



Physicians Leaders Mentors

NEWSLETTER

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PRESIDENT'S MESSAGE

What an exciting and rewarding year it's been, representing the Women's Dermatologic Society across the country and around the world. I was honored to meet so many of you at WDS events – especially our residents and young physicians, whose enthusiasm and positive energy reminded me of my early experiences with the WDS as a resident 25 years ago. How time flies!



Valerie D. Callender, MD

Lynn McKinley-Grant, MD and the Editorial Board have woven the theme of Practice Management into this newsletter, offering us diverse perspectives on questions we all struggle with, and book selections to assist in building and managing your practice. You'll also find information on a Practice Management workshop we are presenting in May, with generous support from our partners at **Alphaeon**.

Our Service Committee - led by **Latanya Benjamin, MD** and **Becki Tung, MD** - and a host of dedicated volunteers have done a remarkable job with WDS outreach over the past year, and I do hope you will come out to join us in 2015!

Many thanks to **Amy Paller, MD** and her team for their work on regional events, with support from **Allergan** and **Galderma**. In October, **Elizabeth McBurney, MD** arranged a practice enhancement reception at the office of **Donna Nunnally, MD** in Baton Rouge, LA. On the west coast, **Kimberly Butterwick, MD** and **Arisa Ortiz, MD** hosted a regional networking breakfast and panel discussion.

In early November, **Deborah MacFarlane, MD**, **Eva Hurst, MD** and the Women Dermatologic Surgeons committee hosted a luncheon and panel discussion during the American Society for Dermatologic Surgery (ASDS) annual meeting in San Diego, with sponsorship from **Merz** and **Revance Therapeutics**. The Academic Dermatologists Committee and **Mara Weinstein, MD** hosted an informal networking

luncheon in Chicago during the American Society for Dermatopathology (ASDP) annual meeting.

WDS involvement in the **Unilever** Dove Movement for Self-Esteem is growing, with members educating young women about skin care and positive self-esteem. My sincere thanks to our Board Representative **Christina Lawson, MD** for her commitment to these efforts.

Collaboration with our corporate partners is so critical to the success of WDS, and I'm happy to see our long-time friend **Bill Humphries**, President and CEO of Merz North America, being profiled in this issue. I urge you to take time to read about the ongoing and increasing commitment **Merz** has made to the WDS.

It's been quite a year for WDS on the international scene! In October **Lauren Hughey, MD** helped organize an outstanding

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Physicians Leaders Mentors
Building Bridges for 42 Years
WDS Annual Meeting Luncheon
 Sunday, March 22, 2015 – Noon
 San Francisco Marriott Marquis
 780 Mission Street, San Francisco, CA 94103
 Yerba Buena Salon 7-9

Register Today at www.womensderm.org

By: *Marcelyn Coley, MD*

Diverse Perspectives: Academic vs. Private Practice

The field of dermatology is very alluring, largely due to the breadth of career opportunities available. With so many options to choose from, be it medical versus cosmetic dermatology, treating adult versus pediatric patients or a mix of everything, deciding on a focus can be daunting for many young physicians. Here, we explore the options of academic versus private practice from the diverse perspectives of two WDS members: **Amy McMichael, MD** (Academic) and **Cheryl Burgess, MD** (Private Practice).



Amy J. McMichael, MD

Dr. McMichael practices in Wake Forest, NC and serves as Chair of the Department of Dermatology at Wake Forest Baptist Health Medical Center. She has a special interest in hair disorders.



Cheryl M. Burgess, MD

Dr. Burgess practices medical, cosmetic, and surgical dermatology, with a focus on fillers and neuromodulators. She owns and operates practices in Washington, DC and Annapolis, MD.

Why did you decide on your chosen path?

AM: *I felt that there were not enough role models for students of color and those with alternative backgrounds teaching in medical schools, and wanted to show that cultural competence is as important in teaching medicine as it is in practicing medicine.*

CB: *While in dermatology residency, I did a rotation with a respected mentor who was in private practice. I spent some time observing the office manager and the front office. Getting this perspective was very influential, and I began to feel confident that running my own practice was something I could do.*

What part of your career do you find most satisfying?

AM: *I enjoy interacting with the residents the most. Watching them grow into confident physicians who find their own passion in dermatology is wonderful every time it happens.*

CB: *I am an artist at heart. I enjoy painting, sculpting, and design. I look at dermatology as an art form. The facial enhancements and treatments that I perform are my art projects, the most enjoyable aspect of my practice.*

What part of your career do you find most challenging?

AM: *As Department Chair, I'm starting to explore the business of medicine. It is an interesting challenge balancing physician productivity, patient care, the cost of training residents and budget issues.*

CB: *Balancing the business aspect while at the same time trying to please your patients. This is something I didn't learn in training.*

Is there something you know now that you wish you had known when you started your practice?

AM: *I wish I had spent time doing a fellowship to jump-start my career. Developing a relationship with a researcher in the field early on would have helped me in publishing and establishing a research platform.*

CB: *I learned to trust my gut feeling and to be fully involved in my practice. While it's fine to delegate, I sit down with the office manager routinely. If you know your business, you know when things aren't right. Not doing so early on almost got me into trouble on the business side. The same is true clinically – sometimes one gets into trouble proceeding with treatments in patients when your gut is telling you otherwise.*

What aspects of our healthcare system as it stands now hinder (or support) you in your daily practice?

AM: *Some hindrances include: the mandate for electronic medical recordkeeping, which slows down physician productivity and was not adequately supported in our institution at first; rising prescription costs; narrowing insurance networks – determining who can be seen and in what practice setting; and shrinking GME funding used to train residents (a big issue, as there is already a relative shortage of physicians in our specialty).*

CB: *Diminishing reimbursements led me to the decision not to accept insurance. It was difficult initially, but eventually allowed me time to get to know patients and offer a better quality of service. Although the system hindered my practice initially, it also supported it by prompting me to make a decision I would not have otherwise. Now I practice in a more stress-free and enjoyable work environment, and it was the best business decision I've made.*

How do you balance your professional and personal responsibilities?

AM: *This is always a work in progress for me and I am constantly deciding what must take priority. I employ a theory of looking 5 years into the future, so if being present for my daughter's school event will mean a lot to her 5 years from now, then that will win out over travel or a meeting. Without my supportive husband who does a lot at home, I would not have been able to do what I do.*

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By: Jennifer Sorrell, MD

Diverse Perspectives: Day-to-Day Practice Management

Many questions that arise regarding the day-to-day workings of a practice come at the end of residency or fellowship, or early in one's career. While the American Academy of Dermatology (AAD) provides a Practice Management Seminar for 2nd and 3rd year residents before the annual meeting, what happens if you discover that this topic is one you need to investigate once residency is over?

Both The Society for Pediatric Dermatology (SPD) and The American College of Mohs Surgery (ACMS) have secure online forums that are excellent models for posing secure patient-related questions regarding diagnosis, management and treatment. However, there does not seem to be a resource that facilitates the discussion of practice management among general dermatologists. Therefore, we wanted to offer diverse viewpoints on common problems and questions that arise in the workplace from WDS members from different areas of expertise, types of practices and levels of experience. Our thanks to **Susan Taylor, MD** (Private Practice, 25 years), **Lacey Kruse, MD** (Academic Practice, 1 year), **Sejal Shah, MD** (Private Practice, 3 years), and **Mary Martini, MD** (Academic Practice, 10 years) for sharing their experience and insight with us here.



Susan C. Taylor, MD

Dr. Taylor specializes in treating a broad range of skin disorders and skin cancers. She practices at Society Hill Dermatology in Philadelphia, PA and serves on the faculty of Columbia University and the University of Pennsylvania.



Lacey L. Kruse, MD

Dr. Kruse is Assistant Professor in Pediatrics-Dermatology at Northwestern University Feinberg School of Medicine, Ann & Robert H. Lurie Children's Hospital of Chicago.



Sejal Shah, MD

Dr. Shah is an Assistant Attending in Dermatology at St. Luke's-Roosevelt Hospital Center in New York City, and an Associate at Bernstein Medical Center for Hair Restoration.



Mary Martini, MD

Dr. Martini is an Associate Professor in Dermatology at Northwestern University's Feinberg School of Medicine. She serves as Director of the Pigmented Lesion and Melanoma Clinic, and the Contact and Occupational Dermatology Clinic.

How do you deal with late and no-show patients? Do you have a set policy?

ST: *I usually see late patients. I do not have a policy for no-show patients. In the past I charged a small fee but most people did not pay it, so I dropped that policy.*

LK: *I see exclusively pediatric patients, so it is important to me not to punish the patient for the behavior of the parent (such as late arrivals). If a patient arrives more than 15 minutes late, my staff tells them that they will be seen after the patients who arrived on time and they are given the choice to wait or reschedule.*

SS: *I generally have a 15 minute grace period for late patients. After that, we do our best to accommodate them ... but we don't know how long they will have to wait. For no-shows, it depends on the appointment. For larger cosmetic procedures that take up more time than a typical appointment, I ask the patient to leave a non-refundable deposit (usually a percent of the total amount). For regular appointments, I usually charge \$50 for no-shows (unless it's a new patient, in which case there is no charge).*

MM: *My practice is limited to skin cancer patients, primarily melanoma and dysplastic nevus syndrome. On the rare occasions when*

someone is late, I work them back in the schedule - having them fill a cancellation spot, or wait until the end of clinic. No-show patients are another issue; when I had my own practice, a patient was dismissed from the practice after three no-show visits with a certified letter stating they had 30 days to find another physician. I am currently an academic physician and the university system does not penalize for this. As a result, there are persistent no-show repeaters.

What type of staff support is most helpful for efficient patient flow?

ST: *Definitely two medical assistants.*

LK: *A dedicated, consistent nurse. Residents are also very valuable with complicated patients who need coordination of care, but nurses are the most helpful on a day-to-day basis.*

SS: *Two medical assistants: one in the room with me to help with notes, while the other takes care of things outside the room (escorting patients, cleaning the room, printing prescriptions, etc). If there's a resident or medical student with me, then that's an additional resource person in the room.*

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WDS and Alphaeon Team Up for Practice Management Event!

While back, Alphaeon CEO Robert Grant, Mary Lupo, MD and members of the WDS leadership team began exploring ways to enhance growth and education in the field of dermatology, hoping to offer something unique that would provide value to WDS members. The result? *The Business of the Practice of Dermatology: Fundamentals for Financial Success* workshop, being held at the Grand Hyatt Dallas Fort Worth in Dallas, Texas on May 8-9, 2015.

Scheduled topics include: Business Plan Development; Differentiating Yourself; Overall Practice Health; Building a Powerful Team; Developing Benchmark Reports; Patient Engagement; and the Patient-Physician Relationship. The program also offers hands-on skill building and networking, making this event a 'must' for anyone interested in growing and strengthening their practice.

We are immensely grateful to Alphaeon for so generously

offering to underwrite this program, making it available to WDS members at no cost while also providing a limited number of travel scholarships (you must be a member of WDS for at least one year to apply).

"I was fortunate to attend a business symposium at Harvard Business School that was organized by the same folks at Alphaeon who have planned this event for WDS members," said WDS Past President Mary Lupo, MD. "It was the best 4 days and several thousand dollars I have ever spent. For our membership to be able to experience a mini business course like this, with free registration, is an amazing opportunity that I highly recommend!"

Space is limited, so don't delay in signing up for what promises to be a worthwhile experience! For up-to-date information, including the event schedule, hotel information, a registration form and the travel scholarship application, please visit www.womensderm.org. ■



DIVERSE PERSPECTIVES: Day-to-Day Practice Management

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MM: *I have a medical assistant room the patients, check vitals and discuss reason for the visit (it helps if they are also trained in surgical setups, bandaging and room cleanup/setup). I then have a nurse (RN or LPN—the person matters more than the degree) assist me in all patient interactions. I start the exam notes, my nurse types them while I do the dermoscopy exam, and I complete my notes at the end of the clinic. The nurse sets up for surgery while I talk to the patient and photographs all lesions that we are excising. She also does all my return phone calls, including benign pathology results and receives all calls for melanoma referrals. We work as a team and I am rarely in the exam room without her.*

What's the one thing you wish you had known, or the biggest lesson you learned, as a newly-practicing physician?

ST: *Make sure that you adhere to Human Resources principles, since employees do not have the same passion or interest in your practice as you do.*

LK: *We all spend many years in training, and become used to doing everything for ourselves (or for others). As my practice grows,*

delegating tasks to nurses, residents and fellows becomes more and more essential, and communicating tasks politely but effectively is something I continue to work on.

SS: *One thing I've learned (and am continually learning) is how to really manage and market my practice. When you have a practice you are a small business owner, and you need to know how to make that business successful.*

MM: *We are trained to obtain the best surgical specimen for diagnostic purposes, but we should always consider the cosmetic result of that procedure as well. While it may be cheaper and faster to do a shave biopsy or deep saucer, there are certain areas of the body that do not heal well from such procedures. A shave biopsy on a neck with marked poikiloderma will leave a white circular scar in a sea of erythematous darkened skin. Also, many times the best cosmetic result is to do a linear closure rather than a graft even though the graft may be better reimbursed by insurance. Patients will hopefully stay in your practice and you will see those surgical scars every time you re-examine them, both the good and the bad. Your surgical scars are an advertisement for your practice. ■*

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The Women's Dermatologic Society wishes to acknowledge the following companies for supporting the Society.

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Bill Humphries with Merz

By: Sylvia Reitman, MBA

Bill Humphries, President and Chief Executive Officer of Merz North America, has been dedicated to advances in medicine and, in particular, the commercialization of dermatology specialty pharmaceutical products for more than two decades.

Upon joining **Merz** in 2012, Bill and other members of the leadership team (which at the time included **Jim Hartman**, head of the Merz Aesthetics business, and **Greg Besase**, head of the Merz Dermatology business) made finding ways to enhance Merz's level of support for the Women's Dermatologic Society one of their first priorities. Since that time, the entire management team (now expanded to include commercial leaders **Mark Lemko** and **Patrick Urban** of NEOCUTIS and Ulthera, respectively) has made it a key initiative to encourage female leadership, not only within the organization, but also in the specialties that Merz serves. The Merz leadership team members have been long-term supporters of WDS and bring that passion to Merz.

Merz has championed a variety of WDS initiatives over the years, including the Annual Meeting Luncheon, the Legacy Celebration and the Industry Visioning Work Group. In 2015, Merz has expanded its sponsorship support to include networking and program development, as well as the recently upgraded WDS website.

"All of us on the Merz leadership team have supported



Bill Humphries, President and CEO,
Merz North America

WDS since early in our careers," commented Bill, "because we firmly believe that WDS, and the support they provide to current and future dermatologists, continues to play a critical role in fostering the growth of female leadership within the specialty. I think it's an incredibly positive sign that dermatology now boasts one of the highest percentages of female residents."

Merz North America is a specialty healthcare company that develops and commercializes innovative treatment solutions in aesthetics, dermatology and neurosciences in the U.S. and Canada. Merz's ambition is to become a recognized leader in the treatment of

movement disorders, and in aesthetics and dermatology. The future is promising, and everyone at Merz is committed to advancing new therapeutic options and improving patients' lives.



For more than 100 years, the development of Merz's products has been based on a commitment to providing innovative medical approaches that earn the trust of patients, physicians and partners worldwide. Globally, the companies of Merz Pharma Group are focused on developing treatment solutions in aesthetics and movement disorders, with a focus on making significant contributions to the well-being of individuals around the world. Founded in 1908, Merz Pharma Group is a privately-owned company headquartered in Frankfurt, Germany. ■



The Women's Dermatologic Society (WDS) welcomes individual corporate members and corporate sponsors, as well as partners for our **Industry Visioning Work Group (IVWG)**. Together, our goal is to develop viable solutions to industry challenges and collaborate on projects to advance the specialty of dermatology.

If you are interested in joining us in these efforts, please contact WDS Associate Executive Director Donna Colavita toll free at 877-WDS ROSE (937-7673). We look forward to hearing from you!



As the WDS celebrates 40 years of helping women in dermatology realize and fulfill their greatest potential, now is the perfect time to contribute to the Legacy Fund. You can help us build a solid future for the WDS through the Legacy Fund. Make your pledge today!

The WDS Legacy Council wishes to recognize and thank the following donors who have made contributions through December, 2014, with their cumulative rose designation.

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READS & RECOMMENDS

By: Felisa (Sally) Lewis, MD

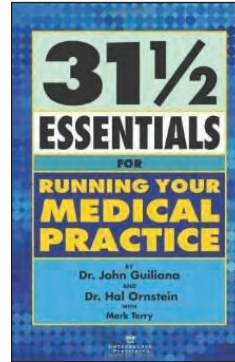
In keeping with our winter 2015 newsletter theme of 'Practice Management,' we offer the following for your personal and professional development.



The Medical Entrepreneur: Pearls, Pitfalls and Practical Business Advice for Doctors

By Dr. Steven Hacker

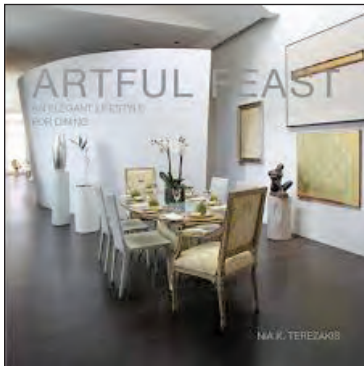
Reading a good book about practice management might be the solution for insomnia, and finding one written for physicians can be a challenge. Fortunately, Dr. Steven Hacker, a dermatologist and founder of Skinstore.com and PassportMD, wrote *The Medical Entrepreneur: Pearls, Pitfalls and Practical Business Advice for Doctors*. Dr. Hacker's straightforward manner results in a book that tells you the nuts and bolts of what you need to know about starting a practice and running a business, with tables that summarize the main ideas of each chapter and examples from personal experience to illustrate key points.



31½ Essentials for Running Your Medical Practice

By Dr. John Guiliiana and Dr. Hal Ornstein

Another useful reference is *31½ Essentials for Running Your Medical Practice* by Drs. John Guiliiana and Hal Ornstein. This book functions more as a quick reference on topics germane to private practice, but in a more Socratic method by proposing questions for consideration and then offering various solutions that have been tested, refined and proven to make a difference. While *31 1/2 Essentials* offers plenty of advice on business matters, it also focuses on the 'art' of practice by including topics such as Dealing with the Difficult Patient, Office Design and Office Dynamics.



Art as a way of life: Dr. Nia Terezakis

By: Arianne Shadi Kourosb, MD and Nicole Rogers, MD

Many of us have the privilege of knowing **Nia Terezakis, MD** - a past WDS president, friend and mentor to so many women in our field. As trainees, we fondly remember how Nia cared for her patients and recall the artistic detail in her office. When we met up with Nia for brunch in New Orleans, we learned of her latest artistic creation, a cookbook entitled "Artful Feast," and wanted to share our conversation.

What was your inspiration for this cookbook?

NT: My mother and our Greek family traditions. There were very few Greek families in the area of Montgomery, Alabama ... we were all friends and would gather on holidays, and everyone had to help out with hosting. I grew up assisting my mother and learning from her example.

What do you hope that people will take away from this book?

NT: That it's a lifestyle - your surroundings enhance the artistic work that you do, in the home and in your practice. Not everything has to be plastic or stainless steel; I don't mind polishing silver and it truly makes a difference. I have a patient who comes from far away to see me and, when I asked him if he wanted me to send him to someone closer to him, he replied that he noted

the attention to detail in my office - even how the plants were cared for - and said that it was a sign of the attention to detail in the care I would give him. To me art is a way of life, and everything around you should be beautiful ... not necessarily lavish, but beautiful.

What advice do you have for other women in our field?

NT: Most of us have double lives of serving in different roles; we shouldn't hide our talents, but nurture them. I used to feel guilty if I did something outside of medicine and spent weekends writing articles, but came to the realization that the rest of my life is for me. I hope to see our friends and colleagues taking time for their other dimensions and talents, and encouraging each other.

www.artfulfeastcookbook.com

MAKING A DIFFERENCE

Rock 'N' Roll, PA

The WDS was represented at the Rock 'N' Roll Marathon in Philadelphia, PA on Sunday, September 21st by **Nikki Pritchett, MD** and **Thuzar Shin, MD**, who led a team in offering complimentary skin cancer screenings (26 total), sunscreen and educational materials to event participants. ■



Mike Scenna and Darleata Tyler from La Roche-Posay joined WDS at the Rock 'N' Roll Marathon in Philadelphia, PA.

Dove Self-Esteem

WDS members continue to support the Dove movement for Self-Esteem across the country, helping to encourage and inspire young women to reach their full potential by educating them about skin care while promoting self esteem.

Nanette Silverberg, MD hosted a party and self-esteem workshop for 30 attendees at Mount Sinai Roosevelt Hospital in New York, NY in early November with the Vitiligo Support Group.

Christina Lawson, MD and **Jasmine Hollinger, MD** teamed up on November 15th to co-host a self-esteem event on 'The Beauty of Science' for 60 girls at the Dr. Henry Wise Junior High School in Upper Marlboro, MD.

WDS President **Valerie Callender, MD** joined Drs. Lawson and Hollinger on December 14th to discuss beauty, confidence and social media with 22 junior high and high school students in Capital Heights, MD.

Allison Hanlon, MD and 70 girls from the Mount Saint Joseph Academy in Philadelphia, PA enjoyed a video, activities and conversation on 'Being Comfortable in the Skin You Are In!' on December 12th.

Ashley Wysong, MD recruited several attending physicians and residents to join her in a discussion on skin health and self-esteem for pediatric patients, aged 10-16, with eczema, psoriasis and alopecia areata at the Children's Hospital of Los Angeles, CA on December 12th. ■

Race for the Cure, NY

A team of 34 volunteers joined **Erin Gilbert, MD, PhD** on Sunday, September 7th at the Susan G. Komen Race for the Cure in New York, NY where 115 people were screened for skin cancer and learned about sun safety. ■



(L to R): Among the volunteers at the Susan G. Komen Race for the Cure in New York City were Syril Keena Que, MD, Jane Yoo, MD, Event Chair Erin Gilbert, MD, PhD and Viktoryia Kazlouskaya, MD, PhD.

Congressional Black Caucus, DC

WDS President **Valerie Callender, MD** and volunteers from the greater Washington, DC area – including Howard University medical students – conducted 50 skin cancer screenings and educated participants regarding sun safety at the Congressional Black Caucus Foundation's 44th Annual Legislative Conference, September 25th-27th. ■



Dr. Callender (center) with Howard University medical students (L to R): Olabola Awosika, Meyene Inyang, Jamie Merkison and Leah Cardwell at the Congressional Black Caucus.

We deeply appreciate the ongoing support of WDS service efforts from our corporate partner, **LaRoche-Posay**, and extend our thanks to everyone who came out to lend a hand for Play Safe in the Sun, 2014!

Would you like to help Make A Difference in your community?

There are many ways to get involved. Please visit: www.womensderm.org for more information, or send your idea/question to wds@womensderm.org.

TECHNOLOGY & SOCIAL MEDIA

By Rayna Dyck, MD

In the age of technology, social media has come to the forefront as a method of rapidly disseminating information, marketing and branding, as well as soliciting feedback and ideas from the public. A recent study has shown that more than 50% of Americans age 12 and older are using Facebook, while more than 30% are smart phone users. As dermatologists, we must be aware that the public is not just getting their medical advice from us; many are using the internet for diagnoses, physician searches and products, and social media is a huge part of that.

The WDS has taken major steps to ensure we are not left behind in the Social Media Age. To take on this task, we formed the Social Media Task Force and charged its members with increasing the activity and presence of WDS in social media, while also enhancing the quality and diversity of that presence. We now have an updated website and are active on several social media sites, including Facebook, Twitter, Instagram and YouTube.

In just the past few months, our Facebook community has grown exponentially, from less than 500 “likes” to over 1,700. With over 500 friends who can share information about WDS with their own network of friends and contacts, our exposure continually increases. Our Twitter account, which had only sent about 20 “tweets” (140-character messages) in the past 2 years, has surpassed that number of tweets in the last two months of 2014 alone. The WDS is also building a strong presence in the online video arena, with a YouTube channel that features

informational videos, meeting summaries, and member interviews. Stay tuned ... YOU just might be our next star!

If you haven't been to the WDS website recently, please visit www.womensderm.org to get a first-hand look at our transformation - most notably in terms of content management. With our WDS staff now able to quickly update content and disseminate information via the website, this process has been streamlined and changes can be made within seconds. Gone are the days when information is posted and updated well after the event has come and gone. The newsletter will continue to be made available online as well.

To make all of these changes easier for our members, we have simplified access to all social media through our free WDS app! This version interfaces with the WDS website and social media accounts, allowing for easier navigation and integration. You can now open the app and link directly to the website to perform tasks such as buying luncheon tickets and renewing your membership. You can also use the app to share content on social media. Already the WDS app has been used over 1,100 times!

To download the app, go to your internet browser and type ‘women’s derm iphone app’ in the search box. For more information on how to download and use the app, visit <https://www.youtube.com> and enter ‘Women’s Derm Society’ in the search bar.

Our social media accounts are listed below. Please like, join, and/or follow any or all of them. In doing so, you'll help show our membership and the world what WDS is all about! ■



@WomensDerm



Womens Dermatologic Society



@womensdermsociety



Womens Derm Society

DIVERSE PERSPECTIVES: Academic vs. Private Practice

Continued from page 2

CB: *My days are busy and I am a hands-on person in my office. When you love doing something this much, you also look at work as a hobby.*

Do you have any advice for someone interested in this type of practice?

AM: *Make sure you are in a supportive department where faculty cover for each other and there is consensus regarding the academic*

mission. Take advantage of mentoring from senior faculty, and advanced training if you have a special interest.

CB: *People feel they can't go into private practice because of cost, but you don't need all the fancy devices. Start with the basics. Seek mentors. Look for people who are doing things that you want to do. A valuable thing to learn when you're a resident is business operations. I tell residents rotating with me that the benefit they should be seeking from me is how to run a business. ■*

WDS SCHEDULE OF EVENTS

Friday, March 20, 2015

WDS Networking Reception

Four Seasons Hotel
San Francisco, CA

Legacy Celebration

Honoring Dr. Rex and Johnnie Amonette and Family

Four Seasons Hotel
San Francisco, CA

Sunday, March 22, 2015

WDS Annual Meeting Luncheon

"Building Bridges for 42 Years"

San Francisco Marriott Marquis
San Francisco, CA

For more information, please visit:
www.womensderm.org/events

PRESIDENT'S MESSAGE

Continued from page 1

WDS Rose Parade of Cases at the European Academy of Dermatology and Venereology (EADV) in Amsterdam. In early December, I was privileged to attend the Egyptian Women's Dermatologic Society annual meeting in Cairo, Egypt. Currently, plans are well underway for our reception and International Leadership Forum during the International League of Dermatology Societies' (ILDS) World Congress of Dermatology in Vancouver, BC this June.

Before long we will gather to celebrate another year of WDS success stories during the American Academy of Dermatology (AAD) annual meeting in San Francisco, CA. Like so many of you, I treasure the opportunity to spend time with colleagues and friends who have meant so much to me personally and professionally throughout my career. If you haven't already done so, please register and join us for the Annual Meeting Luncheon, Legacy Celebration (honoring **Rex A. Amonette, MD**, his wife Johnnie and their family), and our Networking Reception. WDS events are the talk of the AAD and we are so very proud of it!

Valerie D. Callender, MD
WDS President, 2014-2015

Regional Groups

We're so excited to see our regional groups bringing people together. In Baton Rouge, Louisiana, **Elizabeth McBurney, MD** organized a reception on October 28th for members and guests to share 'pearls' – about clinical dermatology, books and life advice - at the Dermatology & Aesthetics practice of **Donna Nunally, MD**. On December 6th, **Kimberly Butterwick, MD** and **Arisa Ortiz, MD** co-hosted a networking breakfast on Melasma and other pigment disorders the Lodge at Torrey Pines in La Jolla, California, with a panel discussion that included **Wendy Roberts, MD**. We are most grateful to **Galderma** and **Allergan**, as without their support these events would not have been possible! ■

WDS Networking

The WDS was pleased to host a networking reception on October 10th in colonial Williamsburg, Virginia for over 50 guests during the American Dermatological Association (ADA) annual meeting. See page 16 for a list of our members who were inducted into the ADA!



Neil Sadick, Lenore Kakita, and Anita Gilliam, MD, PhD enjoying the WDS reception in Williamsburg, VA.

Mara Weinstein, MD and the Academic Dermatologists Committee organized and hosted an informal lunchtime 'meet up' on November 7th for those attending the American Society for Dermatopathology (ASDP) annual meeting in Chicago, as a way for WDS members in academia to network.

A record-breaking 137 attendees were on hand for the Women Dermatologic Surgeons' luncheon and panel discussion on work/life balance on November 8th, during the American Society for Dermatologic Surgery annual meeting in San Diego! WDS members **Mariah Brown, MD**, **Lynn Drake, MD** and **Heidi Waldorf, MD** shared their unique perspectives on wellness, mentorship and managing multiple priorities. Many thanks to **Deborah MacFarlane, MD** and **Eva Hurst, MD** for organizing this event, and our corporate partners, **Merz** and **Revance Therapeutics**, for their sponsorship. ■

Amsterdam, The Netherlands

The European WDS and the WDS joined together to co-host a Rose Parade of Cases during the 23rd Congress of the European Academy of Dermatology and Venereology in Amsterdam, The Netherlands, on October 8th. Speakers from all over the world – including Greece, Turkey, France, Romania, Spain, Great Britain, Italy and the United States – presented fascinating cases on topics that included nail disorders, SDRIFE, pemphigus, lupus, tuberous sclerosis, genital dermatoses and STD's.

“The theme of this year’s EADV was ‘Building Bridges,’” noted event Co-Chair **Lauren C. Hughey, MD**, “and bridges are certainly being built each year through the Rose Parade of Cases – offering invaluable opportunities to network with, interact with and learn from our dermatologist colleagues from around the world.” ■



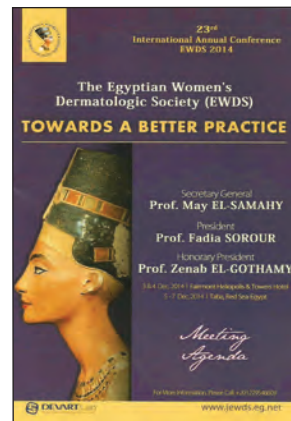
(L to R): Rose Parade of Cases event co-chairs Lauren Hughey, MD - USA and Els Wittouck, MD – Belgium, with Brunilda Bardhi, MD - Albania (standing), Sue Cooper, MD - England, and Carmen Rodriguez Cerdeira, MD - Spain.

Cairo, Egypt

WDS President **Valerie D. Callender, MD** was invited to speak at the 23rd International Annual Conference of the Egyptian Women’s Dermatologic Society (EWDS) in Cairo, Egypt in early December. The event, entitled “Towards a Better Practice” drew over 300 attendees, speakers and exhibitors. Along with fellow speaker Sonja Stander from Germany, Dr. Callender was able to tour the pyramids and an Egyptian museum, and enjoy a dinner cruise on the Nile.

“We have much in common with the EWDS,” said Dr. Callender. “I would like to extend a special thank you to my EWDS hosts for an incredible experience, and to **Dedee F. Murrell, MD** for introducing me to this fantastic group of women.”

Several WDS members sit on the Journal of the Egyptian Women’s Dermatologic Society’s Editorial Board and have written articles for their journal, and our efforts to strengthen ties with our Egyptian colleagues are ongoing. A number of EWDS members will attend the WDS networking reception and annual meeting/luncheon at the AAD in March, and we look forward to their participation in the WDS International Leadership Forum, being held in Vancouver in June. ■



Vancouver, BC

WDS President-elect **Kathleen Hectorne, MD**, Vice-Chairs **Wingfield Rehmus, MD, MPH** and **Lucie White, MD** and their team have been putting together an exciting program for the WDS International Leadership forum, just prior to the 2015 International League of Dermatological Societies (ILDS) World Congress of Dermatology on June 7th and 8th at the Fairmont Pacific Rim Hotel in Vancouver, British Columbia.

Participants will gather for a welcome reception on Sunday evening (5:30 -7:00 pm) and an interactive ice breaker to help everyone get acquainted. Monday’s program is quite full, with speaker sessions on topics that include time management, negotiation skills, mindfulness and giving back to your community. In addition, a panel of international WDS members will address ‘Challenges of the Journey’ and the skills used to overcome them, and there will be plenty of opportunity for dialogue and networking. The program will end late Monday afternoon so that attendees may also enjoy the ILDS World Congress Opening Ceremony that evening.

For information on registration, transportation and hotel reservations, please visit www.womensderm.org (click on *Events* and follow the drop down menu to *Upcoming Meetings & Events*, then select *International Leadership Forum*). Keep an eye on the WDS website and your e-mail inbox for updates as we finalize the program, and plan to join us for a memorable event! ■



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NEWS & NEWSMAKERS

Congratulations to the following WDS members, recently inducted into the American Dermatologic Association at its annual meeting in Williamsburg, Virginia (October, 2014)

Andrew F. Alexis, MD - New York, NY

Frederick C. Beddingfield, III, MD, PhD - Pacific Palisades, CA

Karen E. Burke, MD, PhD - New York City

Dee Anna Glaser, MD - St. Louis, MO

Lynne J. Goldberg, MD - Wayland, MA

Lynn J. McKinley-Grant, MD - Washington, DC

Amit G. Pandya, MD - Dallas, TX

Rebecca C. Tung, MD - Chicago, IL

* **Luitgard Wiest, MD, PhD** - Munich, Germany

Fiona Zwald, MD, MRCPI - Atlanta, GA

** International Honorary Members*

WDS Founder and Past President **Wilma F. Bergfeld, MD** was recognized with the Elson B. Helwig Memorial Lectureship for "Alopecia, Back to the Future" at the American Society of Dermatopathology (ASDP) Annual Meeting in November.

Rashmi Sarkar, MD has been elected Secretary General, Asian Society of Pigment Cell Research (ASPCR) for 2014-2016.

Note: **Bold** font in newsletter articles indicates membership/sponsorship in The Women's Dermatologic Society.

This newsletter is supported by:

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**LET US HEAR
FROM YOU!**

Ideas, news and updates are always welcome!

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Valerie D. Callender, MD
WDS President 2014-2015

Lynn McKinley-Grant, MD
Newsletter Editor

Donna Colavita
Associate Executive Director

MISSION STATEMENT:

The mission of the Women's Dermatologic Society is to support dermatologists by striving to:

- Promote leadership
- Promote the development of relationships through mentoring and networking
- Demonstrate a commitment to service through community outreach and volunteerism;
- Provide a forum for communications and research relevant to women's and family issues
- Advocate excellence in patient care and education
- Promote the highest ethical standards

VISION STATEMENT:

The Women's Dermatologic Society is committed to issues relevant to women and their families.