



NEWS



**Message from the President - Brian Berman, MD, PhD
and Secretary/Treasurer – Robert T. Brodell, MD**



2020 has been a “heck” of a year. We have experienced a 100 year pandemic leading to the deaths of hundreds of thousands of people across the globe. Offices were closed for months at a time in response to the pandemic. Protests, and even riots, gripped our cities. The economy tanked and rebounded though unemployment remains high. Politics are tremendously divisive. It is fair to say that our futures have never been more uncertain! There is room for optimism....in fact, optimism is REQUIRED if we are going to properly care for our patients, improve ourselves, devise changes to our programs, offices, and medical schools to improve health care, education, and research. The vaccine is soon to arrive, the pandemic will wane, let's get at it!

Robert T. Brodell, MD
Secretary-Treasurer, ADA

Brian Berman, MD, PhD
President, ADA

ADA Board of Directors

President
Brian Berman

President Elect
Jeffrey Callen

Past-President
Wilma Bergfeld

Vice President
Janet Fairley

Secretary-Treasurer
Robert Brodell

Historian
David Pariser

Directors
Lawrence Eichenfield
Desiree Ratner
Murad Alam
Sabra Sullivan
Hensin Tsao
Andrew Alexis

A Special Note about Dues

Please submit your dues on time! Your dues are an important source of revenue to the ADA and are critical to the well-being of our beloved organization. In the 145 year history of the organization, we have never accepted support from outside parties. We rely on our members' up to date payment of dues for our day- to-day functioning. We are now offering for your convenience, automatic bill payment. With your permission, we can set up your account payment to be charged automatically annually to your credit card. For more information, contact Julie Odessky, Executive Manager.

Members 75 years of age or older may be eligible for a "Life Membership". If you would like to be considered for this category in which dues are voluntary, or if illness, infirmity, or job loss has placed you in a difficult financial situation, please let us know. We appreciate your support and suggestions on how we can streamline the process for you!



140th Annual Meeting/Virtual Business Meeting October 17, 2020

Hello ADA Members!

We are looking forward to having you join the ADA's 140th Annual Meeting/Virtual Business meeting from 4:00 – 6:00 pm EDT on Saturday, October 17, 2020. The agenda will be sent out shortly.

For optimum results, please download the Zoom App to the device you will be using. Some universities/institutions may have firewalls that interfere with Zoom. Members viewing the virtual program from work may wish to check with their information systems manager to determine if barriers to Zoom are present. In addition, we highly suggest that you log on/check in early to insure that you have time to adjust your audio, video, etc., and to familiarize yourself with the Zoom options.

In an effort to be respectful of everyone's time and minimize background noise, attendees will automatically be placed on mute by the meeting administrator (except during the "In Memoriam" session of the meeting where the members who have passed away since our last meeting are honored). If you would like to say a few words about any of these members please email Julie Odessky at Ameriderm1930@gmail. If we know in advance, we will be able to plan accordingly.

Should you have any questions during the meeting, we ask that you submit them through the "chat function" at the bottom of your screens. Tom Helm will be monitoring questions from the membership during the Virtual Business meeting.

If a question is of general interest and can be addressed during the session, Tom will pose that question to the speaker. We may choose to follow up with some answers by email following the annual meeting. If we finish the meeting early, officers will be available for a Q and A session.

We will have the membership vote on the Slate of Officers via the poll feature in Zoom. We are looking forward to another successful meeting.

Sincerely,
Bob

Register in advance for the meeting:

<https://us02web.zoom.us/join/register/tZEsc2gpz0iH9Oqc2Flizv-tgbfLoFFDwxx>

After registering, you will receive a confirmation email containing the link to enable you to join the meeting

State of the ADA - Presidential Address

Let me formally welcome all our members and guests to the American Dermatological Association annual meeting. I am Brian Berman and have had the honor and yes pleasure of serving as your president this past year.

Covid-19 Pandemic

The COVID-19 pandemic has affected every single one of us and as of this recording 1 million people worldwide and over 200,000 Americans have died due to infection with SARS-CoV-2. There are at least 1000 healthcare workers who have died - over half who were physicians, including dermatologists. Fortunately, to the best of our knowledge none of our members have passed away due to COVID-19.

ADA During COVID-19 Pandemic

The pandemic has had an impact on the ADA as an organization. Throughout the pandemic the ongoing number one guiding priority was the safety of our members. In order to avoid placing any pressure upon our Board members to risk attending onsite, early on we canceled the in person Board of Directors meeting scheduled during the AAD Annual Meeting in Denver, CO (which had not been cancelled yet), and convened the ADA's first virtual Board of Directors meeting on March 23, 2020, using then novel Zoom live video technology, to successfully complete the ADA business at hand.

The ADA successfully applied for and received a federal PPP forgivable loan, allowing us to retain our 2 excellent employees.

We then had to address whether to cancel the annual ADA meeting scheduled in Laguna in the last few days of October. Early on in January, "before" COVID, having the scientific program in place through the focused and energetic efforts of Amy Paller, the remaining big decision was what theme to choose for the gala at the annual meeting on Halloween. I remember suggesting a masked ball with us giving out masks- not knowing what I was predicting. In retrospect, the decision to cancel the in person annual meeting was not difficult in light of our priority to maintain the safety of our members and guests... but timing is everything, and with Bob Brodell we successfully extricated the ADA from our 2020 meeting hotel financial agreement (as detailed in the Treasurer's Report), filled the vacant venue for the 2025 meeting, re-assigned the 2020 scientific agenda to next year's meeting, and are holding the ADA's first virtual annual meeting today and inducting our new members!

Inertia – is not inherently good or bad

Inertia is the natural tendency of an object to resist change - so if at rest, to stay at rest.

Nothing changes, including organizations, unless acted upon by an external force.

For the **ADA**, that force was **David Cohen!**

Initial Success to Direct ADA Inertia

- The ADA ethos describes our organization "As an independent, nonprofit, self-funded organization, the American Dermatological Association provides objective analyses and recommendations regarding the complex challenges faced by Dermatology. This is accomplished through stewardship and collaboration with other organizations committed to the ongoing process of advancing the field of Dermatology in the house of medicine."
- David re-focused our efforts having the ADA generate policy statement on Herpes Zoster (Shingles) Vaccination for Patients 50 Years and Older. Then under the leadership of Gene Bauer, this was followed by a policy statement, in conjunction with the American Cancer Society, on recommendations on HPV Vaccinations.

ADA Inertia – Gaining Speed and Direction

- In an effort to further pivot the American Dermatological Association into an organization of action and purpose I established a task force, chaired by Mark Lebwohl, which generated a policy statement on Pharmacy Benefit Managers (PBMs);
- and a second task force, chaired by Tom Stasko, which generated a policy statement on Prevention of Skin Cancer and Skin Infection in Patients with Solid Organ Transplants.
- Also this year, a third task force led by Steve Tying updated our policy statement regarding HPV vaccination with the aim to reduce cancers caused by HPV.

State of the ADA

- Portfolio Performance: Value increasing since 2011; even after dip in Q1 2020
- Installed our new Assistant-Secretary Treasurer – **Thomas Helm**
- *Illustrated History of the American Dermatological Association*, a 700-page volume to be published this month – **David Pariser** - Historian
- Co-sponsored **Scott Collins**' nomination to Chair the RUC American Medical Association/Specialty Society RVS Update Committee with:
 - American College of Mohs Surgery; AAD; American Society for Dermatologic Surgery Association; American Society of Dermatopathology; American Society for Mohs Surgery; Oregon Dermatology Society; Society for Investigative Dermatology

Thank You to:

- All our members, many serving on committees and task forces
- Bob Brodell – Secretary-Treasurer
- Julie Odessky – Executive Director and Phyllis Segaloff – Business Manager
- Janet Fairley – Vice-President
- Amy Paller – Scientific Program; Speakers for 2021
- David Pariser – Historian
- David Cohen & Gene Bauer – Taking on inertia

A bright future for the ADA is assured:

- Jeff Callen – Incoming President
- Tom Helm – Assistant Secretary-Treasurer
- Our New Members

Brian Berman, MD, PhD
President, American Dermatological Association
October 17, 2020

**The following new members will be inducted at the 140th Annual Meeting,
Congratulations!**

Amber Reck Atwater, MD	Durham, NC
Christian L. Baum, MD	Rochester, MN
Jaehyuk (Jae) Choi, MD, PhD	Chicago , IL
M. Laurin Council, MD	St. Louis, MO
Robert Dellavalle, MD, PhD, MSPH	Aurora, CO
Seemal Desai, MD	Plano, TX
Adam Friedman, MD	Washington, DC
Pedram Gerami, MD	Chicago , IL
Larisa Geskin, MD	New York, NY
Ruby Ghadially, MD	San Francisco, CA
Larry Green, MD	Rockville, MD
Johann Gudjonsson, MD, PhD	Ann Arbor, MI
Deirdre Hooper, MD, PhD	New Orleans, LA
Heidi Jacobe, MD, MSCS	Dallas, TX
Brett King, MD	New Haven, CT
Richard Langley, MD	Halifax, Nova Scotia
Delphine Lee, MD, PhD	Torrance, CO
Lori Lowe, MD	Ann Arbor, MI
Michel McDonald, MD, MBA	Nashville, TN
Brent Moody, MD	Nashville, TN
Amy Musiek, MD	St. Louis, MO
Melissa Piliang, MD	Euclid, OH
Howard Rogers, MD, PhD	Norwich, CT
Aleksandar Sekulic, MD	Scottsdale, AZ
Elizabeth Tanzi, MD	Chevy Chase, MD
Margaret Weiss, MD	Hunt Valley, MD



Class of 2020 Videos

Please enjoy meeting the Class of 2020 virtually, through their self-produced, short videos pending our 2021 Amelia Island meeting when you will have the opportunity to meet them in real life. Dan Siegel, The ADA AV Master was kind enough to share his Dropbox with the membership to view the videos. They can be found on the link below:

https://www.dropbox.com/sh/0cb7ifmdnnde0ky/AACsaDS7m_zs47_zKxA5GrSCa?dl=

**IMPORTANT, PROPOSALS FOR 2021 NEW MEMBERSHIP
CANDIDATES, WILL ONLY BE ACCEPTED FROM MEMBERS
WHO ATTEND THE ANNUAL MEETING/VIRTUAL BUSINESS
MEETING OCTOBER 17, 2020.**

Welcome Tom Helm, MD!



The Board of Directors has chosen Thomas Helm, MD, of Buffalo, New York to be the incoming Assistant Secretary-Treasurer. Next year he will assume the mantle of Secretary-Treasurer upon Robert Brodell's retirement from serving in this capacity. Bob has served our organization extraordinarily well for the past 6 years and Tom is committed to continuing our momentum. Tom is energetic, creative, caring, and properly obsessive-compulsive...he will be perfect! Feel free to reach out to him with any questions or comments at thelm@buffalomedicalgroup.com.

Officers & Board of Directors Nominees for 2021

President Elect: Robert T. Brodell, MD

Vice President: Maria Hordinsky, MD

Board Member: Daniel M. Siegel, MD

New Committee Members

Nominating Committee- Mark Kaufmann

Education Committee- Andrew Alexis

Honorary Membership Committee- Brian Berman

Meeting Site Committee- Linda Stein-Gold

FROM THE HISTORIAN

David M. Pariser, MD, FACP, FAAD, ADA Historian

HISTORY PROJECT NEARING COMPLETION

After many months (actually years) of preparation, the book *Illustrated History of the American Dermatological Association* by ADA Historian David Pariser is finally in production. One copy of the 700-page hard-bound volume will be provided **without charge** upon request to any ADA member whose account is current.

Additional copies may be purchased for \$95.00. A few special leather-bound gold embossed volumes will be printed on archival paper and can be purchased by interested members for \$175.00. Place your orders as soon as possible as soon as we notify you, on the ADA website. We must know how many members want their complimentary copy and how many members want to purchase extra copies of the regular or special leather-bound editions prior to submitting our order to the printer. The firm deadline for requesting a complimentary copy or ordering extra copies of the standard edition is November 1, 2020. After the press run, there will be no opportunity to receive or purchase additional copies. Ordering details will be coming to you in an email next week.

In Memoriam

Thomas Anderson, MD - June, 2020

Robert Alan Briggaman, MD - June, 2020

Oscar Colegío, MD - June, 2020

Richard Caplan, MD - August, 2019

Lynn From, MD - May, 2020

Charles Heaton, MD - July, 2020

Francisco Kerdel-Vargas, MD - July, 2020

Joseph McGuire, MD - October, 2019

Rear Admiral William R. Narva, MD - July, 2020

Wolfram Sterry, MD - September, 2020

Klaus Wolff, MD - December, 2019

Please email Julie Odessky @ ameriderm1930@gmail.com if you would like to say a few words about any of our members, who passed away this past year since the annual meeting in August, 2019. The In Memoriam session of the virtual meeting will allow for you to UNMUTE yourself, should you choose to do so at that time, however, if we know in advance who would like to say something, it would be helpful.

FUTURE MEETINGS



THE RITZ-CARLTON



141st Annual Meeting
Amelia Island, Florida
November 3rd – 7th, 2021

A tranquil resort on Florida's northeast coast, The Ritz-Carlton, Amelia Island is an invitation to escape from the outside world and discover a new one. Set along 13 miles of beachfront, the hotel is an exploration in coastal treasures including the multi-faceted flavors of both salt and infused bourbon, the meditative movements of a hammock massage and the unspoiled natural beauty discovered.

Quebec City, Canada (Fairmont, Le Chateau Frontenac)(2022) Old world charm in North America
October 26th-30th, 2022 <https://youtu.be/vdhLTqmMnCo>

Washington, DC (Fairmont) (2023) Free museums!!
October 25th-29th, 2023 <https://youtu.be/0wEL8BKdE1M>

Seattle, Washington (Hyatt Regency) (2024) - An exciting urban city surrounded by unmatched natural beauty.
October 23rd-27th, 2024 https://youtu.be/jCuG_rlVVPE

Laguna Niguel, California (The Ritz-Carlton) (2025) - Perched on a bluff overlooking the Pacific Ocean, The Ritz-Carlton, Laguna Niguel is a coastal paradise with a playful side.
October 29th- November 2, 2025
https://www.youtube.com/watch?v=yy17s2bKvHg&ab_channel=VisitCalifornia

Sesquicentennial Anniversary (2026)To be determined

NEWSWORTHY

Dr. Suephy Chen has been named the chair of the Department of Dermatology at Duke University School of Medicine.
<https://medschool.duke.edu/about-us/news-and-communications/med-school-blog/suephy-chen-named-new-chair-department-dermatology>

Thomas Rohrer is now serving as the president of the American Society for Lasers in Medicine and Surgery (ASLMS), the world's largest professional society dedicated to promoting research, education, and high standards of clinical care in the field of medical laser and energy-based applications.

After years of searching for the right associate to join her solo private practice, **Cyndi Yag-Howard** is pleased to announce the addition of John DeNigris, IV, MD, to Yag-Howard Dermatology and Aesthetic Center in July.

Cyndi was just elected by the AAD Board of Directors to serve a 2-year position on the AAD Executive Committee.

Terrence Cronin Jr. is proud to announce that his brilliant niece has joined him and his father at the Cronin Skin Cancer Center. Megan Cronin graduated from the University of Miami Department of Dermatology and Cutaneous Surgery. She served as chief resident and was awarded the "Excellence in Dermatologic Surgery Award".

Amy Paller has been inducted into the American Association of Physicians, and is receiving the Tanioku Kihei Memorial Award from the Japanese Society for Investigative Dermatology in December, and is receiving the International Award from the EADV, and becoming an honorary member of both the American Academy of Dermatology and Japanese Society for Investigative Dermatology this year.

Steve Feldman's book COVID-19 was just published: https://www.amazon.com/will-ever-away-Practical-Questions/dp/1950544265/ref=sr_1_1?dchild=1&keywords=covid+feldman&qid=1600985255&sr=8-1

Jason Rivers' book on COVID-19, "will it ever go away?: Practical Answers to Your Questions About COVID-19" has just been published

https://www.amazon.com/will-ever-away-Practical-Questions/dp/1950544265/ref=sr_1_1?dchild=1&keywords=covid+feldman&qid=1600985255&sr=8-1

In other great news, Jason is now the President of the Canadian Dermatology Association

Nick Rogers has become a virtual visiting professor teaching dermatology and oral dermatology by Zoom and Cisco to medical students at Mayo Clinic Rochester and Mayo Clinic Arizona and residents at all 3 Mayo practices, Rochester, Florida and Arizona plus Marshfield Clinic and a 10 lecture course for residents and staff of a program in Bogota, Colombia. In addition, he is mentoring and tutoring a Mayo staff dermatologist with interest in Oral Dermatology.

David Brodland was the 2020 Frederic E. Mohs Award recipient through the American College of Mohs Surgery.

The Samuel Stegman Award for Distinguished Service was awarded to **Tina Alster** at the annual meeting of the ASDS last Fall (2019).

Ken Tomecki is now President-elect of the AAD.

The Vice-President elect of the AAD is **Neal Bhatia**.

Wilma Bergeld is the 2020-2021 Chair, AAD Nominating committee and is the recipient of the 2020 Ohio Distinguished Physician/Dermatologist Award

James Grichnik will become the Chair of Dermatology and Cutaneous Surgery at University of South Florida starting 1/1/2021

Howard Chang has become an elected member of the National Academy of Sciences and The American Academy of Arts and Sciences

Maryam Asgari was recently promoted (as of April 1st) to the rank of Full Professor at Harvard Medical School. She is the first Mohs surgeon in the history of Harvard Medical School to achieve the rank of Full Professor. The promotion also makes her the second female dermatologist at Massachusetts General Hospital (est 1812) to achieve that rank in over 200 years, following the lead of trailblazer Alexa Kimball, fellow ADA member, who was the first female dermatologist to make Full Professor. Maryam is deeply honored and thrilled.

John Wolf has been selected as an Ashbel Smith Distinguished Alumnus of The University of Texas Medical Branch (UTMB). He had earned an MA in Anatomy and an MD with High Honors from UTMB, when dinosaurs still roamed south Texas. Earlier, John was recognized as a Distinguished Alumnus of Lamar High School (where he was a sprinter, single-wing tailback, and championship debater) and Rice University (where he graduated with debate trophies and an Honors Thesis in History).

Lisa Beck has been appointed the first Lowell A, and Carol A, Goldsmith Professor of Dermatology at the University of Rochester School of Medicine and Dentistry, Rochester, NY

Jon Hanifin and **Frank Parker** Retire after Years of Academic Service at Oregon Health & Science University. After nearly five decades at Oregon Health & Science University, dermatology pioneer Jon Hanifin has retired from dermatology practice. Jon has had enormous impact on the field of dermatology, especially in the Northwest. As a scholar and a teacher he laid the groundwork for so many dermatologic scientists, publishing over 300 peer-reviewed manuscripts and presenting at more than 150 conferences worldwide. He served as a leader in the field of atopic dermatitis for the majority of his career including being a Chair or on the Board of Directors for many national societies including the AAD, NPF, SID and of course the National Eczema Association, which he co-founded. He served as President of the Oregon Dermatologic Society in '84-'85. He was named a "Best Doctor in America" twice, and was awarded the prestigious AAD's "Master Dermatologist" Award. He has mentored over 40 fellows and taught hundreds of dermatology residents and medical students throughout the years.

After six decades (yes, 6 DECADES) of practicing medicine, including more than 40 years at OHSU, dermatologist **Frank Parker** is finally hanging up his dermatoscope. Frank began practicing internal medicine at the University of Washington in 1958, was recruited to OHSU in 1979, served as the department chair until 1994, and has subsequently been one of the most clinically productive and "gentlemanly" role models for our trainees at OHSU. Frank served as a teacher and mentor to hundreds of trainees throughout his career, working all but two years in academic medicine

Looking forward to seeing you at the first Virtual Meeting!

Bob Brodell, MD
ADA Secretary-Treasurer