

# Unsustainable cost of medications video-2017

**Sponsored by AAD and Pfizer through  
AAD state society initiatives**

Principals:

Dr Gerald N Goldberg, MD

Mrs Sarah Cadrobbi

Mr Will Hunter

# Video project

- Goals: to produce an impactful video to illustrate the unsustainable cost of medications which is impeding patient care and to offer some solutions as to how to rectify the problem
- Initial funding received December 2015
- Initial research- spring 2016- Drs Goldberg, Hud, and Cotton – outlining the scope of the problem and creating a timetable to produce a video
- Spring 2016- hired a videographer- Mr Will Hunter- further research into the issue – sketched out the video in detail and created a budget for production

# Video progress

- Summer- fall 2016- videographer met with Drs Torres and Lebwohl and patient testimonial for most impactful video segments
- Extensive editing of video winter 2017 and production of beta format and final “high res” video file February 2016

# Video outreach

- Produced the file and placed on you tube channel and disseminated to many doctors
- Including:
- AAD Presidents past and present, AAD administrators, members of the AAD Drug Pricing and Transparency task force, RX derm and RX dermchat listserve (several thousand Dermatologists), AZ State Dermatologists, Tucson and Phoenix Dermatologists, local pharmacists

# Future Impact

- We hope to get further dissemination through our AAD contacts, and hopefully more widespread viewing by the general public through accessing the “You Tube” link below:  
<https://www.youtube.com/watch?v=97v6ogYrDk>
- 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