

## Summary of the Advisory Board Virtual General Business Meeting

The Advisory Board Virtual General Business Meeting took place on Sunday, March 21, 2021.

### Resolutions

The Advisory Board adopted the following resolutions, and they will be presented at the May 15, 2021 AAD/A Board of Directors Meeting, for adoption or referral:

- **AAD001 – DataDerm Assistance for (Merit-Based Incentive Payment System) MIPS Compliance for Small Practices-on-Paper-Medical-Records**
  - **RESOLVED**, the AADA/AAD incorporate within the DataDerm website a section for small practice-on-paper-medical-records; that access (icon, button, or link) is very visible on the DataDerm website and that the existence of the site be publicized in DermWorld and/or other AAD communications; and be it further
  - **RESOLVED**, that within the small practice-on-paper-medical-records, a summary of small practice requirements for the relevant years is provided. In addition, potential viable solutions, and worksheets to fulfill the various IA and QPP measures should be available and downloadable. Furthermore, an example of the steps for the data entry into the registry should be included; and be it further
  - **RESOLVED**, that DataDerm have an embedded comment and FAQ section for the small practice-on-paper-medical-records in order to share feedback and ideas; and be it further
  - **RESOLVED**, that the DataDerm staff be commended for their support of the practicing dermatologists; and be it further
  - **RESOLVED**, that the Ad Hoc Task Force on Data Collection Platform and Clinical Registries create additional measures which may be easier to complete in small practice-on-paper-medical-records offices.
- **AAD002 – Videoconferencing for AAD Councils, Committees and Task Forces**
  - **RESOLVED**, the AAD Board of Directors approve policy that mandates video conferencing software be used as the default method of communication for all AAD Councils, Committees and Task Forces' meetings that take place outside of in-person meetings; and be it further
  - **RESOLVED**, if audio-only conferencing must be used, then it is held over video conferencing software that includes participant tracking; and be it further
  - **RESOLVED**, the audio-only participants in a meeting identify themselves when they join the meeting.
- **AAD003 – Continue Virtual Meeting Presentations as an Alternative Attendance Option**
  - **RESOLVED**, the AAD provide comprehensive online accessible content of the Annual and Summer Meetings with the ability to receive CME Credit as an environmentally friendly method to attend educational meetings.
- **AADA001 – Focused Public Awareness Campaign regarding Advantages of Seeking Dermatologic Care from Board-Certified Dermatologists, rather than Independent Practice Nurse Practitioners ("aka" Doctors of Nursing Practice") or Physician Assistants**
  - **RESOLVED**, that the AAD Board of Directors request the appropriate committee to allocate additional resources to develop an enhanced public relations, social media, and advertising campaign to educate the general public about the differences in the

education and training of Fellows of the American Academy of Dermatology (FAAD) compared to independent nonphysician practitioners of dermatology.

- **AADA002 – Off-Label Use of Therapy Policy**
  - **RESOLVED**, the AAD confirms and reaffirms its strong support for the autonomous clinical decision-making authority of a physician and that a physician may justifiably and lawfully use an FDA approved drug product or medical device for an off-label indication when such use is based upon sound scientific evidence and/or sound medical opinion; and be it further
  - **RESOLVED**, that the AAD opposes restriction by pharmacists and insurance carriers of “off-label” prescribing of medications, if the prescription of a drug or use of a device is accepted practice within the FAAD community to represent safe and effective therapy.
- **AADA003 – Commitment to Free Speech and Open Debate**
  - **RESOLVED**, that the AAD reaffirm its commitment to free speech, debate, and deliberation among all members and committees of the Academy; and be it further
  - **RESOLVED**, the AAD has a responsibility not only to promote freedom of debate and deliberation, but also to protect that freedom when others attempt to restrict it.
- **AADA004 – Political Commentary from AAD Leadership**
  - **RESOLVED**, the Board of Directors as well as the elected officers of the American Academy of Dermatology in their official capacities should refrain from engaging in political commentary that does not directly pertain to the mission of the Academy.

### **Presentations**

#### **A Decade of Review: Advisory Board Resolutions and Accomplishments, Terrence Cronin, MD, Immediate Past Advisory Board Chair**

- Dr. Cronin discussed Advisory Board achievements that have progressed and expanded representation. He highlighted significant resolutions that led to impactful change within the AAD:
  - Maintenance of Certification (MOC) (2009-2017)-The AAD/A instituting membership polls of all Academy members in order to take the pulse of the profession as it relates to Mohs surgery sub-certification and Maintenance of Certification (MOC).
  - Telemedicine (2014-2020)
  - Fellow of the American Academy Dermatology (FAAD) Designation
  - AAD Election Practices-The AAD/A changing their election rules in regard to campaigning and write-in candidates.
  - The AAD/A creating a position statement calling for an end to Sunscreen-related Bans at Schools and Summer Camps and teaming with the ASDS on their SUNucate program.
- Dr. Cronin discussed how increased communication led to an improved relationship with the Board of Directors, with the Advisory Board sitting on the Board, the AAD Vice President serving as the BOD liaison on the Executive Committee, and creation of the BOD-AB Committee Joint Workgroup.
- Additionally, Dr. Cronin emphasized the unity of the dermatology specialty.

#### **SkinPAC, George Hruza, MD, MBA**

- Dr. Hruza provided an update on the Academy’s fundraising efforts.
- SkinPAC finished the 2020 election cycle strong, raising \$1,655,000 from 2,131 individual AADA members. These are both record highs for an election cycle, and makes SkinPAC the 5<sup>th</sup> largest medical specialty PAC.

- SkinPAC has raised \$50,000 so far in 2021.
- Furthermore, SkinPAC has historically had strong support from the Advisory Board and would like to continue that in 2021.

#### **Academy Initiatives, Susan Taylor, MD, AADA Vice President**

- Dr. Taylor provided an overview of the demographics of Academy members, including ages, genders, practice types, and ethnicities to highlight the Academy's diversity.
- Dr. Taylor discussed the Board of Academy's Diversity, Equity, and Inclusion (DEI) Initiatives and outlined the three-year plan approach to its diversity initiatives:
  - SOC Curriculum, Photography, Mentorship programs, diversifying CCTFs.
- Dr. Taylor provided a recap of the Young Physicians' Forums, the topics, and panelists.
  - Two, one-hour forums took place: October 28th and December 8, 2020.
- Dr. Taylor urged members to get involved in the Legislative Conference and state societies and discussed a few legislative wins from last year's conference: Delayed Medicare cuts through the pandemic and a COVID-19 relief package passed in December 2020.
- Additionally, Dr. Taylor highlighted the AADA's State Advocacy Grant Awards and Model State recipients.

#### **Interview with Sandra Lee Rebish, MD, FAAD aka Dr. Pimple Popper**

- Dr. Lee discussed overcoming challenges with the COVID-19 pandemic, recording procedures, and social media platforms she utilizes to display her dermatologic care.
- Dr. Lee first began with posting educational content on Instagram and then progressed to Reddit where she discovered that blackhead extractions and cyst removals were topics that captivated people. Dr. Lee transitioned to YouTube to post videos on her channel which garnered thousands of views and now she utilizes Tik Tok. Dr. Lee spoke highly of the Tik Tok platform.
- Additionally, Dr. Lee discussed managing negative comments and responses, refraining from sharing political opinions, the misrepresentation of different physician groups, and educational gaps on social media.
- Furthermore, Dr. Lee highlighted the unity of dermatology and importance of supporting and collaborating with one another to move the needle forward in this specialty.

#### **Elections**

The Advisory Board elected the following members:

- **Advisory Board Nominating Committee Member Representative:** Sara Moghaddam, MD.
- **Executive Committee:** Alexander Gross, MD won a four-year term on the Executive Committee, and Curtis Asbury, MD and J. Matthew Knight, MD were reelected to four-year terms on the Executive Committee.

#### **Summer Resolutions**

The call for resolutions will open early May.