



SOCS

skin of color society

*Advancing skin of color dermatology to achieve
health equity and excellence in patient care.*

CORPORATE SUPPORT 2023-24 GUIDE

WHERE
SCIENCE
INNOVATION &
INCLUSION
MEET

For more details about SOCS Programs:
www.skinofcolorsociety.org

SOCS Headquarters | 1932 S. Halsted St., Suite 413 Chicago, IL 60608, USA
Tel 630-578-3991 | Fax 630-262-1520 | info@skinofcolorsociety.org

ABOUT THE SKIN OF COLOR SOCIETY

The Skin of Color Society and its related Foundation are dedicated to promoting awareness of and excellence within skin of color dermatology, which treats patients of Asian, Hispanic/Latino, African, Native American, Pacific Island descent, and mixtures thereof.

NOBLE PURPOSE

To advance skin of color dermatology to achieve health equity and excellence in patient care.

MISSION

To promote awareness of and excellence within skin of color dermatology through research, education, mentorship and advocacy. We are committed to increasing diversity and inclusion in the field of dermatology to advance patient care.

CORE VALUES

EQUITY

We ensure inclusivity and diversity to achieve health equities in patient care.

EXCELLENCE

We leverage our recognition and authority within dermatology, the house of medicine and the public as experts in skin of color dermatology.

MENTORSHIP

We value mentorship as a leadership development tool to foster a diverse workforce at all levels, developing and empowering future leaders in the field.

RESEARCH and INNOVATION

We lead research and innovation through our diverse array of advanced research activities, leveraging collaborations with domestic and international corporations and organizations.

EDUCATION

We educate the public, partners and colleagues in support of our mission and noble purpose.



We invite you
to consider

THE SKIN OF COLOR SOCIETY SPONSORSHIP OPPORTUNITIES

CONTACT

Kimberly Miller, Executive Director
Direct 1-630-578-3991
kmliller@skinofcolorsociety.org



HELP US SERVE GROWING NEEDS

The U.S. Census projections show that **by 2044, more than 50% of the U.S. population will have ancestry of skin of color.** As population trends expand, so too does the work of the Skin of Color Society to **improve diversity in dermatology and reduce healthcare disparities affecting people of color.** Your support is vital to our mission.

Founded in 2004 by Dr. Susan C. Taylor, the Skin of Color Society is dedicated to promoting awareness of and excellence in skin of color dermatology.

OPPORTUNITIES TO SUPPORT OUR WORK

Grants supporting initiatives for dermatologic, medical, media, patient, and public audiences

ANNUAL SCIENTIFIC SYMPOSIUM: WHERE SCIENCE, INNOVATION & INCLUSION MEET *The Symposium brings together international colleagues, residents, and research fellows who present on new research, share experiences, and discuss the new direction of the special interest of dermatology—skin of color.*

DERMATOLOGY E-LEARNING AND EQUITY PLATFORM (DEEP) *Skin of Color Society's online learning platform that offers CME credits to members and non-members.*

EDUCATIONAL BROCHURES *Your financial support will help us review, update, and augment SOCS educational brochures (print and online) and distribute QR code in-office promos to all SOCS members, physicians, and dermatologic/medical organizations.*

EDUCATIONAL VIDEO SERIES *SOCS experts collaborate on an educational video or short form series covering dermatological issues in Skin of Color patients. This video initiative would be added to the SOCS existing educational video library on the SOCS website and promoted through social media and traditional media outreach.*

INSTITUTIONAL RESEARCH FELLOWSHIP GRANT *Fund a co-branded grant that supports institution-based fellowship opportunities with a research focus on dermatologic diseases in skin of color, particularly in areas where further clinical, translational, and observational/prospective research is needed.*

LEADERSHIP INSTITUTE *Launching in 2023, this curated, multi-faceted program will equip SOCS members to be effective, visionary leaders of the future and advocates for skin of color dermatology.*

MEDIA DAY *A dynamic program geared toward editors, bloggers and content producers featuring Skin of Color Society experts on a wide range of pertinent topics.*

MEETING THE CHALLENGE SUMMIT: DEFINING RACE AND ETHNICITY IN DERMATOLOGY *A multi-disciplinary think tank will convene to assess and examine how race, ethnicity, and skin color are defined within dermatology. The goal is to emerge with best practice recommendations of how to best incorporate race, and ethnicity based population descriptors in dermatologic research.*

MENTORSHIP PROGRAM *Offer early career dermatologists the opportunity to connect with, and be mentored by, Skin of Color Society experts on a one-on-one basis, and thereby gain invaluable experience and training in skin of color dermatology.*

REGIONAL NETWORKING AND EDUCATIONAL SYMPOSIA *Partner with SOCS to continue our program of educational events across the United States that offer great networking and learning opportunities for SOCS members and non-members alike.*

RESEARCH & CAREER DEVELOPMENT AWARDS PROGRAM *Award funding to projects that promote dermatology research within the field of skin of color. It is the expectation that the recipient(s) of the funding will be tomorrow's leaders in dermatology, helping to shape the future of the specialty.*

SOCS SPEAKS *With a huge demand for the expertise of Skin of Color Society members, this exciting initiative matches SOCS experts with public-facing opportunities such as speaking engagements, media interviews, social media collaborations and other projects.*

20TH ANNUAL SCIENTIFIC SYMPOSIUM

THURSDAY, MARCH 7, 2024
San Diego, California

CONTACT

Kimberly Miller, Executive Director
Direct 1-630-578-3991
kmiller@skinofcolorsociety.org

The 20th Annual Skin of Color Society Scientific Symposium will bring together over 500 international colleagues, residents, research fellows, medical students, and industry representatives.

Researchers from around the U.S. and the world will present new research in skin of color dermatology, share key insights and discuss the continuing evolution of the field.

With the ever-increasing importance of skin of color dermatology around the world, the Skin of Color Society continues to **grow in size, scope and impact**. We greatly value the engagement of our industry allies in support of our **education, research, mentorship and leadership** efforts.

In addition to our invited expert speakers, we will have residents, fellows, and medical students featured in **oral and poster presentations**.



SPONSORSHIP OPPORTUNITIES

SOCS ANNUAL SCIENTIFIC MEETING: WHERE SCIENCE, INNOVATION & INCLUSION MEET

	CHAMPION \$125,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000
SOCS Expert featured on Sponsor's social media platform	●			
One minute SOCS approved social responsibility video at the Symposium (share a message about what your brand is doing to support diversity in dermatology)	●			
WiFi - Signs throughout the space will recognize your company as the WiFi supporter.	●			
AV support - special mention of support in conjunction with AV	●			
Complimentary registration	6	3	2	1
Industry iPoster submission in virtual sponsor portal	●	●		
Branded break slides	●	●		
Branded transition slides	●	●		
Recognition of sponsors in welcome remarks	●	●	●	
Recognition on up to 3 pre-event emails	●	●	●	
Logo on SOCS website with link	●	●	●	●
Tiered recognition on 1 post-event "Thank You" email to all attendees	●	●	●	●
Logo on printed material: final program and signage at registration desk	●	●	●	●
SOCS Social Media recognition: Facebook, Twitter, Instagram	●	●	●	
Support of breakfast with signage at event	●	●		
Support of coffee break with signage at event	●	●		
Post attendee mailing list (no emails)	●			
This special tier of sponsorship also provides the benefits of the Friend Support of the Meeting the Challenge Summit: Defining Race and Ethnicity in Skin of Color	●			

If you would like to discuss alternative levels of support, contact Kimberly at kmiller@skinofcolorsociety.org.

MEETING THE CHALLENGE SUMMIT: DEFINING RACE AND ETHNICITY IN SKIN OF COLOR

DECEMBER 2023
(Date and location TBD)

CONTACT

Kimberly Miller, Executive Director
Direct 1-630-578-3991
kmiller@skinofcolorsociety.org

The **2023 SOCS Meeting the Challenge Summit: Defining Race and Ethnicity in Skin of Color** will convene a multi-disciplinary think tank to assess and examine how race, ethnicity, and skin color are defined within dermatology. The objective is to query the impact of current existing standards and measures in dermatology research studies. As we aspire for greater clinical trial diversity, the goal of this meeting is to emerge with **best practice recommendations** of how to best incorporate race, and ethnicity based population descriptors in dermatologic research. We invite you to join the conversation and become actively involved in the process that will ultimately have a major impact on the specialty of Dermatology. Additional details, including date and location, will be announced in Summer 2023.



SPONSORSHIP OPPORTUNITIES

SOCS MEETING THE CHALLENGE SUMMIT: DEFINING RACE AND ETHNICITY IN SKIN OF COLOR

	CHAMPION \$125,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000
One minute SOCS approved social responsibility video at the end of the Symposium (share a message about what your brand is doing to support diversity in dermatology)	●			
WiFi - Signs throughout the space will recognize your company as the WiFi supporter.	●			
Complimentary registration	3	2	1	
Branded break slides	●	●		
Recognition of sponsors in welcome remarks	●	●	●	●
Recognition on up to 2 pre-event emails	●	●	●	●
Logo on SOCS website with link	●	●	●	●
Tiered recognition on 1 post-event "Thank You" email to all attendees	●	●	●	●
Logo on printed material: final program and signage at registration desk	●	●	●	●
SOCS Social Media recognition: Facebook, Twitter, Instagram	●	●	●	●
Support of coffee break with signage at event	●	●		
Inclusion in national news release and/or publishing article of findings	●			
Post attendee mailing list (no emails)	●			

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LEADERSHIP INSTITUTE

2023

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The Skin of Color Society is excited to announce the development of the SOCS Leadership Institute! **Launching in 2023, this curated, multi-faceted program will equip SOCS members to be effective, visionary leaders.**

The Institute will also provide participants opportunities to deepen their engagement with other dermatological organizations and enhance their understanding of governance, media relations, and research opportunities.

SOCS seeks corporate partners to support this new initiative—one we believe will make a meaningful impact on the quality of leaders within dermatology at-large, the development of advocates for SOC patient care and promote meaningful opportunities especially for under-represented minorities within the specialty.

Multiple support opportunities, including exclusive, multi-year sponsorship, are available.



RESEARCH AND INNOVATION

To learn more, visit skinofcolorsociety.org/research-awards

The Skin of Color Society is proud to support research in SOC dermatology; this year we are seeking expanded funding for specific skin of color conditions such as **keloids, hair, basic science, and health disparities**. We invite corporate partners to join us by providing funding to support these important research areas.



- **Dermatology Research Award** Annual grants of \$20,000 to promote dermatology research within the field of skin of color
- **Career Development Award** A two-year grant totaling \$100,000 to support research on inflammatory dermatologic diseases in skin of color areas where additional clinical, translational and basic research is needed
- **Early Career Innovations Grant** Awards to provide start-up funding for young visionaries and innovators who have creative solutions addressing needs and opportunities within the skin of color dermatology ecosystem

MENTORSHIP AND OBSERVERSHIP

To learn more, visit skinofcolorsociety.org/mentorship-programs

The Skin of Color Society is deeply committed to **increasing diversity and inclusion in the field of dermatology to advance patient care**. Corporate partners and individuals may provide financial support to further the reach of our key programs.



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- **The SOCS Mentorship Program**
A comprehensive program that connects young physicians, residents and medical students with an approved skin of color expert from SOCS.
- **The SOCS Observership Grant** Awards of up to \$2,000 to dermatology residents, medical students (2nd-4th year), or junior faculty to further support meaningful engagement with a SOCS mentor. Funds may be used to cover travel, room and board, and other approved costs incurred by mentees.

Institutional Research Fellowship

The Institutional Research Fellowship (IRF) is a groundbreaking initiative that supports critical research on dermatologic diseases in skin of color and provides valuable opportunities for physicians of color, who are disproportionately underrepresented in dermatology and medicine.

WHY DOES IT MATTER?

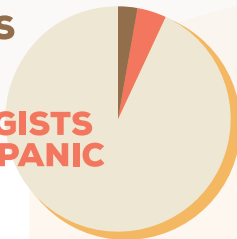
Ethnic and racial demographics in the United States are undergoing significant change. By 2044, people with skin of color will represent more than half of the country's population, yet only 3% of dermatologists are Black and 4% are Latinx/Hispanic. SOCS recognizes the dire need to address these healthcare disparities and is working to increase the number of physicians from diverse backgrounds who can provide culturally competent care to these often-underserved communities.

Increasing diversity among the dermatology workforce can lead to better patient care, improved patient outcomes, decreased disparities in dermatological care, and ultimately, patient equity for all.

The IRF program provides outstanding opportunities for underrepresented minority (URM) physicians to train for and assume leadership roles in clinical care, public policy, health services research and biomedical research.

3% OF DERMATOLOGISTS ARE BLACK

4% OF DERMATOLOGISTS ARE LATINX/HISPANIC



WHAT HAS THE SOCS FOUNDATION DONE?

In partnership with industry, the SOCS Foundation established the IRF to support ongoing, transformational research in skin of color dermatology and create meaningful opportunities for underrepresented minorities.

11 INSTITUTIONS

14 FELLOWSHIPS

\$1.36 MILLION FUNDS COMMITTED TO DATE

HERE'S WHAT INDIVIDUALS INVOLVED HAVE TO SAY:



"I strongly support continuing this fellowship to enhance greater understanding of skin of color at the level of the trainee and the teacher."

**-John E. Harris, MD, FAAD;
2022 Fellowship Director**



"I am grateful for the Institutional Research Fellowship that allowed me to support two, pre-doctoral fellows who are under-represented in medicine and have been critical to advancing research on identifying, understanding, and eliminating health disparities in dermatology."

**-Junko Takeshita, MD, FAAD;
2022 Fellowship Director**

HERE'S WHAT INDIVIDUALS INVOLVED HAVE TO SAY:



"The Institutional Research Fellowship allowed me to engage in research, service, and advocacy work that has prepared me for a career as a dermatologist. It also facilitated my learning much about dermatology beyond what my medical school curriculum has offered."

-Yacine Sow, MD; 2022 Fellow

"There is an important unmet need for interventions treating diseases that affect skin of color, and the SOCS Institutional Research Fellowship program was the perfect opportunity that aligned both my professional interests in clinical trials and diseases that affect skin of color."

- Andressa Akabane, MD, MMSC; 2022 Fellow



WHAT DOES SOCS NEED?

SOCS seeks long-term partnerships to facilitate the continuation of this important research. We are deeply committed to the program and want to secure its future—for the benefit of patients, physicians, and educators.

Companies who share our vision for greater equity and opportunity are encouraged to contact us. We look forward to expanding the IRF program and, in the future, reducing health disparities.

2022 PARTICIPANTS

- Albert Einstein College of Medicine/ Montefiore Medical Center
- Boston University School of Medicine
- Duke University School of Medicine
- John Hopkins University School of Medicine
- Icahn School of Medicine at Mount Sinai
- Northwestern University
- University Hospitals Cleveland Medical Center
- University of California San Francisco
- University of Pennsylvania
- UMass Chan Medical School



WHO DO I CONTACT?

Kimberly Miller at kmiller@skinofcolorsociety.org or 1-630-402-6252

