

Video project- Title:

“The unsustainable Rise of Dermatologic medications – the problem and possible solutions”

Video per AAD/Pfizer funding

Produced by the ADDSS- 2017

Principals:

Dr Gerald N Goldberg,MD (immed past President of the ADDSS)

Mr Will Hunter , videographer

Ms. Sarah Cadrobbi , administrative assistant

Abstract:

The Unsustainable Rise of Dermatology Medication Prices: 5 Ways To Reduce Prescription Costs

Why are prescription medications becoming so difficult to afford? The dramatic rise in the cost of both generic and designer medications is negatively impacting the quality of life for patients, physicians' ability to effectively treat and care for their patients, and patient access to affordable health care. Leaders in Dermatology provide some insight into the many sources of this growing problem and offer possible solutions, including five ways the patient can play an active role in reducing prescription costs. This video features dermatologists Mark Lebwohl M.D., Abel Torres M.D., and Gerald Goldberg M.D.

Purpose:

To illustrate graphically the problem through physician and patient interviews and testimonials and to provide possible solutions to addressing the problem to help improve patient access to care. We hope to disseminate the video extensively through physician contacts both

within and outside of Dermatology, and to reach the public via social media such as you tube.

Scope:

We have a massive and worsening problem of the untenable and outrageous increase in the cost of both common generic and “designer “ (biologic) medications which challenges patient access to affordable care.

Patients will not obtain medications to prevent or treat disease both acute and chronic because of the inexorable and outrageous rise in the cost of medications. This problem affects patients who often cannot afford the prescribed medications and physicians who are scrambling to find a way to obtain cost effective medicines or alternative sources of medications for patients on a daily basis, putting an inordinate strain on our healthcare system. The video will place this issue in a context with facts and figures and an historical view of how this problem has evolved and what the sources of the problems and potential solutions are .

Methods:

We have produced an impactful video outlining the problem with facts and figures, historical context, physician interviews, and patient testimonials.

The timetable involved a number of meetings with the principals of the project- Drs Goldberg, Cotton and Hud to discuss our issues as doctors along with our videographer who did extensive research as to what graphic resources on the issue already were in existence.

We created a timetable and then the videographer sketched out the entire video and budget for production – including traveling to Washington .DC for doctor interviews as well as to Phoenix for a patient interview.

There was extensive video editing involved as well as obtaining video and graphic photos and video footage from a variety of graphic outlets.

The final product was reviewed and put into a “high resolution” format and launched on YouTube in March 2017.

We have more widely disseminated the video to colleagues in April.

Results:

The video was launched in March and disseminated in April. The YouTube link is:

[https://www.youtube.com/watch?v= 97v6ogYrDk](https://www.youtube.com/watch?v=97v6ogYrDk)

- We hope to get further dissemination through our AAD contacts, and hopefully more widespread viewing by the general public through accessing our “YouTube” link .
- We hope to have the AAD board ,state society liaisons and task force disseminate this widely to all state societies, to affiliated specialties (ie Rheumatology) and to use this as a PSA and PR piece to advocate for change in our legislatures both state and national , especially at the

upcoming state Dermatology legislative summit in Washington DC in September 2017 and beyond.

Significance:

We hope that the video will inspire action both by physicians of many specialties as well as the general public to move forward to create change in the system to once again allow all patients better access to cost effective medications which will be an important way to improve our nation's public health.

Respectfully submitted,
Gerald N Goldberg,MD
Immediate past president of the Arizona
Dermatology and Dermatologic Surgery Society
(ADDSS)