



Members Head to Australia

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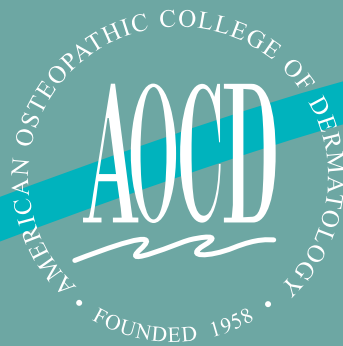
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Dr. Doctoroff Leads Way for New Jersey Dermatological Society

Heading into the second year of his two-year term as president of the Dermatological Society of New Jersey (DSNJ), Alex Doctoroff, D.O., is intent on making even more improvements to the group that represents 260 dermatologists in the state.

First-Ever Meeting

During his first year, the Society held its first annual meeting in February, 2009 at the Hilton Hotel and Casino in Atlantic City. In addition to educational lectures, there was a six-hour cultural competency CME course offered. The Executive Board also held an open discussion session about the structure and goals of the Society.

The second annual meeting has been scheduled for September 24-26, 2010. It will be held jointly with the Pennsylvania Academy of Dermatology in Philadelphia.

Regulatory Efforts

The DSNJ also took a stand against non-dermatologists practicing dermatology. "We have continued our efforts to ensure the quality of dermatological patient care while protecting our position as specialists in dermatology," Dr. Doctoroff says. To that end, the Society has collected information about cases with adverse outcomes when patients were mismanaged by non-dermatologists practicing dermatology or by dermatology physician extenders improperly supervised by non-dermatologists. The Executive Board formally presented these findings to the New Jersey Board of Medical Examiners and is currently awaiting a response.

In other regulatory news, the Society joined with many other state dermatology societies registering its strong opposition to the proposed procedural dermatology certification, which has subsequently been withdrawn.

Purchasing Power

The DSNJ established a purchasing alliance with the MDAdvantage Medical Malpractice Insurance Company that will offer members a 25% discount on malpractice insurance, he notes.

MDAdvantage insures 3,500 New Jersey medical professionals and has similar purchasing alliances with other specialists in the state. "Our goal was to use the strength of our numbers to obtain lower rates for DSNJ members," says Dr. Doctoroff.

Media Presence

In an effort to increase its media presence and brand recognition among the general public, the Society hired a public relations firm. Information touting DSNJ members as experts in the field of dermatology has been sent to hundreds of newspaper, internet, radio, and TV outlets. This has resulted in the Society's *Top Ten Sun Safety Tips* to be picked up by two publications and a radio station interview providing listeners with advice on sunscreen use.

The firm was instrumental in designing the DSNJ's new logo and tagline as well as in creating a new public service announcement, which has aired on multiple radio stations.

Additionally, the Society's web site (www.njderm.org) has been redesigned. "We would like to position the web site as a prime source of information about quality dermatologists in the state," he says. "All dermatologists who are members of the Society will be able to have their profiles listed on the web site."

Moving Forward

"Our efforts to create a modern, *full-service* medical society to address the needs of our members have started to bear fruit," concludes Dr. Doctoroff. "I am very excited to begin my second year as the President of the Dermatological Society of New Jersey. I hope that our members are proud to be a part of our growing and developing Society."

Founded in 1935, the DSNJ's vision is to provide members with educational opportunities and awareness of advocacy issues, address pertinent economic issues, and offer professional networking opportunities.

Dr. Doctoroff has been in private practice for nearly eight years in Clark, New Jersey. He also teaches dermatology residents at the Veterans Administration Medical Center in East Orange, New Jersey, where he serves as Assistant Chief of Dermatology. In addition, Dr. Doctoroff is the Editor-in-Chief of an on-line skin disease guide for patients (www.Dermatopedia.com) that features articles on skin diseases written by dermatologists.

2009 Annual Convention Syllabus on Web Site

If you were unable to attend the 2009 AOCD Annual Convention, but would like to get a glimpse of what everyone talked about, the syllabus is now posted on the web site.

Simply go on the AOCD web site, click on "2010 Midyear Meeting" under the *Meetings & Events* headline. Under the headline *Previous Meetings*, click on the "2009 Annual Meeting Syllabus," which is presented in a PDF format.