

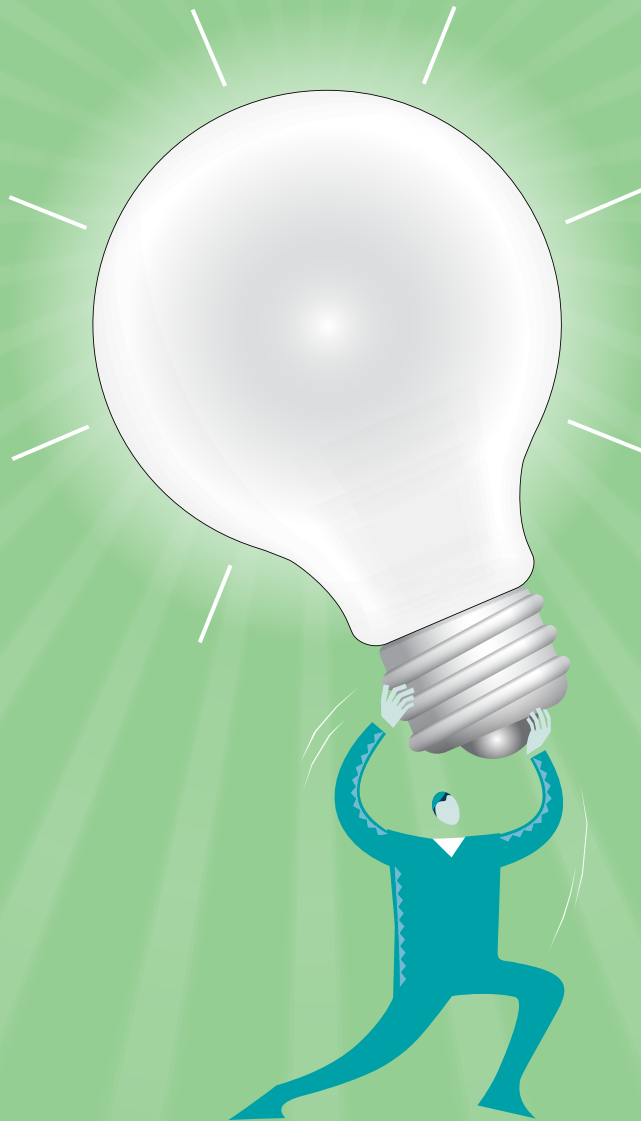
Currents

September-October 2015

ASDS[®]
American Society for
Dermatologic Surgery
EXPERTISE FOR THE *life* OF YOUR SKIN™

Research comes to light

ASDS Board member Adam M. Rotunda, MD,
plays key role in Kybella breakthrough



Spreading the word

News video publicizes
ASDS Consumer Survey

Branding campaign

New patient newsletter
available to members

YES

NO



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Not just a cosmetic meeting

ASDS members continue to set the standard in all areas of cosmetic and surgical dermatology.

Our members lead the way on skin cancer procedures, expertly utilize fillers and safe volumizing techniques, master laser, light and energy-based treatments and much more.

The balance of expertise among members – and our shared commitment to continued excellence – will be on display at the 2015 ASDS Annual Meeting Oct. 15 to 18 in Chicago.

Whether attendees wish to learn across the spectrum of dermatologic surgery or intend to prioritize track learning in areas of specialization, a dynamic slate of educational sessions awaits.

Balanced content The ASDS Annual Meeting offers 75-plus expert-led courses, hands-on workshops and other ideal opportunities to build upon your training and knowledge.

There isn't just *something* for everyone. There is plenty for everyone.

While reading through the list of this year's sessions compiled under the leadership of Hayes B. Gladstone, MD, and Ellen S. Marmur, MD, I was struck by the impressive content balance.

Make no mistake, the ASDS Annual Meeting is designed to serve the interests of all members, and the numbers bear that out. Among the sessions offered are:

- 30 focused on cosmetic treatments
- 25 focused on reconstruction, skin cancer, Mohs and general dermatology
- 15 practice management sessions
- 12 combination courses

Mohs excellence ASDS members make a tremendous impact in the treatment of skin cancer, and performing Mohs surgery with unmatched excellence has helped position our members as the leading experts in skin cancer procedures.

The Annual Meeting offers a prime opportunity to benefit from the world-class Mohs knowledge our members possess.

Mohs, reconstruction and skin cancer-related sessions include:

- Preventing Mohs Complications and Optimizing Surgical Scars
- Typical Day in the Life of a Mohs Surgeon
- The Cutting Edge: New Techniques for Managing Skin Cancer
- High Risk Skin Cancer: Multi-disciplinary Management
- Melanoma and Pigmented Lesions: Surgical Updates
- Hands-on Workshop: Tumor Excision/Wound Repair and Injectable Techniques
- Delayed Gratification: Stage Your Reconstruction
- Better than Pearls: Reconstructive Diamonds
- Reconstructive Surgery Challenge Track: Eyes
- Reconstructive Conundrums Masters Panel
- Morning at the Movies: Reconstruction
- Master Cooks: Reconstruction of the Nose and Lip

The chance to collaborate with many of the top minds in skin cancer treatment – both inside and outside of these sessions – will empower attendees to make an even greater difference in treating skin cancer with optimal outcomes.

We can all take pride in the immense contributions made by ASDS members in treating skin cancer. The Annual Meeting provides an occasion to salute the great work we have done and challenge ourselves to embrace continued leadership in this critical mission.

Learning from the masters Attendees interested in the latest best practices and innovation in aesthetic dermatology



George J. Hruza, MD, MBA
ASDS/ASDSA President

also have much to anticipate. With a number of live demonstration sessions, you will be able to pick up many pearls and tricks from the masters to take back home and bring your practice to a higher level. Our expanded faculty will offer fresh, insightful perspectives on the procedures and treatments that matter most to you and your practice.

The breadth of expertise that will be shared in Chicago is remarkable. All areas of cosmetic and surgical dermatology will be well-represented, and that level of content balance ensures that attendees – regardless of career stage or areas of emphasis – will come away enlightened, energized and even prouder to be part of our specialty.

Networking and one-of-a-kind events will make the trip all the more worthwhile. If you have yet to make plans to attend, it's not too late – visit asds.net/annualmeeting to register and find out more about the vast offerings at the ASDS Annual Meeting.

Come to the world-class city of Chicago Oct. 15 to 18 and share this incredible experience with me and your ASDS colleagues.

I can't wait to see you there! ■

GEORGE J. HRUZA, MD, MBA
ASDS/ASDSA PRESIDENT

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New officers, board members elected

A new Vice President, Treasurer, three Boards of Directors members and a new Nominating Committee member have been elected by ASDS/ASDSA members.

Elected as the new Vice President is Lisa M. Donofrio, MD, of New Haven, Conn.

Elected as the new Treasurer is Mathew M. Avram, MD, JD, of Boston.

Elected to three-year terms to the ASDS/ASDSA Boards of Directors are: Jeremy Bordeaux, MD, MPH, of Cleveland; Hayes B. Gladstone, MD, of San Ramon, Calif.; and Kavita Mariwalla, MD, of West Islip, N.Y.

Elected as Nominating Committee member is Stephen H. Mandy, MD, of Miami Beach, Fla.

Their terms officially begin at the Annual Business Meeting on Oct. 16 during the 2015 ASDS Annual Meeting in Chicago.

Vice President Dr. Donofrio is a partner at the Savin Center PC in New Haven, Conn. She also is an Associate Clinical Professor at the Yale University School of Medicine and Assistant Clinical Professor at the Tulane University School of Medicine. Dr. Donofrio has served on numerous ASDS committees and work groups.

As Vice President, Dr. Donofrio will ascend to President-Elect in 2016-17 and President in 2017-18.

"I plan to serve with a balanced perspective that is representative of all of our membership, inclusive of Mohs and cosmetic dermatologic surgeons alike," Dr. Donofrio said. "My goals are to create a unified voice for our specialty, to increase dermatologic surgery procedural requirements within our residency programs and to defend our position against legislative efforts that threaten to pigeonhole our scope of practice as dermatologists."

Treasurer Dr. Avram is Director at the MGH Dermatology Laser and Cosmetic Center. He also is an Assistant Professor in the Harvard Medical School Department of Dermatology.

Dr. Avram served on the ASDS Board of Directors from 2011-14 and

is Chair of the Cosmetic Dermatologic Surgery Fellowship Accreditation and Federal Affairs Work Groups.

"We face numerous challenges in the current health care environment," Dr. Avram said. "My primary goal is to advocate tirelessly and effectively for the needs of dermatologic surgeons."

Board members The three newly elected Board members will serve until the 2018 ASDS Annual Meeting.

Dr. Bordeaux is Director of Dermatologic Surgery and Multidisciplinary Cutaneous Oncology Program at the University Hospitals Case Medical Center in Cleveland. He is Chair of the Research Work Group.

"The current and continued success of our organization depends on education," Dr. Bordeaux said, "education of the public, our members and policymakers."

Dr. Gladstone is a practicing dermatologist at Gladstone Clinic and the California Skin Institute. He is Chair of the Annual Meeting Work Group.

"While we must find innovative and persistent methods of external branding, the best method is to continue to hone and refine our techniques and practices," Dr. Gladstone said.

Dr. Mariwalla is Assistant Clinical Professor at the Stony Brook University School of Medicine. She is currently Chair of the Maintenance of Certification Work Group.

"I share the ASDS commitment to learning and believe that as a group, we must consistently strive for ways to ensure the security of our profession and the integrity of what we do on a daily basis," Dr. Mariwalla said.

Nominating Committee Dr. Mandy is a Voluntary Professor at the University of Miami Miller School



Lisa M. Donofrio, MD



Mathew M. Avram, MD, JD



Jeremy Bordeaux, MD, MPH



Hayes B. Gladstone, MD



Kavita Mariwalla, MD



Stephen H. Mandy, MD

of Medicine Department of Dermatology.

"The Nominating Committee is one of the most important positions one can assume because of the significant responsibility toward the future direction of ASDS," Dr. Mandy said.

President and President-Elect

Naomi Lawrence, MD, will ascend from President-Elect to President of ASDS/ASDSA on Oct 16. Dr. Lawrence is head of the Division of Dermatology Section of Procedural Dermatology and Professor of Clinical Medicine at Cooper University Health Care in New Jersey.

Also on Oct. 16, Thomas E. Rohrer, MD, will become President-Elect. He is a physician at SkinCare Physicians in Chestnut Hill, Mass., and an Adjunct Associate Professor of Dermatology at Brown University in Rhode Island. Dr. Rohrer will become President in 2016-17. ■

Research comes to light

ASDS Board member Adam M. Rotunda, MD, plays key role in Kybella breakthrough

A flood of news media coverage is introducing many Americans to Kybella.

Adam M. Rotunda, MD, requires no such introduction. He's been there from the start.

On April 29, the FDA approved Kybella – formerly known as ATX-101 – as the first-in-class, injectable drug designed to melt away submental fat. Canada Health approved the same drug – called Belkyra – in July.

These were landmark days in the field of dermatology and especially so for Dr. Rotunda, whose research more than a decade ago helped set in motion Kybella's eventual approval.

"I am excited for Kybella to become the first agent in a new frontier of injectable medications that promises to shape, contour and reduce small packets of fat without surgery," said Dr. Rotunda, an ASDS Board member. "Just as clinicians use injectable fillers to *restore* volume, Kybella will become an injectable used to *reduce* volume. What a useful, complementary partner in the aesthetic toolbox!"

Years in the making Dr. Rotunda's involvement traces back to 2003, when he was a dermatology resident at UCLA studying in the lab of Mike S. Kolodney, MD, PhD, then Assistant Professor of Dermatology. The duo performed a series of experiments on a purported fat-dissolving chemical known then by many names: Lipodissolve, mesotherapy, injection lipolysis and phosphatidylcholine/deoxycholate (PC/DC).

Exposing the PC/DC formulation as well as the isolated DC substance to cell viability and cell lysis studies, the two performed similar studies in porcine tissue and histologically

visualized the effects of the substances on porcine fat, skin and muscle. These experiments revealed that DC alone has very powerful effects on fat, identifying it as the essential, active ingredient in the PC/DC formulation, contrary to conventional thought that PC is essential for fat dissolution.

Dr. Rotunda said he was not particularly surprised by the revelation of DC's stand-alone effects but was relieved by the quick and convincing discovery of its profound effects on fat.

"In the body, DC is released into the intestines within



bile to digest dietary fat, and it acts like a detergent or emulsifier so that fat can be absorbed,” Dr. Rotunda said. “Phosphatidylcholine (PC), on the other hand, is a natural component of cell membranes; it’s actually the most common cell membrane component, and fat cells are no exception. And so the theories that PC was the active agent in the popular but controversial PC/DC formulation used at the time of our experimentation didn’t make sense to us.

“We were the first therefore to prove, ironically, the obvious – that a known, natural detergent dissolves cell membranes. Regardless of our findings, though, many clinicians continued to believe in and use PC in their compounded formulations. It’s been said, ‘A lot of good arguments have been won by some fools who know what they were talking about’ – Mike and I became those fools!”

Path to approval After an affirming, clinical trial in 2005 investigating DC’s effects on lipomas, Dr. Kolodney presented the finding at a Southern California biotech conference, which caught the attention of the founders of Kythera Biopharmaceuticals (known at the time as Aestherx). The company acquired the drug’s rights, and a decade later, the long and expensive path to FDA approval finally reached fruition.

Dr. Rotunda said his strong relationship with Dr. Kolodney helped him remain level-headed during the sometimes dizzying aftermath of their breakthrough.

“On a number of levels, this path had not been easy. We didn’t have much guidance, partly because we are physicians, not businessmen, but that’s ripe territory for learning! And many lessons were learned. As well, we received our fair share of cynicism and criticism, which isn’t easy at the beginning of your career. But in the end, we did not let that hold us back from moving forward with our studies or presentations. We knew we were onto something unique. I am very grateful to my colleagues at the time who were similarly excited and very encouraging,” Dr. Rotunda said.

Eager marketplace It is little wonder that Kybella’s approval and release – the drug already is available in some areas – have generated extensive news media coverage. An eager marketplace awaits.

In the 2015 ASDS Consumer Survey, 67 percent of respondents reported being “somewhat to extremely bothered” by excess fat under the chin and in the neck area.

Patients with minimal submental fat might require only two or three treatments, whereas a patient with a much fuller neck might need up to six treatments to achieve the desired results, Dr. Rotunda said. The treatment has been rigorously tested in the neck area on more than 2,600 patients.

Patients are expected to experience “transient, mild to moderate swelling, tenderness and perhaps numbness,” but Dr. Rotunda said that none of these effects is permanent, and with each subsequent treatment, the effects become less severe. Anesthesia and ice may help to make the treatment more tolerable.

Noting that “all necks are not created equal,” Dr. Rotunda said patients and clinicians must learn to determine which patients are ideal treatment candidates. As with

most aesthetic procedures, “Kybella is a highly personalized treatment,” he said.

Watching his ‘baby’ grow The appropriate degree of fullness, minimal skin laxity, minimal to no platysmal bands and enough resolve to stay the course of treatment are among the most important predictors of success, Dr. Rotunda said.

Tracking Kybella’s progress naturally has commanded Dr. Rotunda’s attention for the past decade-plus, especially during the whirlwind of the past several months. Regardless, his thriving, Southern California practice remains Dr. Rotunda’s focal point.

“While the time spent toward my research on or presentations about DC and ATX-101 may have reduced the number of papers I’ve written about Mohs surgery or reconstruction or reduced the number of Mohs surgeries that I could have potentially performed over the years, I have not veered off my path of eventually creating what I have today – an extraordinary Mohs practice that focuses on the patient experience,” Dr. Rotunda said.

“OK, I must admit,” he added, “as the co-inventor, I will be performing Kybella treatments – but that’s all! I’ll be sending patients who want toxins or fillers to my extraordinary referring docs.

“I am extremely grateful to watch the ‘deoxycholic acid baby’ grow over the past 10 years. Yet, not personally holding on to it was essential – Mike and I have passed it on to a very talented team who will see it to the next phase. We hope it will help many patients.” ■

Kybella approval a team effort for ASDS and ASDSA

Dr. Rotunda is among several ASDS/ASDSA members who played vital roles in advocating for and testing Kybella, initially knowing as ATX-101.

As part of their practices, several dozen ASDS members served as principal investigators of the drug during clinical trials. During a pair of pivotal phase 3 trials, 46 of the 71 investigators were ASDS members.

In March, ASDSA President-Elect Naomi Lawrence, MD, testified on behalf of the Association before an FDA advisory committee in support of the new drug application. The advisory committee extended its unanimous approval.

ASDS also played a significant role in demonstrating the demand for the treatment among the public. Results of the 2014 ASDS Consumer Survey on Cosmetic Dermatologic Procedures have been quoted extensively in media stories that noted 68 percent of survey respondents indicated they were bothered by excess fat under the chin/neck.

ASDSA at ASM Fly-In: Working together

ASDSA President George J. Hruza, MD, MBA, participated on behalf of ASDSA in the Alliance for Specialty Medicine (ASM) Fly-In in Washington, D.C. Thirteen other specialty associations joined ASDSA (100 medical specialists total) to let Congress know about key issues facing patients.

Dr. Hruza was able to meet with all three of his Missouri Congressional offices (Senator Blunt, Senator McCaskill and Representative Wagner) on July 14.

ASM members educated and persuaded Congress on the following issues:

- MACRA implementation on quality improvement and health information technology: Asking that Congress encourage CMS to delay State 3 Meaningful Use.
- Medicare program integrity initiatives: Improve RAC Audit



- guidelines, require common coding errors be made public, enforce transparency in local coverage and payment policies and mandate physician review for Medicare denials.
- Push for 21st Century Cures Act – HR 6 innovations for healthier Americans: Attendees asked their Senators to support, as the House overwhelmingly supported, integration of the patient’s perspective into the regulatory process, facilitation of the responsible communication of off-label uses, scientific developments, investment in advancing research with full NIH funding, promotion of

- interoperability, etc.
- Access to specialty care/physician payment reform: Including support for S 141 that repeals the Independent Payment Advisory Board (IPAB) and HR 1650/Medicare Patient Empowerment Act, which would allow practical private contracting for Medicare beneficiaries.
- Continue to monitor and mitigate the negative impact of ICD-10: ASM had great impact on Congress, like the AMA, in helping Congress delay Health Care IT standards are in the nation’s best interest. ASM was featured in the July 21 CQ Rollcall publication on the issue.
- Graduate medical education: Support HR 2124/1148 Resident Physician Shortage Reduction Act that will increase Medicare residency training slots and allow up to half for specialties.

Hot topics in 2016 for states scrutinized

ASDSA Advocacy and Practice Affairs staff met in early August with staff from the American Medical Association (AMA), state medical societies and other national medical specialty societies to recap this year’s legislative session and discuss emerging trends in state health care policy.

The annual AMA State Advocacy Roundtable fosters open dialogue and collaboration between the attendees. This year’s meeting included an exchange of information and strategies on several health care issues ranging from scope of practice to the evolving opioid abuse epidemic that has been sweeping the country.

One issue that continues to gain steam relates to “advanced estheticians” and their goal to expand their scope of practice to include the usage of lasers. This dangerous and newly emerging trend, which was mentioned by multiple national specialty societies as a looming concern, was seen in legislation and regulation with different iterations this

year in Georgia, Minnesota, North Dakota and Oregon.

In the coming year, it is expected that multiple states will see new legislation that seeks to allow estheticians to perform procedures with lasers such as tattoo and hair removal, cellulite reduction and even body contouring. It is expected more states will follow in the footsteps of Georgia, which is undergoing a review of the current rules that apply to estheticians there.

Another hot-button issue that garnered ample discussion at this year’s Roundtable was network adequacy.

The consensus was that comprehensively addressing all of the issues surrounding network adequacy reform will be an uphill battle. A few of the challenges regarding provider networks that were discussed include providers being removed from networks without proper notification to either the physician or patient, deceased physicians being left on provider

directories – creating misperceptions of the networks’ adequacy and value – and patients being attracted to plans with lower premiums while being unaware that their new provider network is smaller.

The National Association of Insurance Commissioners (NAIC), which is the U.S. standard-setting and regulatory support organization governed by the chief insurance regulators of all 50 states, is working with a variety of stakeholder groups to develop model legislation that seeks to address many of the issues discussed relating to ensuring proper adequacy in provider networks.

ASDSA continues to work with the AMA, state medical societies, specialty societies and the NAIC to ensure that dermatologic surgery’s voice is heard. The ASDSA position statement “Protecting Patients’ Access to Care through Adequate Physician Provider Networks” can be found at asdsa.asds.net/position-statements.aspx. ■

er to make a difference for patients

- Support medical liability reform: Including HR 836/ S 884 Health Care Safety Net Enhancement Act and HR 865 Good Samaritan Professionals Act.

“Being part of a group that represents over 100,000 specialty physicians is empowering for ASDSA. Our patients and members benefit from strengthening our voices and working together to pass meaningful reforms and raise important issues that Congress must be aware of from physicians directly,” said Dr. Hruza. ■

Drs. George Hruza (right) and Erin Gardner, both Missourians and members of the ASDSA and ACMS, pose in front of the Capitol during the ASM Fly-In.



New newsletter offers guidance to patients

A new ASDS Skin Experts patient newsletter offers patients guidance on pertinent safety-related issues they should consider before undergoing cosmetic medical procedures.

The patient newsletter series is part of the ASDS national branding campaign, which focuses on a digital campaign that features Google AdWords and remarketing advertisements to drive traffic to the ASDS website referral service.

The latest Skin Experts newsletter covers topics that patients should consider before getting a cosmetic procedure, including the qualifications and training of the physician, what questions should be asked beforehand and what all the various medical title abbreviations actually mean.

The newsletter emphasizes the training and qualifications possessed by ASDS members that distinguish them from other practitioners who perform cosmetic procedures.

ASDS members are welcome to download the newsletter, post it on their websites or reproduce and distribute hard copies to their patients. The series is intended to

supply members with an additional marketing tool to recruit new patients and educate existing patients about procedures available to them.

“The Skin Experts newsletters provide another excellent communication tool with which ASDS members can connect with current and prospective patients,” said ASDS President George J. Hruza, MD, MBA. “Enhancing patient education leads to a more thoughtful decision-making process and improved medical outcomes.”

This newest newsletter is the first of four that will be produced as a Future Leaders Network project by Ritu Saini, MD, under the supervision of Mentor Gary J. Brauner, MD.

“I think ASDS should be at the forefront for public education in dermatologic surgery,” Dr. Saini said. “The newsletters are a great way to really inform the public not only about what we as dermatologic surgeons do and the vast treatment options for them but also about the existence of ASDS and its purpose.”

Skin EXPERTS
Vol. 3 No. 1
EXPERTISE FOR THE life OF YOUR SKIN

Stay Safe: Questions to Ask Before Cosmetic Procedures

Is a cosmetic procedure really a medical procedure?
YES! It's a popular misconception certain procedures are easy to perform and risk-free. Selecting a physician with the requisite Accreditation Council for Graduate Medical Education (ACGME) training and experience in cosmetic medical procedures is the gold standard. These physicians have extensive knowledge about relevant anatomy and what questions to ask patients to assess the risk of potential complications that may be specific to the patient's medical history. Advanced knowledge of all the different procedures ensures greater patient satisfaction by allowing for a more individualized treatment plan to address cosmetic concerns rather than a one-size-fits-all approach. When patients visit untrained, unqualified practitioners, serious side effects – such as burns, infections, scars and pigmentation disorders – can occur. Certain procedures can be performed by qualified, trained medical professionals under the direct and on-site supervision of a physician. However, the physician needs to be on-site should something go wrong, and patients should feel comfortable in taking this precaution for their safety.

What should I ask before my procedure?
Be sure to get answers to these five important questions:
• Is this the right procedure for me?
• What should I expect from the procedure?
• What are the risks of the procedure?
• Who will perform the procedure?
• What happens if there is a complication as a result of the procedure?

What should the physician ask me?
Before the treatment, you should be asked for your complete medical history. You should be asked about any chronic medical conditions you may have, what medications you are on (including over-the-counter medications and herbal supplements) and any allergies you may have. You also should be asked about your tendency to scar or develop changes in pigmentation of your skin after trauma or inflammation.

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Past newsletters focused on the top 10 ways to prevent skin cancer and strategies to help counteract signs of aging. Those newsletters also can be downloaded at asds.net/branding.

Dr. Saini said that the newsletters help “really position the dermatologic surgeon as the expert in cosmetic procedures since that’s the very essence of what we want to come across.” ■

ASDS Annual Meeting loaded with

Pre-conference sessions to provide extra value

Arrive in Chicago in time for pre-conference sessions on Oct. 14. An interactive workshop on wound repair and injectable techniques and a “no-holds barred” straight-talk session will offer attendees a valuable head start to the 2015 ASDS Annual Meeting.

- **Tumor Excision/Wound Repair and Injectable Techniques Workshop** – This hands-on workshop provides expert instruction on tumor excision, standard closure enhancements, complex linear closures, rotation and advancement flaps, Z-plasty repairs and injection techniques.
- **ASDS Unplugged Pre-Conference: Straight Talk about Devices and More** – Information will be relayed how attendees want to hear it – no filters, no frills and no distortions. Topics include a three-dimensional approach to the aging face, new directions in the treatment of submental fat, systematic approaches to using energy-based devices and optimization of cosmeceuticals and topical agents alone or in conjunction with procedures.



Advanced sessions will size up challenging procedures

Top experts will share advanced techniques to help seasoned dermatologic surgeons continue to expand their repertoires. Discover new strategies to perform challenging procedures and gain cutting-edge knowledge that will make a difference for physicians and their patients.

- **Light up your Morning: Advanced Lasers and Energy-based Technologies** – Find out how to choose the appropriate therapy or combination of therapies for each patient and recognize how to avoid complications and manage them as they arise.
- **Cosmetic Mega-combinations by the Masters** – Delve into strategies to combine minimally invasive cosmetic procedures and increase the use of combination treatments to improve outcomes and reduce recovery time.
- **Vector Selector: Advance Techniques to Prevent Distortion of the Eyes, Nose and Ears** – Learn how to identify the areas of risk in which distortion can occur in one anatomic area based on incorrect correction of another. Discover how to select the appropriate vector to ensure optimal cosmetic outcomes.



Learning, networking opportunities

Lectures to motivate, inspire attendees

Featured lectures from distinguished speakers will provide thought-provoking perspectives on pertinent topics affecting the specialty.



Opening Keynote: 2015 ASDS Annual Meeting Visiting Professor

– Thomas A. Mustoe, MD, will spotlight the latest innovations in wound healing. Double-boarded in otolaryngology and plastic surgery, Dr. Mustoe is renowned for his research and innovation in wound healing, approaches to minimize scarring, facial sculpting and body sculpting.



Leadership in Innovations

Lecture – Jeffrey A. Klein, MD, will chronicle the journey of a naïve medical dermatologist (in surgeon's clothing) and his 30-year, meandering journey from clinical pharmacology and biostatistics to dermatologic surgery – and back to medical dermatology.

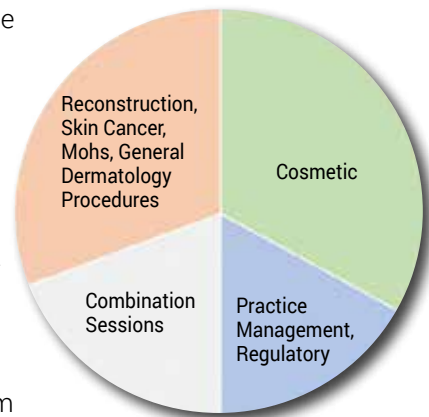


Annual Lawrence M. Field, MD, Honorary Lecture

– Marc B. Roscher, MD, has long been recognized as a major contributor in the area of reconstructive and skin surgery as well as laser surgery and procedural dermatology. He will illuminate his challenges and triumphs that laid the groundwork for continued advancements in dermatologic surgery.

Content balance to allow for tailored learning

Pursue knowledge across all areas of dermatologic surgery to improve patient outcomes or engage in track learning in areas of specialization/need. The ASDS Annual Meeting offers a balanced program with sessions



spanning the breadth of the specialty. The latest insights on skin cancer treatments, fillers and volumizing techniques, laser and energy-based procedures and practice management are all well-represented throughout the program.

Explore new Quest features: SIGs, interactive cases

Exciting new additions to the ASDS *Quest* digital knowledge network – including interactive case studies and *Quest* Shared Interest Groups (SIGs) – will be featured during the ASDS Annual Meeting. Learn how to take full advantage of features that enhance learning, boost productivity and build colleague connections.

- **Getting Started with Quest and ResQ (BYOD).** Join colleagues for breakfast at 7 a.m. Saturday to learn how to harness the power of *Quest*. Experts will answer “how-to” questions and demonstrate new features including interactive cases and SIGs.
- **Quest Shared Interest Groups (SIGs) Meet-ups.** ASDS members with common interests can join together to network, discuss new advances and share effective practices. Join the *Quest* Reconstructive SIG or *Quest* Wrinkles, Folds and Volumizing SIG at 3 p.m. Friday for an introductory meeting.
- **ASDS Resource Center.** Stop by Booth #315 in the exhibit hall for a demonstration of new *Quest* features.



CHICAGO

2015 ASDS ANNUAL MEETING

OCTOBER 15-18

Special events targeted for residents, Young Dermatologic Surgeons

From challenging, game show-style competitions to enjoyable opportunities to meet and dine with their peers, Young Dermatologic Surgeons and residents will incorporate plenty of enjoyment into their learning.

- **Golden Scalpel Knowledge Bowl** – This Jeopardy-style game will pit rival teams as they battle to be the ultimate ASDS resident champion. Expect multiple choice board-style questions, fun trivia questions and great prizes.
- **Dermatologic Surgeons Family Feud** – Join West Coast and East Coast “families” as they go head-to-head to answer questions in the Dermatologic Surgeons Family Feud. Families consist of a Mohs surgeon, a young dermatologic surgeon, a cosmetic surgeon and a resident.
- **Residents Networking Reception** – Enjoy refreshments while making lasting friendships and networking with other residents from across the country.
- **Annual Young Dermatologic Surgeons Dinner** – Those in practice seven years or fewer can network with their dermatologic surgery peers.



Resources, refreshments available daily in Exhibit Hall

Attendees are encouraged to avail themselves of the numerous resources in the Exhibit Hall and benefit from the pay-off long after the Annual Meeting concludes. Don't forget to keep energized with a variety of refreshments!

- **Free Video Thursday** – Film a short, professionally produced consumer-facing video for practice websites free of charge.
- **Free Photo Friday** – Free, professional headshots can be obtained for *Quest* profiles, websites, social media posts and other platforms.
- **Patient Imaging Session** – Learn basics and best practices for patient photography and gain experience with multiple imaging devices during an interactive presentation.
- **Meal/refreshment breaks** – Enjoy complimentary daily lunches, plus coffee and snacks during all breaks.
- **ASDS Resource Center** -- Learn how to make the most of ASDS member benefits including *Quest*, ASDS branding campaign, educational resources and advocacy initiatives. Save on ASDS products and enter daily drawings to win \$100! Don't forget to pick up a registration tote bag and CME certificate.



Sessions will unveil practice management, marketing pearls

These popular courses include strategies and tips from well-run practices. Office staff members also can benefit – both sessions will be broadcast live f on Oct. 17 starting at 2:30 p.m. CDT or staff, administrators and physicians who are unable to attend the sessions in person. Order live simulcasts at asds.net/annualmeeting.

- **Mini-MBA Part 1: Successful Practice Management** – Learn to identify proven methods that lead to successful practice management, including tips for running a more cost-efficient practice. The session includes plans for implementing the improvements.



- **Mini-MBA Part 2: Successful Practice Marketing** – Discover effective marketing methods and patient communication tactics. Also learn how to feature ASDS survey results in successful messaging.



Memorable night awaits at Tenth Annual ASDS Gala

Enjoy a memorable night at the Tenth Annual Gala Dinner and Dance! Join in for an adventurous evening of cocktails, gourmet dining and aquatic displays at Chicago's world-famous Shedd Aquarium. The Gala celebration honors advances in dermatologic surgery through the years. Proceeds from the gala benefit the Dermatology Advancement Fund.



Confirmed exhibitors


- 104 Aclaris Therapeutics, Inc.
BRASS PARTNER
Industry Advisory Council Member
- 301 Acuderm, Inc.
- 611 ADP Advanced MD, Inc.
- 220 THE Aesthetic Guide
- 725 Alastin Skincare
- 808 Allergan
DIAMOND PARTNER
Industry Advisory Council Member
- 209 Alma Lasers
- 101 ALPHAEON Corporation
COPPER PARTNER
Industry Advisory Council Member
- 121 American Academy of Dermatology (AAD)
- 315 American Society for Dermatologic Surgery
- 520 Anthony Products / Gio Pelle
- 233 Aquavit Pharmaceuticals Inc.
- 804 Aveeno
- 724 Bellus Medical
- 132 Biologica Technologies
- 305 Bio-Oil
- 320 BTL Industries, Inc.
BRASS PARTNER
Industry Advisory Council Member
- 519 Canfield Imaging Systems
- 106 CAREstream America
- 617 Castle Biosciences, Inc.
- 235 Chromogenex US
- 127 Compulink Business Systems
- 217 CONMED
- 100 CosmoFrance
- 628 CRC Press – Taylor & Francis
- 108 Crystal Clear Digital Marketing
- 421 Cutera
- 314 Cynosure
COPPER PARTNER
Industry Advisory Council Member
- 623 DCL
- 211 Delasco
- 332 Dermaflage
- 309 Dermatology Foundation
- 706 Dermatology Times
- 707 Dermwise
- 107 Designs for Vision, Inc.
- 517 DUSA Pharmaceuticals
- 622 Elekta
- 812 Ellis Instruments, Inc.
- 708 Elsevier
- 330 EltaMD Skincare
- 306 Enaltus
BRASS PARTNER
Industry Advisory Council Member
- 112 EndyMed Medical Inc.
- 126 Envy Medical
- 803 Ethicon
COPPER PARTNER
Industry Advisory Council Member
- 722 Exeltis USA
- 620 EZDERM, LLC
- 116 FotoFinder Systems, Inc.
- 616 Fotona
- 509 Galderma Laboratories
PLATINUM PARTNER
Industry Advisory Council Member
- 606 Genentech
- 208 GliSODin Skin Nutrients
- 337 HK Surgical
- 336 HydraFacial MD – Edge Systems
- 716 InMode
- 215 Jan Marini Skin Research, Inc.
- 113 KYTHERA
Biopharmaceuticals
BRONZE PARTNER
Industry Advisory Council Member
- 510 La Roche-Posay
BRASS PARTNER
Industry Advisory Council Member
- 709 Lasering USA
- 424 Lumenis
BRASS PARTNER
Industry Advisory Council Member
- 621 Lutronic, Inc.
PEWTER PARTNER
- 523 MedEsthetics & Surgical Aesthetics Magazine
- 721 MediGain
- 501 Merz North America, Inc.
PLATINUM PARTNER
Industry Advisory Council Member
- 705 Microsurgery Instruments, Inc.
- 321 Midmark Corporation
- 425 Miramar Labs
BRASS PARTNER
Industry Advisory Council Member
- 207 Modernizing Medicine
- 521 MTI
- 123 mybody skincare
- 710 NeoGraft
- 609 NeoStrata Company, Inc.
- 805 Neutrogena
BRASS PARTNER
Industry Advisory Council Member
- 225 NewBeauty
- 704 NewMedical Technology
- 720 NewSurg
- 300 Nextech
- 624 Novartis
PEWTER PARTNER
- 610 PhotoMedex
- 726 Pierre Fabre USA
- 223 Practical Dermatology
- 507 Procter & Gamble
COPPER PARTNER
Industry Advisory Council Member
- 703 PurNet
- 130 Quantificare
- 231 Quintessence Publishing Co., Inc.
- 420 Ra Medical Systems
- 133 RealSelf
BRASS PARTNER
Industry Advisory Council Member
- 718 RegimenMD
- 114 Restoration Robotics
- 627 Restorsea
- 325 Rohrer Aesthetics, LLC
- 625 SanovaWorks
- 206 Sciton
- 712 Sensus Healthcare
- 723 Senté
- 226 Skin and Cancer Associates / DMSG
- 508 SkinCeuticals
BRASS PARTNER
Industry Advisory Council Member
- 629 SmartGraft by Vision Medical, Inc.
- 719 Solutionreach
- 109 Southwest Medical Books
- 201 Suneva Medical
COPPER PARTNER
Industry Advisory Council Member
- 608 SurgiTel/General Scientific Corporation
- 525 Syneron Candela
COPPER PARTNER
Industry Advisory Council Member
- 607 Syris Scientific
- 603 THERMI
- 221 ThermoTek, Inc.
- 811 3Gen, Inc.
- 502 Tiemann Surgical
- 128 TiZO by Fallene
- 228 Travel Tech Mohs Services
- 600 Valeant Pharmaceuticals North America
BRASS PARTNER
Industry Advisory Council Member
- 134 Venus Concept
- 626 Viscot Medical
- 129 Viviscal Professional
- 702 Wolters Kluwer
- 102 Xoft, a subsidiary of iCAD, Inc.
- 334 Y LIFT
- 222 Yodle
- 205 Young Pharmaceuticals, Inc.
- 728 Zanderm LLC
- 806 ZELTIQ
BRASS PARTNER
Industry Advisory Council Member

WEDNESDAY, OCT. 14, 2015	
9:45 a.m. – 5:15 p.m. (additional fee and registration required)	15PCWS PRE-CONFERENCE HANDS-ON WORKSHOP: Tumor Excision / Wound Repair and Injectable Techniques <i>Co-directors: Patrick K. Lee, MD; Ian A. Maher, MD</i>
6 – 9:30 p.m. (additional fee and registration required)	15PC ASDS UNPLUGGED PRE-CONFERENCE: Straight Talk About Devices and More <i>Moderator: Vic A. Narurkar, MD</i>
THURSDAY, OCT. 15, 2015	
7-8 a.m.	ASDSA Volunteer Breakfast with Leadership (Invitation only)
8:15 – 9:30 a.m. MORNING COFFEE TALKS (additional fee and registration required)	AB101 Cover Your Assets: Templates for the Digital Age <i>Mark S. Nestor, MD, PhD; Abel Torres, MD, JD</i> AB102 Techniques for Flap Success <i>Jeremy S. Bordeaux, MD, MPH; Glenn D. Goldman, MD</i> AB103 The Cosmetic Consult <i>Timothy C. Flynn, MD; Amy F. Taub, MD; Susan H. Weinkle, MD</i> AB104 Preventing Mohs Complications and Optimizing Surgical Scars <i>Jerry D. Brewer, MD; Joseph Sobanko, MD</i> AB105 Part 1 – Upper Face Rejuvenation: Injectable Techniques and Anatomy <i>Ebby Elahi, MD; Rebecca Fitzgerald, MD; Jonathan Sykes, MD</i> AB106 Core Curriculum in Cosmetic Dermatologic Surgery: Peels <i>Harold J. Brody, MD; Keith G. LeBlanc, MD; Peter P. Rullan, MD</i> AB107 The Skinny on Fat Reduction: Invasive vs. Non-invasive <i>William P. Coleman III, MD; Sue Ellen Cox, MD; Paul J. Frank, MD</i>
8:15 – 9:30 a.m. (Optional early-bird session; advance registration required)	15EBS LIGHT UP YOUR MORNING: Advanced Lasers and Energy-based Technologies <i>Moderators: Jeffrey S. Dover, MD; Roy G. Geronemus, MD</i>
8:15 – 9:30 a.m. MERZ NORTH AMERICA	Resident / Post-residency Trainee / Young Dermatologic Surgeon Hospitality Suite <i>Graciously supported by Merz North America</i>
9:30 – 9:45 a.m.	TRANSITION BREAK
9:45 – 10:35 a.m. OPENING SESSION	9:45 a.m. President's Welcome <i>George J. Hruza, MD, MBA</i> 9:55 a.m. Program Chair Remarks <i>Hayes B. Gladstone, MD; Ellen S. Marmur, MD</i> 10:05 a.m. Future Leaders Network Presentations <i>David A. Laub, MD; Future Leaders Network Mentees</i> 10:25 a.m. Who are the Pioneers: A Critical Analysis of Innovation and Expertise in Cutaneous Cosmetic and Surgical Procedures <i>Omar A. Ibrahim, MD, PhD</i>
10:35 – 11:30 a.m.	KY100 OPENING KEYNOTE: Optimizing Scar Outcomes: From Bench to Bedside - the Critical Role of Sodium Homeostasis <i>Thomas A. Mustoe, MD</i> 2015 ASDS Annual Meeting Visiting Professor
11:30 a.m. – 1 p.m. MERZ NORTH AMERICA	RESIDENTS LUNCHEON (Residents only; pre-registration required) <i>Graciously supported by Merz North America</i>
11:30 a.m. – 1:30 p.m.	EXHIBIT HALL OPENING / NETWORKING LUNCH (complimentary lunch provided) RESEARCH LUNCHEON SESSION AND CUTTING EDGE RESEARCH ABSTRACTS: Who are the Experts? A Critical Analysis of the Scientific Literature <i>Suzanne M. Olbricht, MD; Arisa E. Ortiz, MD</i> (additional nominal fee and registration required)
1:30 – 3 p.m. SCIENTIFIC SESSIONS	CS115 Cosmetic Mega-combinations by the Masters <i>Tina S. Alster, MD; Jean D. Carruthers, MD</i> RX 120 The Cutting Edge: New Technologies for Managing Skin Cancer <i>Seaver Soon, MD; Whitney D. Tope, MD</i> PM124 Successful Practice Management: Pearls from the Masters <i>Ellen C. Gendler, MD; Ronald L. Moy, MD</i>
1:30 – 3 p.m. PATIENT DEMONSTRATIONS, WORKSHOPS AND AFTERNOON TEAS WITH THE MASTERS (additional fee and registration required)	PD140 Patient Demonstrations & Mini-workshop: Advanced Sclerotherapy and Vein Techniques <i>Jeffrey T.S. Hsu, MD; Ashley Wyson, MD</i> MC121 Minimizing Cosmetic Complications Part 1: Injectables <i>Matthew M. Avram, MD, JD; Joel L. Cohen, MD; Heidi A. Waldorf, MD</i> MC122 Nail Surgery: Hammering Down Your Technique <i>Chris Adigun, MD; Maral K. Skelsey, MD; Dana Stern, MD</i> MC123 Advanced Closures in Daily Practice <i>Christopher J. Miller, MD; Christie R. Travelute, MD</i> MC124 Delayed Graftification: Stage Your Reconstruction <i>John A. Carucci, MD, PhD; Nima Gharavi, MD, PhD</i> WS150 Hands-on Mini-workshop: Advanced Suturing Techniques <i>Gary S. Chuang, MD; S. Brian Jiang, MD; Ian A. Maher, MD</i>

3 – 4 p.m.	NETWORKING BREAK IN EXHIBIT HALL (complimentary snacks and beverages provided)
4 – 5:30 p.m. GENERAL SESSION	GD130 Iron Surgeon Competition <i>Andrew J. Kaufman, MD; Thomas E. Rohrer, MD</i>
5:30 – 7 p.m. MERZ NORTH AMERICA	WELCOME RECEPTION IN EXHIBIT HALL <i>Graciously supported by Merz North America</i>
7 – 9 p.m.	INDEPENDENT INDUSTRY-ORGANIZED HOT TOPIC SESSIONS
FRIDAY, OCT. 16, 2015	
7:30 – 8:45 a.m. MERZ NORTH AMERICA	Resident / Post-residency Trainee / Young Dermatologic Surgeon Hospitality Suite <i>Graciously supported by Merz North America</i>
7:30 – 8:45 a.m. (advance registration required)	15BC Scientific Fundamentals in Cosmetic Dermatologic Surgery <i>Nicholas B. Countryman, MD; Keith G. LeBlanc, MD; Matthew J. Mahlberg, MD</i>
7:30 – 8:45 a.m. MORNING COFFEE TALKS (additional fee and registration required)	AB201 Houston We Have a Problem: Managing Surgical Complications <i>Christopher B. Harmon, MD; Jeremy T. Kampp, MD; Seigrd S. Yu, MD</i> AB202 Mona Lisa Mastery: Facial Shaping <i>Vince Bertucci, MD; Hsien Li Peter Peng, MD; Patricia S. Wexler, MD</i> AB203 Part 2 – Mid-face Rejuvenation: Injectable Techniques and Anatomy <i>Jean D. Carruthers, MD; Derek H. Jones, MD</i> AB204 Core Curriculum in Cosmetic Dermatologic Surgery: Fillers <i>Rebecca A. Kazin, MD; Craig F. Teller, MD</i> AB205 To See or Not to See: Up Close and Personal Eyelid Rejuvenation and Reconstruction <i>Brian S. Biesman, MD; Ronald L. Moy, MD</i> AB206 The Top Ten Regulatory Issues Affecting your Reimbursement <i>Lawrence J. Green, MD; George J. Hruza, MD, MBA; Alexander Miller, MD</i>
8:45 – 10 a.m. OPENING SESSION	8:45 a.m. KY200 Leadership in Innovation Lecture Amescent Lidocaine Anesthesia: The Solution is Dilution <i>Jeffrey A. Klein, MD, MPH</i> 9:30 a.m. CS201 What's my Treatment? <i>David A. Laub, MD; Suzanne L. Kilmer, MD</i> RX201 Typical Day in the Life of a Mohs Surgeon <i>David S. Becker, MD</i>
10 – 10:45 a.m.	NETWORKING BREAK IN EXHIBIT HALL (complimentary morning snacks and beverages provided)
10:45 – 11:30 a.m. SCIENTIFIC SESSIONS	GD212 Minimizing Cosmetic Complications Part 2: Lasers <i>Eric F. Bernstein, MD; E. Victor Ross, MD</i> GD214 Shades of Gray: Know your Hard Core Clinically Relevant Anatomy <i>Lisa M. Donofrio, MD; Stephen H. Mandy, MD</i>
11:30 a.m. – 1:30 p.m.	LUNCH BREAK IN EXHIBIT HALL (complimentary lunch provided for non-members/non-business meeting attendees)
11:45 a.m. – 1:15 p.m. MERZ NORTH AMERICA	Annual Member Business Meeting / Lunch (Members only) <i>Graciously supported by Merz North America</i>
1:30 – 3 p.m. SCIENTIFIC SESSIONS	CS211 Controversies in Cosmetic Dermatologic Surgery <i>William P. Coleman III, MD; Dee Anna Glaser, MD</i> RX213 Better than Pearls: Reconstructive Diamonds <i>Jeremy S. Bordeaux, MD, MPH; Juan Carlos Martinez, MD</i>
1:30 – 3 p.m. AFTERNOON TEAS WITH THE MASTERS (additional fee and registration required)	MC221 Acne Scarring <i>Mary P. Lupo, MD; Mark B. Taylor, MD</i> MC222 Reconstructive Surgery Challenge Track: Eyes <i>Ebby Elahi, MD; Andrea Willey, MD</i> MC223 Cosmetic Correction for Medical Conditions <i>Cheryl M. Burgess, MD; Suzanne L. Kilmer, MD; Jill S. Waibel, MD</i> MC224 Mini-symposium Part 1: Residents <i>Whitney W. Hovenic, MD, MPH; Rachel N. Pritzker, MD</i> MC225 BYOP: Bring your Own Pearls <i>Kavita Mariwalla, MD; Gary D. Monheit, MD</i>
3 - 4 p.m.	Quest SIG: Wrinkles, Folds and Volumizing Quest SIG: Reconstruction
3 – 4 p.m.	NETWORKING BREAK IN EXHIBIT HALL (complimentary snacks and beverages provided) Patient Imaging Best Practices <i>Ashish Bhatia, MD; Suneel Chilukuri, MD; Hayes B. Gladstone, MD</i>
4 – 5:30 p.m. PATIENT DEMONSTRATIONS	PD240 Patient Demonstrations: Advanced Filler and Neuromodulator Techniques <i>Melanie Palm, MD, MBA; Susan H. Weinkle, MD</i>

Program and timing subject to change.

4 – 5:30 p.m. SCIENTIFIC SESSIONS	GD215 Advanced Cosmetic Surgical Procedures with Videos <i>Greg S. Morganroth, MD; Steven M. Rotter, MD</i> RX217 Reconstructive Conundrums Masters Panel <i>David G. Brodland, MD; Ken K. Lee, MD</i>
4 – 5:30 p.m. AFTERNOON TEAS WITH THE MASTERS (additional fee and registration required)	MC231 Core Curriculum in Cosmetic Dermatologic Surgery: Veins <i>Julie K. Karen, MD; Margaret W. Mann, MD; Robert A. Weiss, MD</i> MC232 The Business of Skin Care <i>Patricia Farris, MD; Ruth E. Tedaldi, MD; Kathleen M. Welsh, MD</i> MC233 Opening your Virtual Doors: Optimizing your Digital Media Footprint <i>Daniel P. Friedmann, MD; Elizabeth K. Hale, MD; Vineet K. Mishra, MD; Tom Seery; Margaret A. Weiss, MD</i> MC234 Mini-symposium Part 2: Young Dermatologic Surgeons <i>Whitney W. Hovenic, MD, MPH; Rachel N. Pritzker, MD</i> MC235 Better than Work-Life Balance: Life Integration <i>Melissa Thornley</i>
5:30 – 7 p.m.	NETWORKING RECEPTION AND SILENT AUCTION IN EXHIBIT HALL (open to all registered attendees and exhibitors)
7 – 9:30 p.m. 	FOURTH ANNUAL YOUNG DERMATOLOGIC SURGEONS DINNER (complimentary; pre-registration required) <i>Graciously supported by Allergan.</i>
7:15 – 8:15 p.m. 	RESIDENT NETWORKING RECEPTION (complimentary; pre-registration required) <i>Graciously supported by LaRoche-Posay and SkinCeuticals</i>
SATURDAY, OCT. 17, 2015	
7 – 8 a.m.	Getting Started with <i>Quest</i> and ResQ (BYOD)
7:30 – 8:45 a.m. 	Resident / Post-residency Trainee / Young Dermatologic Surgeon Hospitality Suite <i>Graciously supported by Merz North America</i>
7:30 – 8:45 a.m. SCIENTIFIC SESSION	OA306 Morning Joe: Caffeinated Oral Abstract Presentations
7:30 – 8:45 a.m. MORNING COFFEE TALKS (additional fee and registration required)	AB301 Tighten-it-up: Advanced Comparison of Devices to Lift and Tighten <i>Sabrina G. Fabi, MD; Daniel P. Friedmann, MD; Melanie Palm, MD, MBA</i> AB302 Core Curriculum in Cosmetic Dermatologic Surgery: Lasers <i>Jeremy B. Green, MD; Jared R. Jagdeo, MD; Jennifer L. MacGregor, MD; Nazanin A. Saedi, MD; Elizabeth Tanzi, MD</i> AB303 Vector Selector: Advanced Techniques to Prevent Distortion of the Eyes, Nose and Ears <i>Daniel B. Eisen, MD; Juan Carlos Martinez, MD</i> AB304 Part 3 – Lower Face Rejuvenation: Injectable Techniques and Anatomy <i>Andre Vieira Braz, MD; Rebecca Fitzgerald, MD</i> AB305 Mission Possible: Managing Melasma and Dyschromia <i>Seemal Desai, MD; Marie H. Jhin, MD; Arielle N.B. Kauvar, MD</i> AB306 Essentials of Cosmetic Upper and Lower Blepharoplasty: How I Do It <i>Edgar Fincher, MD, PhD; Thomas A. Mustoe, MD</i> AB307 Comprehensive Hair Restoration <i>Marc R. Avram, MD; Michelle F. Henry, MD</i>
8:45 – 9:30 a.m. OPENING SESSION	8:45 - 8:55 a.m. The Importance of Mentorship <i>Glenn D. Goldman, MD</i> 8:55 - 9:30 a.m. Annual Lawrence M. Field, MD, Honorary Lecture United Nations of Dermatologic Surgery <i>Marc B. Roscher, MD</i>
9:30 – 10:15 a.m.	NETWORKING BREAK IN EXHIBIT HALL (complimentary morning snacks and beverages provided)
10:15 – 11:20 a.m. SCIENTIFIC SESSIONS	CS305 Body Contouring Part 1: Invasive and Non-invasive Overview <i>Kimberly J. Butterwick, MD; Jeanine B. Downie, MD</i> RX310 Morning at the Movies: Reconstruction <i>Anna A. Bar, MD; Ramona Behshad, MD</i> PM311 Cribs: Creating a Sophisticated Dermatology Office <i>Tina S. Alster, MD; Timothy C. Flynn, MD</i>
11:20 a.m. – 12:25 p.m. SCIENTIFIC SESSIONS	CS306 Body Contouring Part 2: Practical Approaches and Combination Therapies <i>Vic A. Narurkar, MD; Kathleen M. Welsh, MD</i> RX312 High Risk Skin Cancer: Multi-disciplinary Management <i>Sumaira Aasi, MD; Fiona Zwald, MD</i> PM314 Communicating with the Public in Print and Social Media <i>Mona Gohara, MD; Ellen S. Marmur, MD</i>
12:30 – 2 p.m.	Women's Dermatologic Society Luncheon (advance registration through WDS required)
12:30 – 2:30 p.m.	NETWORKING LUNCH IN EXHIBIT HALL (complimentary lunch provided; hall closes at 2:30 p.m.) INDUSTRY ADVISORY COUNCIL LUNCH (open to IAC Members only)

1 – 2 p.m.	Golden Scalpel Knowledge Bowl Booth #430 (Exhibit Hall)
2:30 – 3:45 p.m. SCIENTIFIC SESSIONS	CS314 Breaking Bad: True Confessions of Managing Cosmetic Complications <i>Vince Bertucci, MD; Nowell J. Solish, MD</i> CS316 Neck Obsession: Comprehensive Neck Rejuvenation <i>Jean D. Carruthers, MD; Hayes B. Gladstone, MD</i> PM318 Mini-MBA Part 1: Successful Practice Management <i>Mark S. Nestor, MD, PhD</i> OA308 Afternoon Adrenaline: Oral Abstract Presentations
2:30 – 3:45 p.m. AFTERNOON TEAS WITH THE MASTERS (additional fee and registration required)	MC322 Core Curriculum in Cosmetic Dermatologic Surgery: Neuromodulators <i>Natalie M. Curcio, MD, MPH; Dee Anna Glaser, MD</i> MC323 Menaissance: Unique Aspects of Treatment of the Male <i>Michael E. Eidelman, MD; Terrence Keaney, MD</i> MC325 Melanoma and Pigmented Lesions: Surgical Updates <i>Keith L. Duffy, MD; Bernice Kwong, MD</i> MC326 Master Cooks: Reconstruction of the Nose and Lip <i>Joel Cook, MD; Jonathan L. Cook, MD</i>
3:45 – 4 p.m.	TRANSITION BREAK
4 – 5:30 p.m. HANDS-ON WORKSHOP	WS350 Hands-on Mini-workshop: Soft-tissue Filler and Neuromodulator Techniques <i>Miriam P. Cummings, MD; Hema Sundaram, MD</i>
4 – 5:30 p.m. SCIENTIFIC SESSIONS	CS320 Advanced Fillers: Beyond the Nasolabial Fold <i>Seth L. Matarasso, MD; Rhonda S. Narins, MD</i> GD326 Dermatologic Surgeons Family Feud <i>William H. Higgins III, MD; Naomi Lawrence, MD</i> PM328 Mini-MBA Part 2: Successful Practice Marketing <i>Michael H. Gold, MD; Ava T. Shamban, MD</i> OA309 Innovative Studies and Case Reports
4 – 5:30 p.m. AFTERNOON TEAS WITH THE MASTERS (additional fee and registration required)	MC340 Does Size Matter? Small vs. Mega Group Practice Models <i>W. Patrick Davey, MD; Gary D. Monheit, MD; Greg S. Morganroth, MD</i> MC341 HIPAA Compliance <i>Matthew M. Avram, MD, JD; David J. Goldberg, MD, JD</i> MC342 Scar Wars <i>Rebecca D. Baxt, MD; Nathan S. Uebelhoer, DO; Jill S. Waibel, MD</i> MC343 International Traveling Mentorship Program: Diversifying your Portfolio with International Experiences <i>Glenn D. Goldman, MD; Lawrence M. Field, MD; Gary J. Brauner, MD</i>
5:30 – 6:30 p.m.	SkinPAC RECEPTION (Invitation only)
7 – 11 p.m. 	TENTH ANNUAL GALA RECEPTION, DINNER & DANCE <i>Enchanted Waters: An Evening at the Shedd Aquarium</i> (advance registration and additional fee required) <i>Matching funds sponsor: The Allergan Foundation</i>
SUNDAY, OCT. 18, 2015	
7:30 – 11:30 a.m. HANDS-ON WORKSHOP	15WS402 Hands-on Workshop: Advanced Cardiac Life Support Renewal Course
8:30 - 11 a.m. SCIENTIFIC SESSIONS AND PATIENT DEMONSTRATIONS	Networking Breakfast (complimentary breakfast buffet) 8:15 – 9:30 a.m. OA401 Shark Tank: Entrepreneurs Among Us – Take a Risk or Get Out of the Water <i>Joel L. Cohen, MD</i> 9:30 – 11 a.m. PD400 Front-row Seat: Interactive Injectable Demonstrations with the Masters <i>Ashish Bhatia, MD; Jeffrey T.S. Hsu, MD</i> CS401 Cosmetic Tweets <i>Hayes B. Gladstone, MD; Jennifer L. Reichel, MD</i>
8:30 – 11:30 a.m. HANDS-ON WORKSHOP (additional fee and registration required)	WS410 Hands-on Workshop: Tumor Excision / Wound Repair and Injectable Techniques <i>M. Laurin Council, MD; Allison M. Hanlon, MD, PhD</i> (Residents and Post-residency Trainees only)
11:30 a.m.	Meeting Adjourns



Video release promotes Consumer Survey

ASDS is breaking new ground with its media outreach. For the first time, the Society distributed a video news release in August in addition to a press release and infographic when publicizing the results of the 2015 ASDS Consumer Survey on Cosmetic Dermatologic Procedures.

The nationally circulated video – which highlights several of the survey's key findings – was featured on hundreds of websites in the days following its release, including more than 100 television station websites.

ASDS members are encouraged to download the web-ready video at <https://vimeo.com/135251873/> and share it on their websites and through social media posts.

Members also can distribute a high-quality version of the video at <https://vimeo.com/135251874/> to local media outlets, which have permission to air the video on their stations and post on their websites.

With half of consumers considering a cosmetic procedure – and the most important factor when choosing a physician being the specialty in which he/she is board-certified – the third annual survey results help solidify the reputation of ASDS members as the leaders in cosmetic medical procedures.

“The results of the 2015 ASDS Consumer Survey

on Cosmetic Dermatologic Procedures are encouraging for ASDS members,” said ASDS President George J. Hruza, MD, MBA. “This video news release offers members a creative tool to maximize the impact of the survey results among their patients and the general public.”

ASDS plans additional video releases in the coming months. ■



ASDS produced a video news release to help spread the word about results of the 2015 ASDS Consumer Survey on Cosmetic Dermatologic Procedures.

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Tents supply shade for soccer players

Many soccer field complexes lack natural shade, placing youth players and coaches at risk of dangerous sun exposure.

But participants in a southern California soccer club are keeping the threat of skin cancer at bay thanks to shade tents provided by ASDS.

The ASDS Sun Safe Soccer program promotes sun-safe behaviors among youth soccer players, coaches and their families. ASDS used proceeds from the 2014 ASDS 5K Charity Fun Run/Walk – which took place in November in conjunction with the ASDS Annual Meeting in San Diego – to provide seven shade tents to the San Diego Surf Soccer Club.

Ian A. Maher, MD, Chair of the ASDS Public Service Work Group, said reaching out to specific groups – such as soccer parents and coaches – is an effective way to drive home skin cancer prevention methods. While parents

might be more mindful of protecting their children from UV exposure on a day at the beach, they tend to be less vigilant during a routine game or practice.

“I think we need to make sure we’re meeting people where they are and bringing the message of skin cancer prevention to the communities that need to hear it,” Dr. Maher said. “That’s the point of Sun Safe Soccer. We want to target our public health message specifically to this at-risk community. The ‘one-size-fits-all’ model of sun safety education just isn’t gaining traction quickly enough.”

Sun Safe Soccer promotes several important safety tips for young players and their coaches, including:

- Before the game: sunscreen before shinguards. Sunscreen is the best on-field defense against the harmful effects of the sun’s rays and needs to be applied right away.

- After the game: cool off and cover up. Players are taught to seek and use sun-protective clothing – such as long sleeves and sunglasses – to protect their skin from the sun.
- Educating coaches about sun protection so they can, in turn, impart that knowledge to players and their parents. Coaches can download educational materials from the Sun Safe Soccer page (asds.net/sun-safe-soccer) on the ASDS website.

Sun Safe Soccer was developed by Dr. Maher as part of the Future Leaders Network program. The program is looking for additional coaches in soccer clubs and leagues across the country to spread the program’s message.

Dr. Maher considers Sun Safe Soccer representative of the Society’s broader commitment to combating skin cancer, saying “it’s just one of many examples of ASDS members being active in their community.” ■



Members of the San Diego Surf Soccer Club enjoy shade protection courtesy of the ASDS Sun Safe Soccer program.



Proceeds from the 2014 ASDS 5K Charity Fun Run/Walk in San Diego were used to purchase shade tents for the San Diego Surf Soccer Club.

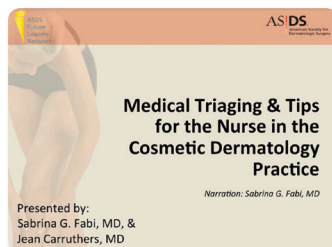
Medical Triaging & Tips for the Nurse in the Cosmetic Dermatology Practice

Developed through the Future Leaders Network by Sabrina G. Fabi, MD, and Jean Carruthers, MD.

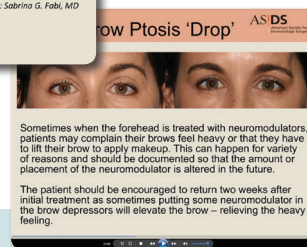
Prepare first-line responders to effectively respond to patient care questions and understand the impact on patient safety and outcomes. Common patient complaints, along with patient presentation and triaging tips, are shown for fillers; neuromodulators; chemical peels; laser, light or energy devices; sclerotherapy; and liposuction.

PowerPoint synced with Audio, 49 min.

Available at asds.net/e-learning \$69 ASDS Member / \$138 Non-Member



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American Society for
Dermatologic Surgery
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Advanced injectors to share knowledge

Advanced injectors seeking to expand their repertoires and learn from some of the field's leading experts can do so in an interactive fashion.

The Advanced Injection Techniques: Maximize Safety & Minimize Complications course will take place Oct. 3 and 4 in New York, N.Y. Led by Directors Rebecca Fitzgerald, MD, and Shannon Humphrey, MD, FRCPC, the course features faculty with world-renowned capabilities.

"There are a lot of resources out there for the novice injector, but what we're trying to do is get people with a great deal of experience who can share that with other people with a good deal of experience. The course will be very, very interactive," Dr. Fitzgerald said. "Everyone will learn from everyone."

Advanced techniques to restore volume and augment features will be demonstrated. Emphasis will be placed on using different structural tissue layers for the precise placement of injections to minimize complications and deliver natural-appearing results for patients.

Constantly evolving Dr. Fitzgerald said the field of injectables is "in a perpetual state of evolution and refinement," so versatility is important. The course will showcase a variety of methods to achieve excellent outcomes.

"There is always something new around every corner," she said. "We've seen new products almost every year and new ways to use old products."

Live patient demonstrations and case-based presentations will provide exposure to real-world scenarios.

Attendees will learn:

- How to recognize aging changes in structural tissue layers.
- The deep anatomy for each area of panfacial treatments to minimize complications while avoiding danger zones.
- The latest advances in soft-tissue fillers and neuromodulators and the appropriate techniques for their use in patient care.
- The science behind current treatment options as well as the similarities and differences between them.
- Successful ways to analyze and treat patients that minimize complications and enhance natural-appearing results.
- How to avoid and manage complications for patient safety.



Attendees at the advanced injectors course will learn a variety of techniques to help patients achieve natural-looking results from their cosmetic procedures.

- Diverse approaches and techniques used by experienced faculty.

World-class faculty In addition to the directors, the course faculty includes Vince Bertucci, MD, FRCPC; Andre V. Braz, MD; Jean D. Carruthers, MD; Sabrina G. Fabi, MD; and Heidi A. Waldorf, MD.

Dr. Fitzgerald called it "a really good group" that includes some of the top injectors in the Western Hemisphere.

"There are people with a lifetime of experience," she said.

Register at asds.net/Advanced-Injection or 847-956-0900. ■

Member Spotlight

Editor's note: "Member Spotlight" shines a light on honors our members have received for their work in the field of dermatology. To be included in future issues, send information to Communications Manager Jay Schwab at jschwab@asds.net.

Ronald R. Brancaccio, MD, was recently named Dermatology Foundation's Practitioner of the Year for 2014. The award recognizes "the exemplary clinical care Brancaccio provides for his patients as well as his significant contributions to the field through leadership and teaching."

Dr. Brancaccio is Director of the Skin Institute of New York. He also has been affiliated with the NYU Medical School – where he is Clinical Professor of Dermatology – for almost 40 years. Dr. Brancaccio teaches residents in the contact dermatitis clinic.

Alan M. Menter, MD, was presented with the Dermatology Foundation's Clark W. Finnerud Award for 2014. The award recognizes Dr. Menter's contributions as a clinician and a teacher as well as his mentorship of a new generation of dermatologists.



Ronald R. Brancaccio, MD



Alan M. Menter, MD

Dr. Menter, who came to the U.S. from South Africa, practices at Texas Dermatology Associates, P.A., and is Chair of Dermatology at the Baylor University Medical Center.

Get to know the IAC

Aclaris Therapeutics' Sheila Kennedy: Relationships are key

In this series profiling Industry Advisory Council members, Aclaris Therapeutics' Vice President of Marketing Sheila Kennedy discusses how the relationships ASDS members have with their medical dermatology patients can help grow the aesthetics market.



Sheila Kennedy

Q. How do you see the working relationship between industry and medical professionals/organizations evolving? What opportunities do you see for industry and ASDS in particular?

A. ASDS is a vibrant community of dermatologists and aesthetic medicine specialists known for being on the forefront of recognizing opportunities and embracing innovation to deliver superior patient care. The overlap between medical and aesthetic dermatology is a particular interest for Aclaris Therapeutics. We see many opportunities where dialogue between ASDS and industry can drive insights into patients' needs and the barriers preventing those needs from being met.

Q. What do you see as major opportunities for the dermatology and aesthetic medicine areas in the next two or three years?

A. We have just seen the youngest of the Baby Boomers turn 50 years old. This generation has transformed the experience of aging for themselves and for the Gen-Xers behind them. To many Boomers, aging is not about coping with decline; it's about fending off limitations. Surveys say most Boomers feel younger than they actually are. They are working longer and retiring later so they often put priority on appearance for professional reasons. They have disposable income to pursue the medical advances that will help them look as young as they feel.

Dermatologists have major opportunities to increase the number of minimally invasive aesthetic procedures they provide to their Boomer medical dermatology patients because they usually have trusting relationships with them. Boomers value informed professional guidance and expertise to

help them sort through the cacophony of messages, pitches and hype to identify and deliver the procedure or combination of procedures to help them meet their goals.

Q. What do you see as major challenges for the dermatology and aesthetic medicine areas in the coming years?

A. Growing, or even maintaining, practice revenue is becoming a major challenge for dermatologists. On the medical side, dermatologists are seeing declining reimbursements for the services they provide. At the same time, dermatology practices have to put more resources into collecting from patients. Historically, 50 percent of the patient responsibility not collected at the time of service went uncollected, but it represented only a small percentage of practice revenue. As the percentage of patients with high-deductible plans has increased, the portion of payment for medical services owed by patients has grown to more than one-third of medical practice revenue.

Dermatologists see the importance of providing aesthetic services – which are paid for at the time of service – to maintain the financial health of their practices. The challenge for dermatologists is to incorporate the best new aesthetic products and services into their practices and market them effectively to their patients.

Q. What excites you most about the company you work for in general and in regards to the company's efforts in dermatology and aesthetic medicine?

A. I am excited that Aclaris Therapeutics is focused on developing drugs for dermatologic conditions that have no FDA-approved treatments. One



such condition is seborrheic keratosis. We see seborrheic keratosis as an ideal area for dermatologists to expand the aesthetic services they provide to their medical dermatology patients.

Each year, there are over 18 million patient visits to dermatologists in which the diagnosis is seborrheic keratosis. Patients are motivated to seek treatment because they are concerned that the “spots” may be skin cancer. Dermatologists have the greatest expertise in making the differential diagnosis and, in fact, see 85 percent of all seborrheic keratosis patients seeking treatment.

Though relieved when they are told by their dermatologists that the lesions are benign, many patients remain extremely motivated to have SKs removed for cosmetic reasons. An FDA-approved, non-invasive, well-tolerated drug with good cosmetic results for treating SK lesions would be of great interest to these patients. In-office administration of the drug by trained staff members would give dermatologists peace-of-mind about its appropriate use and would be a significant new aesthetic service for both face and body.

Q. Tell us something unique about yourself that most people don't know.

A. I love to cook and have a family that loves to eat good food. Since a family vacation to Barcelona, I have been trying my hand at Spanish cuisine, especially paella. ■

PR Pearls

O's Valerie Monroe: Connecting with readers

Editor's note: *Currents* magazine is featuring PR Pearls, a Q-and-A feature with beauty and health journalists. In this issue, ASDS Media Relations Work Group member Mona Gohara, MD, asks Valerie Monroe, beauty director at O, the Oprah Magazine, about how her magazine connects with readers.

Q. There are so many minimally invasive procedures that claim to be "it" in the world of anti-aging and fat reduction. In your expert opinion, what makes a cosmetic procedure newsworthy – what is right and what is right now?

A. Kybella seems to be very hot right now, though personally I don't know anyone who has tried it. I have to say that in our edit we don't focus on doctor's office cosmetic procedures because our readers are more likely to avail themselves of topicals, whether OTC or prescription. I'll sometimes recommend a particular kind of laser treatment to a reader who has an issue like hyperpigmentation or who wants to get rid of fine lines or redness, but – again – that's not our focus. We want to offer readers options that are realistic for them and authentically helpful so we're not likely to suggest anything "it" of the moment.

Q. For our members who have their own blogs or are active on social media, do you feel as though there are there certain types/formats of skin stories that resonate most with the public? Are personal interest stories just as powerful as Instagram posts?

A. As in the magazine world, on blogs or in other social media, the makeover is King (or Queen). People – including our readers – love to see before-and-after photos, especially with improved skin conditions and/or plastic surgery. (One thing I have to say I've personally found remarkable is how much time my favorite dermatologists spend traveling, whether they're climbing the world's tallest mountains or teaching at conferences.) But for civilians just reading blogs or looking at doctor websites, I think the fascination resides in photos chronicling vast improvement.

Q. Through your writing, you have done so much in the way of skin cancer advocacy. What ways can journalists and dermatologists work together to amplify the message more?

A. Dermatologists have been invaluable in educating us journalists about the dangers of sun exposure, ways to avoid it, the warning signs of skin cancer and the various treatments. By keeping journalists up-to-date on prevention and treatment options, dermatologists can help disseminate their knowledge to the wide audience of our readership. At O, The Oprah Magazine, we now never publish a skin care story that doesn't stress the importance of sunscreen multiple times.

And because our readers are interested (like everyone else) in having beautiful skin, we hit them where it hurts – their vanity – by reminding them that no matter what else they do for their skin, nothing works better to preserve the look of good health and vitality than sunscreen. Role modeling is important, too. When we support our skin care stories with visuals of people who look healthy, attractive, happy – and untanned – we're sending the message that sun protection is good for you. ■



Valerie Monroe, beauty director at O, The Oprah Magazine



About the magazine: O, The Oprah Magazine, encourages confident, intelligent women to reach for their dreams, express their individual style and make wise choices, guided by the values of O Editorial Director Oprah Winfrey. With an emphasis on personal growth, the magazine inspires, addressing every aspect of a woman's life – the material, the intellectual and the emotional – and deeply connects with more than 15 million readers every month.

About the expert: Valerie Monroe has been the beauty director at O, The Oprah Magazine, since 2001. She has been a features editor at Redbook, Self and Parenting Magazines, among others, and has written on a wide range of topics for many national publications. She is the author of two books: *CityKids* and *In the Weather of the Heart*.

Is your time limited, but you still want to be involved?

Here are 10 easy ways help support ASDS and ASDSA initiatives!



1. **Share a pearl or ask a question on Quest discussion boards.** Wouldn't you like to sit down with a colleague and ask them what they are doing to improve results or stay ahead of the competition? The Quest digital knowledge network is your ASDS exclusive resource to learn what others are doing to succeed. Get access instructions at asds.net/Quest.
2. **Put the ASDS branding campaign to work** by distributing free marketing tools – including patient newsletters, brochures, videos, digital and print ads – in your practice, on your website, in your local media and throughout your patient community. asds.net/branding
3. **Use the ASDSA Action Center** to learn about and take action on pending state and federal issues. capwiz.com/asds/home
4. **Join colleagues at the ASDS Annual Meeting** to collaborate on best practices, learn the latest research and techniques, and obtain the insights and inspiration you need to take your practice to the next level. asds.net/annualmeeting
5. **Complete the ASDS Survey on Dermatologic Procedures.** Your procedure totals provide the hard data ASDS needs to support your expertise to consumers, referring physicians, media and legislators.
6. **Use the Quest Digital Knowledge Network** to read *Dermatologic Surgery* journal, organize personal documents and videos and share notes and information with colleagues. Build your online library for easy future reference and clear out your files! quest-network.org
7. **Take advantage of ASDS e-learning programs.** Get insights on key topics such as managing and training staff or advancing your leadership skills. Join the ASDS Circle of Excellence program to demonstrate mastery in core areas of knowledge in dermatologic surgery. asds.net/elearning
8. **Contribute blogs on patient stories, helpful videos or procedural tips** to help increase consumer awareness of ASDS member expertise. asds.net/blog-guidelines
9. **Join the SANDS Network** and be an advocate with federal/state policymakers. asdsa.asds.net/SANDS
10. **Volunteer to be a mentor.** From having a young dermatologist shadow your office, to teaching residents or international colleagues dermatologic surgery techniques, to helping shape ASDS future leaders, the knowledge you share impacts the future of the specialty. asds.net/mentor

Even easier yet, make sure ASDS has your direct email address and add ASDS to your “safe sender” list so you receive important Society updates. Visit “My Profile” at the top of asds.net.

For more information on any of the programs listed above or on how you can get involved, contact ASDS at 847-956-0900 or visit Doctors Resources on asds.net.

Collegiality on the decline?

Some of us remember the days when we bumped into fellow physicians in the hospital hallways and the doctors' lounge where we would catch up on each other's personal and professional lives, open mail, grab a coffee or just rest.

The majority of us don't spend much, if any, time in hospitals, but we do have opportunities to interact with our medical colleagues in group practices, journal clubs, educational dinners and others.

With our workloads increasing every year, with implementing electronic medical records and doing time-consuming paperwork, we have little time or energy left for interaction with our colleagues.

Should we be concerned about an apparent decline of collegiality?

Cooperative interaction There is a long tradition of collegiality in medicine. Collegiality may be defined as the cooperative interaction between medical colleagues. Trust, respect and common purpose are the foundation of these interpersonal and interdisciplinary interactions.

Sir William Osler gave medical colleagues, from professors to students, keys to his home. They were called his 'latch-keys.'¹ They were welcome in his home any time for collegial discussions.

Many benefits accrue when doctors



interact. They support each other's health and well-being and provide a space for friendship and camaraderie. Interspecialty sharing of ideas and collaboration improve the quality and continuity of patient care. Personal relationships strengthen professional relationships.

Protection? On the other hand, physician collegiality could be used to protect incompetent practice, which may lead to endangering the health and

well-being of patients.

For example, Dr. Carson reviews charts of Dr. James as part of his medical license renewal and finds substandard care given to one or more patients. Because of their affable relationship, Dr. Carson doesn't comment on or report the poor care. He feels that Dr. James would do the same for him.

This behavior jeopardizes the social contract of the medical profession. By ethical standards, physicians should both give and accept peer evaluation, be it positive or negative, as a means of upholding the standards of the profession.²

We should remind ourselves that we are ethically bound to maintain excellence. ■

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1. Laws ER. The advantages of collegiality. *Bull N Y Acad Med.* 1992 Mar-Apr; 68 (2):297-302.
2. www.CPSO.on.ca. Duties: To Themselves and Colleagues. Accessed June 30, 2015



ETHICS

Karen Scully, MD, is a board-certified dermatologist with an MA in Ethics and Applied Philosophy from the University of North Carolina at Charlotte, where she now serves on the advisory board of the Center for Professional and Applied Ethics. Please feel free to submit ideas for future columns to scully.karen@gmail.com.

Society news

New poster sets photo standards

ASDS – working with Canfield Scientific Inc. – has created an ASDS-branded poster featuring Photographic Standards in Dermatologic Surgery. The new poster details standardized instructions for recommended ways to take patient photos before and after dermatologic surgery treatments.



The 2-foot-by-3-foot poster is organized into major sections of face, body and close-ups. It includes general instructions about camera orientation, patient preparation, patient positioning and framing. Various general photography tips also are noted.

Before-and-after photos are commonly used to demonstrate the efficacy of various procedures. By following the position and framing tips, members will be able to provide powerful images for patient education, marketing and presentations.

Posters are now available for order. ASDS members may order copies at asds.net/photostandards to receive member pricing discounts.

2015 ASDS / ASDSA Directory available

The 2015 ASDS / ASDSA Membership Directory will be published this year only in electronic form via *Quest* and the ASDS website to conserve resources and allow members to access it more easily from any location.

Though the format differs, it continues to offer the following valuable resources:

- Board, Council, Committee and Work Group listings
- Contact information for fellow members
- ASDS/ASDSA Guide to Member Benefits
- ASDS and ASDSA Bylaws

Members can view the Directory online at asds.net/membercenter. For instructions on accessing *Quest*, visit asds.net/quest.

Download photo consent form

A new, more comprehensive Standard Patient Photographic Consent Form has been approved by the ASDS Board of Directors, with members being encouraged to use this form in their practices.

The form is a combination of the best-of-the-best of a range of photo consent forms and was vetted by both defensive and opposing counsel representatives.

For physicians, this form offers versatility as it covers not only photographs but also film and sound recordings. It also allows for the photos to be edited, altered, used in whole or in part and in conjunction with other images, graphics, text and sound.

For patients, they can choose which of a variety of uses they approve the use of their image. They also choose whether they want their name associated with their likeness.

Download the form at asds.net/consent.aspx.

Include ASDS in boilerplate

Boilerplate – the standardized language that succinctly describes a person, company or product offerings to readers – should be used every time an ASDS member’s name is printed.

Devising a thoughtful boilerplate that quickly summarizes and reinforces a member’s distinct experience and credentials should be the goal. Brevity is important, so a link to a website for more detailed information is usually recommended.

Considering the long shelf life for boilerplates and the minimal updating required over time, this extra, professional touch is well worth the effort.

An example boilerplate: “John Smith, MD, is a board certified dermatologist at (*practice name*) with more than two decades of experience researching the treating skin disease. He has practice dermatology in the (*city*) area since (*year*). Dr. Smith, a

member of the American Society for Dermatologic Surgery (ASDS), has been recognized as (*awards listing*).

Including the Society name in member online postings increases the search engine optimization for both the Society and its members, helping to track the growing influence of the dermatologic surgery specialty.

ASDS strongly encourages members to tap into the cachet of ASDS membership by including the Society name in the boilerplate used in:

- Email signature lines
- The last paragraph of press releases
- The bio on blog pages
- Facebook’s “About” page info
- Practice website team member write-ups
- Printed and online brochures
- Printed or online bio materials
- Any outreach with the public
- Use logo in the story

Showcase expertise with Circle of Excellence

The ASDS Circle of Excellence program – offering a designation in soft-tissue fillers – brings together participation in educational offerings and self-assessments, resulting in a members-only designation that indicates the mastery of a particular core area of knowledge in dermatologic surgery.

ASDS members who participate in in-person and hands-on sessions (e.g., the ASDS Annual Meeting and educational courses) can log these hours on the Circle of Excellence website.

Once ASDS members have fulfilled a certain set of required activities, a self-assessment can be completed (25 of the questions qualify for Maintenance of Certification – Self-Assessment) and is the final step to earning the Circle of Excellence designation.

Among reasons to seek this new designation:

- It signals to patients a master of knowledge in a specific subject area.
- Only ASDS members may participate.
- The self-assessment reinforces what is taught in the educational offerings.

For more information about the Circle of Excellence program, visit asds.net/educationresources.

Writing contest deadlines set

Writers interested in the two *Dermatologic Surgery* journal writing competitions have until the end of 2015 to enter the 2016 contests.

For both contests – the Review Article Incentive Program and Young Investigators Writing Competition – manuscripts first must be accepted for publication in the *Dermatologic Surgery* journal.

To facilitate that requirement, the deadline to submit manuscripts is Dec. 31 for the following year's competition. That means submissions for 2016 are due to the journal Dec. 31, with writing contest applications (due May 15, 2016) requiring a letter of acceptance from the journal.

All members may enter the **Review Article Incentive Program**, where eligible manuscripts include critical evaluations of published materials. Topics range from those of broad scientific interest to highly focused clinical topics related to dermatologic surgery practice. Visit asds.net/JournalAwards for a wrap-up of recent review articles, suggestions for review article topics and to apply.

Members who have completed a residency within the past three years

– or are completing a residency or fellowship – may enter the **Young Investigators Writing Competition**. The manuscript must be socio-economically or clinically oriented to dermatologic surgery and can include reviews, innovative gems, original studies and case reports. Visit asds.net/YIWC for an application and more information.

Preferential consideration will be given to papers that address Board-directed research topics:

- Safety of cosmetic procedures
- Cost-effectiveness of procedures
- Quality outcomes
- Mohs surgery
- Health care reform
- Policy-making

Provide updated info for more referrals

ASDS members can increase patient referrals by providing ASDS with current information about their practices and the procedures they offer.

The ASDS website features an enhanced referral listing showing a member's practice address, website and a customized list of any of 45 different procedures they perform.

Potential patients can search for a dermatologic surgeon near them using

their ZIP code and then sort the results based on procedures performed.

Visit asds.net/Update-Info to download a form to provide ASDS with current practice and procedure information.

Fax the form to 847-956-0999, email it to hprostko@asds.net or visit asds.net/MyProfile to update information online.

New! Member videos to be featured in Experts Guide

ASDS is compiling a 2016 update to its Experts Guide – complete with links to videos – to be distributed to media representatives nationwide. Any ASDS member who is a knowledgeable authority on a particular topic or topics is invited to be included in this directory.

To be included, complete the interactive form at surveymonkey.com/s/expertsguide. Requested information includes availability, including nights, weekends and short notice; areas of expertise; years in practice; and contact information.

Both the print and online versions of the 2016 Experts Guide also will feature short videos that introduce media to physicians and their practice. Instructions for submitting videos are located at asds.net/videosubmission.

Experts Guide videos may be filmed at no cost during Free Video Thursday at the ASDS Annual Meeting in Chicago.

A digital high-resolution head-and-shoulders photo also must be submitted. Deadline to submit information is Nov. 1. For more information, contact Jessica Walker at jwalker@asds.net or 847-956-9137.

IMPORTANT DATES	
For more information, visit asds.net	
SEPTEMBER	
10	Early-bird registration deadline for ASDS Annual Meeting
15	Cosmetic Dermatologic Surgery Fellowship Accreditation program application deadline
18-19	Future Leaders Network Workshop in Rosemont, Ill.
OCTOBER	
3-4	Advanced Injection Techniques: Maximize Safety and Minimize Complications in New York
14	2014-15 ASDS and ASDSA Boards of Directors Meeting in Chicago
15-18	2015 ASDS Annual Meeting in Chicago
17	2015-16 ASDS and ASDSA Boards of Directors Meeting in Chicago
NOVEMBER	
1	Submissions due for 2016 ASDS Experts Guide
1	Suggested journal submission date for articles for the 2016 Review Article Incentive Program and Young Investigators Writing Competition

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- Exhibit hall featuring more than 120 companies and special events
- Fun social and networking activities

