

Communications tactics on iPLEDGE REMS program as of 12/14

Publication date	Channel	Description	Placement status
Summer 2021	Impact Report	As part of the third issue of the Impact Report, we included this win in the advocacy section of the online report.	Advocating for you – iPLEDGE win for patients
July 21, 2021	DWW	First teaser piece on the advocacy win, alerting members that positive changes were coming and what we asked for on behalf of dermatologists and their patients	AADA secures iPLEDGE win
Sept. 30	DWAI	Ran an article to highlight the win in the impact report	AADA secures iPLEDGE win for patients (links to the impact report)
October 19, 2021	Advocacy update newsletter	Announced the advocacy win with details on how physicians will be affected by the system changes; included deadlines	AADA Advocacy Update - October 19, 2021
October 20, 2021	DWW article	Ran another article with specific deadlines of when the program changes would take place – December 13.	AADA advocacy results in FDA approving iPLEDGE modifications
November 1, 2021	DW Magazine	An article was drafted on the changes to iPLEDGE as part of the “Moving the needle” column	Changes to iPLEDGE
November 12, 2021	AAD.org	Updates to the Practice Management Center with instructions on what to do when the iPLEDGE system is updated on Dec. 13	iPLEDGE page in PMC
November 15, 2021	AAD member social media channels	Promote the grassroots alert on member social media channels to garner attention and participation	Twitter and Instagram posts on 11/15 and 11/17
November 16, 2021	Advocacy Update newsletter	Shared a full update with our advocacy letter, grassroots CTA, and link to the PMC page on iPLEDGE	AADA Advocacy Update – Nov. 16
November 17, 2021	DWW	Article explaining the AADA’s advocacy efforts on the new iPLEDGE program changes and how the technical changes will affect them; link to the grassroots alert and the finalized letter to the program sponsors	DWW on Nov. 17

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November 18, 2021	DWAI	Promote the grassroots alert asking members to share their concerns about the program changes to iPLEDGE; Possible to promote this more than once depending on the response from the sponsors / FDA	DWAI on Nov. 18
November 22, 2021	All-member single topic email	Prepare for the upcoming changes to the iPLEDGE program – detailed our advocacy up until this point with all members through a single topic email	Prepare for the upcoming changes to the iPLEDGE program
December 7, 2021	President's message	All member alert in the form of a president's message outlining the strength of our advocacy thus far in ensuring patients have access to isotretinoin and the iPLEDGE program issues are addressed	AADA seeking iPLEDGE relief for dermatologists and patients
December 8, 2021	DWW	Step by step on what members should do when the iPLEDGE program changes go into effect on December 10	iPLEDGE deadline approaching
December 9, 2021	DWAI	Reminder for members that the Academy has resources to help with the program transition	Upcoming iPLEDGE changes to take effect Dec. 13
December 10, 2021	President's message	All member alert describing the latest developments in the program transition and results of our advocacy efforts	Latest developments in iPLEDGE program transition
December 13, 2021	AAD.org	Added new guidance and workflow document to the PMC center page on iPLEDGE	PMC page on iPLEDGE Workflow document
December 14, 2021	Academy statement from Dr. Tomecki	Promote the grassroots alert on member social media channels to garner attention and participation	AADA disappointed by iPLEDGE REMS Program transition
December 14, 2021	Developed talking points for the media	Created talking points for Dr. Ilona Frieden (chair of the iPLEDGE Workgroup) and Dr. John Barbieri to use when speaking directly with the media	[INTERNAL]
December 14, 2021	Media outreach	Shared pitch with reporters on the tumultuous rollout of the iPLEDGE system; Outlets included Politico, Modern Healthcare, Stat News, and Axios	Shared with four reporters on 12/14

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December 14, 2021	President's message	Provide an update on the Academy's response to the iPLEDGE rollout and updated resources in the PMC	URL TBD
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