



Director, Health Policy & Payment 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:

- ❖ Advocate to ensure that all member dermatologists can effectively and efficiently practice dermatology.
- ❖ Design and deliver the gold standard of dermatologic education.
- ❖ Strengthen and safeguard access to dermatologic care for all.
- ❖ Facilitate optimal patient care through the collection, analysis, interpretation and utilization of data.

Overview of Responsibilities

- ❖ The Academy seeks a Director, Health Policy and Payment to be responsible for leading the Academy's regulatory, payment and health policy activities, as well as public and private payer liaison activities. Competitive candidates will show success in planning and implementing Academy strategic initiatives that influence the development of regulatory, public and private payer policy proposals that have the potential to affect the delivery of dermatologic care. They will provide strategic advice to RUC and CPT teams, as well as to work groups and CCTFs that focus on coding, payment, and regulatory issues. In addition to overseeing and directing staff liaison relationships with the Centers for Medicare and Medicaid Services, the Food and Drug Administration, other agencies of interest within the Department of Health and Human Services, and private payers, the successful candidate will further the Academy's mission by integrating regulatory and payment policy activities with those of the rest of Advocacy and Policy and the Academy. AAD anticipates this leader to participate in the overall management, directions and success of the Advocacy & Policy Division. The Director, Health Policy and Payment will also:
- ❖ Lead the Academy's regulatory, payment and health policy activities, as well as both public and private payer liaison activities. Collaborate with external stakeholders, physicians and staff to guide regulatory and payment advocacy that has the potential to affect the prevention, diagnosis and quality treatment of dermatological conditions. Regularly report to Academy leadership, regional, state and local dermatological societies on regulatory and payer proposals that could potentially affect the management of dermatology practices or the delivery of dermatological care.
- ❖ Provide expertise, counsel and guidance in the formation of Academy policy and strategy on public and private payer policy issues. Oversee and direct the drafting, editing and finalization of Academy comments on proposed regulations, communications with private payers, and submissions to RUC. Evaluate and provide strategic guidance on CPT and ICD submissions and processes. Collaborate with the Practice Management Department to ensure consistency between coding and reimbursement guidance for members with the Academy's regulatory and payer advocacy efforts.

Essential Duties and Responsibilities

- ❖ Strengthen working relationships between volunteer leadership, staff leadership and colleagues to ensure optimal functionality in regulatory and payment policy advocacy. Develop and strengthen relationships between the Academy and key players in the health care industry.
- ❖ Support member representation of the Academy with all health and medical organization forums which address regulatory and payer issues relevant to dermatology. Oversee liaison with AMA's activities related to the Relative Value Update Committee.
- ❖ Oversee the coordination of regulatory and payer policy with legislative policy, grassroots and political affairs, practice management, science and quality, communications, education, member services and other departments of the Academy as appropriate.
- ❖ Collaborate with Senior Vice President, Advocacy & Policy in the assessment and development of strategic and financial goals that relate to Advocacy and Policy and the overall Academy mission. Develop and execute approved plans targeted to business strategies and initiatives. Manage regulatory and policy consultants, including budgeting for services, developing agreements, developing goals and conducting regular assessment of consultant(s) activities and performance.

As a member of the Staff Leadership Team, each Director or Senior Director is responsible for:

- ❖ Maintaining strategic focus: ensuring Operation Plan initiatives align with and support moving forward the strategic plan. Overseeing the accomplishment of Operational Plan initiatives to further support the organization remaining 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, and 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 teams professionally, and actively working to build respect for one another.
- ❖ Driving cultural change: being a catalyst for organizational change and driving that change at the department level, communicating, and modeling the Academy's Values and Core Behaviors, intentionally engaging in development of the team and all staff, and reinforcing and holding others accountable.



CCTF Liaison (Liaison) Responsibilities

Act as an advocate, administrator, collaborator, and resource to the chair and members of the assigned council, committee, task force or work group (CCTF). The liaison has an integral role in helping the assigned CCTF to fulfill its mission in accordance with the Academy's mission, vision, and strategic plan. Actions of a staff liaison include:

- ❖ Support members while working with the chair to form ideas, create focus and manage resources to ensure an inclusive environment for sharing ideas and information.
- ❖ Collaborate with CCTF chair to help plan, develop, and advance the CCTF's agenda and ensure programs and/or activities are in accordance with the CCTF's mission within the parameters of the Academy's strategic plan, budget, timelines, etc.
- ❖ Provide expertise in a specific subject or business area; utilize that knowledge to support initiatives across the Academy, working with the chair, members, and staff to provide insight into their area of expertise.
- ❖ Coordinate and disseminate agenda packets, action items, meeting notes, and reports.
- ❖ Manage meeting logistics in accordance with scheduled deadlines.
- ❖ Ensure that CCTF members' and liaison disclosure of interest forms are updated annually and shared at each CCTF meeting.
- ❖ Execute initiatives and projects within the approved budget and assure there is an understanding that fiscal and resource impacts, including staff time, of proposed projects must be approved by the CCTF budget prior to initiation.
- ❖ Detailed information on the Liaison Responsibilities and Qualifications can be found in the Workforce Structure Resource Guide.



Supervisory and/or Management Responsibilities

In addition to the items below, fulfill the competency of Leadership and Management within assigned Career Band. Actively and respectfully supervises the work of others by communicating clear expectations and intended outcomes while providing consistent and regular feedback. Actions of Supervision include:

- ❖ Treating staff with respect – clearly articulating roles and responsibilities, work expectations, and key priorities.
- ❖ Providing consistent and regular feedback by meeting regularly with employees to track progress, establish priorities, provide timely feedback, and enable a forum for employees to ask questions.
- ❖ Successfully recruiting, developing, and retaining key talent that capitalizes on their strengths and expertise, to ensure alignment with Academy priorities.

Project and Program Management Responsibility

Proactively and positively leads project teams to reach successful outcomes by planning, executing, and monitoring deliverables, tasks, and timelines utilizing organizational assets and project/program management best practices. Actions of a Project Manager include:

- ❖ Creating and maintaining documentation including charters, project plans, timelines, budgets, Responsible, Accountable, Consulted, and Informed (RACI) charts, communication plans etc.
- ❖ Communicating objectives, timelines, status, roadblocks, etc. to stakeholders at various levels of the organization and escalating issues when necessary.
- ❖ Delegating tasks, identifying resource gaps, and clearing roadblocks.
- ❖ Providing structure and adapting methodologies to fit the needs of the project/program.
- ❖ Inspiring, motivating, and engaging program/project teams while promoting the Academy's core behaviors and values.

Manage programs to ensure successful outcomes, benefits realization, and strategic alignment by setting a clear vision and expectations, defining critical program components, identifying risks and mitigation tactics, resolving issues, and managing stakeholders' expectations and communications. Actions of a Program Manager include:

- ❖ Defining and articulating clear goals and deliverables.
- ❖ Validating that goals are aligned with strategic objectives and ensuring alignment on priorities, reassessing priorities when needed.
- ❖ Addressing resource issues and conflicts between teams.
- ❖ Responsible and accountable for the budget and making cost and resource decisions.
- ❖ Identifying stakeholders and securing resources.
- ❖ Making critical program decisions with the appropriate input.
- ❖ Creating and maintaining documentation including project plans, timelines, budgets, communication plans etc.
- ❖ Communicating objectives, timelines, status, roadblocks, etc. to stakeholders at various levels of the organization and escalating issues when necessary.
- ❖ Inspiring, motivating, and engaging program teams while promoting the Academy's core behaviors and values.



Knowledge, Skills, and Abilities

- ❖ Anticipate department needs and address them with minimal oversight.
- ❖ Decision Making – Collect and analyze information used to make sound business process and procedure decisions.
- ❖ Evaluation of Results Against Organizational Goals – Assess how well workplace performance, learning strategies, and results match organizational goals and strategic intent.
- ❖ Financial Evaluation – Able to organize and evaluate information, alternatives, cost/benefits, risks and rewards. Evaluate the cost/benefit of solutions.
- ❖ Goal Implementation – Ensure goals are converted into actions; obtain results despite conflicting priorities, lack of resources, or ambiguity.
- ❖ Leadership – Lead, influence, and coach others to help them achieve desired results. Consider and respond appropriately to the needs and feelings of others; treat others equitably.
- ❖ 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.
- ❖ Strategic Orientation – Uses a big picture focus in decision making, accept some risk and uncertainty. Effectively manages change, anticipates problems and develops physicians to facilitate the completion of the work.

Credentials and Experience

- ❖ Bachelor's degree is required, preferably in public health, government, or political science.
- ❖ Doctor of Jurisprudence, Master's, or other advanced degree is preferred.
- ❖ Minimum of 12 years of health policy or payer relations experience (e.g., working for a Federal agency, association/non-profit, or insurance company).
- ❖ Minimum of 8 years of people management experience with a combination of direct supervision experience with an increase in size and scope of team members. May include leading, training, and coaching non-direct reports.
- ❖ Experience in dealing with government agencies, private sector payer, and health industry representatives required.



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

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

Compensation: \$185,000 to \$200,000

Location: Hybrid flexibility - Washington, DC

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

The American Academy of Dermatology Association is the sister organization to the AAD and is the resource for government affairs as well as health policy and practice information for dermatologists. It plays a major role in formulating policies that can enhance the quality of dermatologic care.

All of the work undertaken by the American Academy of Dermatology on behalf of its members, their patients, and the public is guided by a clear vision, core values, and strategic goals. These elements are reflected in all the Academy's programs, projects, and initiatives. The Academy seeks to reflect the following values in all its programs and initiatives: Patient-first, Member-centric, Lifelong learning, Visionary leadership, Professionalism, Unity and Scientifically-founded.

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.