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“NEW FRONTIERS IN COSMETIC MEDICINE AND MEDICAL DERMATOLOGY SYMPOSIUM” TURNS 10

By Wendy Lewis

The 10th Annual New Frontiers in Cosmetic Medicine & Medical Dermatology Symposium (NFCMMD) went virtual in 2020, but that didn't stop the organizers from condensing two days of the latest developments, procedures, and techniques in cosmetic and medical dermatology into a one-day format with top-tier speakers.

“I'm very proud to have watched this meeting grow and reach this milestone of 10 years. Although we couldn't meet in person for our most recent symposium, our team worked very hard to provide an interactive educational environment with roundtable discussions, question and answer panels, and innovative live patient demonstrations. Attendees were able to access the NFCMMD virtual platform for 30 days after the conference, which added value for our sponsors,” says David J. Goldberg, MD, JD, Founding Director of NFCMMD. “We guaranteed that attendees would leave with a new skill, technique, or strategy that they could put into practice on Monday morning, and from all accounts we succeeded.”

Medical dermatology topics included new twists on treatment options for acne, psoriasis, atopic dermatitis,

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scars, and wounds. The live patient workshops and video demonstrations were a big draw for attendees to pick up pearls about minimally invasive treatments for facial rejuvenation combining neurotoxins, fillers, and energy-based devices.

Among the highlights of this virtual event, New York City dermatologist Bradley S. Bloom, MD educated the audience on what millennials really want and how to satisfy this emerging demographic in the aesthetics market. His lecture, entitled “Aesthetics in the Era of Millennials,” covered millennial behaviors, demands, and spending habits, with tips for providing treatments for what he referred to as “Generation Botox.”

“New Frontiers is one of my favorite meetings in dermatology that has grown in shape and stature over 10 years. Expert faculty can dive deeply into their selected topics to share in-depth knowledge and experience with the audience,” says Nashville dermatologist Michael Gold, MD, whose

comprehensive lecture, “Update on Fillers and Neuromodulators” covered the scope of products on the market and the next generation coming in 2021 and beyond.

Live chats were implemented for select lectures where attendees could ask questions throughout the sessions, which served as the next best thing to being there. New York Dermatologist Bruce Katz, MD presented about the emergence of PRP in dermatology and shared his experience using novel techniques for body contouring, including threads, magnets, and lasers.

Two important sessions focused on updates on cosmeceuticals were presented by New York dermatologists Kseniya Kobets, MD and Noelani Gonzalez, MD. Especially during COVID-19, when many practices were operating at a lower capacity, the ability to sell physician-dispensed skincare was a good source of revenue as many practices implemented free shipping, curbside pickup, and upped their digital marketing presence.

“This year's virtual platform was seamless and easy to use. We will all look forward to being back ‘live’ in 2021,” says Dr. Gold. The 2021 meeting will be held in November: cosmeticfrontiers.com.