



Senior Vice President, Advocacy & Policy Washington, DC



The Experts in Skin, Hair, and Nails.

Headquartered in Rosemont, Illinois, the American Academy of Dermatology (AAD), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations.

With a membership of more than 20,500 physicians worldwide, the AAD is committed to: advancing the diagnosis and medical, surgical, and cosmetic treatment of the skin, hair, and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair, and nails.

Dermatologists are leaders in providing superior and compassionate patient care, with patients having access to excellent dermatologic care at the right time and place. Patient care is continuously improved through the collection and transfer of data. The AAD is recognizing the trend in medicine toward care teams, supporting the board-certified dermatologists who lead dermatology care teams in achieving effective integration of team members to provide high-quality patient care.

At the AAD, excellence in dermatologic care through education and advocacy drives what the organization does. They provide access to dermatologic care, use a data-driven transformative care model, and are unified in their specialty. In addition, they have a strong operations team that provides support for everyone involved in the organization.

The Strategic Plan Sets Goals in the Areas of:

- ❖ Providing excellence in dermatologic care through education and advocacy;
- ❖ Providing access to dermatologic care;
- ❖ Data-driven transformation of care;
- ❖ Unity of the specialty;
- ❖ The support provided for board-certified dermatologists leading care team.

Overview of Responsibilities

The Academy seeks a Senior Vice President, Advocacy & Policy to lead and direct the Washington, D.C. office, ensuring a positive, team-based, goal-oriented culture. Responsible for developing and implementing the AADA's strategic advocacy and health care policy agenda at the federal and state levels, with both elected officials and regulatory bodies, and with private payers. Responsible for providing leadership and direction to the Practice Management Department, and for the translation of health care policy into information and tools through the Practice Management Resource Center.

As a member of the Executive Team, each Executive is responsible for:

- ❖ Maintaining strategic focus: ensuring that the organization remains focused on its strategic plan, that sufficient time is spent reviewing the strategy, including identification of risks and opportunities, that future needs and opportunities are anticipated, and that the organization remains sustainable.
- ❖ Taking a collective approach: taking an organization-wide view, working together as a collective enterprise team, putting the good of the organization over individual or personal gain, breaking down silos, and co-creating solutions.
- ❖ Being accountable for contributing to team health and esprit de corps: demonstrating through behavior and approach that differences among team members are valued, listening and communicating effectively, seeking input, challenging professionally, and actively working to build respect for one another.
- ❖ Driving cultural change: being a catalyst for organizational change, communicating and modeling behaviors, intentionally engaging in the development of the team and all staff, and reinforcing and holding others accountable.

Essential Duties and Responsibilities

- ❖ Serve as lead staff over the Washington, D.C. office, overseeing the Director of Advocacy & Policy Operations and Member Outreach in all operational aspects of the office, including physical infrastructure, security and safety processes, and technology efforts.
- ❖ Work with Academy leadership to establish a strategy for practice management, legislative, regulatory, private payer, and political and grassroots activities for the organization. Help to prioritize activities as necessary.
- ❖ Provide strategic direction to staff on all activities related to translating health care policy and regulation into practice - including coding and reimbursement, EHR, prior authorization, and other practice resources - on behalf of member physicians.
- ❖ Provide strategic direction to staff on all federal and state legislative and regulatory policies, private payer advocacy, coalition development and representation, lobbying, SkinPAC solicitation and disbursement activities, and development and maintenance of grassroots infrastructure.
- ❖ Develop goals, implementation, and evaluation plans, obtain necessary resources (human and financial), and ensure adherence to plans and/or make adjustments to improve effectiveness for government affairs; also ensure integration with all other Academy programs and activities as appropriate.



- ❖ Communicate status of relevant external events/initiatives/advocacy activities as necessary to Academy leadership.
- ❖ Work closely and collaboratively with Academy leadership, staff Executive Team, and other staff to establish well-reasoned and credible Academy policies.
- ❖ Responsible for ensuring high-quality, appropriate staffing and liaison services to the assigned council, committees, and task forces in conjunction with the chairs of these organizational groups. This includes drafting meeting agendas, coordinating meetings and conference calls, drafting programs/strategies to be discussed on the agenda, drafting and distributing summation reports, tracking follow-ups, assisting with developing and monitoring the committee budget, and ensuring annual reports are complete. The staff liaison will work with the chair to assure the business of the committee is accurately recorded and placed on the appropriate agenda(s) of the appropriate oversight committee, council, or Board. The staff liaison will develop and maintain knowledge of the committee's area of expertise and work effectively and cooperatively with volunteers.
- ❖ Work closely and collaboratively with Integrated Communications to ensure effective communication of activities to membership and external entities.
- ❖ Serve as a primary liaison with health-related organizations involved in advocacy, including the American Medical Association and other medical societies.

Supervisory and/or Management Responsibilities

- ❖ Teamwork – Promotes teamwork and works with others in a collaborative and interdependent way (Academy Leadership Behavior).
- ❖ Strategic Orientation – Uses a big picture focus in decision making and accepts some risk and uncertainty. Effectively manages change, anticipates problems, and develops contingency plans. Shares the big picture with others and how it impacts them and the organization (Academy Leadership Behavior).
- ❖ Staff Empowerment and Development – Helps others realize their potential through mentoring, coaching, and delegating. Challenging appropriately and seeking to maintain the self-esteem and self-confidence of others (Academy Leadership Behavior).
- ❖ Personal Action and Style – Takes initiative, communicates fully, establishes trust, listens, promotes learning, and remains positive and supportive through change (Academy Leadership Behavior).
- ❖ Effectively utilizes the Academy's employee recognition program.
- ❖ Communicates performance standards and provides timely evaluations and performance feedback.
- ❖ Ensures effective hiring practices and selection of staff.
- ❖ Establishes practical goals and objectives with direct reports and monitors results.



Knowledge, Skills, and Abilities

The ideal candidate will have demonstrated progressive management skills that include team building, mentoring, and coaching. Knowledge of health policy, legislative and regulatory, and political and grassroots advocacy. Extensive experience in dealing with government agencies is essential. Outstanding interpersonal and written/verbal communication skills, with the ability to compellingly present ideas and information to a variety of audiences, including policymakers. Demonstrated ability to work effectively under pressure, attend to details, meet deadlines, and be held accountable for results. Commitment to uphold confidential information and maintain a high degree of integrity and professionalism.

Bachelor's degree required, Master's degree preferred, preferably in a public policy, government, or health-related field. Minimum ten years experience in health/medical association, eight years in a management position required.

Success Factors

- ❖ Business Knowledge – Demonstrate awareness of business functions and how business decisions affect financial and non-financial work results.
- ❖ Goal Implementation – Ensure goals are converted into efficient actions; obtain results despite conflicting priorities, lack of resources, or ambiguity.
- ❖ Project Management Skill – Identify and plan critical tasks and resources; determine roles and responsibilities of team members; monitor project progress; and manage financial resources. Ability to assess ideas objectively and determine their relevance to the project. Possess organizational, time management, planning, and budgeting skills.
- ❖ Risk Management – Weigh consequences with benefits and make informed decisions.
- ❖ Management Theory and Practices – Ensure effective selection, training, performance appraisal, and corrective or disciplinary action of employees. Be able to select and use appropriate reinforcements and motivational incentives. Understand the benefits and risks associated with empowering employees.
- ❖ Problem Solving Skills – Identify and define problems; examine relevant information. Able to choose the correct course of action from a given set of variables.
- ❖ Leadership – Demonstrate and encourage high standards of behavior; adapt leadership style to situations and people; empower, motivate, and guide others. Help staff adapt to changes and help them see the value and benefits of the changes. Consider and respond appropriately to the needs and feelings of others; treat others equitably.
- ❖ Lead and participate in cross-departmental workgroups to achieve broad Academy objectives.
- ❖ Negotiation skills—Ability to negotiate consensus and/or compromise positions.



Applications should be submitted at
<https://driwaterstonehc.com/position/aad-svp>

All first-round interviews for this position will take place via video conference with DRiWaterstone.

DRiWaterstone is an executive search firm that recruits senior leaders for non-profit and social enterprise organizations

The American Academy of Dermatology Association provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.