



MASSACHUSETTS ACADEMY OF DERMATOLOGY

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Federal ID # 04--255-1359

December 8, 2011

FR: Martin Cohn, Associate Director
RE: 2012 Spring Business Meeting

I would like to invite you to exhibit at the Massachusetts Academy of Dermatology 2012 Spring Business Meeting. The meeting will be held on Wednesday, April 4, 2011 at the Massachusetts Medical Society in Waltham from 8:30 am to 5:00 pm. The cost of the tabletop exhibit is \$1,000.

The Massachusetts Academy of Dermatology 2012 Spring Business meeting brings together close to 100 Massachusetts dermatologists to continue their risk management education. Our program is CME recognized by the Coverys.

To date, the preliminary topics to be covered are:

- a. David Szabo, Esq, Risk Management Consideration of EMR
- b. Paul Shaw, Insurance Audits
- c. Dirk M. Elston, MD, Top 10 Coding Mistakes
- d. Dirk M. Elston, MD, Pitfalls of Pigmented Lesion Biopsies".
- e. Anne Kearney, Coverys Report
- f. [Martine Beaumont, Senior Director, Blue Cross Blue Shield "Plan Audits"](#)
- g. TBA, "ICD 10 PCT"

To reserve a table top exhibit simply email me martin@cohnpr.com your intention.

Appreciatively,
MASSACHUSETTS ACADEMY OF DERMATOLOGY

A handwritten signature in black ink, appearing to read "Martin Cohn".

Martin Cohn
Associate Director

PS Unfortunately, we are limited to only 16 exhibitors. The following companies have reserved a spot:

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|--------------------------------|---------------------------------|
| 1. Abbott | 11. Ellman International |
| 2. Ameripath | 12. Galderma |
| 3. Amgen | 13. Leo Pharma |
| 4. Astellas | 14. Medicis |
| 5. Candela Laser | 15. RA Medical |
| 6. Caris Path | 16. Strata |
| 7. Centocor | |
| 8. DermDx | |
| 9. Dermpath New England | |
| 10. DUSA | |

NOTE: All table top spots are filled. Contact if you are interested in being on wait list. And, don't forget to sign up for annual meeting!