



SKIN OF COLOR SEMINAR SERIES

DERMATOLOGY FOR TODAY'S GLOBAL COMMUNITY

MAY 3-4, 2014
CROWNE PLAZA TIMES SQUARE
NEW YORK, NY



FAST FACTS

- The Skin of Color Seminar Series (SOCSS) is led by a nationally recognized faculty from the disciplines of medical dermatology, aesthetic dermatology, dermatologic surgery, oncology and public health
- Presentations take a case-based approach to train dermatologists on the safe & effective treatment of skin of color (SOC) through evidence-based presentations & live demonstrations
- SOCSS focuses on skin of color response to injectable neurotoxins and dermal fillers in aesthetic rejuvenation, topical & systemic therapies for disorders & diseases of skin and use of cosmeceutical products for various conditions
- Participants gain expert guidance on interacting with patients of diverse social and cultural backgrounds applicable for everyday practice

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FACT: BY 2050
MORE THAN HALF
OF THE US
POPULATION
WILL HAVE
SKIN OF COLOR.



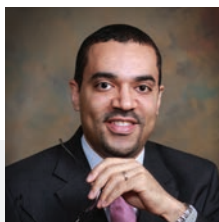
MEETING THE FUTURE EDUCATIONAL NEEDS OF DERMATOLOGY

The Skin of Color Seminar Series (<http://skinofcolorseminars.com>), celebrating its fifth year in 2014 is led by a nationally recognized faculty under the direction of Co-Chairpersons Andrew F. Alexis, MD, MPH and Elliott J. Battle, Jr, MD.

Faculty will provide clinically relevant and scientifically rigorous education based on expert clinical insights and clinical research on the treatment of patients with skin of color. SOCSS was developed in response to the changing needs facing the delivery of quality dermatologic care in the United States. The US Census Bureau projects that by 2056 greater than 50% of the US population will be of non-Caucasian descent and the spectrum of cutaneous diseases, dermatologic conditions and skin responses to current therapeutic options in persons of color is broad and varied. To this end, the overall goal of SOCSS is to ensure the US dermatologic community is better equipped to provide ongoing delivery of quality patient outcomes to persons with Fitzpatrick Skin Types IV-VI.

SOCSS FACULTY*

SOCSS develops high quality educational programming through market research and the knowledge and expertise of our renowned advisors.



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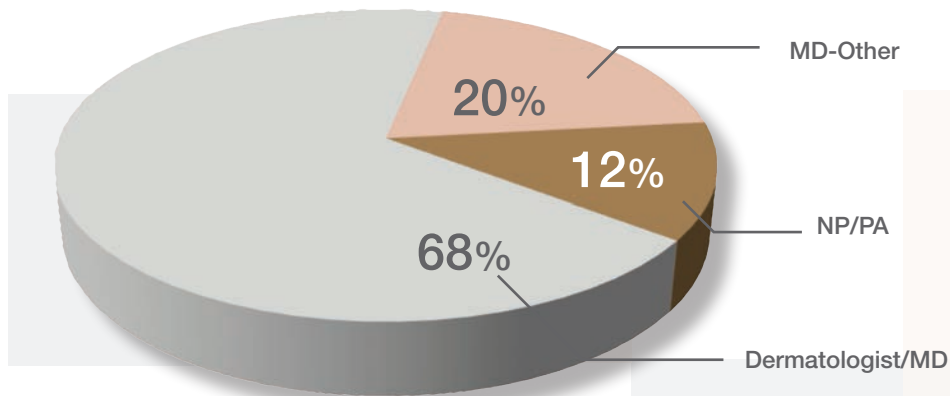
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*confirmed as of 11/07/2013;
additional faculty to those
listed above will be confirmed

INTENDED AUDIENCE

SOCSS' primary audience is the dermatologist. More than 250 delegates — including practicing and up-and-coming dermatologists from across the U.S. — registered for the 2013 meeting in New York.



68%
of SOCSS attendees treat over 50 SOC patients per week

SOCSS ATTRACTS:

- Practicing Dermatologists
- Dermatology Residents and Fellows
- NPs and PAs
- MDs with a Dermatology Subspecialty
- RNs, LPNs and Medical Staff



90%
of SOCSS attendees say the number of SOC patients they treat is increasing

DID YOU KNOW?
Patients with skin of color spent nearly **\$3 BILLION** on cosmetic procedures last year.

YEAR-LONG EDUCATION THROUGH ENDURING ACTIVITIES

Opportunities for additional educational exploration and self-study will be developed based upon information presented during the 5th Skin of Color Seminar.

These offerings will reflect the expressed needs of participants, other dermatology practitioners and data gathered through interactive Audience Response Technology, participant evaluations and special surveys.

These offerings will be made available throughout 2014 and will be presented in proven adult learning formats.



AGENDA

SATURDAY, MAY 3, 2014

8:15 AM	Clinical Decision Making in Dermatology Working Group
9:00 AM	<ul style="list-style-type: none"> • Welcome and Introduction: Objectives of the CME Activity • Skin of Color: Past, Present and Future • Disorders of Hypopigmentation/Depigmentation: Vitiligo, PMH • Live Demonstrations of Aesthetic Technology and Procedures: Focus on Lasers in Hair Removal
10:30 AM	Mid-Morning Recess
10:30 AM	Clinical Decision Making in Dermatology Working Group : The Role of Biologic Therapy in Inflammatory Diseases
11:00 AM	<ul style="list-style-type: none"> • Safety Protocols for Lasers and Devices in Skin of Color • Clinical Implications of Acne & Rosacea in Skin of Color • Tattoo Removal on Skin of Color • Malignant Neoplasms in Skin of Color-Part 1: Focus on Cutaneous T-Cell Lymphoma and Mycosis Fungoides • How to do Chemical Peels in Skin of Color - Live Demonstration
01:00 PM	Buffet Luncheon
01:15 PM	Clinical Decision Making in Dermatology Working Group Acne and Rosacea in Skin of Color
02:00 PM	<ul style="list-style-type: none"> • Follicular Disorders in Men of Color: Pseudofolliculitis Barbae, Acne Keloidalis Nuchae, and Dissecting Cellulitis • Live Demonstrations of Aesthetic Technology and Procedures: Focus on Lasers in Treatment of Pigmentary Disorders • 2014 Update: Treating Nail and Fungal Infections in Skin of Color • What Would You Do? Expert Panel Discussion and Case Vignettes: Vitiligo, PIH and Acne/Rosacea
03:30 PM	Mid-Afternoon Recess
03:30 PM	<p>Clinical Decision Making in Dermatology Working Group : Detection & Treatment of Skin Cancer in Skin of Color</p> <p>Clinical Decision Making in Dermatology Working Group: Atopic Dermatitis and Eczematous Diseases in Skin of Color</p>
04:00 PM	<ul style="list-style-type: none"> • Common Hair Disorders in Women of Skin of Color: Traction Alopecia, CCCA, Hair Breakage • Disorders of Pigmentation: Hyperpigmentation, PIH & Melasma • Psoriasis in Skin of Color: Are There Differences in Presentation and Treatment • Live Demonstrations of Aesthetic Technology and Procedures: Focus on Neurotoxins, Dermal Fillers and Injection Techniques in Skin of Color
5:30 PM	Evening Recess

SUNDAY, MAY 4, 2014

8:00 AM	<ul style="list-style-type: none"> • Pediatric Dermatologic Disorders in Skin of Color • Understanding Cultural Nuances and Cultural Perceptions: Strategies in Skin of Color • Live Demonstrations of Aesthetic Technology and Procedures: Focus on Skin Tightening and Toning
9:25 AM	Early Morning Recess
9:25 AM	Clinical Decision Making in Dermatology Working Group : Avoiding Complications of Cosmetic Injectable Techniques in Skin of Color
10:00 AM	<ul style="list-style-type: none"> • Multisystemic Diseases, Ethnicity and Patient Management: Lupus, Sarcoidosis and Hidradenitis Suppurativa • Malignant Neoplasms in SOC: Part 2 - Focus Advanced Basal Cell Carcinoma, Actinic Keratosis and SCC
11:00 AM	Mid-morning Recess
11:00 AM	<ul style="list-style-type: none"> • Clinical Decision Making in Dermatology Working Group: The Role of Cosmeceuticals in Skin of Color • Clinical Decision Making in Dermatology Working Group: Managing Actinic Keratosis
11:30 AM	<ul style="list-style-type: none"> • Avoiding Complications in Cosmetic Procedures: Neurotoxins and Dermal Fillers • Cosmeceuticals in Skin of Color: Hands-On Approach to Patient Management • Cutaneous Manifestations of Sexually Transmitted Diseases • Preventing and Managing Keloids and Hypertrophic Scars
1:30	Conference Adjourns

For additional information please contact:
Skin of Color Seminar Series

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CME INFORMATION

Accreditation Statement:

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of Louisville and Physicians Continuing Education, FL (PCE FL). The University of Louisville is accredited by the ACCME to provide continuing education for physicians.

Designation Statement:

The University of Louisville Continuing Health Sciences Education office designates this educational activity for a maximum of 10.5 *AMA PRA Category 1 Credits™*.

Physicians should only claim credit commensurate with the extent of their participation in the activity.

The Skin of Color Seminar (Program # 107100) is recognized by the American Academy of Dermatology for 10.5 AAD Recognized Category 1 CME Credits and may be used toward the American Academy of Dermatology Continuing Medical Education Award.

Educational Methods:

The instructional methods used during this live, 1.5 day CME activity reflect the needs of the adult learner and incorporate didactic presentations with case-based studies, small working and discussion groups, interactive questions and answers and ongoing dialogue between a distinguished faculty and participants and live demonstrations of injectable products and devices.

Need to be Addressed

An individual's ethnic background can and will change the presentation and severity of skin disease and ethnicity may also have a profound impact on a patient's response to a treatment regimen or procedure, solely on the basis of the individual's inherited characteristics. Skin types and skin color vastly differ in the US and individuals of non-Caucasian descent represent a large, growing share of the US population. According to the 2010 US Census non-Caucasian individuals represent 28% (85.2 million) of the total population. These persons include Black or African Americans (13%), Hispanic and Latinos (16%) and Asian or

Pacific Islanders (5%). It is projected that by year 2050 US citizens of color will be a majority representing 52.3% of the population.

Individuals of non-Caucasian descent are often classified as having Fitzpatrick's Skin Types III-VI and comprise the majority of the global population; due to the increase in interracial and mixed-race marriage persons with Skin Type II have been included. This national and global demographic shift has created an increasing emergence of essential knowledge regarding the optimal treatment of patients with pigmented skin. However, while it is evident that people of color represent one of the fastest growing segments healthcare, only a small number of physicians specialize in treatments for diseases affecting the skin in skin of color patients and many are incapable of providing them with exemplary care.

The epidemiology of skin diseases in persons of color has not been extensively studied and many skin diseases, (including acne vulgaris, eczematous dermatitis, infections caused by bacteria, fungi or viruses) are common to most persons of color (African Americans, Asians, Hispanics/Latinos, Native Americans); diseases of more cosmetic concerns (post-inflammatory hyperpigmentation, keloids, etc.) occur more in skin of color than in white skin. A study conducted by Nijhawan, Jacob and Wollery-Lloyd indicated the need for increased exposure, educational sessions, and overall training in diseases pertaining to skin of color in US dermatology residency programs in order to equip future dermatologists. Understanding the overlap of structure, function and culture as it pertains to skin and hair is a key component to treating skin of color patients.

Astute diagnosis and recognition of diseases affecting the skin in patients of skin of color requires an understanding of how ethnicity modifies disease, knowledge of the structural and physiological differences that generate different responses, ability to gauge beneficial and desired outcomes and determine how treatment should be tailored to the most effective. Only a small number of physicians specialize in treatments for skin of color patients; due to this quickly changing cultural landscape, many healthcare practitioners lack the training needed to treat various skin types and many are incapable of providing them with exemplary care.



PHYSICIAN PAYMENT SUNSHINE ACT STATEMENT

CME accredited educational activities at the Skin of Color Seminar Series (SOCSS) meet the criteria for exemption from the Physician Payment Sunshine Act (Open Payments). Educational materials and meals served at SOCSS are not required to be reported by physicians or pharmaceutical and medical device manufacturers. For more information on the Sunshine Act, please see the Centers for Medicare and Medicaid Services site here: <https://questions.cms.gov/faq.php?id=5005&rtopic=2017>

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