Annual Corporate Benefactor Opportunities

Thank You For Supporting Acne and Rosacea Education, Research and Our Future Leaders in Dermatology

American Acne and Rosacea Society
201 Claremont Avenue
Montclair, NJ 07042
P: 888-744-3376
F: 973-783-4576
E: info@aarsmember.org
www.acneandrosacea.org
ABOUT THE AMERICAN ACNE AND ROSACEA SOCIETY (AARS)

The AARS, a 501(c)(3) non-profit Public Benefit Corporation founded in 2005 by practicing dermatologists and experts in the field, is the leading non-profit organization dedicated to professional education, patient care, and research related to acne and rosacea. The purpose of the AARS is to facilitate the exchange of knowledge and to stimulate education and research in both of these common skin conditions encountered in dermatology practice.

The AARS Board of Directors is comprised of 4 elected officers including President, President-Elect, Treasurer, and Secretary and 3 Directors. Each officer is appointed to an action committee within the AARS including the Education Committee, PR/Website Committee, Executive Committee, Finance/Fundraising Committee, Grant Committee, and Membership Committee.

It is through these Committees and with the approval of the AARS Board of Directors, that the AARS has established the 2017 sponsorship opportunities.

AARS Officers
Sewon Kang, MD, MPH, President
Julie Harper, MD, President-Elect
Joshua Zeichner, MD, Treasurer
Bethanee Schlosser, MD, PhD, Secretary

AARS Directors
James Del Rosso, DO
Emmy Graber, MD
Jonathan Weiss, MD

For further information, you may also contact info@aarsmember.org.
The AARS relies on corporate and industry partners in dermatology who are dedicated to advancing the science, education, and management of acne, rosacea, and hidradenitis (acne inversa). The AARS strongly urges the highest level of support and partnership to continue with the development and ongoing promotion of its activities.

The AARS spends their annual corporate contributions and membership dues in the following categories in line with the mission of the Society:

2015 Data
AARS ANNUAL CORPORATE BENEFACTOR LEVELS

Corporate benefactor support and annual membership dues help support the activities and programs, as well as the operational requirements of the organization. The AARS Corporate Benefactors are acknowledged based on the overall total annual contribution.

**Diamond Benefactor*** ≥$75,000.00
- Admits 5 attendees to annual reception at no additional fee
- Hotlink to corporate website from AARS website
- Acknowledgement in exhibit booth, e-newsletter and member communication
- Feature interview(s) with principals at company discussing commitment to acne and/or rosacea

**Platinum Benefactor*** $50,000.00
- Admits 4 attendees to annual reception at no additional fee
- Hotlink to corporate website from AARS website
- Acknowledgement in AARS exhibit booth, e-newsletter and member communication
- Feature interview(s) with principals at company discussing commitment to acne and/or rosacea

**Gold Benefactor*** $35,000.00
- Admits 3 attendees to annual reception at no additional fee
- Hotlink to corporate website from AARS website
- Acknowledgement in AARS exhibit booth, e-newsletter and member communication
- Feature interview with principals at company discussing commitment to acne and/or rosacea

**Silver Benefactor** $20,000.00
- Admits 2 attendees to annual reception at no additional fee
- Hotlink to corporate website from AARS website
- Acknowledgement in AARS exhibit booth and e-newsletter

**Bronze Benefactor** $10,000.00
- Admits 1 attendee to annual reception at no additional fee
- Hotlink to corporate website from AARS website
- Acknowledgement in AARS exhibit booth and e-newsletter

**Contributing Benefactor** ≤$5,000.00
- Hotlink to corporate website from AARS website
- Acknowledgement in AARS exhibit booth and e-newsletter

All written commitments are due by January 31, 2017 with funds to be paid to AARS by March 1, 2017 for acknowledgement at AARS annual events.

*Corporate Benefactors at the Gold level and higher are offered additional opportunities to contribute to and potentially participate in featured multi-sponsored educational and promotional initiatives.*
ANNUAL MEMBER ACTIVITIES & BENEFITS

• 12th Annual AARS Reception, Friday, March 3, 2017, 6:00 PM–8:00 PM, Orlando, Florida

Join us to celebrate the accomplishments of the AARS! We kick off with a fun reception and our President’s Message. All AARS Members and Corporate Benefactors are encouraged to attend the reception!
• **AARS Lapel Pin for Members and Corporate Benefactors**
  It is with great pride that the AARS honors its Members and Corporate Benefactors and provides them with a lapel pin to wear to promote the fastest growing Society in dermatology. Lapel pins are mailed and distributed at annual congresses throughout the year.

• **AARS Membership Web Promotion**
  AARS Members can promote their professional membership with pride by utilizing the AARS logo on their website.

• **AmazonSmile Foundation Partnership**
  This initiative marries the idea of individual contributions by the public to a trusted non-profit such as the AARS with the convenience of on-line shopping on Amazon.com®. These monetary donations are charitable contributions which do not require AARS Membership.

• **Acne and Rosacea Web-Based Bibliography**
  Through the AARS website, Members may access the largest searchable database found on the web of articles related to acne and rosacea. In addition, reciprocal links to featured medical journals with related free access to articles and discounted subscriptions are included in the bibliography section.

• **AARS Managed Care Task Force**
  Formed by AARS leadership and headed by Dr. Diane Thiboutot, the managed care task force is active in helping to assist with the practice-related needs of the dermatologist to benefit their acne and rosacea patients and the access to their prescription medication. The members of the task force are available upon request to speak to insurance companies, FDA committees, and other organizations to advocate for acne and rosacea treatment.

• **Prior Authorization Letter Templates and Related References**
  Acne and rosacea are more than just cosmetic concerns! AARS Members may download the template for a customized prior authorization letter and the relevant references. This is convenient, easy to use, and is a great benefit to AARS Members!
• 6th Annual Acne and Rosacea Symposium at the Society of Investigative Dermatology (SID) Annual Meeting from April 26-29, 2017 in Portland, Oregon

The AARS will hold their annual scientific symposium during the SID Annual Meeting featuring AARS Members and prior research grant awardees who will present and discuss in a lively format their research results. This free symposium, open to all SID attendees and AARS members, will continue to reinforce AARS’s position as the leading supporter of scientific exchange among acne and rosacea researchers and clinicians.

• Exhibit Booth Presence

The AARS will continue to have a promotional presence at multiple exhibit opportunities to promote the Society and increase membership. Corporate Benefactors have the opportunity to promote the AARS during the year with postcard announcements and other materials.

• Clinical / Research Audiopearls and AARS YouTube Content

Corresponding to its mission to provide a forum for the exchange of information about acne and rosacea, the AARS will continue to feature Clinical and Research Audiopearls on the AARS website and through YouTube. For this initiative, interviews are conducted between AARS Members to discuss a timely topic in acne and rosacea science or treatment. They are featured on the AARS Facebook page and convey key learnings on demand to the AARS followers.
• **‘Hot Topics’ E-blasts (Read Consistently by More than 6K Dermatologists!)**

This quarterly initiative, promoted via an email blast to Members and larger audiences, features pressing issues and concerns facing the dermatology medical community regarding acne and rosacea education, access, research and industry news. Corporate Benefactors are encouraged to submit specific topics for discussion or for AARS Members to highlight.

• **AARS Niche Peer-Reviewed Publications in Acne and Rosacea**

Topics submitted by AARS Members are reviewed by the Education Committee and the Executive Committee for publication. The articles are added to the educational material published by the AARS and promoted through e-blasts, on the web and at AARS events. An example of a recent article is the ‘Safe Use of Therapeutic-Dose Oral Isotretinoin in Patients with a History of Pseudotumor Cerebri’ published in *JAMA Dermatology*.
**ANNUAL GRANT PROGRAMS**

- **Research Grant Awards**

  The AARS is proud to award research grants to help advance clinical science while nurturing young investigators in acne, hidradenitis and rosacea. Research projects that are clinical/translational in nature receive preferential consideration by the AARS Grant Committee. The AARS does not fund projects that are part of the NIH intramural research program or award grants to private foundations that have no academic affiliation to dermatology. Dermatology residents and fellows, and recent graduates (within 5 years) of U.S. dermatology residency programs are eligible to apply for the research awards. The sponsor (project mentor) of the applicant must be a Member of the AARS, but may not apply for or be the named payee of the grant award.

  Four clinical research grants of $10,000 each and one of $75,000. All funds awarded are to be tracked and applied within 18 months of receipt. All grant awards are announced at the AARS annual reception and the awardee must submit a final report and present their findings to the AARS Membership. Their study results are featured on the AARS website, in publications, and on social media channels.

  "We thank the American Acne & Rosacea Society. We acknowledge Tongyu Cao for her assistance in grant proposal, and Robert Kirsner for his encouragement and mentorship. This study was funded by a resident grant from the American Acne & Rosacea Society."
2017 MULTI-SPONSORED INITIATIVES

Each year, AARS Committees evaluate, select, and submit their target goals for acne and rosacea education, research, promotion and membership to the Board of Directors for review and approval. The AARS is grateful for the support and partnership to help us continue developing and promoting our mission. Each Corporate Benefactor at the Gold level or higher has the opportunity to partner with the AARS to support these initiatives. The execution of each initiative is contingent upon full funding.
The Scientific Panel on Antibiotic Use in Dermatology (SPAUD), founded in 2005 by Dr. James Q. Del Rosso, has hosted consensus meetings and continued to dominate peer-reviewed publications on the subject of awareness of antibiotic stewardship, including a focus on better understanding of the skin microbiome and antibiotic-resistance infections. The prior meetings were followed by published supplements in *Cutis* in 2007 and 2008, along with articles published in *Dermatologic Clinics* in 2009, as well as a three-part peer-review literature series published in *The Journal of Clinical and Aesthetic Dermatology* in first and second quarter of 2016, and scientific poster presentations at several major medical meetings.

These publications addressed patterns of antibiotic use in dermatology, bacterial resistance issues, antibiotic use in acne and rosacea, management of methicillin-resistant *Staphylococcus aureus* (MRSA) and nasal staphylococcal carriage, prophylactic and perioperative antibiotic use, and when antibiotics are not needed.

The AARS is thankful for the prior financial support from its benefactors which reflects dedication to education in dermatology in this important and far-reaching subject area. No companies, agencies, or individuals directly or indirectly affiliated with any company, played any role in influencing or providing material for the content of the meeting or decisions regarding faculty selection and assignments.

In order to reap the benefit of reviewing responsible prescribing of antibiotics and antibiotic-free options in medicine and the fostering of new areas of research, funding and educational campaigns among researchers, health practitioners, and the public, SPAUD panelists...
comprised of dermatologists, microbiologists, infectious disease experts and others hope to meet in 2017. Their goal is to publish and promote their consensus to a broader group of healthcare professionals, and domestic and global organizations with similar goals, such as the Wound Healing Foundation (WHF), the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO) and US Department of Health and Human Services (HHS).

1) 2017 SPAUD Meeting and Publication Series

Target Corporate Benefactor Sponsorship: $120,000.00

The goal of the next SPAUD meeting, scheduled to take place during the Summer AAD from July 27-30, 2017 in New York, is to create the content for publication in a peer-reviewed series and related discussion at the World Antimicrobial Resistance Congress scheduled to take place September 14-15, 2017 in Washington, DC.

2) AARS Educational Webinars and E-blasts

Target Corporate Benefactor Sponsorship: $15,000.00

These educational materials will be highlighted on multiple websites and made available to AARS Members via presentations for their own use. The webinars have the potential for use as patient awareness campaigns through the AARS online outlets, YouTube and other social media channels featuring relevant highlights from the AARS expert panel, such as:

- Antibiotic Prescribing Patterns, Sources of Antibiotic Exposure, Antibiotic Consumption and Emergence of Antibiotic Resistance
- Impact of Alterations in Antibiotic Prescribing
- Clinical Sequelae of Antibiotic Use
- Perspectives on Antibiotic Use and the Microbiome
- Review of Microbiologic Effects of Selected Specific Therapeutic Agents Commonly Used by Dermatologists
- Current Perspectives on Skin and Soft Tissue Infections with Emphasis on Methicillin-Resistant Staphylococcus Aureus
- Commonly Encountered Scenarios when Antibiotic Use May Not Be Needed
Pediatric Acne Treatment Guidelines Publication and Educational Campaign

Submitted by the AARS Education Committee

There is increasing recognition that acne begins at earlier ages than what clinicians were taught decades in the past. There is also an increasing amount of data showing that there continue to be ‘practice gaps’ related to the management of pediatric acne among dermatologists and also pediatricians and family practitioners, in particular. The AARS developed Evidence-Based Recommendations for the Diagnosis and Management of Pediatric Acne, endorsed by the American Academy of Pediatrics, and published in *Pediatrics* in May 2013. Media outlets worldwide published excerpts and interviews with the co-authors to promote the pediatric acne guidelines at that time and continue to do so. The AARS pediatric guidelines treatment algorithm is one of the most cited figures of any AARS publication.

**Younger Children Seek an Acne Cure**

By CATHERINE SAINT LOUIS

*New York Times and USA Today Coverage*
This educational initiative is being developed to update the Pediatric Acne Treatment Guidelines, to help accelerate wider dissemination and focused education on recognizing and managing pediatric acne, including early treatment of acne to help prevent its impact on individuals over their lifetime. The initiative is targeted to include a planned series of lectures to focus on the state of the art management of pediatric and adolescent acne. Multiple supporters are needed from Gold Benefactor Level or higher to achieve the educational plan objectives.

1) AARS Pediatric Acne Guidelines Meeting and Publication

*Target Corporate Benefactor Sponsorship: $112,000.00*

The goal of the next Pediatric Acne Guidelines meeting, targeted to take place during the Maui Dermatology Meeting scheduled for March 2024, 2017, is to create the content for publication in a peer-reviewed series and to form the basis for multiple promotional and educational programs throughout 2017-2018.

The main publication would submit for the inclusion of American Academy of Pediatrics endorsement, and subsequent peer-reviewed articles and featured posters for publication at congresses would be focused on the primary care, pediatric, and dermatologic healthcare audience.

2) AARS Pediatric Acne Guidelines Educational Video Series and Online Promotion

*Target Corporate Benefactor Sponsorship: $45,000.00*

This initiative is designed to highlight the Guidelines on multiple websites, including AARS and similarly dedicated organizations, and social media channels with relevant video highlights from the AARS expert panel.

3) AARS Pediatric Acne Guidelines Teaching Series

*Target Corporate Benefactor Sponsorship: $110,000.00*

This series of live events coordinated at teaching institutions and other venues in the U.S. is designed to further the education of proper diagnoses and treatment of neonatal, pediatric and adolescent acne. AARS Corporate Benefactors would have the opportunity to exhibit at the conferences at their own expense and participate in the programs with local representation.
Rosacea Treatment Guidelines Publication and Promotion

Submitted by the AARS Education Committee

A series of five peer-reviewed articles published in *Cutis* included a comprehensive overview of the AARS Rosacea Management Guidelines. Much time has passed and new rosacea treatments have been approved since AARS Members contributed to the series, lending to the need to update the treatment algorithm.

Consensus Recommendations from the AARS on the Management of Rosacea

Part 1: A Status Report on the Disease State, General Measures, and Adjunctive Skin Care
Part 2: A Status Report on Topical Agents
Part 3: A Status Report on Systemic Therapies
Part 4: A Status Report on Physical Modalities and Devices
Part 5: A Guide on the Management of Rosacea

Rosacea Treatment Guidelines Meeting and Publication Series

*Target Corporate Benefactor Sponsorship: $80,000*

The aim of the Rosacea Treatment Guidelines Publication and Promotion initiative is to focus on updating this pivotal publication and educating healthcare professionals through the following tactics:

a) Conduct a consensus meeting in Q2 2017 with evidence-based and literature evaluation

b) AARS co-authors produce an article series to submit to a peer-reviewed journal in Q3 2017

c) Condense the article into a poster presentation to submit to multiple dermatology conferences throughout 2017 and additional targets in Q1 2018

d) Publish an AARS e-blast which will summarize the key points from the publication

e) Produce specific short highlight videos of the co-authors discussing the key points for use in social media channels and the AARS website
AARS CME Slide Modules and Educational Speakers Programs on Acne and Rosacea to Dermatologists, Pediatricians and Family Practitioners

Submitted by the AARS Education Committee

This important national and regional-level initiative is designed to focus on creating a series of slide modules that can be accessed on demand and will provide free AMA PRA Category 1 CME credit to AARS members for the major 2017 initiatives including the Pediatric Acne Guidelines, Rosacea Treatment Guidelines, and the SPAUD publication outcomes. Additional program logistics include the ability for hospitals, universities, national and regional level organizations, or Corporate Benefactors to utilize the AARS website to request and confirm an AARS-trained speaker at specific events. Audiences may vary based on the request, but include dermatologists, pediatricians, family practitioners, physician assistants, nurses, nurse practitioners, and residents.

The slide modules as an output of the meetings will be created and disseminated for consistent messages by the AARS trained speakers. Social media coverage of relevant specific events may also be arranged. Supporting companies may be permitted to distribute invitations and local representatives may attend some of the events, or also distribute the slide modules to AARS members who have requested them. Every effort will be made to keep travel and onsite costs to a minimum for the speaker and the attendees.

Target Corporate Benefactor Sponsorship: $375,000.00
• ACCESS Strategic Initiative
Submitted by the AARS Board of Directors

An Express Scripts 2014 Drug Trend Report stated that ‘shadow pricing, low margins, high medical liability, a cumbersome FDA approval process, a generic backlog at the FDA, and industry mergers are all factors that have led to shortages and steep price increases.’ Ensuring access in the U.S. to acne and rosacea treatment has reached a catastrophic point that will require collaboration among dermatologists, all AARS Members, Corporate Benefactors, and other partners in the healthcare system.

This initiative aims at increasing education to insurers, healthcare professionals and ultimately, increasing prescription coverage for acne and rosacea patients. Under the leadership of 2017 AARS President, Dr. Julie Harper, this may be the biggest undertaking of the Society to date to benefit the clinician and to provide the best possible communication and positive outcomes for acne and rosacea patients.

The strategic plan as outlined includes the following collaboration with AARS Membership and Corporate Benefactors:

- Members of the AARS Managed Care Task Force to be requested from and collaborate with industry and other partners to educate the insurance companies about the importance of treating acne and rosacea and providing clinician and patient perspectives on the burden of disease; can be live interaction or phone conferences, as requested by Corporate Benefactors
  
  **Target Corporate Benefactor Sponsorship:** Actual expenses, if any, incurred by individuals

- Consensus conference and publications focused on laboratory monitoring guidelines and related cost discussion for dermatology healthcare professionals in special circumstances, including but not limited to oral isotretinoin, spironolactone, polycystic ovary syndrome (PCOS), metabolic syndrome, oral contraceptive and tetracycline use
  
  **Target Corporate Benefactor Sponsorship:** $75,000

- Create and launch a new e-health community to actively engage acne and rosacea patients, caregivers and healthcare professionals in a moderated forum that features unique sponsored content from AARS Members, Corporate Benefactors, and partners
More About the AARS E-Health Community

The Inspire™ social network, organized by health condition, will connect acne and rosacea patients and caregivers with the AARS in a safe and moderated environment.

Inspire Social Network Highlights:
- 11M unique visitors/year
- 672K members (+12K/month)
- 210 health communities; half are advocacy groups
- 8M posts (+4K/day)
- Offers access to engage with AARS Members and patients for clinical trial, market research, and educational programs
- AARS Community Leaders (existing AARS Members) moderate user-generated content to include live discussions, journals, photos, the ability to find friends, customize a personal profile, and send direct messages

Target Corporate Benefactor Sponsorship
Multiple supporters needed from Gold Benefactor Level or higher in order to proceed with this initiative and to reach patients and healthcare providers through the AARS online forum.

Level C Target Sponsorship (Five Benefactors): $50,000
Inclusion of one banner ad allowed to be displayed on the website for up to 30 days
Submission of up to three market research questions to be asked of the users

Level B Target Sponsorship (Two Benefactors): $100,000
Inclusion of one banner ad allowed to be displayed on the website for up to 90 days
Submission of up to six market research questions to be asked of the users

Level A Target Sponsorship: $250,000
Inclusion of the main support of the AARS e-health community
Inclusion of one banner ad with video allowed to be displayed on the website for up to 120 days (all content must be reviewed and approved by AARS)
Submission of up to ten market research questions to be asked of the users
• **Research Grant Premier Award**  
Submitted by the AARS Grant Committee

There is no mistaking the fact that for some time, governmental institutions and other organizations are rarely funding research in dermatology, and in particular, in acne and rosacea. The Corporate Benefactor support of a Research Grant Premier Award would be an opportunity to fund research budgets larger than what our specialty has seen in recent years. In an effort to increase the significant scientific and clinical contributions in acne and rosacea as provided by the AARS, larger research awards are sought to increase the breadth of applications and interest in this important part of the growth and commitment to our specialty. No travel is accepted within the budget submissions and, as with all applications, will be subject to the same rigorous review by the AARS Grant Committee.

Corporate benefactors are not permitted to offer specific topics nor specify requirements for which the award is granted.

**Corporate Benefactor Sponsorship**  
Multiple supporters needed from Gold Benefactor Level or higher (or sole support offered as listed below):

- **Level D Target Sponsorship:** $20,000
- **Level C Target Sponsorship:** $50,000
- **Level B Target Sponsorship:** $75,000
- **Level A Target Sponsorship:** $100,000

Acknowledgement is provided of sole or multiple supporters within all AARS research-related publications, on the website and within all social media sites and materials.
Customizable AARS Membership Legacy Gift
Submitted by the AARS Membership Committee

Is your organization looking for recognition in acne or rosacea that will serve as a legacy for years to come?

Membership to AARS makes a great professional gift from organizations committed to dermatology, pediatrics, and family practice and makes a lasting impression! Eligible recipients would be notified through email blasts of the opportunity and receive free admission to the AARS annual meeting and other Member benefits for one calendar year.

The Corporate Benefactor support and further details can be provided upon request and discussion among AARS leadership. Membership tiers are featured below with their annual dues for consideration. Acknowledgement is provided of sole supporter or multiple supporters within all AARS publications, on the website and within all social media channels and AARs event materials.

Levels of AARS Membership open for healthcare professionals in dermatology or related fields include:

- **Fellow ($150 annual dues):** Any physician in the United States certified by the American Board of Dermatology or the American Osteopathic College of Dermatology or who has training approximately equivalent to the requirements for certification by the American Board of Dermatology (includes voting privileges)

- **Affiliate ($100 annual dues):** Any nurse, nurse practitioner or physician assistant with a degree in a scientific discipline or allied health profession with involvement in dermatology that is employed by either a medical school, government or by a physician Fellow or Associate of AARS.

  The Society of Dermatology Physician Assistants (SDPA) reports that from 2016-2017, there are 2,700 dermatology PAs – that is equal to a $270,000 gift of AARS Membership compliments of your organization and promoted accordingly.

  According to the Dermatology Nurses Association (DNA), there are 3,000 nurses in the field equal to a $300,000 gift of AARS Membership compliments of your organization and promoted accordingly.

- **Resident ($50 annual dues):** Any dermatology resident in good standing in training at any approved training center in the United States (non-voting membership)

  According to the Accreditation Council for Graduate Medical Education (ACGME), there are 121 residency programs with 1,382 residents from 2016-2017. This would be equal to a $69,100 gift of AARS Membership compliments of your organization and promoted accordingly.