



2016 IVWG Executive Forum Outcomes
June 4, 2016 | Adolphus Hotel | Dallas, Texas

Circle 1: New Practice Environment

1. Utilize Social Media to address issues such as burnout and constantly update information on the website
2. Look for opportunity for non-branding patient education symposiums on a Regional Level

Circle 2: Residency Training Access

1. Look for opportunity for collaboration between Industry and WDS with hands on training that addresses Pharmaceutical Companies
2. Develop a new paradigm on how to disseminate information to educate residents of the role of pharmaceutical companies, Consumer Product Goods (CPGs) and MSL access through educational videos and open communication with program directors so they can enter practices with the knowledge.
 - Partner with AAD, APT and APD to disseminate to information to residents.
 - Write a letter from the WDS and ask other societies to co-sign

Circle 3: Technology in the Practice Environment

1. Understand and develop realistic benchmarks and outcome measures
 - Utilize DermTube & other platforms to see what their benchmarks are instead of reinventing the wheel
2. Use resources that have been shared by our Industry Partners and hone in on what marketing/communication tools might be worth investing time in and what our needs are as an organization
3. Survey the membership to see if providing education resources on practice issues is something they would want from WDS as a society
4. Tell Industry what we need from them in a proactive fashion

Circle 4: Changes in Pharmaceutical Companies

1. Access to WDS is important for industry because we are nimble and our programs have value
2. Industry to recommend one thing to WDS that we could improve or use:
 - Industry partners would like to be active on WDS Work Groups and Committees
 - WDS can use the intimacy at networking receptions as opportunities for industry partners and physicians to communicate.
 - Find out what the WDS can do to partner with other societies
 - Use Industry Partners as resources for the IJWD to contribute articles

Circle 5: Innovations in Dermatology & Clinical Trials

1. Establish a "Clinical Trial Venture" for clinical trial protocol design as well as mentorship/training that meets multiple needs
2. Industry to create tips and pearls on how to be a good investigator for clinical trials

Circle 6: Female Leadership

1. Industry sponsored leadership forum
 - Hold the IVWG every other year or yearly with the possibility of a update at the Summer Meeting or via teleconference
2. Establish structured leadership programs
 - Look at what the AAD does and develop a structure similar with a WDS twist
 - Establish a Committee Chair Leadership Orientation
 - Hold Chair Conference calls or communicate via the website to update chairs on what other WDS Committees are doing
3. Award development/ rising star reception
 - It is important to show appreciation to the newer member as well as the senior members
 - Make sure any awards are objective
 - Create a way to recognize allies of WDS (someone who is not a member but has helped with the mission and to move WDS forward)