



### Nominee Details

<b>Salutation</b> ( <i>Dr, Prof, etc.</i> )	Dr
<b>Full Name</b>	Marta J. van Beek
<b>Nationality*</b>	American
<b>Country of Residence</b>	United States of America
<b>Position</b>	Regional Director for USA and Canada
<b>Nominated by</b>	American Academy of Dermatology

### Background and Motivation

#### Of which Dermatological (or other relevant) Societies / Organisations are you a member?

American Academy of Dermatology  
European Academy of Dermatology & Venereology  
American College of Mohs Surgery  
American Society of Dermatologic Surgeons  
American Dermatological Association  
Association of Professors of Dermatology  
Women's Dermatologic Association  
American Medical Association  
Iowa Medical Society  
Iowa Dermatological Society

#### Do you hold any Board, Committee or Officer positions in any Dermatological (or other relevant) Societies / Organisations?

**CURRENT:**

**American Academy of Dermatology**

- Chair, DataDerm Oversight Committee
- Delegate to the American Medical Association
- Vice Chair, MIPS Value Pathways Committee
- Member, Work Group on Innovations in Payment & Delivery
- Member, OM1 Steering Committee

**American College of Mohs Surgery**

- Member, Private Sector Payer Advocacy
- Advisor, Mohs Surgeons Leading the Future

**American Medical Association**

- Executive Committee, Council on Legislation
- Member, Council on Legislation

**Association of Professors of Dermatology**

- Member, Program Committee

**FORMER:**

**American Academy of Dermatology**

- Secretary-Treasurer 2019-2022
- Assistant Secretary Treasurer 2016-2019
- Chair, Council on Government Affairs, Health Policy & Practice 2012-2016
- Chair, Congressional Policy Committee 2010-2012
- Chair, Health Care Reform Work Group 2008-2010
- Chair, Leadership and Mentorship Committee 2009
- Chair, Patient Advocacy Task Force 2006-2010
- Member, Research Agenda Committee 2011-2015
- Member, Leadership Development Steering Committee 2009-2013
- Member, Data Collection Workgroup 2012-2014
- Member, Outcomes in Dermatology Workgroup 2012-2014
- Member, Strategic Alliance Liaison Committee 2012-2016
- Member, Resource-Based Relative Value Scale Committee 2012-2018
- Member, Grassroots Advocacy Committee 2005-2009
- Member, Education & Volunteers Abroad 2005-2010
- Member, Young Physicians Committee 2003-2007
- Member, AAD Task Force for Skin Care in Developing Countries 2003
- Member, AAD International Affairs Committee 1998-2001
- Member, Health Volunteers Oversees Dermatology Steering Committee 2008-2012

**American College of Mohs Surgery**

- Chair, Ethics Committee 2012-2013

**American Medical Association**

- Chair, HOD Compensation Committee 2018-2019

**Iowa Dermatological Society**

- Secretary-Treasurer 2004-2007
- Executive Committee 2003-2007
- Curriculum Committee 2002-2007
- Program Committee 2002-2003

**Iowa Board of Medical Examiners**

- Committee on Safety of Laser Devices 2005-2007

**Iowa Medical Society**

- IMS Political Action Committee 2014-2018
- Task Force on Policy Setting and Governance 2013-2014
- Committee on Public Health 2003-2013
- Nominations Committee 2008-2009

*Please refer to CV for a full list of committee and board appointments*

**What experience, skills or knowledge do you have that would enable you to contribute to the activities of the ILDS?**

**Statement of Interest & International Experience:**

Throughout my career, I have admired the ILDS for the outstanding programming they have created and supported to promote skin health around the world. I believe advances in our specialty and improvement in international skin health occur more rapidly and efficiently in an environment of global awareness and international collaboration. For these reasons, it would be an honor to further the worthy objectives of the ILDS through service on the board of directors.

Passionate about the importance of international relationships and global diffusion of knowledge, I have dedicated time to international service leadership, education and research. Very early in my career, I served as the US Delegate to several Dermatological Society meetings in Europe and South America, served on the AAD International Affairs Committee, the AAD Task Force on Skin Care in Developing Countries, and on the Steering Committee for Health Volunteer Overseas organization. These experiences enforced my belief that any international medical rotation, exchange program, or responsible volunteer opportunity should result in an enduring impact stemming from the education and elevation of local healthcare workers to diagnose, prevent or treat dermatologic disease while respecting the context of the indigenous cultural norms. I advocated for durable interventions within the confines of the local culture during the 8 consecutive years I presented and educated dermatologists at the AAD's Volunteering Abroad Forums.

Almost 20 years ago, I had the pleasure of collaborating with colleagues from UCSF and the Centers for Disease Control (CDC) investigating the serologic and pathological commonalities among Ugandan patients with papular pruritic eruption (PPE) of HIV. The results of our study allowed the CDC to use PPE as one of the AIDS-defining criteria for enrollment into their first large-scale study of anti-retroviral therapy in sub-Saharan Africa. Again, during subsequent experiences in Sierra Leone and Ethiopia, I was reminded of the tremendous impediments that dermatologic disease had on the daily life of individuals. In settings lacking running water and electricity, the appropriate treatment of stigmatizing and highly visual diseases can radically change social and economic opportunities for individuals and their families.

While dermatology may be considered a small specialty by our medical peers, its international cohesiveness and influence make it a strong force in the world of medicine. Without exception, my international experiences have provided me with an education and awareness far exceeding that gleaned from any text or formal curriculum. Consequently, I realize that any contribution that I might have made to the international community is surpassed by what I have gained in knowledge, understanding and cherished professional relationships. I am incredibly grateful for my many international experiences and look forward to future work supporting international skin health.

**Statement of Leadership Skills & Knowledge:**

Having previously served on the board of the American Academy of Dermatology (AAD), I have a keen understanding of the complexities that national and international dermatologic organizations face as they execute strategic plans aligned with membership needs while remaining patient centric. My time serving as Secretary Treasurer of the AAD, provided me with significant financial experience in prioritizing investments to fund our strategic initiatives, and serving as a steward of fiduciary responsibility for the organization. In this role, I met biannually with the officers of the ILDS and EADV to seek areas where our organizations could pursue common goals synergistically. My experience with health policy and data collection (through the development of AAD DataDerm) has given me a comprehensive perspective on disease classification and nomenclature, aligning with the important work ILDS provides for the International Classification of Diseases. Through my leadership responsibilities overseeing the ambulatory care structure for the University of Iowa Hospitals and Clinics system, I have gained

experience in change management, cultivating and developing young leaders, and sustaining educational programming within a complex institution.