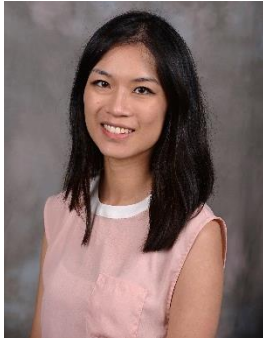


## 4 Key Takeaways from the AAD 2018 Annual Meeting

By Kachiu Lee, MD, MPH & Mara Weinstein Velez, MD

As members of the Young Physicians Committee, we look forward to the AAD's Annual Meeting because it offers time to catch up with friends, network with colleagues, and to expand our knowledge base.



My name is Kachiu, and I'm entering my third year in practice. I am an academic dermatologist at Brown University, practicing a mixture of medical and cosmetic dermatology. I completed residency at Brown University, and a laser/cosmetic fellowship at Massachusetts General Hospital afterwards. Upon graduation, I returned to Brown University to start the cosmetics division, and currently serve as the Director at our interdisciplinary laser and aesthetic center, where I work closely with plastic surgery and oculoplastics. I am dedicated to the WDS, and currently serve as the Chair of the Young Physicians' Committee. Outside of work, I am a busy mother of 2 young children (ages 4 and 2 years), and struggle to juggle my work/life responsibilities on a daily basis.



My name is Mara, and I am a grateful member of the WDS and have been since the beginning of my residency (6 years ago!). I have served on multiple WDS committees in the past including the Service Committee, Academic Committee, Social Media Task force, and currently as part of the Young Physicians Committee and Media Relations Committee. I completed my Dermatology residency training at the Cleveland Clinic, followed by an ASDS certified Fellowship with SkinCare Physicians in Lasers and Cosmetic Surgery. I spent a year in Private Practice in NYC before joining the Faculty as Assistant Professor of Dermatology and Dermatologic Surgery at the University of Rochester Medical Center where I, like Kachiu, am starting the Cosmetics and Laser Center for the University and the Residency training program. I am passionate about teaching residents, mentoring medical students, and serving my community. I am also a mother of 2 little ones (ages 1 and 3) and try to soak up every waking minute of time with them while home, all the while, being as productive as possible at work! It's a daily challenge but so rewarding.

### 1. Physician burnout.

**Dr. Lee:** Physician burnout is a real issue, with increasing burden of administrative tasks and spending too many hours at work being prominent reasons for burnout. Difficult patients can also have an effect on our day, and as a young physician, I often struggle with managing the "customer service" aspect with the "patient care" aspect. Having a strong group of peer-colleagues amongst the WDS' Young Physician Committee helps me to navigate tricky situations and helps me realize that I'm not alone in this uphill battle! At the end of the day, it is a privilege to serve patients and my ability to help them feels fulfilling!

**Dr. Weinstein:** A mentor once told me – “there is no such thing as work-life balance.” At first I was disappointed to hear this and struggled with trying to figure out why physicians would strive for something that doesn’t exist. But then it dawned on me – we continuously beat ourselves up for not living this so-called “balanced” life, and then feel guilty for not being present enough at home (while traveling to meetings), or not being as productive as we can at work (due to exhaustion, being over-committed) – or not getting to the gym five days a week. The hard truth is that finding this balance is a daily challenge and we need to adopt a more open mind about what exactly this means to us on an individual level. I’ve learned to structure my life whereby I prioritize the things I enjoy doing the most and outsource as best I can, the things that I don’t enjoy doing. This is easier said than done, however, it has made a tremendous difference in my daily routine, and allowed me to put my best face forward in both clinical and home settings.

## **2. Chemical peels are back in style!**

**Dr. Lee:** Not only are chemical peels back in style, but combination treatments with chemical peels, lasers, and microneedling are providing great results with melasma. One of my favorite talks was presented by Dr. Jaishree Sharad at the International Peel Society meeting, where she reviewed the evidence for a treatment of melasma in skin of color with a combination of microneedling + topical tranexamic acid, followed by biweekly glycolic acid peels.

**Dr. Weinstein:** What a great topic, and certainly there is a re-emerging buzz around chemical peels. For those finishing residency, starting their own practice, or joining a new practice- not only do chemical peels provide a low-cost way to get your cosmetic practice up and running, they can also be used as an adjunctive treatment for acne, melasma, hyperpigmentation, scarring and facial rejuvenation. Treatment regimens for superficial chemical peels require bi-weekly to monthly office visits providing a great way to build rapport and trust with your patients. They will be your greatest advocates after you’ve worked so closely with them to help improve their medical condition.

## **3. WDS offers an unmatched level of mentorship and networking opportunities!**

**Dr. Lee:** Attending the WDS networking event was a great way for me to connect with my peers and mentors. I love the openness of all of the members, and their willingness to help. I had a tough managerial situation that I was going through, and was able to seek out the help of a WDS senior member for advice. The WDS really offers an unmatched level of mentorship and networking!

**Dr. Weinstein:** I am so grateful to the WDS for providing networking and mentorship opportunities at every level. I’ve found WDS mentors to be the most generous with their time and genuine in their passion for mentorship. The AAD provides a rich didactic environment with multiple modalities for learning, and you can be in a “session” from 7am until 7pm if you so choose. It’s so important to plan your meeting to allow adequate time for learning, but also time for networking. It’s in these moments that you meet the most fascinating people or have the chance to speak to the Past President of the AAD or WDS or

choose your leader – pick their brains and be at ease in an informal setting. I've always been surprised after each WDS event about how many esteemed Dermatologists I was able to connect with and learn from.

#### **4. The 'Tipping Point'**

**Dr. Lee:** What is the Tipping Point for dermatologists? What differentiates our specialty from others? What differentiates the care we provide compared to those of a mid-level provider? To me, being a dermatologist means so much more than just caring for my patients in clinic. It also means giving back to my community through monthly beach skin cancer screenings in the summer, fostering a new generation of dermatologists through teaching in academics, and volunteering my time for organizations that I believe in, such as the WDS. I am proud to be able to put my talents to use, not just for my patients, but also for my community.

**Dr. Weinstein:** Malcolm Gladwell wrote about the tipping point and then presented his thoughts in San Diego on what the "tipping point" for Dermatologists and Industry might be as we launch new technology, new pharmaceuticals, new toxins/fillers, new cosmeceuticals or just ourselves....as we launch ourselves into this ever-changing landscape where our competition is deeper and more complex. It's so important to differentiate ourselves from physician extenders and mid-level providers – not because they cannot provide quality care to our patients, but because we provide this and so much more. Our level of training is unparalleled, but we don't hang our hats on that alone. In addition to sharing our knowledge and providing excellent patient care, we are giving of ourselves to the broader medical (and non-medical) community. How many of us volunteer, give back to the community, educate, travel and serve internationally? How many of us are artists, musicians, researchers, book writers, and parents? The list goes on. It is as important to expose these unique parts of our lives and connect at this level with patients, as it is to list our educational credentials when thinking about what sets apart.