



Academy Update

April 19, 2024

AtlanticDerm Conference



Greetings from the President!

Seemal R. Desai, MD, FAAD



21,000+
MEMBERS

98% OF ALL
DERMATOLOGISTS



POWER
IN
NUMBERS





Education

We deliver gold-standard education, information, and data so that members have the most up-to-date information on clinical advances and relevant trends.

Educational Opportunities:

- **Live Education**
- **Digital Education**
- **Clinical Community**
- **Leadership Development**



Meet us there!





Making it easy to earn CME

CME opportunities that you can engage with at your own pace — more than 60 hours complimentary with membership



More than 110 hours of CME available at a lower rate as a membership benefit

Online Learning Center
Question of the Week every Thursday – 7000 members participate
JAAD quizzes every month
JAAD supplement on alopecia (8 CME credits)



Skin of Color Curriculum and Medicine Without Barriers



Medicine Without Barriers: Overcoming Unintended Bias in Practice



- SOCC offers clinical education and cultural knowledge needed to optimize treatment of patients with darker skin tones
- Designed for practicing dermatologists and residents
- AAD members can earn more than 15 CME credits!

- MWB teaches practical skills to overcome unintended biases in practice.
- Supports good communication and optimal care for patients



Publications

- Journal of the American Academy of Dermatology
- JAAD Case Reports
- JAAD International
- JAAD Reviews
- Dialogues in Dermatology podcast series
- Dermatology World
- DermWorld Weekly, DermWorld Academy Insider are weekly newsletters (including Question of the Week)
- DermWorld Insights & Inquiries with Dr. Heymann features perspectives on current dermatologic literature



The AAD Clinical Community is growing!



**AAD
Clinical
Community**

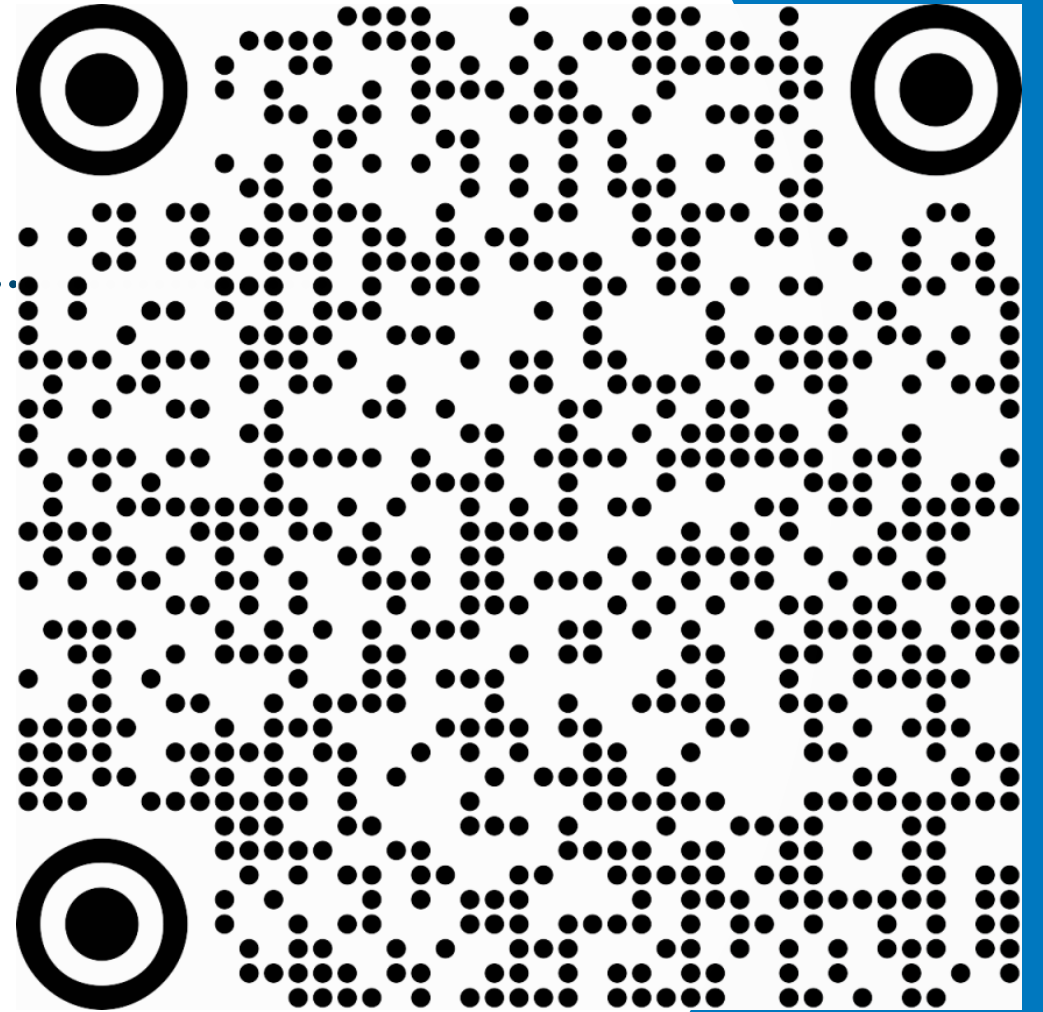
**Go-to online place for dialogue with dermatology experts
10 million views on discussions
80% of all discussions have received a response from a
dermatology expert**

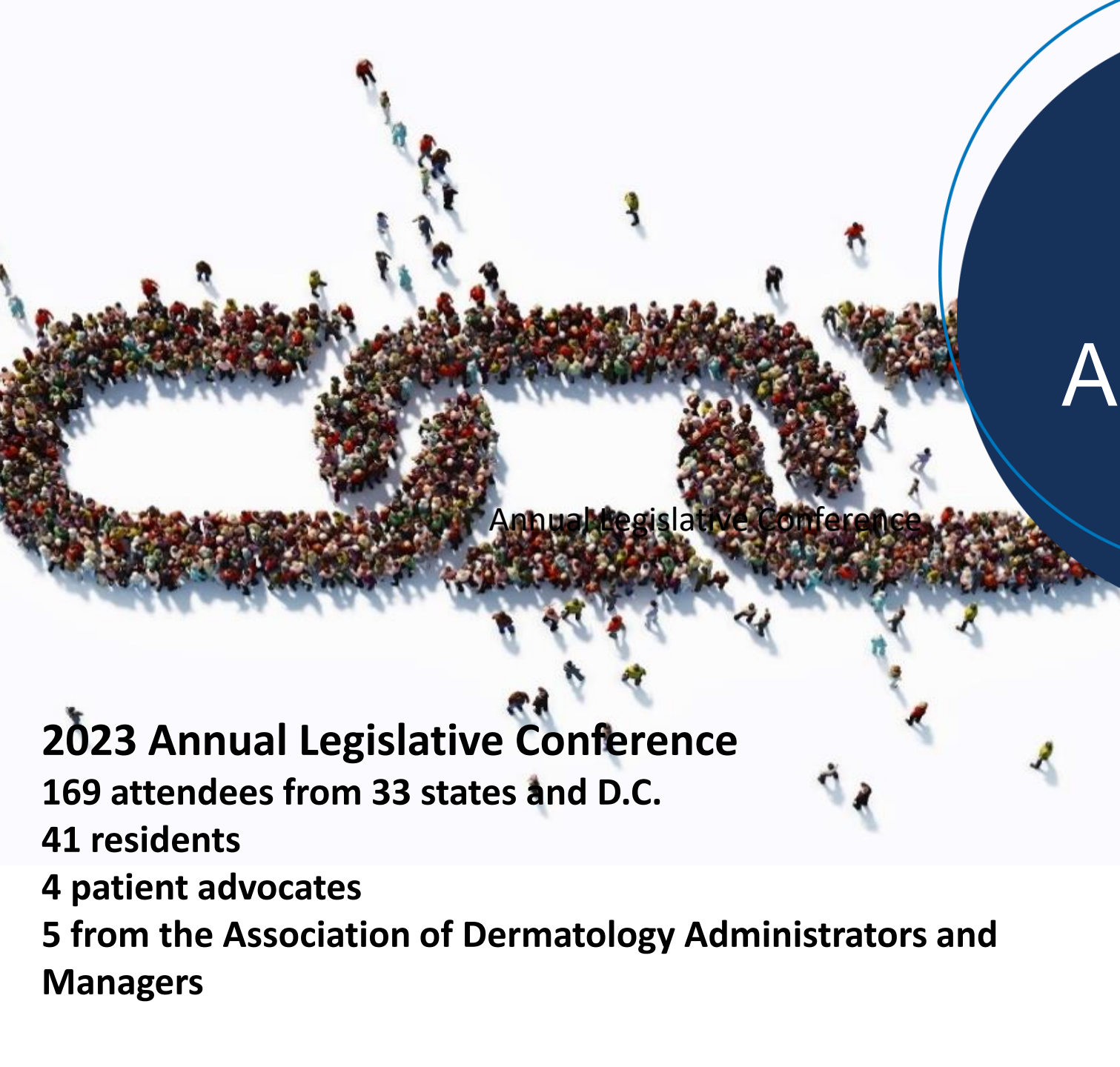




Clinical guidelines

- Download the AAD's clinical guidelines app right now!
- Put the wealth of information in the guidelines at your fingertips.





Annual Legislative Conference

2023 Annual Legislative Conference

169 attendees from 33 states and D.C.

41 residents

4 patient advocates

5 from the Association of Dermatology Administrators and Managers

Advocacy

We are the collective voice of dermatology and advocate effectively on your behalf with *policymakers* and the *public*.



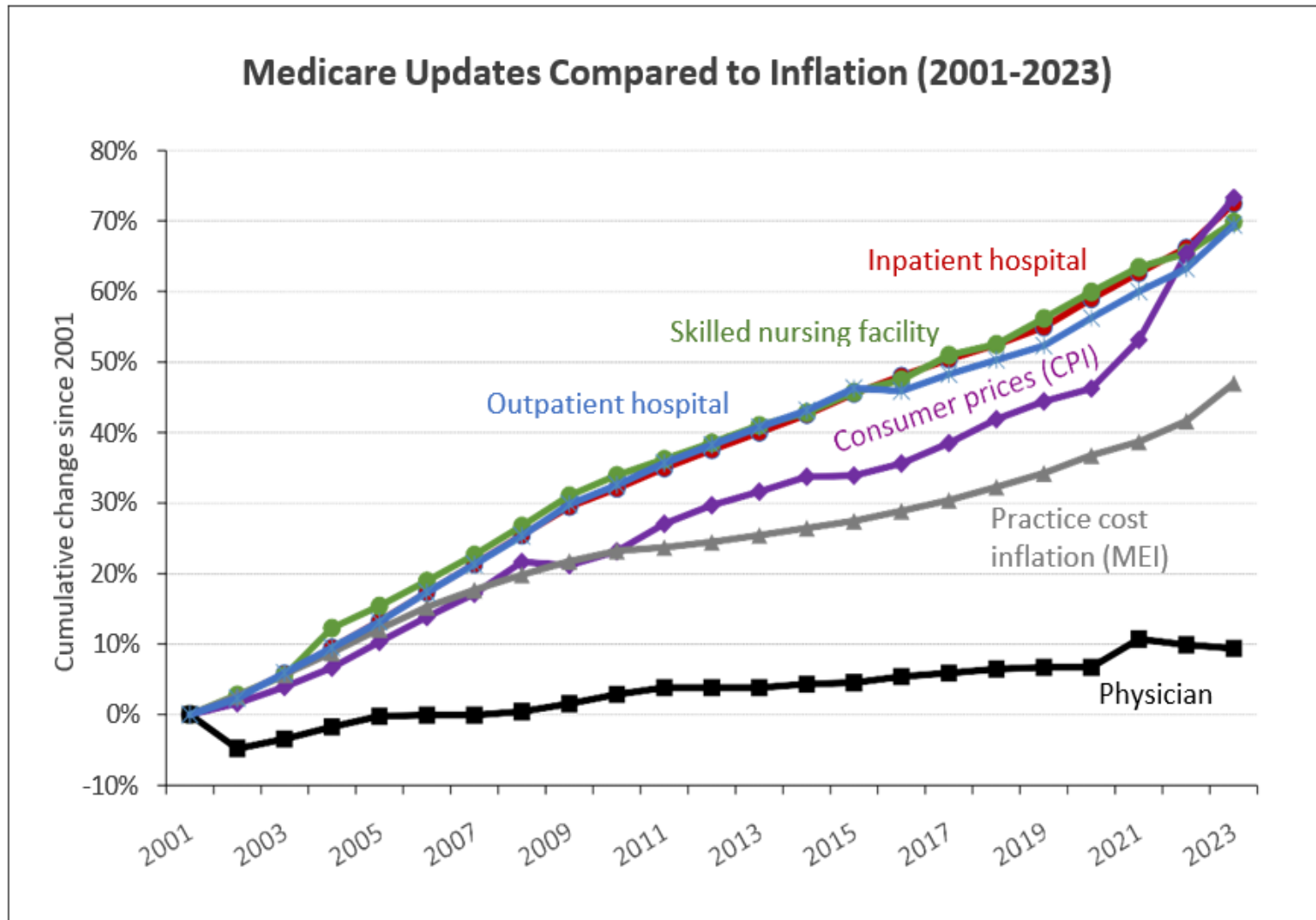
Medicare Payment Outlook

*2024 Advocacy Priority at the Congressional level is
Medicare Payment*

2024 and beyond



Inflationary pressures



- 26% decrease adjusting for inflation since 2001
- 3.4% cut in 2024



Congress approves partial increase to Medicare doctors' payment

- Congress finalized **a 1.68% boost** in Medicare payments for doctors.
- The amount **averted half of the 3.37% cut** that went into effect in January 2024.
- Click on the QR code and send a message to Congress that we need a permanent solution for Medicare physician payments!
- **2024 Legislative Conference is September 8th – 10th**

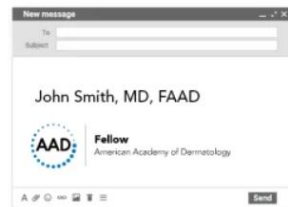




Tell the public you are an 'FAAD!'

Use the designation wherever the public can find you!

Use the FAAD designation in your **email signature**



Email

Use the FAAD designation in your email signature

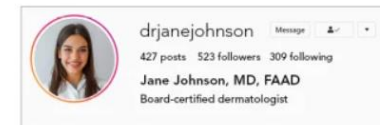
Display the FAAD designation on your **website**



Website

Display the FAAD designation on your website

Add the FAAD designation to your **social media bio** and join the **#FAADchallenge** on Instagram, Facebook, and Twitter



Social

Display the FAAD designation on your social media bio



Positioning you with the public



No one knows your skin better than a board-certified dermatologist.

Partner with the expert for the best care.



[Learn more](#)



SkinPAC opens doors

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- SkinPAC is the AADA's non-partisan political action committee
 - 4th largest physician PAC
 - Raised over \$994,000 in 2022 and over \$1.925 million during the 2021-22 election cycle — both records for SkinPAC
 - In 2023, SkinPAC raised over \$1.05 million
 - Learn more at www.skinpac.org or email skinpac@aad.org



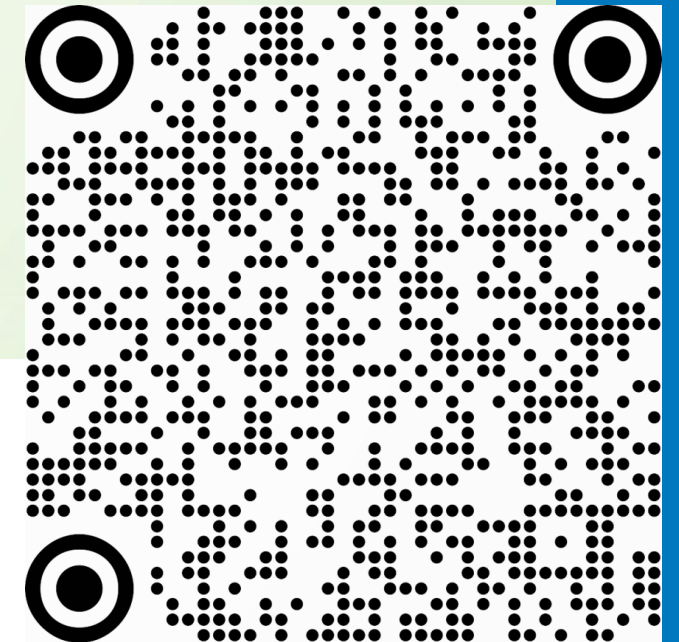
Refer a kid to Camp!



camp
discovery



Kids can only attend with a referral from you! Scan the QR code and start today.



A hand is shown holding a glowing globe. The globe is surrounded by a network of white lines connecting various human icons, symbolizing innovation and global connectivity. A dark blue circle is overlaid on the right side of the image, containing the word "Innovation" in white text.

Innovation

We provide innovative resources and guidance to help you better manage your practice and advance your career.



Practice Management Center

Get help with key practice challenges, including:

- Prior authorization
- Staff challenges
- Compliance guidance



Coding resources you can count on

- [AAD.org/coding](https://www.aad.org/coding)
- *Derm Coding Consult*
- E/M coding selection tool





Member Centricity

Listening to members

Belonging

Being welcoming to all and embracing diversity

Being as **transparent** as possible

Thriving as a network of individuals to make up a collective whole



DermWorld

academy insider

A Publication of the American Academy of Dermatology | Association

The Question of the Week, plus this week's top AAD | A news

QUESTION OF THE WEEK

This week's question comes from the *JAAD Case Reports Case Challenge*.

Quiz Me

Your Dermatologist Knows has strong year with traditional media



One of the many aspects of Your Dermatologist Knows, the Academy's consumer positioning strategy, is a robust effort to share the knowledge and expertise of board-certified dermatologists with traditional media outlets. In 2023, Academy efforts led to high-profile placements of a variety of topics, including red light therapy, melanoma in men, and dangerous UV exposure from gel manicure dryers, which resulted in over 1 billion views across all platforms. [View highlights of media wins.](#)

Keep up with the AAD!

- *DermWorld Weekly*
- *DermWorld Academy Insider*
- Follow @AADmember on Instagram, Facebook, and X



Get involved with the Academy



Councils



Committees







Task forces



Contact the Academy

The Member Resource Center (MRC) is the go-to hub for answers to all your questions about the Academy. Convenient options make it easier than ever to connect with us.
Monday through Friday from 8 a.m. to 5 p.m. (CT)

-  **Need your questions answered in real-time?** Click the "Help and Chat" icon in the bottom corner at aad.org
-  **Not sure where to direct your question?** Submit an online inquiry at aad.org/contact
-  **Want to speak to someone directly?** Call us at **(866) 503-SKIN (7546)**
-  **Got a question, but it's after hours?** Email us at mrc@aad.org