucated states that allow children in schools and camps to possess and use sunscreen.

All of these accomplishments would not have been possible without the combined efforts of our many dedicated members. When we work united, as we have, we can preserve quality patient care, protect our scope of practice and effectively advocate for skin health and beauty.

A handwritten signature in black ink that reads "Murad Alam". The signature is fluid and cursive, with a long, sweeping underline.

Murad Alam, MD, MBA
2018-19 ASDS / ASDSA President

Member Education and Engagement

ASDS members are lifelong learners, perfecting their craft and driving innovation in treatments and patient care. At the core of ASDS membership are educational and engagement opportunities for members to enhance their skill sets, improve practice management and grow their social capital.

"The ASDS Annual Meeting offers leading education, engaging sessions and networking opportunities that stimulate new ideas and ignite our passion for dermatologic surgery."

Maral Skelsey, MD
2019 ASDS Annual Meeting
Work Group Chair



*Alastair Carruthers, FRCPC,
at the Innovation and
Entrepreneurship Summit.*

2019 ASDS ANNUAL MEETING

The 2019 ASDS Annual Meeting in Chicago featured a revamped format to showcase the highest impact content in multiple plenary sessions. This offered members the opportunity to debate and discuss what's most pressing in the specialty. General sessions highlighted significant research and the 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 more than 1,300 attendees, the 3½-day ASDS Annual Meeting included more than 300 faculty with over 85 sessions of educational programming. Among the highlights of the Chicago meeting, the program featured:

- Workshops on chemical peels, multiple hands-on cadaver labs, unplugged session on devices and the new Innovation and Entrepreneurship Summit.
- The Vic Narurkar, MD, Innovation in Aesthetics Lecture by Roy Geronemus, MD; the Annual Lawrence M. Field, MD, Honorary Lecture by Dr. Kee-Yang Chung; and the opening keynote by Chef Grant Achatz, a tongue and skin cancer survivor.
- Patient demonstrations filled beyond capacity, including advanced injection techniques as well as rejuvenation procedures without fillers or toxins.
- A comprehensive program for office staff – in collaboration with the Association of Dermatology Administrators and Managers (ADAM) – targeting skill development in marketing, technology and patient relations.



*Chef Grant Achatz delivered
the opening keynote.*



*Cadaver labs offered hands-on experience at the
2019 ASDS Annual Meeting.*



Residents competed at the Golden Scalpel Knowledge Bowl.

PREMIER ANNUAL RESIDENT COSMETIC SYMPOSIUM

Residents are a vital part of the ASDS membership and are the future of this organization. ASDS offers residents complimentary membership throughout their residency and a tiered dues structure in the following early-career years to lessen the financial impact of staying an ASDS member. Resident benefits include complimentary copies

of the *Primer in Dermatologic Surgery*; access to the ResQ board question preparation tool, as well as mentoring opportunities; and a variety of educational materials available at no charge.

When evaluating its resident education strategy and goals a few years ago, ASDS identified gaps in cosmetic training in residency. In 2015, ASDS started the Premier Annual Resident Cosmetic Symposium, a 3-day intensive dive into aesthetic procedures. This popular course also offers a unique opportunity for building social capital with both formal and informal networking time including the chance to hear faculty advice on what they would do if they were starting out all over again. Susan Weinkle, MD, and Thomas Rohrer, MD, led the Society's fifth Symposium in Dallas in April. This event was at full capacity once again with more than 100 residents in attendance.

- Events exclusive to new attendees, residents and early-career dermatologic surgeons, including morning roundtable sessions, a Resident Networking Lunch, First-time Attendee Reception and Dine Arouds that connected members with colleagues at some of the best Chicago restaurants.
- Clinical-based, content-filled competitions including the ever-popular Iron Surgeon and Golden Scalpel Knowledge Bowl.
- An unforgettable night at the 14th Annual ASDS Gala held at the Field Museum and networking at the informal Welcome Reception and exciting Silent Auction.
- Digital engagement at an all-time high with the updated mobile app and members posting to their personal social media accounts, which were displayed on the social media wall's live feed.
- Displays from 112 exhibitors, showcasing the latest products and developments in dermatologic surgery.

BY THE NUMBERS



1,350

2019 Annual Meeting Attendees



1,185

Meeting Mobile App Users



295,169

Meeting Social Wall Reach



Susan Weinkle, MD, lectured at the Resident Cosmetic Symposium.



Residents enjoyed networking with ASDS President Murad Alam, MD, MBA at the Resident Cosmetic Symposium.

"ASDS offers residents amazing resources for professional and personal development to enhance our medical training, grow our leadership skills and opportunities to shape the future of our specialty."

Hayley Goldbach, MD
2018-20 Resident Representative
to the Boards of Directors



ADVANCED INJECTION COURSE

The year ended with the 5-star rated Advanced Injection Techniques: Maximize Safety and Minimize Complications course, which featured case-based video presentations, faculty panels and live patient demonstrations to help attendees discover innovative techniques to restore volume and augment features. Sue Ellen Cox, MD, and Vincent Bertucci, MD, co-directed the interactive course on Nov. 23-24 in New York, which was attended by nearly 100 members.

EDUCATIONAL EXCHANGES

Educational exchange is a priority for ASDS. Over 400 dermatologists are engaged in domestic or international mentoring programs.

A total of 50 dermatology residents participated in the 2019 Resident Preceptorship Program, each spending a week in the office or institution of an ASDS expert. The ASDS Visiting Professors are also making trips to different residency programs across the country to share their expertise at no cost to the institution. It is such a great resource for residency programs to enhance their dermatology training.

Now in its third year, the Early-Career Preceptorship Program provides members within 10 years of residency the opportunity to visit the office of a more experienced dermatologic surgeon. The experience allows them to gain not only clinical pearls, but practice management insights as well.



*Resident Preceptee Fatima Fahs, MD,
with Preceptor Kimberly Butterwick, MD.*



*Resident Preceptee Nikhil Shyam, MD,
with Preceptor Marc Avram, MD.*



Mitchel P. Goldman, MD, visited the Kaiser Permanente residents and staff members through the ASDS Visiting Professor Program.



Felipe Cerci, MD, visited Jeremy Bordeaux, MD, MPH, (left) and Victor Neel, MD, PhD, (right) during his preceptorship.

INTERNATIONAL PROGRAMS

ASDS offers learning across the globe with outreach efforts established through the Lawrence M. Field, MD, International Dermatologic Surgery Educational Exchange Fund. The International Traveling Mentorship Program now has over 199 hosts and mentors from 35 countries. Annually through the International Preceptorship Program, one international dermatologic surgeon is selected to visit a preceptor in the United States to learn techniques and procedures not available in his/her country of origin. The 2019 International Preceptee – Dr. Felipe Cerci from Brazil – attended the 2019 ASDS Annual Meeting and underwent mentoring with Jeremy Bordeaux, MD, MPH, at the University Hospitals/Case Western in Ohio and Victor Neel, MD, PhD at Massachusetts General Hospital.

The International Dermatologic Surgery Fellowship Recognition Program utilizes ASDS resources and the abilities of ASDS members to provide guidance and credentials to international applicant programs looking to start and maintain a training program. There are four ASDS-recognized international training programs in South Africa, Romania, Pakistan and the Netherlands. Four international fellows have completed their training, and 5 fellows are in training currently.



International Traveling Mentorship Program Work Group Chair Glenn D. Goldman, MD, spoke at the ITMP Mentor Networking Lunch during the ASDS Annual Meeting.

Recognized programs include:

South Africa

Fellowship Director:
Pieter J. du Plessis, MD
Program Name: Skinmatters & Mohs Micrographic Surgery

Pakistan

Fellowship Director:
Azim J. Khan, MD
Program Name:
Institute Cosmetique

Romania

Fellowship Director:
Mihaela V. Leventer, MD
Program Name:
Dr. Leventer Centre

The Netherlands

Fellowship Director: Gertruud
A.M. Krekels MD, PhD, MBA
Program Name: MOHSA

COSMETIC FELLOWSHIPS

ASDS invests in its members' future. ASDS has supported residents and fellows for much longer than since 2013. Delete sentence or make it more specific to this program by focusing its attention on supporting physicians in residency and fellowship. In 2013, ASDS created the Cosmetic Dermatologic Surgery Fellowship Accreditation Program (CDSFAP) offering accreditation to formalize and standardize fellowships in cosmetic dermatology. Fellows must complete 1,000 cases in five of eight procedure categories, have a didactic curriculum and exposure to experiences designed to augment their training: research, writing and reviewing clinical manuscripts, attending conferences and presenting at clinical conferences, and teaching residents. This mindful repetition in a controlled environment gives ASDS fellows the competence, confidence and credibility they will need to get their careers off and running and provides a solid base on which to build the Society's future. CDSFAP currently boasts 24 approved programs and participated in the SF Match for the third time in 2019.



A graduation ceremony was held during the 2019 ASDS Annual Meeting to recognize the 2019 Cosmetic Fellow Graduates.

ASDS 2018-19 Graduating Cosmetic Fellows

Dana Alessa, MD
 Olubukola Babalola, MD
 Lauren Barnes, MD
 Daniel J. Callaghan, MD
 Amanda Champlain, MD
 Mitalee Christman, MD
 DiAnne S. Davis, MD
 Karin Eshagh, MD
 Shelia Farhang, MD
 Sara Hogan, MD
 Elika Hoss, MD
 Rohit Kakar, MD
 Prasanthi Kandula, MD
 Sivaramya Kollipara, MD
 Rachel Kylo, MD
 Matthew Lin, MD
 Scott Lindsey, MD
 Angela Macri, DO
 Claire Noell, MD
 Forum Patel, MD
 Jennifer Sawaya, MD
 Bahman Sotoodian, MD
 Amanda Suggs, MD
 Gian Vinelli, MD
 Lindsey Yeh, MD

2019 Accredited Programs and Directors:

- AboutSkin Dermatology/
University of Colorado Anschutz
Medical Campus –
Joel L. Cohen, MD, and
Theresa R. Pacheco, MD
- Advanced Dermatology, PC -
Whitney P. Bowe, MD
- Albert Einstein College of
Medicine – David H. Ciocon, MD
- Cosmetic Laser Dermatology –
Mitchel P. Goldman, MD
- Dermatology, Laser & Vein
Specialists of the Carolinas –
Girish Munavalli, MD
- Dermatology & Laser Surgery
Center – Paul M. Friedman, MD
- Gateway Aesthetics Institute
and Laser Center – Mark B.
Taylor, MD
- Hollywood Dermatology &
Cosmetic Surgery Specialists –
Eduardo T. Weiss, MD

- Laser & Skin Surger Center of
New York – Roy Geronemus, MD
- Laser & Skin Surgery Center
of Northern California –
Suzanne L. Kilmer, MD
- Levit Dermatology –
Eyal Levit, MD
- Main Line Center
for Laser Surgery –
Eric F. Bernstein, MD, MSE
- 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
- Mount Sinai School of Medicine
– Hooman Khorasani, MD
- Sadick Aesthetics &
Dermatology – Neil Sadick, MD
- Skin Associates of South
Florida – Jeremy Green, MD
and Joely Kaufman, MD
- Skin Care and Laser
Physicians of Beverly Hills –
Derek H. Jones, MD
- Skin Laser and Surgery
Specialists of NY & NJ –
David J. Goldberg, MD, JD
- SkinCare Physicians –
Jeffrey S. Dover, MD, FRCPC
- Union Square Laser
Dermatology –
Anne M. Chapas, MD
- UPMC Cosmetic Surgery &
Skin Health – Suzan Obagi, MD

The DermSurg Fellowship Finder – a comprehensive database of all Mohs, procedural, cosmetic and laser surgical fellowships in the United States – supports sourcing the right program fit by program type, geographic area and program director.



QUEST DIGITAL KNOWLEDGE NETWORK

Technology continues to push the specialty forward, offering improved methods of communication and learning tools. For 2019, Quest continued to offer educational content, journal archives and discussion boards. It boasted more than 9,300 article views and over 1,250 unique users.

As technological advances continue, Quest digital knowledge network will be rebranded and refreshed in 2020 as ASDS Connect and ASDS Learn. The new tool will provide a wide-ranging platform for sharing ideas, resources and solutions – helping individual practices offer the best patient care and advancing the specialty as a whole. These platforms will be available exclusively to ASDS members and residents from any web-enabled device and will utilize a single-sign-on link from *asds.net*, giving members immediate access without having to log in.



ASDS Connect will house Quest’s most powerful networking tool, discussion boards, where members can collaborate, ask questions, provide answers and share expertise. Shared Interest Groups (SIGs) allow individuals with similar interests and challenges to learn from each other and connect with experts to whom they wouldn’t otherwise have access.



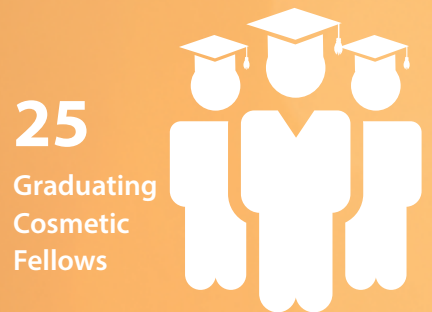
ASDS Learn will include the educational components of Quest, enabling members to access digital education resources including webinars, videos, podcasts and past Annual Meeting content. It also includes:

- ResQ, a procedural dermatology review application, makes preparing for the American Board of Dermatology’s certification or re-certification exam easier than ever before. Users can select from 500 board-style questions and answers, search by keywords, save questions for later review, make notes and more.
- The Dermatologic Surgery Fundamentals Series, which offers reference guides and quizzes to help evaluate proficiency.
- Procedural derm-casts and audio interviews on devices, code, patient safety and more.
- A variety of videos including ASDS Annual Meeting Recordings, Better Surgical Education Video Series and Laser, Energy and Aesthetic Devices – Intense Pulsed Light and Pulsed Dye Laser videos.

BY THE NUMBERS



260
Resident Scholarships
Awarded for 2019
ASDS Annual Meeting



25
Graduating
Cosmetic
Fellows



3
Visiting
Professor
Trips



52
Resident and
Early-Career Preceptees



The project-based FLN mentees and mentors presented their projects at the 2019 ASDS Annual Meeting.

FUTURE LEADERS NETWORK (FLN)

Completing its ninth year, FLN was created to develop and enhance the leadership skills of early-career members and prepare them to become the next generation of leaders in dermatologic surgery. During the year-long curriculum, young leaders work with experienced mentors on projects and initiatives that benefit ASDS and its members. For the 2019 program, three unique tracks were created including the traditional project-based FLN, Journal FLN and Advocacy FLN.



In the project-based FLN track, 12 mentees completed a variety of projects to carry on the tradition of excellence in our specialty. This year's projects included:

- **Bringing Back a Lost Art: Fully Ablative Laser Resurfacing.**
Mentee Marwan Alhaddad, MD, and Mentor Sandy Tsao, MD.
- **Lights, Camera, Action Plan.**
Mentee Noëlle Sherber, MD, and Mentor Deirdre Hooper, MD.
- **A Body Dysmorphic Disorder Primer for Cosmetic Dermatologists.**
Mentee Evan Rieder, MD, and Mentor Lisa Donofrio, MD.
- **Demystifying Devices in Aesthetic Medicine Podcast Series.**
Mentee Kathleen Suozzi, MD, and Mentor Terrence Keaney, MD.
- **Predictors of Patient-Initiated Phone Calls Following Mohs Surgery.**
Mentee Jeffrey Scott, MD, MHS, and Mentor Edit Olasz, MD, PhD.
- **Chemical Peels: 20 Video Catalogue & 12 day Photo Series.**
Mentee Jennifer Rullan, MD, and Mentor Seaver Soon, MD.
- **Dermatologists: Defined.**
Mentee Monica Boen, MD, and Mentor Nazanin Saedi, MD.
- **Improving Patient Safety in Cutaneous Procedures.**
Mentee Mary Sheu, MD, and Mentor Arielle N.B. Kauvar, MD.
Collaborators:
Murad Alam, MD, MBA, and Emily Poon, PhD.
- **Medium Depth Chemical Peel: Solid CO₂/TCA.**
Mentee Frankie Rholdon, MD, and Mentor Lynn Drake, MD.
- **Patient Education Newsletters.**
Mentee Ashley Decker, MD, and Mentor Mona Gohara, MD.
- **Supporting the Management of Scars with Insurance Coverage.**
Mentee Ronda Farah, MD, and Mentors Heidi Prather, MD, and Kachiu Lee, MD.
Collaborators:
Murad Alam, MD, MBA, Ian A. Maher, MD, and James T. Pathoulas, BA
- **Cosmetic Dermatology: The Online Conversation on Social Media.**
Mentee Emily Newsom, MD, and Mentor Naomi Lawrence, MD.

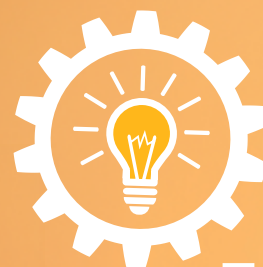
[BY THE NUMBERS]

Developing new advocates for the specialty is a vital ongoing objective for ASDSA. The new Advocacy Future Leaders Network (A-FLN) track was created to groom mentees by expanding their knowledge of the policymaking process and to teach about ASDSA priorities that have meaningful influence on the legislative and regulatory process. A-FLN mentees include Catherine DiGiorgio, MD; Arash Koochek, MD, MPH; Eric A. Millican, MD; Farhaad R. Riyaz, MD; and Nikki Tang, MD; Mentors were: Murad Alam, MD, MBA; Terrence A. Cronin, Jr., MD; Amy Derick, MD; H. William Higgins, MD; and Anthony M. Rossi, MD. Mentees and mentors participated in the Alliance of Specialty Medicine Fly-in on Capitol Hill where more than 150 specialty physicians worked in concert to have patients' voices heard in the halls of Congress. Dr. Eric Millican was the second Health Policy Fellow and created a state-by-state guide to in-office dispensing regulations.

The journal FLN mentees worked on building the skills necessary to become a solid manuscript reviewer, understand the journal review process, formulate effective author feedback, manage conflicts, identify study design flaws and much more. The 2018-19 Journal FLN mentees were Sphoorthi Jinna, MD; Kelly MacArthur, MD; and Oge Onwudiwe, MD. Their mentors are Bryan Carroll, MD; Derek Jones, MD; Rhoda Narins, MD; and Ardalan Minokadeh, MD, PhD.



Nearly **6,400**
Members Providing
Peer Collaboration



More Than **70**
FLN-created Projects
Launched In 9 Years

"The Future Leaders Network is exclusive to early and mid-career ASDS members looking to enhance their leadership skills and grow their professional networks. The program allows ASDS and ASDSA to mold its next generations of leaders."

Vince Bertucci, MD, FRCPC
Chair, Leadership Development Work Group



80

Mentees Completed
the FLN Program
Since its Inception



Public Education



"It is vital ASDS members be a stronger voice in digital conversations on skin health and beauty. Our campaign continues to grow in digital ads and social media promotion to reach consumers where they are at."

Mona Gohara, MD
Chair, Branding and
Media Relations Work Group

Effective public education is critical in today's digital world where almost anyone can claim to be an expert. The goal of the ASDS integrated marketing campaign is to promote ASDS members as the recognized source on skin health and beauty to the public, media and fellow physicians.

NATIONAL BRANDING CAMPAIGN

The Society's branding campaign raises awareness of its members as THE experts in skin health and beauty and educates consumers on the importance of board certification. The media placements drive consumers to the ASDS website, where prospective patients search for an ASDS member in their area. Overall, site traffic in 2019 increased more than 66% resulting in close to a million site visits.

This year, the "Find a Dermatologic Surgeon" referral tool was updated to offer geo-location and mapping functionality and allows consumers to filter their searches from a list of procedures. These updates have driven over 31,800 visits to the tool with over 10,500 individual member profile visits.

Pay-per-click advertising is another important component of the Society's branding efforts. New ad words and optimized bidding strategies created more effective campaigns. ASDS saw a reduction of nearly 67% in its cost per clicks and more than doubled its click-through rate compared to 2018. This means ASDS is driving more interest while keep costs down. In late 2019, ASDS was awarded pay-per-click Google grant funding of \$10,000 a month to promote its mission and the expertise of ASDS members. These are significant funds to test new digital ads and key words and drive continuous improvement of the ASDS brand.

GETTING SOCIAL

The streamlining of ASDS social media handles is reaping rewards. In 2018, ASDS moved to three handles focused by audience: @ASDSSkinMD for consumers, @ASDSMembers for member-related content and @ASDSAdvocacy for ASDSA initiatives. These targeted, relevant communications are driving better responses. ASDS has increased the number of website visits driven from social by 61%, and of those visitors, 86% went on to use the referral tool. Instagram showed the most growth with a 60% increase in followers, while Facebook and Twitter grew 9% and 6%, respectively. The YouTube channels boasted more than 23,000 views. ASDS also introduced two new official hashtags: #ASDSMembers and #ASDSResidents.

SOCIAL MEDIA AMBASSADORS

Many voices strengthen the ASDS message. Nearly 80 members helped launch the ASDS / ASDSA Social Media Ambassador Program at the 2019 ASDS Annual Meeting by sharing pearls from sessions, fun networking photos and Exhibit Hall excitement. This program now boasts more than 120 ambassadors. It offers a structured, engaging way for



ASDS Social Media Ambassadors
at 2019 ASDS Annual Meeting

2019 ASDS Consumer Survey on Cosmetic Dermatologic Procedures*



ASDS
American Society for
Dermatologic Surgery
FORMER AND ABBREVIATED LEADING
THE YEAR'S BEST HEALTH AND BEAUTY

Dermatologists — The Leading Provider

TOP INFLUENCER FOR



Of those patients that saw a dermatologist, **60%** were an **ASDS member**.

Why Consumers Are Exploring Cosmetic Procedures

TOP REASONS

Turning to Cosmetic Procedures

- I want to feel more confident.
- I want to appear more attractive.
- I want to look as young as I feel or better than my age.

What Consumers Are Bothered By



Of survey responders, **Almost 70%** Considering a Cosmetic Procedure

What Cosmetic Procedures Consumers Are Having Done

MOST POPULAR PROCEDURES

- 58% Body sculpting
- 56% Skin tightening or smoothing of wrinkles using ultrasound, laser, light or radiofrequency
- 51% Microdermabrasion
- 51% Laser hair removal
- 47% Injectable wrinkle-relaxers



TOP SATISFACTION RATINGS

- 95% or higher
- Injectable wrinkle-relaxers and fillers
- Ultrasound, laser, light or radiofrequency to tighten skin or smooth wrinkles
- Laser tattoo removal
- Microdermabrasion
- Chemical peels
- Laser / Light therapy for skin tone

Digital Influence

SOCIAL MEDIA

Ranked in the **TOP THREE** factors in buying decisions for **skin care products**



Ranked **SIXTH PLACE** among factors influencing the decision to have a **cosmetic treatment**.



Top Rate and Review Sites Visited:

WebMD 20% Facebook 12% Physician website 11% Yelp 11% Healthgrades 10%

Methodology

*Source: American Society for Dermatologic Surgery (ASDS) 2019 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 3,645 consumers through a blind online survey in 2019.

03000-1/16

Injectable treatments to smooth or fill lines continue to lead cosmetic procedures with over 3.7 million treatments performed by ASDS members. Wrinkle-relaxing injections have grown by 42% in the last seven years with fillers increasing 78%. Body treatments gain increasing popularity, rising over 43% from 2017 and growing over four times since 2012. Skin conditions treated with laser / light / energy-based procedures have risen 74% since 2012. For 2018, wrinkles, sun damage and facial redness lead the types of conditions treated with over 2.2 million treatments performed reinforcing the organization's sun safety education.

The survey also reported other ground-breaking treatments which include non-surgical options supporting hair rejuvenation such as platelet-rich plasma (PRP) with over 72,000 procedures. A collagen induction therapy called microneedling is becoming more popular, showing a 45% increase over 2017 data with more than 262,000 treatments performed. Thread lifts – an innovative treatment wherein temporary sutures visibly lift the skin around the face – are gaining awareness with nearly 33,000 procedures performed.

As procedure totals continue to climb and innovation drives new treatment options, ASDS members are at the forefront offering the medically trained, aesthetic acumen earning the title as THE skin experts.

CONSUMER SURVEY

For the seventh consecutive year, the ASDS Consumer Survey on Cosmetic Dermatologic Procedures indicated dermatologists ranked as the number one influencer among 15 factors that impact consumers' decisions to have a cosmetic procedure. It also confirmed the power of online resources for decision making, with a provider's social media presence influencing 43% of consumers' decisions to schedule an appointment.

Consumers rated dermatologists as the top resource for skin care product decisions and physician of choice in five of 10 treatment categories including injectable wrinkle-relaxers; soft-tissue fillers; laser / light therapy for skin redness, tone and scars; vein treatments; and tattoo removal.

In selecting a practitioner, the specialty in which the physician is board certified and the level of the physician's licensure ranked as primary influencing factors. Of patients that saw dermatologists for their treatments, more than 60% were ASDS members.

The survey reported that almost 70% of responders were considering a cosmetic treatment. The reasons driving them to explore cosmetic procedures have been consistent for the past five years. These included excess weight on any part of the body; excessive fat under the chin or neck; skin texture and/or discoloration; and lines and wrinkles around or under the eyes.

The top five treatments consumers were considering included: body sculpting, skin tightening or smoothing of wrinkles using ultrasound, laser, light and radiofrequency treatments; laser hair removal; microdermabrasion; and injectable wrinkle relaxers.

Consumers said the reasons they are waiting to get the procedure are cost, potential pain during or after treatment, ability to achieve desired results and unsure what type of practitioner to visit.

For those who did pursue treatments, the procedures which provided a satisfaction rating of 95% or higher included injectable neurotoxins and fillers; ultrasound, laser, light or radiofrequency; laser tattoo removal; microdermabrasion; chemical peels; and laser / light therapy for skin tone.

The survey confirmed that online resources and social media are impacting consumers' selection of their provider, cosmetic procedure and skin care purchases. Social media ranked in the top three factors in buying decisions for skin care products and ranked sixth among factors influencing the decision to have a cosmetic treatment.

Social media is a growing influence on a patient's choice of provider with 41% of patients following their current or potential provider on social media. Consumers are also seeking information on previous patients' experiences by utilizing rate and review websites. These resources impact 69% of consumers on their decision for a cosmetic procedure provider. Top rate and review websites visited (in order of popularity) are WebMD, Facebook, physician's website, Yelp and Healthgrades.

The Survey Work Group is pleased and encouraged that this seven-year trend data showcases the influence of dermatologic surgeons. Media relations efforts promoted this data to reinforce the unique training ASDS members possess, which provides the best care for the health and beauty of the skin at all life stages.

SURGICAL DIRECTORS FORUM

Since late 2014, the Surgical Directors Forum has grown in membership and influence, representing surgical directors from more than 105 dermatology residency and Mohs and cosmetic fellowship programs. The forum identifies areas of common concern including cosmetic training in residency programs, best practices for cosmetic study, collaborative research and practical guidelines and issues. The group meets three times a year during the annual meetings of AAD, ACMS and ASDS. The leading focus for 2019 was supporting increased cosmetic procedures in residency training requirements and academic metrics. Chair Naomi Lawrence, MD, published an article in the Vol. 2019 Issue 4 issue of *Currents* detailing the surgical directors' goal of improving residents' case logging in order to reinstitute the hands-on cosmetic procedures requirements from Level 2 "Surgeon or Observed" to Level 1 "Surgeon."

SOFT TISSUE FILLER GUIDELINES

Reflective of the Society's specialty expertise, the development of an evidence-based clinical practice guideline for soft-tissue fillers is underway with Derek Jones, MD, leading an esteemed multi-specialty development team, including patients. Collaborating with other specialties for a common purpose builds professional camaraderie and creates opportunities to promote the breadth and scope of expertise. The team is finalizing evidence collection.

BY THE NUMBERS



More Than **31,800**
Consumers Used the
"Find A Derm" Referral Tool



Nearly
1 Million
Website Visits



Over **61%**
More Website
Visits Driven from
Social Media Efforts



More Than **5,000**
Free Skin Cancer Screenings
Provided in 2019



Dermatologists
are Ranked the **#1**
Most Influential for Cosmetic
and Skin Care Decisions

RESEARCH AWARDS

Dermatologic surgeons are investigators driven by the need to learn and improve their skills. ASDS assists members by supporting their research that drives innovation and improves patient care. Eight grants totaling just under \$100,000 were awarded in 2019.

CUTTING EDGE RESEARCH GRANT RECIPIENTS

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. Board-directed research allows ASDS to align research initiatives with organizational priorities. 2019 Board-directed topics included:



Monica Boen, MD



Maggie Chow, MD



Michael Renzi, MD



Joseph Sobanko, MD

- Safety of cosmetic procedures.
- Substantiation of dermatologic surgeons' cost effectiveness and care in procedural dermatology.
- Quality outcomes for different treatment modalities for skin cancer.

2019 JUMPSTART RESEARCH SEED GRANT RECIPIENTS

A new program for 2019, the Jumpstart Research Seed Grant program sought to provide research investigators a chance to define objectives, test hypotheses and provide a better idea of feasibility and directionality of research before applying for additional funds from ASDS or other external sources. Each Jumpstart recipient receives up to \$10,000 towards relevant research. Members are encouraged to submit proposals around core surgical procedures and techniques; cosmetic medicine and surgery; new technologies; and Board-directed research topics.



Wesley Yu, MD



Spencer Bezalel, MD



Jigar Patel, MD

2019 FREDRIC S. BRANDT, MD, INNOVATIONS IN AESTHETICS FELLOWSHIP FUND GRANT RECIPIENT

Each year, Fellow(s) in an ASDS-accredited Cosmetic Fellowship program are awarded a grant as part of the Fredric S. Brandt, MD, Innovations in Aesthetics Fellowship Fund. This Fellowship, funded by The Allergan Foundation, serves to foster research and leadership development in fellows focused in furthering innovations in cosmetic dermatologic surgery. Hyemin Pomerantz, MD, research compared energy-based devices in the treatment of atrophic acne scars utilizing objective measurement with anew 3D imaging systems.



Hyemin Pomerantz, MD

2019 CARUTHERS AWARD RECIPIENT

The Drs. Alastair and Jean D. Carruthers Award for the Top-Ranked ASDS Cosmetic Fellow Research Abstract, established in 2018, stimulates interest and acknowledges cosmetic research contributions from Fellows of ASDS-accredited fellowship training programs. 2019 recipient Matthew Lin, MD, was recognized at the 2019 ASDS Annual Meeting for his work on the effect of platelet rich plasma on female pattern hair loss.



Matthew Lin, MD



Roy G. Geronemus, MD, gave the Innovation in Aesthetics Lecture at the 2019 ASDS Annual Meeting.



Vic Narurkar, MD, was an active ASDS member who served as faculty and on multiple work groups and committees since joining ASDS in 2005. Dr. Narurkar's career produced cutting-edge advancements in aesthetics, including laser hair removal and intense pulsed light treatments.

VIC NARURKAR, MD, AESTHETIC DERMATOLOGY VISIONARY

The Vic Narurkar, MD, Aesthetic Dermatology Visionary Fund was established and funded by Allergan to honor the legacy of Dr. Narurkar, who passed away suddenly in 2019. Dr. Narurkar was an inspiration to colleagues, residents and his friends who felt his influence and contributions to the field of aesthetics. Five residents received scholarships to attend the 2019 ASDS

Annual Meeting in Chicago and the 2019 Advanced Injection Techniques course held in New York. The 2019 recipients were:

- Jusleen Ahluwalia, MD
- Lingyun Du, MD
- Timothy Durso, MD
- Kimberly Huerth, MD
- Julia Katsnelson, MD

The fund also encompasses the Vic Narurkar, MD, Innovation in Aesthetics Lectureship Award. Roy G. Geronemus, MD, was the inaugural recipient and delivered the lecture, "Expanding the Scope of Dermatologic Surgery Through Lasers and Related Technologies" at the 2019 ASDS Annual Meeting.

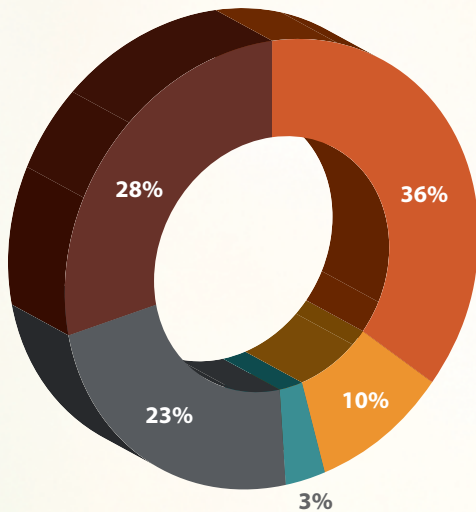


Vic Narurkar, MD, Aesthetic Dermatology Visionary Fund scholarship recipients at the 2019 ASDS Annual Meeting: Jusleen Ahluwalia, MD; Sara Sangha, Associate Vice President of Medical Affairs at Allergan; Julia Katsnelson, MD; and Kimberly Huerth, MD. Not pictured: Lingyun Du, MD, and Timothy A. Durso, MD.

Organizational Leadership

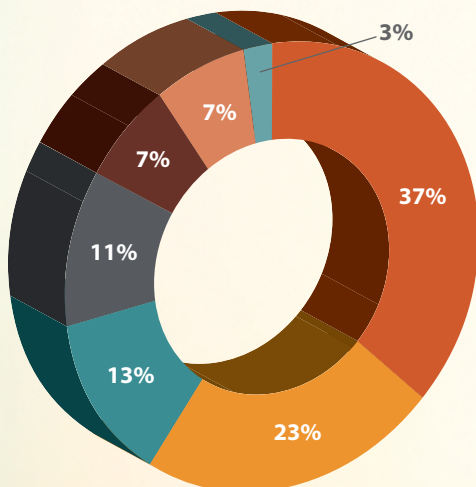
Revenue Sources – ASDS & ASDSA *Based on 2019 Estimates*

- Education and Meetings **36%**
- Member Giving / Corporate Support **28%**
- Dues **23%**
- Journal **10%**
- Advertising, Product Sales, Other **3%**



Expenses – ASDS & ASDSA *Based on 2019 Estimates*

- Education and Meetings **37%**
- Governance / Administration / FLN **23%**
- Advocacy (ASDSA) **13%**
- PR / Communications / Marketing **11%**
- Journal **7%**
- Fundraising **7%**
- Member Recruitment / Retention **2%**



ASDS / ASDSA strives to exemplify the highest standards of organizational leadership through excellence in fiscal management, transparency, responsiveness, inclusivity and personal responsibility.

FINANCE REPORT

In 2019, the Society's finances continued the trend of stability and growth. While financial figures will not be finalized until after completion of the annual audit, revenues are projected to reach over \$7 million and operating expenses to be approximately \$7.2 million. The projections reflect a reinvestment of resources in expanded programs and services as ASDS focuses on meeting members' needs and increasing member engagement. Dues, corporate and member giving, and journal income represent the top income sources.

In the last six years, the Society's unrestricted reserve fund balance has grown from \$3 million to \$4.7 million. The Society's reserve policy requires that at least 60% of unrestricted funds be left untouched while the excess – the Strategic Reserve Fund – can be used for well-conceived, Board-approved initiatives.

In comparison,

- Dues – Income stayed consistent at \$1.95 million in 2019.
- ASDS Annual Meeting – Highest revenue growth of over \$2.4 million with 1,350 attendees.
- Corporate Support – In the form of sponsorships, educational grants, exhibits and advertising.
- Expenses – Overall, expenses grew by 10% over 2018 in response to expanded services and growth in meeting attendees.

	2014	2015	2016	2017	2018	2019
Unrestricted Fund Balance	\$6,650,782	\$7,116,300	\$7,737,877	\$8,400,833	\$7,997,437	\$9,057,485
Operating Expenses	\$6,023,896	\$6,086,425	\$6,800,997	\$6,410,558	\$6,684,795	\$7,226,163
Reserve Policy (60% of Expenses)	\$3,614,338	\$3,651,855	\$4,080,598	\$3,846,335	\$4,010,877	\$4,335,698
Strategic Reserve Fund Balance (UFB - RP)	\$3,036,444	\$3,464,445	\$3,657,279	\$4,554,498	\$3,986,560	\$4,721,787

SERVICE AWARDS

Each year, committed member volunteers and interested constituents generate ideas, serve as resources and execute visions. In 2019, ASDS honored the following individuals and organizations and received recognition for its marketing efforts.

PRESIDENT'S AWARDS

- Diana Bolotin, MD
- Jeremy Bordeaux, MD, MPH
- M. Laurin Council, MD
- Carrie Davis, MD
- William Higgins, MD, MBE
- Ian Maher, MD
- Kavita Mariwalla, MD
- The Food and Drug Administration
- The United States Pharmacopeia
- Barbara Greenan, Chief Advocacy and Policy Officer at the American Academy of Dermatology Association

AWARD FOR OUTSTANDING SERVICE



Sabrina Fabi, MD

CHOOSE SKIN HEALTH TOP SCREENER



Aurora Badia, MD, DO

CHOOSE SKIN HEALTH TOP PRACTICE



Florida Skin Center staff

CHOOSE SKIN HEALTH TOP REGIONAL SCREENERS

- Michel Goldman, MD
- Andrew Jaffe, MD
- Sonya Kenkare, MD
- Daniel Ladd, Jr., DO
- Daniel Marshall, DO
- Dawn Sammons, MD

YOUNG INVESTIGATORS WRITING COMPETITION



Conroy Chow, MD



Jeffrey Scott, MD

REVIEW ARTICLE INCENTIVE COMPETITION



Daniel Condie, MD



Caroline Morris, MD

AWARDS PRESENTED TO ASDS

ASDS strives to create strong, clear and concise communications that effectively communicate Society news to members; positively impact patients; and successfully promote the specialty. Those marketing and communications efforts were recognized with 20 awards across seven awards competitions in 2019.

These industry competitions – including the AVA Digital Awards, Healthcare Advertising Awards, Apex Awards of Excellence, Aster Awards, Hermes Awards, eHealthcare Awards and Marcom Awards – recognize outstanding work in print and digital communication pieces. The wide array of winning entries validate the Society's unique ability to deliver appropriate messaging to multiple audiences.

Redesigned *Currents* and Bulletin



Skin Cancer Awareness Month Integrated Marketing Campaigns



Redesigned *asds.net* Website and Mobile App



Consumer and Procedures Surveys Infographics and Videos



Achieve, the ASDS Annual Report



ASDS Annual Meeting Materials



Partners and Supporters

Strong partnerships build a stronger organization. ASDS strives to develop partner relationships that expand member benefits and provide opportunities to support and expand our specialty.

SUPPORTERS

ASDS creates customized opportunities for all levels of supporters. While contributions aid ASDS programs and services, partners also benefit by reaching leaders in the field trained to treat skin and soft tissue for both medically necessary and cosmetic concerns. ASDS members also support Society initiatives by pledging contributions to the Dermatology Advancement Fund (DSAF) — with the Lifetime Sustaining Stegman Circle as the most prestigious giving level. Industry and member supporters have provided more than \$2 million in contributions. These strong partnerships allow the Society to advance the field of dermatologic surgery.


INDUSTRY PARTNER LEVELS

From the Pewter to Diamond, ASDS recognizes its corporate support based on annual cumulative totals.

"Our remarkable industry partnerships continue to expand our Society's offerings providing members with exclusive services, programs and opportunities."































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





COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beauty™

The American Society for Dermatologic Surgery honors its 2019* Corporate Partners. Through their generous support, ASDS is able to further its education goals and mission to service its members, their patients and the public.

DIAMOND PARTNER	
 <small>BOOTHS 137, 443, 541</small>	
PLATINUM PARTNER	
 <small>BOOTHS 113, 306</small>	
GOLD PARTNER	SILVER PARTNER
 <small>BOOTH 423</small>	
BRONZE PARTNERS	COPPER PARTNERS
 <small>BOOTH 430</small>	 <small>BOOTH 112</small>
 <small>BOOTH 330</small>	 <small>BOOTH 433</small>
	 <small>BOOTH 100</small>
	 <small>BOOTH 337</small>
	
	 <small>BOOTH 116</small>
	 <small>BOOTH 116</small>
	 <small>BOOTH 106</small>
BRASS PARTNERS	
 <small>BOOTH 413</small>	 <small>BOOTH 101</small>
	
	 <small>BOOTH 412</small>
	 <small>BOOTH 412</small>
 <small>BOOTH 313</small>	 <small>BOOTH 108</small>
	 <small>BOOTH 107</small>
	 <small>BOOTH 103</small>
	 <small>BOOTH 333</small>
 <small>BOOTH 316</small>	 <small>BOOTH 421</small>
	 <small>BOOTH 120</small>
	 <small>BOOTH 207</small>
	 <small>BOOTH 714</small>
PEWTER PARTNERS	
 <small>BOOTH 432</small>	

*as of September 15, 2019

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 35 IAC company members (including six new corporate members in 2019) 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 ADVERTISING

ASDS offers companies the opportunity to exhibit and advertise connecting members with their products and services that support practice needs. Companies gain greater visibility and benefit from connecting with the right experts in dermatologic surgery. At the ASDS Annual Meeting and educational courses, exhibitors have access to high-profile members from around the globe. In addition, a variety of targeted print and online advertising opportunities are available to promote products and services to dermatologic surgeons.

DERMASURGERY ADVANCEMENT FUND

Through DSAF, members provide additional support to aid the Society's goal of promoting members as the leaders in dermatologic surgery and advocating for patient safety and education. Gifts can be designated as "unrestricted" or directed to one of three initiatives: targeted research, patient education or public awareness for the specialty. In 2019, ASDS member giving was just under \$500,000 in contributions to DSAF. ASDS members and others can give to the Society in six ways: Stegman Circle, Legacy Donations, Tributes, Resident Scholarships, the Fredric S. Brandt, MD, Memorial Research Fund and – new in 2019 – the Vic Narurkar, MD, Legacy Fund.

The Stegman Circle is a prestigious level of member giving. Members pledge \$25,000 over five years while industry partners donate \$125,000 over five years. In 2019, 5 members joined the Stegman Circle:

- Anne Chapas, MD
- Steve Dayan, MD
- Shelly Halper, MD
- Anthony Rossi, MD
- Anne Zedlitz, MD



To join the top-level Lifetime Sustaining Stegman Circle, members pledge an additional \$25,000 after they have completed their original \$25,000 donation. Three members joined the Lifetime Sustaining Stegman Circle level in 2019:

- Marc D. Brown, MD
- David E. Bank, MD
- Kavita Mariwalla, MD

NEW PARTNERSHIPS

In the Society's efforts to add value to membership, this year it forged new partnerships to offer members additional services and member benefits.



CheckedUp is a physician-founded, specialty technology platform designed to create engaging patient education information in waiting rooms and exam rooms, including the ability to send information to patients digitally so it can be referenced at a later date. ASDS has partnered with CheckedUp to offer these free digital, interactive tools for members' practices. All the patient-facing content is reviewed and approved by ASDS members.



EmpathIQ is a leading review management and patient experience solution. They assist health care providers in monitoring and optimizing their online reviews across more than 50 review websites. Not only does this help manage a provider's online reputation, but these insights can help improve the patient experience.



SoFi offers refinancing for medical student loans, allowing one easy payment without compounding interest during residency with flexible rates and terms



“Engagement in our advocacy efforts is vital as we raise our collective voices to enhance our political relevancy to state policymakers.”

Todd V. Cartee, MD
Chair, 2018-19 State Affairs Work Group

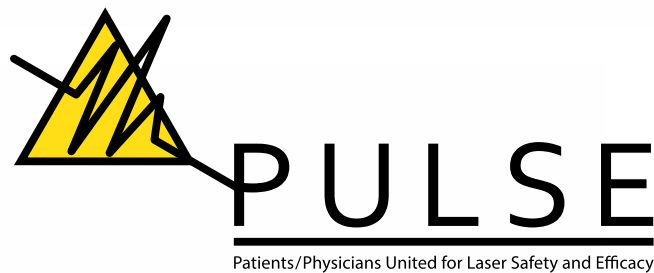
Position Statements

ASDSA Position Statements are adopted by the ASDSA Board of Directors to communicate the Association’s positions and provide guidance on issues related to dermatologic surgery. Position statements are developed through a consensus-building approach that seek to convene diverse perspectives and areas of expertise related to the issue. During 2019, reaffirmations, additions or updates were made on topics including cosmetic medical procedures tax, compounding pharmacies, delegation, hydroquinone, mandatory hospital privileges, network adequacy, office-based surgery and the storage and reuse of reconstituted injectable botulinum toxin type A.

State Focus

The Association’s efforts positively influenced dermatologic surgery patients across the country. Tracking ongoing legislation is a key component to success and allows ASDSA to react as necessary. In 2019, ASDSA monitored 274 pieces of state legislation and regulations related to its efforts.

Advocating for patient safety is a vital component of ASDSA efforts. In 2019, ASDSA exhibited at the National Conference of State Legislatures where they showcased ASDSA’s three model bills. Model legislation enables ASDSA and states to present a uniformed position on policy issues. Providing a framework can potentially move policy forward quickly and supports more consistency in laws state to state.



PULSE

Patients/Physicians United for Laser Safety and Efficacy (PULSE) is model legislation addressing the issue of non-physicians performing laser and energy-based device procedures without proper training and/or physician oversight. The model legislation allows for the delegation of non-ablative laser or energy-based procedures to non-physicians, but any procedures that remove, burn or vaporize the live epidermal surface of the skin can only be performed by physicians. Support for this legislation comes from the PULSE Coalition, which is championed by more than 15 different organizations including the American Academy of Dermatology Association (AADA) and the American Society for Laser Medicine and Surgery (ASLMS).



SUNUCATE


SUNucate model legislation allows students to possess and utilize sunscreen at school and day camps without a prescription or physician's note and includes optional enabling clauses that permit the use of sun-safe clothing and incorporating sun-safe behavior into school curriculum. A record breaking 24 states have now passed SUNucate legislation. In 2019, the Illinois Dermatological Society and the Pediatric Sun Protection Foundation were the lead supporters in the success of Illinois passing SUNucate legislation. This initiative continues to receive national media attention promoting sun-safe behavior.


MEDICAL SPA SAFETY ACT

ASDSA's newest model legislation defines both "medical spa" and "medical director" and provides language requiring on-site supervision of any non-physician providers. Optional enabling clauses include additional education requirements; notification of patients if a physician is not on-site; and mandatory adverse event reporting to the FDA. Although only launched towards the latter half of the year, there is already strong interest and excitement to move this effort forward.

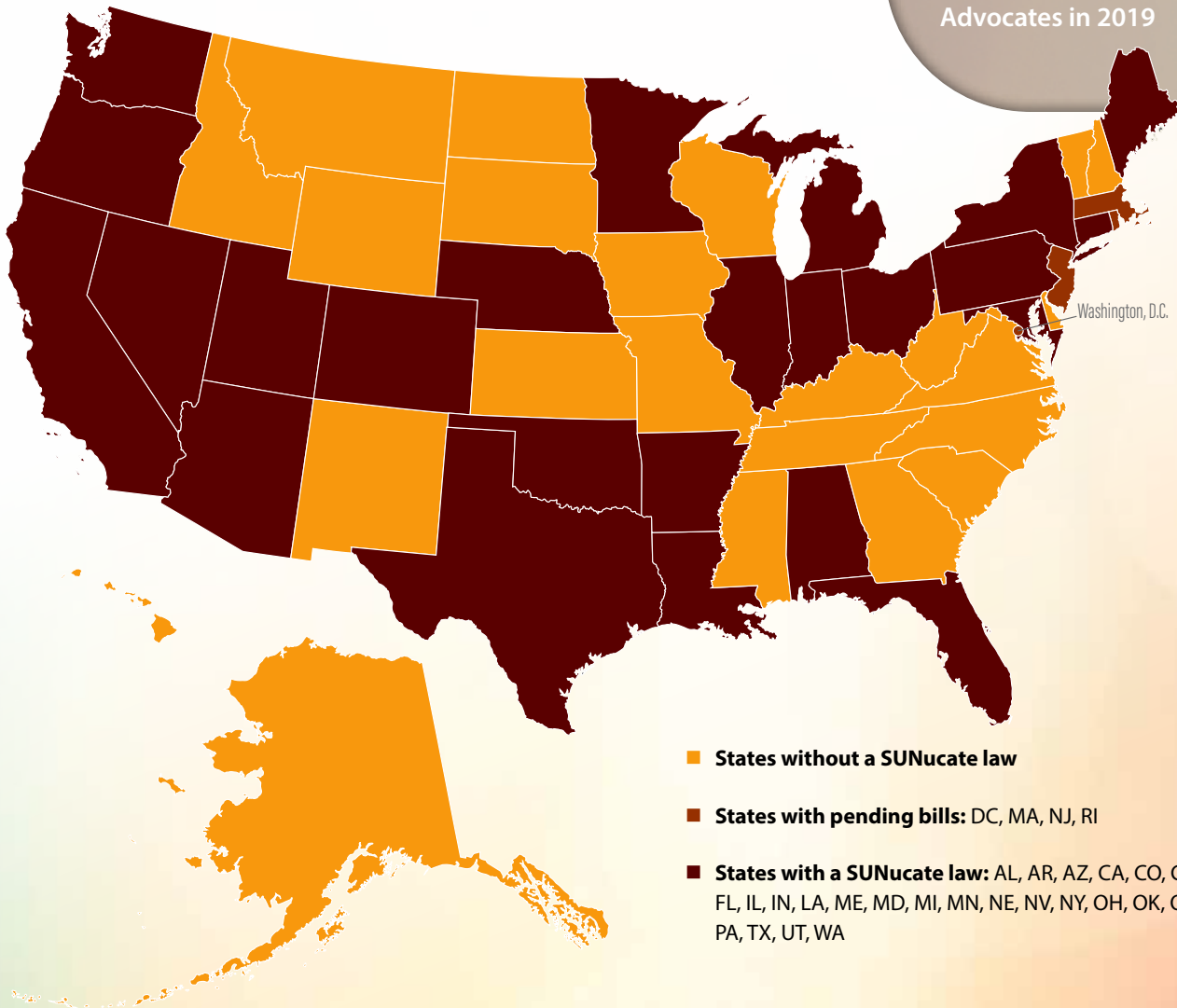
[BY THE NUMBERS]

354 Federal and State Legislation and Regulations Monitored

24 SUNucated States 

 More than **30** Federal Virtual Fly-ins Strengthen our Voice

17 ASDSA Top Advocates in 2019 



Federal Focus

In 2019, ASDSA monitored 80 pieces of legislation and regulations that impact ASDSA members and their patients. Notable efforts are driven to shape the policy related to stem cells or tissue transfer. ASDSA submitted comments to the FDA/HHS Solicitation on Collection Requirements Relating to Reporting of Biological Product Deviations and Human Cells; met with high-level FDA leadership in conjunction with a coalition of aesthetic specialties; and worked with state authorities to monitor developments to keep this the practice of dermatologic surgeons.

Other federal efforts included participating in the AADA Capitol Hill Skin Cancer Screening to raise Congressional awareness. President Dr. Alam, along with ASDSA staff, represented ASDSA members at the 4th Annual FDA Listening Session on Compounded Drugs. ASDSA continues to be a leader on this issue, helping to preserve the ability for physicians to mix, dilute and reconstitute medications in-office.

2019 was the fifth year of ASDSA's Federal Virtual Fly-in, giving members the opportunity to meet with their legislators while in their district offices. Participants asked representatives to support "The Phair Pricing Act" (H.R. 1034) and "The Prescription Drug Price Transparency Act" (H.R. 1035) and asked their senators to consider introducing companion legislation. Fly-in participants also talked about the many regulatory burdens in medicine and how it negatively impacts patients. Overall, 30 visits were completed in 2019 with 16 of those by ASDSA's residents and early-career members.



Representative James Comer (KY-1) with constituent and ASDSA member James Tidwell, MD, during the 2019 Virtual Fly-in.



Drs. Rossi, Derick, Millican, Mishra, Alam, Hruza, Koochek, Higgins, Riyaz and Fathi traveled to Capitol Hill as part of the ASM Fly-in to raise awareness of issues facing specialty medicine and patients.

Grassroots Efforts

ASDSA grassroots are calls to action by members in a particular state or congressional district that impact patient safety, access or dermatologic surgery practices. At the 2018 ASDS / ASDSA Annual Meeting, ASDSA undertook a large-scale grassroots effort to get comments to USP regarding its Chapter 797's onerous one hour administration recommendation. Over 400 members sent comments and participated in this widespread effort to support dermatologic patients' access to drugs mixed and diluted in the office. Also in 2019, ASDSA members supported state grassroots efforts including indoor tanning bans, scope of practice issues and SUNucate legislation.

Collaboration

ASDSA continued its successful partnerships with state dermatologic and medical societies, the American Medical Association (AMA) House of Medicine, the Alliance for Specialty Medicine (ASM) and numerous other ongoing and one time collaborations. Its voice grew stronger in Washington, DC, and state capitals to support ASDSA's initiatives to protect patient safety.

During 2019, ASDSA leadership was invited to speak at both the California Society for Dermatology and Dermatologic Surgery and the Kansas Society of Dermatology and Dermatologic Surgery meetings. AADA and ASDSA collaborated to host a strategy session for state dermatologic societies on compounding;



Vineet Mishra, MD, (left) with Rep. Raja Krishnamoorthi (right, D-IL-8).

more than 23 states participated to learn how to best allow ASDSA members the ability mix, dilute and reconstitute medications in the office. ASDSA continues to work with AADA and other dermatology specialties to seek a monograph that will exempt buffered lidocaine from USP's Chapter <797> on Sterile Compounding and further state regulation. Additionally, ASDSA is a new member of the USP Convention and has appointed Naomi Lawrence, MD, to be its first liaison to the Convention.

ASDSA is represented in the House of Medicine by Delegates Jessica J. Krant, MD, and Anthony M. Rossi, MD; Alternate Delegates Chad L. Prather, MD and M. Laurin Council, MD; and Young Physician Section (YPS) Delegate Rachel Kylo, MD. They worked hard in 2019 to help shape policy in the House of Medicine on behalf of dermatologic surgery.



Drs. Hruza, Council, Rossi, Kylo, Prather and Krant attended the AMA November meeting.



Congratulations ASDSA 2019 Top Advocates!



Murad Alam, MD, MBA M. Laurin Council, MD Sue Ellen Cox, MD Terrence Cronin, Jr., MD Doris Day, MD



Seemal Desai, MD Michael Graves, MD Ann Haas, MD Deirdre Hooper, MD Arash Koochek, MD



Geoffrey Lin, MD Eric Millican, MD Kelley Redbord, MD Farhaad Riyaz, MD Anthony Rossi, MD



Mark B. Taylor, MD James Tidwell, MD

HONORABLE MENTIONS:

Misty Eleryan, MD; Lawrence Green, MD; Rachel Kylo, MD; Vineet Mishra, MD; Zakia Rahman, MD; Lara Rosenbaum, MD; David Surprenant, MD; and Margaret Weiss, MD

Learn how to become a 2020 Top Advocate at asds.net/top-advocate

ASDSA TOP ADVOCATES

Now its second year, the Top Advocate program recognizes ASDSA members who go above and beyond in their commitment to advocacy. Members are required to respond to advocacy engagements, stay on top of ASDSA practice affairs issues and collect active membership points by serving as an ASDS / ASDSA Social Media Ambassador, reading ASDSA's monthly e-newsletter, serving as a State-based Advocacy Network for Dermatologic Surgery (SANDS) member and participating in the Federal Virtual Fly-In.



Amy Brodsky, MD, Founder of Pediatric Sun Protection Foundation; State Rep. John Connor (IL-85); and Amy Derick, MD, President of the Illinois Dermatological Society, recipients of the 2019 ASDSA Patient Safety Hero Awards.

ASDSA AWARDS

State Legislative Patient Safety Heroes:

Illinois State Representative John Connor
(for sponsoring SUNucate legislation in Illinois)

Florida State Senator Travis Hutson
(for his work to ensure Floridians have access to FDA-approved sunscreen without restrictions on ingredients)

State Dermatologic Society Patient Safety Hero:

Illinois Dermatological Society
(for being a lead supporter of SUNucate legislation)

Patient Safety Hero:

Pediatric Sun Protection Foundation
(for contributing to the success of the Illinois SUNucate legislation)

Looking Ahead



"There is strength in our diversity with the ability to offer additional insight, access a broader patient reach and adopt a more global view of the challenges ahead."

Marc D. Brown, MD
2019-20 ASDS / ASDSA President

UNIFYING OUR DIRECTION FOR THE FUTURE

Throughout this milestone year of celebrating our 50th anniversary, we will honor our history to acknowledge the foresight of our founders and carry on their passion for dermatologic surgery. I encourage us to harness the pioneering spirit of past members who drove numerous innovations from tumescent liposuction, laser treatments, injectable body contouring procedures, Mohs surgery and complex reconstructions.

As we celebrate our future, it is also critical we set the stage for our continuous growth by focusing on fostering the investigator mindset through our grant and scholarship programs, continuing education, networking and mentoring programs. Forging new paths pays homage to our history while propelling us forward.

Our membership spans the gamut of dermatologic surgery from reconstruction to lasers and aesthetics. There is strength in our diversity with the ability to offer additional insight, access a broader patient reach and adopt a more global view of the challenges ahead. There is power in numbers, and all ASDS / ASDSA members need to be involved. Passively sitting on the sidelines will not move the ball down the field.

Raise your hand to join our work groups, read our communications, participate in our surveys, be active in supporting our collective voice on social media and share the value of your membership with your colleagues. Log on to our new ASDS Connect community and explore the ASDS Learn online learning system launching this year. These are all valuable membership benefits that offer you professional and personal growth while bolstering the fabric of our Society: our membership.

There are many important issues that need our continuous attention. These timely topics are impacting how we practice medicine and quality of patient care. Membership engagement is crucial to impacting legislative decisions regarding scope of practice, regulatory relief, the pros and cons to private equity, fair reimbursement and the risks and benefits of big data. Participate in our Virtual Fly-in, read the ASDSA monthly e-newsletter, join your state's dermatology organizations and participate in our state-based advocacy network (SANDS). The future can be influenced by your contribution.

My goal this year is to unify our direction, strengthening our position to make a bigger impact while building a strong foundation for our future. We are all united as physicians, dermatologists and dermatologic surgeons. Let us come together with our shared vision of providing excellent patient care, showcasing our surgical skills and supporting a lifetime of beautiful, healthy skin for our patients.

Join us as we embark on our next 50 years, solidifying the longevity of our Society and shaping the future of our specialty together.

A handwritten signature in black ink, appearing to read 'Brown', with a horizontal line extending to the right.

Marc D. Brown, MD
2019-20 ASDS / ASDSA President

AS | DS[®]

American Society for
Dermatologic Surgery

CELEBRATING **50** YEARS 1970-2020

THEN



NOW



AS | DS[®]
American Society for
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beautySM

Join the celebration by sharing your favorite ASDS memories and why ASDS membership matters to you! To participate, log into the new digital community, ASDS Connect, at asds.net/connect and find the "ASDS Turns 50" discussion board. You can also share your memories on social media using hashtag **#ASDSTurns50**. Your post may be featured in *Currents*, member emails, social media or at the 2020 ASDS Annual Meeting.



2019-20 ASDS / ASDSA BOARD OF DIRECTORS

First row (from left): Secretary Kavita Mariwalla, MD; Treasurer Dee Anna Glaser, MD; Immediate Past-President Murad Alam, MD, MBA; President Marc D. Brown, MD; President-Elect Mathew Avram, MD, JD; Vice President Sue Ellen Cox, MD; Executive Director Katherine J. Duerdoth, CAE. Second Row: Historian / Parliamentarian Rhoda Narins, MD; Resident Representative Katherine Ligtenberg, MD, PhD, MBA; Resident Representative Hayley Goldbach, MD; Editor-in-Chief William P. Coleman, III, MD; Deirdre Hooper, MD; Vince Bertucci, MD, FRCPC; Patrick K. Lee, MD; Shannon Humphrey, MD, FRCPC; Glenn D. Goldman, MD; Ian Maher, MD, M. Laurin Council, MD. Not pictured: Sabrina Fabi, MD; Anthony Rossi, MD.

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