FOCUS
THE OFFICIAL PUBLICATION OF THE
DERMATOLOGY NURSES' ASSOCIATION
THIRD QUARTER 2020

The latest news and updates including Virtual Convention, new CE classes, and Awards / Scholarship winners!
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**Mission Statement**

The Dermatology Nurses' Association is a professional organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care.

**DNA Board of Directors**

Kathy Gross, MSN, RN, DNC - President  
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There are a multitude of reasons that motivate people to become volunteers. I started volunteering late in life. In fact, my first volunteer experience wasn’t until after I graduated from nursing school. I wanted to make a difference in my local community, so every Friday I would lead a thirty-minute exercise class followed by a blood pressure clinic at the local Senior Center.

Since that first experience, I have continued to volunteer locally and nationally. Each one of these experiences was driven by a different motivation and has enhanced my life in some way. Initially I volunteered to make a difference, but that quickly evolved into volunteering as a way to connect with my local community, my Dermatology Nursing community and others.

I have made new friends and contacts through volunteering. Working on activities together with others has helped me to develop my social skills and build relationships. These new relationships have evolved into long life friends, mentors, and mentees that I will cherish for years to come.

Eventually, volunteering led to advancing my career from team lead to nurse manager. Acting as co-chair and then chair for various committees within the DNA provided me with additional leadership experience. I was able to practice skills such as project planning, task management, and organization. Additionally, it has helped me to hone my teamwork, communication, and problem solving skills.

Finally, volunteering has brought fulfillment to my life. I have found it to be both meaningful and interesting. It has allowed me to explore passions and provided me with another avenue for expressing my creativity.

Today, with our busy lives, it can be overwhelming to even consider becoming a volunteer. However, the benefits can be considerable and well worth the commitment. The Dermatology Nurses’ Association has many volunteer opportunities. So, if you are looking to connect with others, advance your career, or make a difference, I urge you to consider volunteering. I guarantee the experience will enhance your life as well.
The Board of Directors (BOD) met May 12, 2020, via phone conference. A task force of BOD members was created to determine the purpose and role of the Advisory Council.

The Education Advisory Council (EAC) was charged with making recommendations to the BOD based on the 2019 Dermatology Education Needs Assessment Survey. For information purposes, the EAC recommends DNA continue to develop more online webinars and regional workshops. The educational topics include wound care, dermoscopy, complex conditions, dermatologic emergencies, and aesthetics. The EAC also recommends DNA explore ways to offer some online webinars at a no-cost or discounted price.

A series of four case studies with photos, produced by the Nurse Practitioner Society (NPS), was presented to the EAC. The NPS is requesting that case studies created by the NP members be free of charge to NPS members and count as 1 CE per series of 4 case studies.

The Board discussed an ongoing Editorial Board Column and the need to determine author assignment and topic for each Journal of the Dermatology Nurses’ Association (JDNA) issue deadline. The Board reviewed the 2020-2022 DNA Strategic Plan.

An emergency Board of Directors conference meeting was called May 29, 2020, to discuss factors related to COVID-19 affecting the 2020 Annual Convention (AC) and consideration to switching to a virtual platform. Scenarios and financial pros and cons were discussed. After careful consideration and vote, a motion to move the 2020 AC to virtual passed unanimously.

The Board of Directors met June 9, 2020, via conference call. A review and status update of Pending Action Items was performed. Review of the Succession Policy and Mentorship Plan and any necessary revisions were completed (Goal 5 Objective 1).

The Financial Oversight Committee (FOC) recommended adjusting the honorarium fee for non-travel virtual workshops. After much discussion and consideration, the motion passed with one abstention to decrease the faculty honorarium for private Phototherapy workshops to a limit of $750, providing cost-savings to both faculty and the DNA.

Since COVID-19, DNA is experiencing new challenges in getting education out and conducting workshops. Different online platform options were evaluated. The motion to fund GoToWebinar passed unanimously.

The Board discussed continuing to provide DNA staff to support the NPS and DNA involvement in the NP Coalition (i.e., DNA, NPS, Derm Special Interest Group of the AANP, Society of Dermatology Nurse Practitioners, and Dermatology Nurse Practitioner Certification Board). The Coalition meets quarterly to foster collaboration on mutually significant projects. The motion passed unanimously.

An update on the 2020 Convention revealed exhibitors canceled. Therefore the refunds reflected in the financial reports indicate moving forward to virtual. A meeting will follow with Digitell to work out a schedule and complete paperwork. DNA will be announcing the August convention dates and information soon.
The Board of Directors met July 14, 2020, via GoToMeeting video and phone conference. The Pending Action Items were reviewed, and the BOD was updated on the status of these items. Volunteers were called to evaluate the remaining three chapters of the 3rd Core Curriculum. Messaging regarding the 2020 Annual Convention was sent out to registered attendees and the general membership. Faculty and the FOC were informed that the BOD approved a decrease for Phototherapy honorarium virtual workshop fee from $1500 to $750. The NP Coalition was notified of the Board's approval for the NPS and DNA staff to remain active in their quarterly meetings.

The BOD approved and prioritized a list of position statements that will be developed for DNA. A clear plan is necessary before sending a call out for experts to write each of the papers. A motion passed unanimously to form a task force to include the Director of Education to give specific guidelines and timeframes for the development of Position Statements within the DNA.

The Board examined considerations for the 2021 and 2022 Conventions. After much deliberation and review of COVID-19 factors, a motion to hold a virtual convention in 2021 and to explore all options for 2022 passed unanimously.

Some of the Environmental Scanning Council's (ESC) 2020 Strategic Plan tactics have been achieved. However, the ESC is requesting a six-month extension to complete Goals #3, #8, and #9. The motion to approve the six-month extension on Strategic Plan tactics for ESC passed unanimously. The motion to approve ESC's Strategic Plan tactics for Goals #2, #3, #7, and #8, as stated, passed unanimously.

The Membership Committee's Strategic Plan Goal #5, Financial Sustainability, proposed adding verbiage to include increasing dues revenue by increasing new members by 3-5% and improving retention to 95-98% each year. The motion passed unanimously to approve Strategic Plan Goal #5.

The importance of each of the five NPS Strategic Goals was presented, which includes DNA NPS Ambassador, DCNP Review Course update, NPS Webpage update, Case Studies, and closed Facebook Group. The motion passed unanimously to approve all tactics in the NPS Strategic Plan for visibility and to help achieve many goals in the DNA 2020-2022 Strategic Plan.

Interested in reading DNA's 2020-2022 Strategic Plan? Click here
Perspective: Why Membership is Important

Becoming a “member” or being a part of a group is quite human. No other species has the need to belong or gather in specific groups. We might ask ourselves, why do we gather in groups anyhow? The answer is both surprising and makes absolute sense.

When I became a Mom, I struggled with a lot of new things. I wanted a shared experience with others going through the same struggles. I was fortunate enough to see an advertisement in a local magazine at the pediatrician’s office for a neighborhood Mom’s group who met at parks regularly. At last, fellow sleep deprived Moms to compare notes with!

I quickly joined the group and in time rose in the ranks to include serving on the board. It gave me great pride and a sense of accomplishment to help others, as well as grow in my new Mom community. My personal growth and increasing confidence were just a couple of the many benefits of being a member of this group.

Each of us as individuals seek out membership in groups with our own objectives; mine being to make new friends and share common experiences. Joining groups satisfies our need to belong, gain information, and achieve goals that might elude us if we worked alone.

Being a member of a group is also practical; often times working in a group lightens the load of the individual and more can be achieved in less time. Membership has its benefits! Just as each voice in a group influences us, in turn the group as a whole changes us. New ideas are born, old ideas are shared. Common goals are achieved. Long lasting friendships and professional connections are made.

Eighteen years later, I am still connected and meet regularly (now via Zoom) with my Moms group, even as our children have grown up and moved on. We count each other lucky to have met. All members found comfort, security, growth, and increased self-esteem through our common affiliation. To me, that is why membership is important.

---

DNA Member Benefit Discount with Hotel Storm

Click the graphic below to access your savings!

**SAVE UP TO 55% ON HOTELS**

**TRAVEL BENEFITS FROM DNA**

**PASSWORD:**

**DNASAVINGS**
DNA Annual Convention: meet educational needs, network with colleagues in the field and industry vendors & enhance professional growth!

Professional Development:
- Scholarships, Grants & Awards
- Dermatology Nursing Certification
- Career Center
- Volunteer Opportunities

Networking:
- Interactive website
  www.dnanurse.org
- Social media FB, Twitter, LinkedIn
  @DNAnurses
- Local DNA Chapters

**DNA Member Benefits**

**Education:**
- National and local programs
- DNA's Dermatology Delivered Educational Series
- Online Continuing Education Center: CE classes and RN & NP certification review courses
- Continuing Education Provider Accreditation through ANCC

**Publications:**
- Weekly Emailed Newsletter, DNA cNews
- Quarterly Newsletter, DNA FOCUS
- Bi-monthly Journal, the Journal of the Dermatology Nurses' Association (JDNA)
- Scope and Standards of Practice

**Discounted Services:**
- SkinSAFE-The Skin Allergy Avoidance Platform free to DNA members.
- Hotel Storm
- Visual DX

**Specialties:**
- Nurse Practitioner Society dedicated to meeting the needs of the NP
- Committees to focus on member needs
- DNA online store

**Advocacy:**
partnering with affiliate organizations to promote our common interests and goals
Quarterly Financial Update (as of 06.30.2020)

Gross Revenue $116,740
Gross Expenses $288,670

Net Operating Income (loss) $171,930
Balance on hand $135,686
Robin Weber Memorial Fund $5,219
DNA Membership 1572
The Education Advisory Council (EAC) of the DNA is focused on promoting the quality of educational programs available to our members. Our goal is to increase competency and enhance the practice of all nurses caring for dermatology patients. The EAC oversees all educational endeavors within the DNA to ensure compliance with ANCC educational guidelines.

We are happy to announce that the following educational activities are now available on the DNA CE Center:

- Targeting Treatment for Atopic Dermatitis: Basics to Biologics
- Vascular Birthmarks: What's New, Practical & Important/Pediatric Vulvar Dermatology: The Most Neglected Discipline in Dermatology
- Nursing Care of the Dermatologic Surgery Patient
- Public Health and Dermatology - Skin Cancer Prevention and the Call to Action
- Cutaneous Lymphomas: The Patient/The Nurse/The Advocate- Parts I & II

Check out the DNA CE Center routinely for great opportunities to stay up to date with dermatology nursing knowledge and earn continuing education credit.

The EAC is currently accepting new members. Volunteering on the EAC provides the opportunity to collaborate with a network of outstanding registered nurses and contribute to the educational enrichment and future of our dermatology nursing community. If you are interested in participating, please contact one of our co-chairs for further information.

Kristen Miller, MSN, FNP
EAC Co-Chair
Email: kmiller@arrayskin.com

Kenzie Gardner, DNP, FNP-C
EAC Co-Chair
Email: kenziegardner@gmail.com
DNA is soon completing its second year of the newly revised Awards/Scholarship Program. The Awards Scholarship (A/S) Committee members are looking forward to reviewing the submissions from members for the various awards, grants, and scholarships available for 2021. Our program is highlighted with its own tab on the DNA website home page. If you have not taken time to review this program, please tab in!

New in 2020, DNA has established a donation opportunity for members to support and potentially expand our Awards/Scholarship Program. For new members and renewing members, you can take advantage of this opportunity by including a donation with your payment. There has been no formal advertisement for this donation opportunity. Our campaign was to be rolled out at the Denver Convention in March, but we all know how that went! Yet, even without advertising, we have garnered a few generous donations for this years’ recipients of grants/scholarships. We are thankful for those members who have contributed in 2020 and hope others if able, will consider this worthy grant/scholarship donation fund for 2021 and beyond.

Our A/S Committee has worked diligently to review and update recommended criteria, application process and policy for this program. We are a small committee but have worked hard to improve benefits for you, our members. A/S committee work starts in spring and concludes in late fall. Like many northern snowbirds we take a work holiday during the winter months! If you are looking to step up to a national DNA committee, consider applying to the A/S Committee.

**Congratulations to our 2020 DNA Grant and Scholarship Recipients:**

- Convention Scholarships: Victoria Carr, BSN RN; Ontario, Canada; Diane Yunek, LPN, WI
- Certification Exam Grant: Michelle Lee, BSN, RN-now DNC! from Ontario, Canada
- Career mobility Scholarship: Mitzi Paulsen, RN from AZ

**Special Gratitude and Congratulations to our 2020 DNA Hall of Fame Inductees:** Maura Flynn and Marcia Hill

**Current A/S Committee members include:** Allie McAllister, DNP, Georgia; Sheena Fortuna, RN, Ontario, Canada; Christina Strand, RN, Minnesota.
Tell us a little background information about yourself in one to two paragraphs. Include where you live and what school(s) you attended.

I live and work in Toronto, Ontario, Canada and completed my Bachelor of Science in Nursing (BScN) at the University of Toronto. I started my career at Toronto’s Hospital for Sick Children (SickKids) after graduation in the Pediatric Medicine unit. After eight years, I transferred to the dermatology clinic, where I’ve practiced as a dermatology nurse for the past 15 years. I provide family-centered care to patients and families in the General Dermatology clinics in addition to coordinating Morphea and Epidermolysis Bullosa (EB) clinics. I also have experience with many other types of genodermatoses, such as xeroderma pigmentosa and ichthyosis. I also participate in several committees for ambulatory nurses, pain, and wound care.

I have experience as a research nurse at SickKids’ participating in many research studies, including the emergency department’s asthma and dermatology research studies. I have also volunteered as a nurse and research assistant in Guyana, South America.

How will this award/scholarship help you in accomplishing your career goals?

The DNA Nursing Certification is not a requirement to work in the dermatology clinic. Still, certification validates my knowledge and expertise in my role to my team, colleagues, patients and families.

This award motivated my studies and acknowledged my peers’ faith in my ability to achieve certification and further contribute to my profession successfully.

As a nurse, it’s essential to be a role model for other nurses seeking educational opportunities and advancing personal and professional achievements. Others must know that a nurse’s enhanced learning adds excellent value to the team.

What are your short term and long term career goals?

My short term goal is to create an informal study group for SickKids' pediatric dermatology nurses. My long term career goal is to lay the foundation for nursing colleagues to succeed in the dermatology nursing role. Increase our influence at SickKids by creating a skincare policy with other nurses in NICU, burn and surgical units.

Where do you see yourself ten years from now?

I love pediatric dermatology and nursing, and I would like to remain in some capacity to be involved in committees and to promote the roles and responsibilities of ambulatory nurses.

Who is a role model for you and Why?

I have two people, Lori Baldwin and Sandra Walsh, both executives at the Eastern Canadian Chapter of DNA, to credit my involvement in the DNA. Lori asked me to nominate myself to be on the executive. I was new to dermatology, and the only thing that I felt I was good at was atopic dermatitis education. Even though I felt like an imposter, I joined the CDNA with all my doubts and fears. Sandra is a master of critical thinking and knowledge translation. She assists other nurses to participate in educational and leadership opportunities at the various dermatology nursing journal clubs. Lori and Sandra are strong advocates for the nursing profession and push me out of my comfort zone. We need role models like them.

What is your favorite part about being a DNA member?

I have met great leaders in the DNA—people who love to learn, mentor and educate. The conference workshops were my favorite because I saw seasoned and new nurses gain confidence and passion for dermatology. environment to learn and grow as a leader.
(Dermatology Certification Exam Grant cont.)
Because this is a small group, compared to other associations, there is a kinship to move the profession forward. There are many niches in dermatology, from pediatrics, phototherapy centre, cosmetics, research, and I learn from all of them. I am also grateful for local chapters, like the CDNA, to provide a more intimate and supportive local environment to learn and grow as a leader.

What have you contributed to our Dermatology Nurses’ Association, and how do you plan to add in the future?
I have been part of the CDNA and its executive for about ten years, and I feel that I can contribute to nursing leadership and pediatrics. I participated as a speaker at the DNA national conference. I participated in the DNA conference session about journal writing. Shortly, I want to write an article for the JDNA or be part of a committee.

What is your favorite quote, and why?
One of my favorite quotes is from stoics, named Seneca. “Let us also produce some bold act of our own - and join the ranks of the most emulated.” Aiming for admiration and flattery for being part of the DNA should not be the sole focus of our participation in the association. Others' actions and words should inspire us so that we can be inspirational to others.
DNA members join because they have **passion**...

"I love the profession and patients and I joined DNA because I want to be current on new dermatology practices."

DNA members join to stay **informed**...

"DNA has kept me informed about new policies and legislation around skin care, as well as FDA approved treatments for my practice."

DNA members join for **professional** and **personal development**...

"DNA has helped improve my self esteem by holding office in a local chapter. I am more confident in addressing colleagues and audiences related to healthcare, and I am returning to college now to further my career goals since I see the success of my mentors in DNA who have gone before me. I know that I can accomplish similar goals and hope to be able to offer the dermatology community some good in the future as well."

**Become a DNA member for professional and personal development. Members receive...**

- Discounts on DNA Meetings, Professional Certification and Publications
- National and Local Educational Programs with Continuing Education Opportunities
- Scholarships, Grants, and Awards
- *Journal of the Dermatology Nurses’ Association (JDNA)*
- Membership for NPs in the Nurse Practitioner Society of DNA
- And Much More...
The Environmental Scanning Committee (ESC) consists of a group of DNA members that “scan” our environments. We seek to identify trends and threats to organizations, as well as the practice of dermatology. Doing so provides opportunity for enhanced understanding and improvement in our communities. The committee reviews documents, such as the American Hospital Association’s yearly trends, in addition to social media, professional journals legislative updates, and new dermatology medications and procedures.

The ESC has had guest speakers provide updates upon their respective industry’s initiatives. Members have reviewed other organization’s position statements while considering the type of position statements the DNA should consider for development. We additionally provide input to the Convention Planning Committee regarding educational trends.

ESC meetings are held the second Thursday evening every two months. Total member time commitment is approximately 1.5 hours every two months. If you would like to get more involved in DNA, but are concerned about time commitments, membership in the ESC may be a great fit for you. The committee is actively seeking new members. Please contact the DNA National Office for more information.

Interested in Leadership Opportunities?

DNA is always looking for volunteers to help us succeed in our goals! Are you interested in volunteering with the Dermatology Nurses’ Association?

Contact Us today or visit our Volunteer Section for more information!
AN INDICATION THAT HAS EXPANDED

Find out more at DupixentHCP.com
What do you get out of being a volunteer for the DNA? I enjoy connecting with other professionals that are passionate about dermatology nursing and the field of dermatology as a whole. I also enjoy helping and inspiring others that reach out with questions about getting into the field of dermatology. It feels good to be able to help other nurses along their journeys just as my mentors inspired and helped me. I am also learning a great deal about leadership itself, and have been challenged in my role as President of the Florida Chapter of the DNA, especially during the pandemic.

How has volunteering with the DNA enriched you as a person? Volunteering as President of the Florida Chapter of the DNA has challenged me in so many ways. It has helped me identify in myself what aspects I need to work on in order to be a better leader. It continuously challenges me to think outside the box, especially with the pandemic preventing our group from meeting in person. I am not someone who posts often or converses on social media, but the circumstances have forced us to get creative in the ways we share ideas and information. What I have mostly gained from my time volunteering with the DNA is improvement in my time management skills, social media management, delegation, and practice in public speaking and meeting organization.

What have you learned throughout your time as a volunteer with the DNA? I have learned what a valuable resource the DNA really is to nurses and other professionals that join the group. I have also realized how passionate the leadership of the DNA is about improving the field of dermatology nursing and bringing us all together to collaborate, support each other, share knowledge, and improve patient outcomes through education. I am so glad I joined when I did 5 years ago.

What motivates you to want to volunteer with the DNA? I believe in the mission of spreading knowledge and expertise in dermatology in order to improve outcomes for our patients. I also believe that all healthcare providers beginning their careers in dermatology should have a group to support and guide them, provide them with knowledge and with a standard of practice so they may be the best dermatology healthcare providers they can be for their patients.

What is your favorite part about the current role you’re serving? My favorite part about my current role within DNA is seeing other dermatology professionals get as excited about dermatology topics as I am. I also enjoy discussing cases with my peers and hearing others’ perspectives. The social aspect is also a plus.

What have you helped your Chapter accomplish in the last year? This past year, we elected all new officers and re-energized our Facebook group with a few active discussions. We have also held one meeting so far this year, plus a virtual meeting in August. Our biggest accomplishment this year was voting on allowing all members of the DNA within the state of Florida to be members of the Central Florida Chapter. Then we moved forward in changing the name of the “Central Florida” Chapter into the “Florida” Chapter, thereby increasing our potential membership and event turn out. We also have the ability to invite members from all over Florida to volunteer as officers within the Chapter.

How has your Chapter worked to further the goals and vision of the DNA? We all voted unanimously to increase membership to the whole state of Florida, thereby spreading the reach of the DNA to more potential members and volunteers. By increasing our membership reach, we also invite more skill, talent and knowledge to contribute to the organization as a whole.

“At the end of the day, it’s not about what you have or even what you’ve accomplished... It’s about what you’ve done with those accomplishments. It’s about who you’ve lifted up, who you’ve made better. It’s about what you’ve given back.” – Denzel Washington
NPS has outlined these goals for the next year:

- Review and update the NPS webpage. NPS goals are to ensure ease of navigation and that the message is strong and current.
- Continue to welcome new NPS members. The NPS has been personally welcoming new members for the past year. A sample letter template has been devised.
- Develop case studies to place upon the DNA's CE center enabling NPS members to obtain free continuing education credit. These consist of 4 vignettes for each series. Interesting patient cases are developed including a brief history, clinical findings along with a non-identifiable photo of the case, and four potential differential diagnoses. The correct diagnosis is identified with brief rationale of the diagnosis with appropriate treatment options. Lastly, a brief reference list is developed along with 3 multiple-choice post-test questions. A template has been developed to guide authors.
- Maintain the NPS “closed” Facebook. This is a method for members to converse with one another electronically. Clinical questions can be posed to gain feedback from colleagues. Additionally, a pertinent clinical “open access” article is posted periodically for group discussion.

- Review and update the Dermatology Nurse Practitioner Certification Online Review Course. The original course was completed approximately 3 years ago and now needs to be reviewed in terms to ensure content is still current and accurate. Additionally, references for each topic will need to be updated.

These are lofty goals for a small leadership group and help is needed from the entire membership to attain these goals. Time commitment for short-term projects usually will not exceed two to three hours and can be flexible. A member of the NPS leadership group will help all volunteers through the process. Please consider volunteering some of your time and expertise to help continue to make the NPS a strong and valuable group by notifying the DNA administration of your willingness to get involved.
NP Online Certification Review Course

DCNP Course Description

This course was designed to provide the nurse practitioner with a concise study guide to help prepare for the certification examination. It represents the countless volunteer hours of power point authors, vetters, and pilot testers. The course consists of 11 modules. The subject matter for each module was derived from content mapping of the DCNP examination. There is no audio associated with the course to allow the learner to proceed at their desired pace and facilitate timely updates. Each module has accompanying review questions. Continuing education credit is obtained by successfully completing the review questions and attaining a score of at least 70%. Completion of the evaluation for each course is required to attain the continuing education certificate. Eligible for up to 39.27 continuing education credits.

We wish you success in completing the certification examination.

COST:
$500.00 for members
$800.00 for non-members

Visit the Courses Online at:
https://dna.digitellinc.com/dna/

Mission Statement/Core Purpose

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatological care.

Membership
3,000+ RNs, NPs, LPN/LVN, Medical Assistants, Other Associate Members
Breakdown – 50% Nurses, 22% Nurse Practitioners, 20% Medical Assistants, 8% Other
Categories – NP Society Member, Nurse Member, Associate Member, Student Member, Senior Member, Honorary, Lifetime, Corporate

Disclaimer
The review questions at the end of each module may or may not be reflective of the certification examination questions. Completion of this course DOES NOT insure the participant will attain a passing score on the certification examination.
This package is only available for one year after purchase.
My name is Theresa Coyner and I currently work in a medical/surgical dermatology practice. My state still requires nurse practitioners to practice under a collaborative practice agreement. My collaborative practice physician is also my employer and is a board-certified dermatologist, Mohs surgeon along with having a pharmacy degree. I practice quite independently but am happy to have his availability specifically with challenging cases and questions about medications.

The longer I work in my practice setting the more I realize how fortunate I have been to work for a physician who supports nurse practitioners and encourages educational opportunities, certification, and professional involvement.

I graduated from Indiana University in 1987 as an Adult Nurse Practitioner after twelve years of nursing practice in critical care and education. At the time I graduated there were less than ten nurse practitioners practicing in my geographical area, so I gravitated to clinical teaching at Purdue University and within that position assisted in opening a Nurse-led clinic to serve uninsured individuals.

My move into dermatology occurred approximately twenty years ago when I agreed to work for my current employer. At the time I switched positions, I felt it would afford me the opportunity to learn how to diagnose rashes and lesions – as my graduate school education was woefully inadequate in dermatology. I remember thinking after one week in dermatology, “they don’t know either – they biopsy everything!”

My routine day includes assessing, diagnosing, and determining treatment options for my patients. I perform shave biopsies, excisions, intralesional steroids, laser treatments, and occasionally aesthetic treatments, although medical dermatology is more my forte.

I attain the most satisfaction in my dermatology nurse practitioner role when I can provide anticipatory guidance for my patients, obtain methods to get treatment options covered, along with hearing the patient state that they appreciate what the nurse practitioner brings to dermatology. Most patients appear to like the time we spend listening to their concerns.

I get frequent questions from new nurse practitioners about how they can attain employment in dermatology. Many of those individuals are seeking aesthetic positions which is fine, but if they work in a general practice setting, they will need to learn both the medical and surgical aspects of dermatology. This is not easily accomplished and takes much individual effort with active learning.
You know more than you realize!

This year has been like no other. While the Covid-19 pandemic has turned our lives and our work environments upside down, some of us actually have more time on our hands. You may be wondering what to do with your time that would have been ordinarily spent shopping, socializing, and travelling. Perhaps you have thought about certification, but have never really had the time to invest in studying.

I am here to tell you that, while certification and all of the information that you study does seem overwhelming, you probably already know much more than you realize.

This summer, members of the Dermatology Nursing Certification Board reviewed the Dermatology Nursing Certification (DNC) exam to ensure that it is accurate, up-to-date, and relevant to nursing.

As I was reviewing the exam, I took the opportunity to test my knowledge. I really thought that I would do poorly since I wrote the exam way back in 1999 and I work in a highly specialized field of Dermatology. I was so surprised by my excellent performance and now appreciate that I know so much more than I thought. I had considered my knowledge of phototherapy and photoresponsive conditions to be very narrow, but in reality, I am very well versed in many of the content areas that are tested in the DNC exam: phototherapy, psoriasis, dermatitis, cutaneous lymphomas, skin cancers, biologics and other systemic and topical medications, in addition to all the other conditions that all of our patients commonly present with such as acne, rosacea, shingles, etc.

I can honestly say that the questions are a true test of NURSING knowledge in Dermatology. If you have been nursing for at least two years, I am confident that you also know more about dermatology nursing than you may realize.

Everything you need to know about DNC certification can be found at dnanurse.org. Turn this pandemic into a growth opportunity!

Stay safe everyone and keep on Nursing!
Preparing for certification?
Learn everything you need to know to be a dermatologic nurse.

Dermatologic Nursing Essentials: A Core Curriculum, 3rd Edition
Noreen Heer Nicol, PhD

An official publication of the Dermatology Nurses’ Association

Filled with cutting-edge advice and clinical instruction, this one-of-a-kind resource provides a comprehensive foundation in dermatologic nursing through:

- vital practice principles and care instructions in an easy-to-read outline format
- on-the-spot clinical guidance
- current, well-researched, evidenced-based content
- 400 color photos and numerous tables for at-a-glance reference.

Order your copy in our online store at www.dnanurse.org
Last month, in lieu of our annual in-person meeting at DNA Convention, the JDNA Editorial Board got together virtually to brainstorm and plan for the coming year. We have some fresh voices on the board and some veteran board members, so we thought we’d take this space to introduce ourselves. Please read on to get to know us a little better and consider collaborating with us, whether through manuscript submission, peer review, or connecting with us on social media to grow our conversations and learn from one another. So, with that...I introduce JDNA’s Editorial Board!

Hello! My name is **Theresa Coyner, MSN, ANP-BC, DCNP** and I am a nurse practitioner employed in a private physician owned medical/surgical dermatology practice. I have worked in the same office for over 20 years and am passionate about dermatology. I have been on the JDNA editorial board for 5 years and am a Past President of the DNA. Writing for publication does not come naturally for me, but persistence in improving my style has led to some publications. I am more than willing to help mentor new writers or even co-write an article. If you have some ideas, please feel free to contact me (tecoyner@gmail.com) and we will make this a fun learning process!

Hello! I’m **Angela L. Borger, DNP, FNP-BC, DNC** and I’m the Editor-in-Chief of the Journal of the Dermatology Nurses' Association. I am a champion of dermatology nurses and would like to support authors -- contact me if you have good ideas that you’d like to see in our Journal! You can reach me at alborger@aol.com or connect with me on Twitter (@angelaborger).

Hi! I’m **Sylvana Brickle, MSN, FNP-BC, DCNP** and I’m an Editorial Board Member for JDNA. I work as a Dermatology NP at the University of Rochester Medical Center in Rochester, NY. If you have thought of writing for publication but aren’t sure where to start, I’d be happy to help answer your questions! You can reach me at sylvana.fnp@gmail.com, on Twitter at @SABDermNP, or on LinkedIn.

Hi! I’m **Sharon Jacob, MD, FAAD, FAAP**. I wear a number of hats - VA dermatologist and residency site director, pediatric contact dermatitis specialist, and CEO of an international Webucation site, the Dermatitis Academy. I have worked with the JDNA since 2009! Under Dr. Borger’s leadership and with critical support of the amazing JDNA reviewer team, I have created several continuity columns for the JDNA: Drugs in Dermatology, Teledermatology Viewpoint and the new Dermatology Assessments (DA). This new addition (DA) will be the basis for an online interactive assessment platform. I hope to be a part of mentoring the column and platform into longevity with recruitment and development of DNA member contributors. The best way to reach me is my email sjacob@contactderm.net.

Hello - My name is **Janice Pelletier, MD, FAAP**. I am a rural pediatrician from Maine. I have been a physician for over 35 years, during which time I have worked with nurses and nurse practitioners for all of that. Nurses rock! With 20 years of general pediatrics, I have overlapped that with 25 years of pediatric dermatology, which I now exclusively practice. Professionally, I also teach, conduct research, review and publish papers, and advocate for children through the American Academy of Pediatrics on state and national levels. Personally, I enjoy running, biking, cooking, eating, reading, music, traveling, and spending time with my hubby, kids, family, and friends. It is a great pleasure to be on the JDNA Editorial Board. Let’s connect on twitter (@DrJanPeds)!

Hi! I’m **Kyleen Davis, FNP-BC, DCNP** and I’m the Associate Editor for JDNA. I also work in a private dermatology practice in the Washington, D.C. metro area. My areas of expertise are in skin cancer detection and treatment, alopecia disorders, and acne management. I am available to mentor authors who need guidance on writing for JDNA or collaborate on an article relating to an interesting dermatology topic.
You can reach me at kyleen.davis1@gmail.com or connect with me on LinkedIn.

Hi! I'm Lisa Bonsall, MSN, RN, CRNP and I'm the Digital Development Editor for JDNA and Clinical Editor for Lippincott NursingCenter.com. I also volunteer in an NP & nurse-run clinic in my community. I'd be happy to help you brainstorm ideas or collaborate on an article related to dermatology basics or anything social media! You can reach me at lisa.bonsall@wolterskluwer.com or connect with me on LinkedIn.

Hi! I'm Shehla Admani, MD, FAAD and I'm an Editorial Board Member for JDNA. I'm a faculty member in the Department of Dermatology at Stanford University School of Medicine where I am a Pediatric Dermatologist and also run a Vulvar Dermatology clinic. I am looking forward to contributing to JDNA and collaborating on the new Pediatric Dermatology column.

Hi! I'm Emily Greenstein, APRN, CNP, CWON, FACW. I work in Fargo, ND as a Certified Wound and Ostomy Nurse Practitioner. As we all know there is a ton of overlapping conditions between dermatology and wound care. We are all trying to care for and improve the largest body organ, the skin! My areas of expertise include vascular medicine, trauma, and atypical wounds. I enjoy speaking and educating people on wound care when I am not chasing around my two boys, Kaden (9) and Noah (6). You can reach me at egreenst8@gmail.com or connect on social media with me! [LinkedIn, Twitter: @egreenst2; Instagram: egreenst8]

Hi, I'm Kari Martin, M.D., FAAD and I'm an Associate Professor of Dermatology & Child Health, Residency Program Director of Dermatology, and Co-Medical Director - Dermatology Clinics at the University of Missouri – Columbia. I enjoy all things related to education and would also be happy to collaborate on any topics in inflammatory dermatoses (atopic dermatitis, hidradenitis suppurativa, allergic contact dermatitis, etc.) or pediatric dermatology. Please reach out to me at martinkar@health.missouri.edu.

Hi, I'm Melissa Derby, Managing Editor of the JDNA. I have been with JDNA almost since its conception. Prior to the JDNA, I was the managing editor for the Archives of Internal Medicine, the Journal of Endocrinology and Metabolism and 15+ years with the Journal of the American Academy of Dermatology. I have enjoyed working with the JDNA and hope we have continued success for many years to come. Please contact me at melissaderby@charter.net if you have any questions regarding submission or need help with submitting.

Hello! I'm Marissa Murray-Harrison and I'm the Publisher of the Journal of the Dermatology Nurses' Association. If you have any questions about the journal, please feel free to reach me at Marissa.murray-harrison@wolterskluwer.com.

Hello, I'm Patrick Zito, D.O., Pharm.D. I am a physician & pharmacist practicing in dermatology in the greater Miami area. I trained in otolaryngology, facial plastic surgery, and dermatology. My areas of interest are surgical and nonsurgical modalities in addressing cutaneous oncology. My other areas of interest are dermatopharmacology, which I lecture in at the University of Miami, and issues in health disparity. You can reach me at drzitopublishing@gmail.com.
Get involved with JDNA

Attention new and experienced dermatology professionals! Do you have extra time available because the recent coronavirus concerns have caused a change in your routine? Maybe you’d like to start contributing to the JDNA during this time.

We are seeking qualified and motivated individuals to contribute to the Journal of the Dermatology Nurses’ Association (JDNA) and help chart the course for the premier dermatology nursing journal. Sharing your knowledge and experiences with your colleagues in dermatology is both a privilege and a responsibility.

Here are three ways you can get involved:

1. **Write:** We are interested in receiving submissions of feature articles, research studies, or one of a variety of columns the JDNA offers such as Research Highlights, Skin Test, TeleDermatology, or Drugs in Dermatology, just to name a few. In some cases, templates are available to help get you started. There are plenty of opportunities, and we invite you to get involved.

2. **Review:** The JDNA is a peer-reviewed journal, and our panel of reviewers assists the editor and authors as manuscripts move through the review process. Your expertise is important to help ensure the validity and quality of the articles published. Plus, it is an excellent experience and you’ll get a close-look at hot topics before they hit the journal. Also, there is even an opportunity to potentially earn CE credit.

3. **Join the JDNA Editorial Board:** If you have experience in dermatology nursing, expertise in an area of interest to the Journal, experience in writing and publishing, and a commitment to developing and promoting JDNA, then this is the opportunity for you! As an Editorial Board member, your role as an ambassador to the dermatology nursing community, to the larger community of those caring for dermatology patients and their families, and to the public, is highly respected.

To learn more, please visit [www.jdnaonline.com](http://www.jdnaonline.com) and explore the “For Authors” and “Journal Info” tabs. Feel free to contact Angela Borger (alborger@aol.com), the JDNA’s Editor-in-Chief, or the JDNA’s Managing Editor, Melissa Derby (melissaderby@charter.net), or the JDNA’s Associate Editor, Kyleen Davis (kyleen.davis1@gmail.com) for more information. Thank you!
Speed to answer for you. Satisfaction for your patient.

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Special Pricing for DNA Members
visualdx.com/dna
We would like to announce that the Central Florida Chapter of the DNA is now officially known as the Florida Chapter of the DNA! We have expanded opportunities for membership to the entire state, and invite everyone in Florida to attend our meetings and run for office.

The next meeting will be held virtually August 20, 2020; after that, the next meeting will take place sometime in November. Please plan to attend if you are interested in running for an officer position. We look forward to seeing everyone (if it is possible with COVID-19). Please join our Facebook Group to stay up to date with events: Dermatology Nurses’ Association Florida Chapter.

Northern California DNA Chapter 004 remains quiet and in a state of shelter in place with some areas reopening under strict COVID-19 guidelines. In light of this, the chapter has elected not to hold the annual educational conference and chapter meeting originally scheduled for November 7, 2020.

To meet the educational needs of our members, the Northern California Chapter is encouraging local members to utilize continuing education resources through the virtual DNA conference, DNA CE Center, and JDNA. The Northern California Chapter will be holding elections virtually this year. Melissa Cooper (current President) will be stepping down to Immediate Past President. The chapter is now accepting applications for President, Secretary, and Treasurer. An email with position descriptions will be sent to the current list of chapter members. The majority of chapter officer communication is done via email.

Interested candidates are encouraged to send a resume and statement of interest to dnanorcalchapter@gmail.com by September 30th. Candidates must be a current DNA member.
**Prior authorization certified specialists**

Ever felt like you are all alone in the Prior Authorization (PA) and appeal game? You just want the patient to access their medication, but the paperwork bounces back and forth, insurance companies provide incorrect information and you are on never ending phone calls trying to find the right person to talk to?

What makes it more challenging is the prescriber may not know which medications will need a prior authorization or what the insurance formulary requirements are, when the patient leaves the office. Prior authorization is a complex process which takes up a lot of time for the clinic staff involved in completing paperwork and follow up calls. In a 2019 AMA Survey of Physicians, it was discovered that each physician is spending approximately 14.4 hours per week on prior authorizations. Yet, only 30% of physicians report having dedicated support staff to help with this administrative burden.

What help is available to you: Many pharmaceutical companies have field reimbursement managers (FRM) and patient experience leads (PEL), that can provide the clinic with training around the PA and appeal process and specific resources for their medication. Their focus is designed to help patients get access to the medications and individual medical services they need as quickly as possible. Many pharmaceutical professionals like the PEL team are also prior authorization certified specialists (PACS) and have completed training through the National Board of Prior Authorization Specialists. They have in depth knowledge of insurance formulary guidelines, coding, prior authorization and appeal submission best practices as well as how to streamline the flow of medication paperwork in the office setting.

If your clinic is prescribing specialty medications but not reaching out to the local FRM and PEL specialists, you're missing out on a great resource to minimize the headaches of the prior authorization and appeal process.

Additional Training available to you:
The Prior Authorization Certified Specialist Program is available to anyone interested in increasing approvability and pull through for prescription drugs, by having a solid foundation around insurance and the prior authorization process. Learn more by visiting https://www.priorauthtraining.org/.
to the new members who joined
the DNA 2nd Quarter 2020!

Paula Atkins, Columbus MS
Lindsey Austin, Orlando FL
Megan Ayinde, Carteret NJ
Stephanie Benttine, RN, Saint Ansgar IA
Clayton Brackeen, Nurse Practitioner, Lubbock TX
Laura Brickner, BSN, RN, Huntington Beach CA
Allison Cangialosi, Astoria NY
Carlotta Carreno, Riverbank CA
Nicole Chang, Garden Grove CA
Courtney Charneski, BSN, RN, Cincinnati OH
Laura Clark, ARNP, Orange Park FL
Sherri Collins, Mechanicsville MD
Haden Davis, Madison MS
Judith Devallon, Miramar FL
Victoria Diartt, Nurse Practitioner, Miami FL
Christine Dill, MO
JoAnn Eastman, FNP-BC, Anacortes WA
Elise Edwards, Wesley Chapel FL
Stacy Ellens, Hudsonville MI
Cassondra Garcia, Mesa AZ
Debbie Garrett, Bristol TN
Kelly Goodwin
Kaila Gottlick, NP, Natick MA
Emily Greenstein, Nurse Practitioner, West Fargo ND
Bryana Griffith, Nursing Student, Houston TX
Misty Hammond, Powell TN
Krystan Henderson, Daphne AL
Christina Hester, BSN, RN, Highland CA
Rosie Holland, Henderson NV
Whitney Honesy, Christiana TN
Olesya Ilashuk
Jennifer Jacobs, Somerdale NJ
Ekaterina Korol, Sherman Oaks CA
Allison Krause, RN, Mount Vernon WA
Hyun-Ae Kuh, Oviedo FL
Sheila LeMaster, MA/CDT, Shelbyville KY
Chelsea Lockerbie, Watertown NY
Melissa Manriquez, Fresno CA
Morgan Mattingly, Murrells Inlet SC
Karin Myles, RN, Fremont CA
Felicia Nacy, Albany NY
Jordona Ndon, MSN, FNP-BC, Fredericksburg VA
When you join the DNA you become part of a growing nationwide network of dermatology nurse leaders who promote the highest standards of dermatologic nursing care.  

Join the DNA online or Print an application here.

Patients rely on SkinSAFE for product recommendations, ingredient transparency, and treatment adherence.

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- Part of Revenues generated by SkinSAFE will be directed to DNA

Sign up today to get free access to SkinSAFE as a member of the DNA!
MEMBER GET A NEW MEMBER CAMPAIGN
March 18 – October 01, 2020

PRIZES

<table>
<thead>
<tr>
<th>Member Recruits</th>
<th>Recruiter Receives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 New Member</td>
<td>Recognition at annual convention, DNA website and FOCUS.</td>
</tr>
<tr>
<td>2-4 New Members</td>
<td>Recognition at annual convention, DNA website and FOCUS, and a 50% reduction in membership renewal fee for the following year.</td>
</tr>
<tr>
<td>5+ New Members</td>
<td>Recognition at annual convention, DNA website and FOCUS, and a free membership in DNA for the following year. Name entered into drawing for one complimentary registration with one-night hotel accommodation at the next annual convention.</td>
</tr>
</tbody>
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CAMPAIGN CRITERIA

1) Members recruited must be a NEW member to DNA.

2) In order for recruiter to receive credit, new member must write name of recruiter in space provided on DNA’s membership application form.

3) Prizes are non-transferable.

4) The campaign will run from March 18 - October 01, 2020.

5) Winners to be notified as soon as possible after drawing.

6) The Annual Convention Prize is for the 2021 general convention only, does not include NPS or post-convention workshops. The prize is worth the value of the Super Early Bird registration, therefore winner must register during the Super Early Fee registration.

7) The 50% reduction in renewal fee for the following year prize is for 1-year membership registration only, not the 2-year option.

NP CHALLENGE
A special challenge for our Nurse Practitioners to actively recruit their staff and colleagues to become members of DNA! This is concurrent with the Member-Get-A-New-Member Campaign and those who participate are eligible to receive the awards as specified above.
We’re pleased to introduce a new Facebook Group for the DNA NPS! This is a closed group, so content will only be visible to DNA NPS members. It is a place to ask questions and share ideas with your DNA NPS colleagues. To join, find us through the main DNA Facebook page and click on Groups in the left menu. Select the group Dermatology Nurses NP Society then click *Join Group below the cover photo.*

**WEBSITE:**
WWW.DNANURSE.ORG

**FACEBOOK:**
HTTPS://WWW.FACEBOOK.COM/DNANURSES/

**TWITTER:**
HTTPS://TWITTER.COM/DNANURSES

**LINKEDIN:**
HTTPS://WWW.LINKEDIN.COM/COMPANY/DERMATOLOGY-NURSES-ASSOCIATION/
DNA's first ever Virtual Annual Convention was a success. Close to 300 registrants greeted each other online from so many places throughout the US and Canada, that one participant remarked, "Someone needs to count the states!"

The response was overwhelmingly positive, and many seemed to share the sentiment of this participant: "I love the virtual exhibit hall - and frankly like watching the educational programs from the comfort of my recliner - BUT miss seeing all of my colleagues!"

Congratulations and THANK YOU to the PPC for their dedication and adaptiveness in pulling this off! We hope to see you again Virtually April 21-23, 2021! Read below for a snippet of the conversations from the Day 1 Kick Off of DNA 2020!

Nice to see everyone at our virtual convention! Welcome!

Hey west coast! You're up early. Who's got coffee?

I have coffee! (thumbsup)

Good morning (yawn) from Northern California along the beautiful coast. Loving my cup of coffee!

Buenas dias from Las Cruces NM! We're finally together!

Congratulations to DNA for pulling this off on such a quick turnaround. Well done to all who set this up!

Coffee & blueberry pancakes here in Denver. Wish we were able to have the conference in my beautiful city.

Welcome to Convention 2020! Off to a great start. Thanks Dr Okoye. Fun to "see" all of you.

Beautiful day in Madison WI.

To a great convention, thanks to all involved in the many changes and planning!

Good morning from Rochester NY! Nice to see both familiar and new names!

Thank you for opening up the convention with such a great session! Skin of color has been a much needed to be covered topic! Very helpful Q&A as well.

Enjoyed visiting the exhibits and thanking them for their support for the DNA

Exhibits are great!

Use the notes tab on the right and have your notes emailed to you after each session.

I am loving the notes section! Very cool!

Welcome to convention 2020. We are off to a great start. Madison WI is warm today!

This was fantastic!

Great session! Thank you!

Excellent presentation and speaker

Hello everyone! Thank you for joining us today! How nice to see we are all from different places.

Just came from the exhibit hall - has great videos and resources. Check them out!

I've been working my way through the exhibitors. Interesting adaptations!

Agree that exhibit hall is great!

Greetings to All. Great presentation!

Hello, excited to be a part of the convention this year!

I love the comparisons she provides to help us relate more to what our patients are going through.

These analogies really help me understand things better! :)

So glad we can watch this again!

Have you seen the handouts for the Derm Emergencies lecture? Case presentations look dramatic - very interesting!

I just downloaded the handouts. Yes, I agree!!! Going through them now.

I really like the virtual platform.

I also enjoy the virtual platform. I am more focused.
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FAX: 910-246-2361

Dermatology Nurses’ Association
More Than a Convention
VIRTUAL CONVENTION - APRIL, 2021
SAVE THE DATE
April 21-23, 2021