

MAD NEWS

The Newsletter of the
Massachusetts Academy of Dermatology
VOLUME 7 ISSUE 16 SUMMER 2009

PRESIDENT'S MESSAGE

By Kathryn Bowers M.D.

We recently distributed the meeting notice with the details for our Annual Meeting in Newport, RI on the weekend of September 10-12th. Another copy is included with this newsletter.

We believe we have organized a diversified program of presentations that cover a variety of clinical topics. And, we have an outstanding group of dermatologists to present these issues. The meeting, co-sponsored by the ProMutual Group, is expected to qualify for 12 CME One credits.

The Newport Marriott Hotel was an outstanding venue when we held our meeting there in 2006. Located on the waterfront it is within walking distance of many attractions, restaurants, galleries and shops including the shuttle trolleys to the mansions. It promises to be a great opportunity to hear outstanding presentations, socialize with colleagues and enjoy the city.

At the Business session of the Annual Meeting our newly formed Nominating Committee will present a slate of candidates for officer, Board member-at-large and director emeritus. Dr. Steven Smith is Chair of the committee and would welcome hearing from anyone wishing to be considered. Call him at 781-235-8855 and discuss your interest.

Our Spring Business meeting, attended by more than 90 dermatologists and staff, was very well received. The highlight of the program was a two hour coding course which provided immediate benefit to all of us through improved billing practices. I thought the level of audience participation was excellent and all the speakers received high evaluations.

As noted in an article in this Newsletter, the Board of Directors at its June meeting voted unanimously to oppose a proposal to the American Board of Medical Specialties to create a sub certification in Procedural Dermatology. This issue was brought to our attention in early June and will be discussed at

a meeting of the ABMS on August 7th. The American Academy of Dermatology is preparing a position in opposition to the proposal and many other state societies are also taking formal action.

We have authorized Dr. Scott Miller, President of the South Carolina Dermatological Society to represent our position at the hearing.

Activity on two of our important legislative issues will take place on July 21 when the Committee on Health Care will hold a public hearing on our Tanning Bed bill and the bill to regulate Medi Spas. As explained by Marty Cohn, our associate director and governmental affairs specialist, after working on the medi spa reform for nearly three years we find ourselves with no recourse but to oppose the bill as it is now written.

Finally, as you know the Academy's Summer Meeting will be held in Boston at the end of the month and I assume many of you are planning to attend. The health reform law enacted last year by our Legislature that includes restrictions on drug firm representatives interaction with physicians went into effect on July 1st.

CONTINUED ON NEXT PAGE

BOARD VOTES TO OPPOSE PROPOSAL FOR SUB CERTIFICATION IN PROCEDURAL DERMATOLOGY

At its June meeting the Board of Directors voted unanimously to oppose a proposal to create a sub certification in Procedural Dermatology. The Board was alerted to the recommendation by the American Academy of Dermatology which is also preparing a position statement opposing it.

The issue will be discussed at a meeting of the American Board of Medical Specialties in Chicago on August 7th.

Among the concerns raised by MAD are:

- Sub certification has the potential to divide Dermatology from a medical specialty AND surgical specialty into a medical specialty OR surgical specialty;

CONTINUED ON NEXT PAGE

MAD Legislative Report

The Massachusetts Joint Committee on Public Health will be holding a hearing on July 21st at which two proposed pieces of legislation in which we are interested will be heard.

We will be supporting Senator Timilty's proposed bill that further restricts tanning beds (S.903) and opposing Senator Menard's proposed bill relative to medi spas (S.836).

With regard to tanning bed usage, the Massachusetts Academy of Dermatology supports the World Health Organization recommendation that minors should not use indoor tanning equipment because indoor tanning devices emit UVA and UVB radiation, and because overexposure to UV radiation can lead to the development of skin cancer.

Because of the increased knowledge and the awareness of the hazards of tanning parlor ultraviolet light exposure to children the Massachusetts Academy of Dermatology supports the enactment of state legislation to protect all minors from the hazards of tanning parlor rays by prohibiting the sale of tanning parlor ultraviolet rays to those 17 years of age or younger.

Concerning the medi spa legislation, while we greatly appreciate the hard work of the Medical Spa Task Force, as well as the intention of creating public policy to prevent patient safety by increasing the oversight for procedures performed within Medical Spas, we are deeply concerned with certain provisions contained within the proposed legislation.

Specifically, we believe the bill would remove laser and light-based hair removal from consideration as the practice of medicine and therefore put patients seriously at risk.

Additionally, there is the issue of ensuring appropriate training, patient examination, physician oversight and supervision is particularly critical for non-ablative medical procedures, including laser and light-based hair removal, performed in non-traditional medical settings.

The proposed legislation defines "electrologist" as one who could perform laser and light-based hair removal. At a minimum, electrologists should be able to perform these procedures only with on-site physician supervision and after an initial good-faith examination by a physician to ensure that the patient has no pre-existing conditions, which would be exacerbated by the treatment.

Information about these two bills can be found on our Web site. We encourage you and your patients to send us letters of support for S. 903.

PRESIDENT'S MESSAGE

CONTINUED FROM PREVIOUS PAGE

The AAD issued a paper explaining how this law works and its affect on physicians and it is included in this Newsletter. Please note that these restrictions cover drug firm representatives whether we are in Massachusetts or at an out-of-state meeting.

I look forward to seeing many of you in Newport in September.

BOARD VOTES TO OPPOSE SUB CERTIFICATION

CONTINUED FROM PREVIOUS PAGE

- It may promote economic consequences and confusion with insurance companies;
- Medical and legal ramifications may result if this sub certification becomes the standard of care;
- The proposed exam is unnecessary, as dermatologists routinely perform these procedures and sub certification will do little to improve competence in a new or difficult field of expertise;
- "Procedural Dermatology" is a broad category. Many of the procedures are part of dermatology residence training or are acquired by attending seminars, Academy meetings, ASOS meetings and other CME programs.

Dr. Scott Miller, President of the South Carolina Dermatologic Society, is one of the leaders in opposing the proposal and the MAD Board has authorized him to speak on our behalf at the ABMS meeting.



www.massacademyofdermatology.org



WHAT IS THE NEW MASSACHUSETTS PhRMA LAW (105 CMR 970.000) AND HOW DOES IT AFFECT YOU?

WHO DOES THE LAW APPLY TO?

Pharmaceutical or medical device manufacturing companies (“manufacturers”) and their activities in Massachusetts or their interaction with Massachusetts-licensed health care practitioners.

CAN I ATTEND A MEETING(S) IN A CONVENTION CENTER?

YES. The code of conduct provisions allow for “the use of hotel facilities, convention center facilities, or other special event venues for CME or other third-party scientific, educational, or professional meetings or conferences in Massachusetts”. This includes Summer Academy Meeting 2009, which will take place at the Hynes Convention Center. Industry Supported Symposia will take place at the Hynes Convention Center during Academy non-programming hours.

CAN I PARTICIPATE IN EDUCATIONAL PROGRAMS AND MEALS?

YES. Pharmaceutical and medical device manufacturing companies may sponsor or provide payments for such meetings or conferences, provided they are organized by third-parties who remain responsible for the content, selection of speakers, and distribution of monies. All sponsorship to AAD meets the Standards for Commercial Support as established by the Accreditation Council for Continuing Medical Education (ACCME). All educational programming for Summer Academy Meeting 2009 is planned by the Scientific Assembly Committee of the American Academy of Dermatology. Programming for Industry Supported Symposia is planned by third-party education companies.

Pharmaceutical and medical device manufacturing companies cannot pay for meals directly, but third-party organizers of CME or other meetings may use general funds from such manufacturers to provide for meals. Meals taking place during Summer Academy Meeting 2009 are planned by the American Academy of Dermatology (third-party). Meals held during Industry Supported Symposia are planned by third-party education companies.

Scientists employed by pharmaceutical and medical device manufacturing companies may participate in meetings and conventions and present on specific products or treatment methodologies as long as it is in the context of providing attendees a balanced and objective presentation of all alternative treatments and therapies.

GIFTS AND GIVEAWAYS: WHAT IS NOT ALLOWED?

Gifts of recreation and meals in conjunction with entertainment or recreation. Distribution of complimentary items such as pens, mugs, calendars, etc. (Consistent with PhRMA and AdvaMed Codes).

AS A PHYSICIAN, DO I NEED TO PROVIDE ANY KIND OF ANNUAL REPORT?

NO. The law’s reporting requirements only apply to pharmaceutical and medical device manufacturing companies. Health care practitioners, physician practices, home health agencies, hospitals, wholesale drug distributors, or retail pharmacists are not required to comply with the code of conduct provisions or to disclose information pursuant to the disclosure requirements, but may otherwise be affected by the regulations.

WHEN DOES THE NEW LAW GO INTO EFFECT?

July 1, 2009.

Source: Boston Convention Marketing Center 6/24/09

REMINDER!!!

Reserve your room NOW for the
2009 Massachusetts Academy of
Dermatology Annual Meeting in
Newport, Rhode Island from
September 11 to September 13.

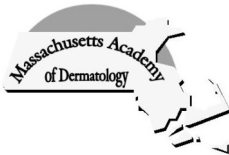
FOR MORE INFO, VISIT

WWW.MASSACADEMYOF
DERMATOLOGY.ORG



Massachusetts Governor Deval Patrick issued a proclamation declaring May 2009 as Melanoma/Skin Cancer Detection and Prevention Month®.

According to Dr. Kathryn Bowers, president of the Massachusetts Academy of Dermatology, promoting the prevention and early detection of melanoma and other skin cancers is extremely important to Massachusetts because there will be over 2000 new cases of melanoma in Massachusetts this year.



Mass Academy of Dermatology
167 Washington Street
Norwell, MA 02061
781.982.8899