Circle 1: New Practice Environment

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Women’s Dermatologic Society
MEDICINE IS ONLY FOR THOSE
WHO CANNOT IMAGINE
DOING ANYTHING ELSE.

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New Practice Environments = New Challenges

**why today?**

Why today? In a recent survey of Physicians Practice readers, we asked our audience to name the biggest challenges when it comes to the future of their practice.
Regulatory Challenges

- Alternative payment models
- Health care systems
- PQRS/MU/now MIPS under new MACRA law
Drug Access Challenges

- Brand or Generic?
- Which Brand?
- Is it on my formulary? What tier?
- Is it cheaper with a specialty pharmacy?
Business Challenges

- Working with Extenders
- Differentiating Dermatologists
- Understanding Profitability
- Dealing with Burnout
Synergy between WDS and Industry

- Industry Sponsored Business Retreat
- WDS members can act as business mentors
- Partnerships of MD and Industry to educate physicians on new practice environments
- Non-branded Patient Education Program