Cry My Beloved Specialty
www.goo.gl/c4ajgL

David J. Elpern
djelpern@gmail.com
He’s Watching Us

...Dealing as we do with poor suffering humanity, we see the man unmasked, exposed to all the frailties and weaknesses, and you have to keep your heart soft and kind lest you have too great a contempt for your fellow creatures.
This I Believe

The practice of medicine is an art, not a trade: a calling not a business; a calling in which your heart will be exercised equally with your head. Often the best part of your work will have nothing to do with powders or potions... William Osler
“I’ve told everyone to think of my nose as a billboard warning people to stay out of the sun.”

President Ronald Reagan
The Skin Cancer Boondoggle

- Skin Cancer Screening
- Actinic Keratoses
- Nonmelanoma Skin Cancer
  - Mohs Surgery
  - Treatment of the very old
- Melanoma
  - Diagnostic Drift
  - Sentinel Lymph Node
Loss Leader

FREE
SKIN CANCER
SCREENING
6.17.2017
WALDEN GALLERIA
NOON - 4PM
LOWER LEVEL
NEAR MELTING POT

MARY LOUISE LENAHAN, MD
MEDICAL & COSMETIC DERMATOLOGY
716.689.4378 | lenahandermatology.com
Skin Cancer Screening
Evidence is inadequate to reliably conclude that early detection of skin cancer through visual skin examination by a clinician reduces morbidity or mortality.
AAD’s SpotMe Program

Statement from Abel Torres, MD, JD, FAAD, President, American Academy of Dermatology:

“The American Academy of Dermatology is disappointed with the USPSTF’s recommendation, as dermatologists know that skin cancer screenings can save lives.

The fox is guarding the henhouse.
Success of Skin Cancer Screening
Dermatological Cash Cows

CENRE FOR FAMOUS
DERMATOLOGISTS
Heironymous Gonifino
Should One Treat Aks?


“The rationale of treating all AKs appears questionable.”
How to Track Your Derm

ProPublica’s Rogues Gallery

Physician Practice Tracker
projects.propublica.org/treatment/doctors
It’s Freezing in the Berkshires
OJCPCD – May 2012

Cryotherapy in the Berkshire County MA

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>B/C</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>20,004</td>
<td>227,603</td>
<td>940,398</td>
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<td>19,443</td>
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<td>6</td>
<td>214</td>
<td>8694</td>
<td>143,649</td>
<td>6%</td>
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How This Provider Compares

Providers in this state and specialty were reimbursed, on average, $231 per patient in 2015. They performed about 5 services per patient. Here’s how this provider compares.

<table>
<thead>
<tr>
<th>NUMBER OF PATIENTS</th>
<th>SERVICES PERFORMED</th>
<th>AVG SERVICES PER PATIENT</th>
<th>TOTAL PAID BY MEDICARE</th>
<th>AVG PAID PER PATIENT</th>
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</thead>
<tbody>
<tr>
<td>1,991</td>
<td>37,438</td>
<td>18.8 This Provider is in the top 10%</td>
<td>$1.15M</td>
<td>$575 This Provider is in the top 10%</td>
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</tbody>
</table>

Rank: 13th out of 345 providers in this state & specialty
Rank: 1st out of 345 providers in this state & specialty
Rank: 1st out of 345 providers in this state & specialty
Rank: 1st out of 345 providers in this state & specialty
Avg 4.9
Avg $231
How This Provider Compares

Providers in this state and specialty were reimbursed, on average, $231 per patient in 2015. They performed about 5 services per patient. Here’s how this provider compares.

<table>
<thead>
<tr>
<th>Number of Patients</th>
<th>Services Performed</th>
<th>Avg Services Per Patient</th>
<th>Total Paid by Medicare</th>
<th>Avg Paid Per Patient</th>
</tr>
</thead>
<tbody>
<tr>
<td>806</td>
<td>2,167</td>
<td>2.7</td>
<td>$129K</td>
<td>$160</td>
</tr>
</tbody>
</table>
How to Track Your Provider

ProPublica’s Rogues Gallery

Physician Practice Tracker
projects.propublica.org/treatment/doctors
Melanoma Saga

The graph shows the trend of new cases and deaths of melanoma from 1975 to 2011. The number of new cases per 100,000 persons has significantly increased over the years, while the number of deaths has remained relatively stable.
Barnyard Pen

• Birds: Fast, aggressive tumors – already metastasized, little to do (like land mines)

• Bears: Slow-moving tumors – early detection may be of value. Scary but not dangerous

• Turtles: Stationary, non-progressive tumors. Early detection can cause anxiety
Economics and Skin Cancer

“We are over hunting, over fishing, over gathering, just about anything that grows, stands or moves slowly: if you can catch it, you kill it.”

Jeffrey Sachs, Economist
Because our words have forked no lightning
We do not go gentle into that good night.
‘Nuff Said

No one should approach the temple of science with the soul of a money changer.

~Thomas Browne