Realizing the Vision: Excellence in Dermatology

A discussion with Abel Torres, MD, FAAD
President, American Academy of Dermatology

Representing all of Dermatology

18,000 members
- Comprehensive Representation in AMA House of Medicine
- Media Representation and Messaging
- Assistance Navigating Changing Practice Environment
- Leadership on a Global Level

And, the AAD provides public education on all dermatologic conditions through more than 2 billion media impressions each year.

The Big Questions

1. How does the specialty of Dermatology remain successful in the changing practice environment?
2. How does a dermatologist remain successful in the changing practice environment?
3. What is the role in the academy in meeting these challenges?

Biggest Challenges to the Specialty of Dermatology

1. Payment reform
   - Demonstrate value of the specialty
   - Prepare for APMs and MIPS
2. Access to dermatologists
   - Narrow networks
3. Access to pharmaceuticals
   - Drug Pricing
4. Specialty Positioning

The Academy is Addressing Your Pain Points

How do we help our members in this changing environment?

ACADEMY RESPONSE
Academy Response

Advocate – about issues we know we can change
Collaborate – with our members for a better future
Educate – our members in innovative and meaningful ways
Communicate – our mission, clinical expertise, educational forums and advocacy issues
Demonstrate – science and quality measures for a greater good
Evaluate – our future with emerging projects to capture our pipeline and create growth opportunities
Create – ways to reach out to the community to provide care and services to specific at-risk populations

ADVOCATE

Making our voices heard for issues we know we can change

Advocacy: First 100 Days

Updates and analysis on:

- Who the new players are
- Where they stand on dermatology’s issues
- What changes are underway
- How will dermatology be impacted

Affordable Care Act
Outlook for Repeal

- Repeal Effort Underway
  – Expedited consideration under budget rules
- Present Plan for ACA Repeal
  – Focus on health care issues now, tax issues later
- Replacement for ACA – Still TBD
  – Transition period to replacement being discussed

MACRA Update

Regulatory Roll-Back

- Increased Focus on Regulations
- House Passed Two Bills to Overturn Regulations
  – Midnight Rule Relief Act of 2017
  – Regulations from the Executive in Need of Scrutiny Act of 2017 (REINS Act)
Two Tracks: MIPS and Advanced APMs

MIPS Options
- Test the program — report on a limited set of data for 90 days to avoid penalty only
- Partial participation — report more data for at least 90 days to receive a small incentive
- Full participation — report all elements for 90 days or more to receive full incentive

Advanced APM Option
- Join an Advanced APM
  - Receive 25% of Medicare Part B payments or see 20% of Medicare Part B patients through an advanced APM in 2017
  - Earn a 5% incentive payment in 2019

Track 1:
MIPS (Merit-based Incentive Payment System)

The MIPS score will factor performance in 3 of 4 weighted categories:

Track 2: Alternative Payment Models

Two types of Advanced APMs:
- Advanced APM
  - Requires use of CEHRT
  - Reports measures similar to MIPS
  - Bears financial risk
- Advanced APM
  - Requires use of CEHRT
  - Reports measures similar to MIPS
  - Bears financial risk

Alternative Payment Models

Advanced Care Information Performance (30% of the total MIPS score)

Track 2:
MIPS (Merit-based Incentive Payment System)

The MIPS score will factor performance in 3 of 4 weighted categories:

Access to Treatment: Goals

Drug Pricing and Transparency Task Force

Under the leadership of Academy President Mark Lebwohl, MD, the Drug Pricing and Transparency Task Force to address the issue of escalating drug prices and patient access to therapies. The task force was tasked with these goals:
Access to Treatments: Federal

**Federal Advocacy:**
- **21st Century Cures Act** (Enacted into law on December 13, 2016)
  - Supports medical innovation and patient access to new drugs
  - Provides $4.8 billion to NIH for Precision Medicine, Cancer Moonshot, and BRAIN initiative
  - Facilitates the exchange of clinical outcomes data between EHRs and clinician-led clinical data registries (interoperability) and prevents EHR vendors from blocking the transmission of data to third parties
  - Requires EHR technologies to be capable of sharing data with clinician-led clinical data registries

Academy partners with NIAMS

- Academy President, Abel Torres, J.D., M.D., invited NIAMS director Stephen I. Katz, M.D., Ph.D. to discuss the state of dermatological science supported by the NIAMS with Members of Congress in June.

Access to Treatments: State

- 3 states (IN, WV, MO) enacted step therapy laws in 2016; legislation awaiting signature of NY, IL
- State Policy Committee approved supporting AMA model PA legislation
- Ohio enacted comprehensive PA law
- AADA has contacted Minnesota Medical Association in order to join its PA coalition

Narrow Formularies

- On January 1, 2017 approximately 35% of CVS/Caremark patients lost coverage for Cosentyx, Enbrel, and Otezla
- AADA leadership call with CVS/Caremark Chief Medical Officer prior to change urged reconsideration of policy
- Communications and Advocacy strategies in place
- Priority: ensure members/patients are aware of change, appeals process and gather data re: adverse impact

Network Adequacy

- AADA has led the fight on Narrow Networks, bringing our concerns to Congress, Federal Regulators, State Legislators, and Insurance Commissioners
- In 2015 the National Association of Insurance Commissioners (NAIC) updated its Network Adequacy Model Regulation to govern marketplace (ACA/Obamacare) plans
- Key areas of advocacy:
  - Defining quantifiable measurement of network adequacy
  - Disclosure of termination and/or selection criteria
  - Transparency of network (accurate directories)
The Importance of Political Engagement

What is SkinPAC

- SkinPAC is the political action committee (PAC) of the American Academy of Dermatology Association (AADA).
- SkinPAC was formed in 2000 in an effort to encourage dermatologists to take a more active role in the political process.
- SkinPAC solicits contributions from AADA members to support the campaigns of candidates for federal elected office who have demonstrated an understanding of, and interest in the views and goals of the specialty.

2016 Election Cycle Fundraising

Raised: $1.49M  Goal: $1.8 Million

How do we compare?

2015-2016 Cycle Participation

AADA Member Participation

SkinPAC

Not Red or Blue – Just Working for You!

SkinPAC is not about Republican or Democrat, politics or partisanship, it is about policy and how dermatologists can influence policy for our profession and our patients.
SkinPAC Scorecard Based Giving

- Support of AADA advocacy priorities
- Standing in Congress
  - Congressional leadership, Chairs and Ranking members and General members of key committees and health subcommittees
- Recommendations/Relationships with AADA members

2017 Update

- Set new election cycle fundraising record in 2015-2016 cycle in raising a total of $1,592,238.77
- Participation among eligible AADA members over 2015-2016 election cycle was 15.6%.
- In 2016, SkinPAC raised a total of $768,303 with 12% of eligible members giving in 2016.
- Per the direction of the SkinPAC board, a SkinPAC Fundraising “Statement” mailing going out in mid-January.
- The SkinPAC 2016 Annual Report will go out during the first two weeks of February with a solicitation letter.
- The SkinPAC reception at the 2017 Annual Meeting will be on Thursdays, March 2. Requesting a minimum contribution of $100+ for AADA members and for $25+ for residents.
- At the Annual Meeting, the SkinPAC Lounge will be open Friday, March 3 through Sunday, March 5. Will be open to AADA members who contribute $500+ to SkinPAC and to residents giving $100 or more.

Demonstrate

What are science and quality measures doing for us?

The practice management center is designed to simplify administrative burdens, and ease the stress of members by providing practical dermatologist-vetted tools and guidance for physicians and staff in a number of practice management areas.

These resources will enhance practice sustainability, physician satisfaction, and in turn allow members to focus on providing superior patient care.

New: MACRA Resource Center

MIPS and APMs explained
MACRA Readiness Checklist
MIPS Financial Assessment Tool
MACRA Readiness Community
Easing the Burden of Prior Authorization

Clinically-specific prior authorization denial letters for top drugs nationwide

Hotline for members

Connects data on millions of patients from thousands of dermatologists nationwide

DataDerm™: A Robust Clinical Data Registry
Created By Dermatologists, For Dermatologists

Connects data on millions of patients from thousands of dermatologists nationwide

Value of our DataDerm™ Registry

- Proven improved outcomes from registry feedback
- Inform advocacy efforts
- Guideline validation
- Help dermatologists with quality reporting requirements

Looking to the Future: AAD’s Commitment to Quality

- Building dermatology-specific AUC’s, guidelines, and measures, including patient-reported outcomes
- Creating a data request portal
- Collecting robust data to identify gaps and provide tools for improvement
  - Gaps in treatment
  - Gaps in knowledge
  - Gaps in education
  - Gaps in standardized measurement
- Helping dermatologists better describe their patient populations to payers
- Supporting advocacy efforts

Practical Application of Scientific Data: Burden of Skin Disease Report

- Due in JAAD in Spring 2017
- Developed using a rigorous and transparent scientific process
- Critical feedback from over 40 Academy and clinical advisors from sister societies
- 24 skin disease categories
- Prevalence, plus direct and indirect costs
- Supports specialty positioning and advocacy

EDUCATE

How do our members want their education?
**Education: a commitment to our mission**

Continuing Medical Education
- AAD offered more than 500 Continuing Medical Education credits in 2015—many were free to members
- AAD is expanding the number and type of learning formats
- Developing education resources to expand our reach

Annual Meeting
- Over 375 sessions offered; over 60 sessions approved for MOC Self Assessment credit (Part II)
- Innovative sessions include hands-on workshops, Audience Response Sessions, Communication skills labs, and a specialty track for Residents

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**Question of the Week**

- Introduced in February, 2016
- Participants are awarded .25 CME and 1 MOC Part II credit for participating
- Approximately 2700 individuals participate each week
- Members can subscribe by emailing the Member Resource Center at mrc@aad.org or calling (866) 503-7546.

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**Specialty Positioning**

The Academy conducted research in late 2015 to discover the misperceptions that persist within the specialty amongst physician peers, specifically:

1. Outside of skin cancer, Dermatologists do not treat serious disease
2. It is difficult to get access to dermatologic care
3. Dermatologists are not “team” players within the house of medicine

The Academy will launch a campaign in 2017 to demonstrate, with real world stories, the facts vs. myths of these perceptions and conduct meeting with physician peers to open the dialogue and change the narrative about the specialty.

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**SPOT Skin Cancer Campaign**

- 915 Million+ Media Impressions!

**Media Impressions**

- National and local media impressions: 22,458,694
- Online media impressions: 334,422,088
- Total Media Impressions: 356,888,782

As the result of our media relations efforts, broadcast segments aired in 43 of the 50 states, including Alaska and Hawaii.

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**Looking Good in 2016**

- Dr. Karen Edison
- 915 Million+ Media Impressions!
**Education through Screenings**

2.5 million  
Free screenings since 1985

255,000  
Suspicious lesions

28,500  
Suspected melanomas

**Patient Education: SPOT Skin Cancer®**

*Each May, AAD launches a campaign to raise public awareness about skin cancer – how to prevent it and how to detect it.*

- Free Skin Cancer Screenings Program
- Public Service Announcements

**Camp Discovery**

**How to plug in to AAD**

www.AAD.org &  
Member Resource Center  
(866) 503-7546

**AAD Current Board of Directors**

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