Visions for the Virginia Dermatology Society

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What is the Role of a State Society?
What can the VA Dermatology Society do better than anyone else?

- **Attack**: Attack the RIGHT issues for Virginia
- **Be**: Be nimble
- **Have**: Have a personal touch
- **Engage**: Engage ALL the members and create leaders
- **Work**: Work for your patients in a direct manner
- **Create**: Create USEFUL volunteer activities

Here or There?

**National Society**
- Education on a grand scale
  - Large complex meetings
  - Something for everyone
- Networking
  - Friends from around the country
  - Though size is overwhelming
- Political Action
  - On a national level
  - Sometimes very slow

**State Society**
- Education
  - Tailored to your wants/needs
  - Smaller
- Networking
  - With your colleagues
  - Opportunities to discuss shared problems
- Political Action
  - What is needed in your state NOW
  - Move legislation that may be stuck nationally
Leadership

National
- To lead at the national level, you move slowly through committee structures to gain a reputation and the support to obtain higher office.

State Society
- Every member is needed.
- If you want to participate or lead, there is a place for you.
- You can meet like minded people as you work for your specialty.

Meetings
- State society meetings offer MANY benefits:
  - Sessions that meet the needs of the members
  - Education about problems facing the state
  - Opportunities for case base learning
  - Opportunities for residents, fellows and young physicians to present
  - Opportunities for you to get to know industry representatives
  - Leisure opportunities to make new friends, or relax with old
**Deal with local issues nimbly**

- Sun Protection
- Educational Campaign
- Sunscreen dispensers in parks
- Sun protective clothing campaigns

**Volunteer Activities**

- Everyone wants to make a difference
- Volunteer activities can be tailored to communities
- Volunteer activities can be varied, building on member interest
Shade structures

- The AAD gives out limited numbers of grants for shade structures. Not every state gets one, and there is limited variability in location.

- States can organize the resources to fund shade structures in every community
  - You can put them at schools, playgrounds, community pools, and senior centers.
  - Funding can be community based

Other opportunities

- Speaking at community groups
  - The Society can help develop slide “decks”
- Skin cancer screening
- Work with youth sports for shade (shaded benches for little league)
- Support groups for patients/families
  - Psoriasis, atopic derm, genetic diseases, melanoma
- Expert resource for
  - Hospitals/public health officials/legislators
- I challenge you to come up with 20 more meaningful opportunities
Ability to impact laws, regulations and policies

- You can develop an agenda of things to change
  - Prioritize that agenda
  - Give it a time line
  - Be willing to add to that agenda
  - Have a mechanism to respond to crucial new or changing events
- Know how to access the Right People
  - Do you want to be talking to legislators or regulatory agencies
  - Don't be afraid to bend the rules as needed to promote skin health

Lobbying: State Political Action Committee

- Hire a lobbyist
  - Share with state medical society
  - Hire part of a lobbyist
- Go to the state house on a regular basis
- Legislators are local and you may well know them well
  - If you don't know them, get to know them
- Get the entire society to own relationship building
- Teach people how to reach out
Membership

- This society needs to be so vibrant that everyone wants to be a member
- No society will succeed without new and young members
- Know what your members want
  - Meetings are relevant, provide CME, and are fun
  - Networking ability
  - Strong voice in the state legislature
  - Volunteer opportunities
  - Leadership opportunities

Membership: Residents

- Engage residents
- Make sure your meeting is free to residents
- Put a resident on your board
- Have time set aside for resident presentations and posters
- Give prizes and awards
- Make staying a member after residency easy/seamless
- Give a discount for the first year out of residency
**Members: Those who move to VA**

- Some people chose to move to this wonderful state after training
- Have a way to identify new dermatologists
  - Local people who will let the society know
  - Let the society know when you hire someone
- Call from someone on the board
- Invitation to join that may include discounted or free membership the first year
- Personal invitation to attend the meeting
  - Buddy system?

**Member Retention**

- Give every member a sense of ownership of the society
- Solicit ideas and then IMPLEMENT them
- Get everyone to participate at some level
  - Have a session at every meeting where everyone can bring a case to discuss
- Make sure there is value to the membership
- Recognize people who have done extraordinary things
  - Someone who has volunteered overseas
  - Someone who has done some community service
- Give Awards!!!!! Make sure they are real.
Awards: What can they look like

- Mentor of the year: Academic sector
- Mentor of the year: Private sector
- Volunteer of the year
- Resident volunteer of the year
- Best resident talk
- Best member case presentation
- Oldest attendee
- Most politically active
- Give decals for how many years a member or have attended the meeting
- ????????????

What can you do better than anyone else?

- Develop leaders
- Care for patients needs
- Shape Virginia legislation on skin issues
- Provide education and networking
- Improve your communities
- Keep/put the fun back in dermatology