



ADAM July/August 2011 Newsletter

FDA Issues New Sunscreen Guidelines

This June, the FDA made some long awaited changes to the rules for sunscreen labels. All labels will now be marked “broad spectrum” so that customers can be made aware they are protected from both UVA and UVB radiation. Labels will also specify SPF levels no higher than “50+”, as there has been no data proving SPF levels higher than 50 to be meaningful. “The FDA has evaluated the data and developed testing and labeling requirements for sunscreen products, so that manufacturers can modernize their product information and consumers can be well-informed on which products offer the greatest benefit,” said Janet Woodcock, M.D., director of the FDA’s Center for Drug Evaluation and Research. “These changes to sunscreen labels are an important part of helping consumers have the information they need so they can choose the right sun protection for themselves and their families.” Manufacturers have one year to update labels in compliance with the new rules. The new FAQ section from the FDA for over the counter sunscreen products can be found [here](#).

New Meaningful Use Guidance

Do you have questions about the EHR incentive program? CMS has just released a new frequently asked questions about EHR meaningful use incentive program. You can find the full set of FAQ [here](#). The newest set of questions cover patient access to records as well as eligible provider information. CMS states eligible providers must be able to give patients the minimum level of information as defined by the certification process within three business days. This includes problem list, diagnostic test results, medication list and medication allergy list. Want to stay informed on EHR updates? Join the CMS.gov EHR listserv [here](#). Also, don’t miss ADAM’s upcoming webinar on meaningful use.

Sun Protection for Babies Prevents Cancer

The American Academy of Pediatrics (AAP) made new recommendations this June about sun protection for babies and toddlers. Research reviewed by the AAP has shown that UV-induced pigmentation beginning early in life may contribute to skin cancer down the line. The AAP recommends applying sunscreen to babies six months and older. Parents should also reduce sun exposure for children under six months old. Consumer Reports has put together a list of the top performing sunscreens outlined [here](#). “We need to recalibrate our thinking,” says Amy Paller who is the AAP lead author on the report, professor of pediatrics and dermatology and chair of the dermatology department at Northwestern University. “We need to be vigorous with sun protection from early on.”

Facebook and Physicians Don't Mix

Being socially connected online in today's world is easy with the dozens of social media platforms out there; but where is the line drawn when a physician gets a friend request from a patient? [Hospital Impact's](#) legal department has come up with a few simple rules for maintaining a professional relationship online. First and foremost, *do not accept friend requests from patients*. Patient privacy is the most important thing in a physician-patient relationship, and, while that is easy to maintain in a hospital or office setting, the casual comfort of Facebook can blur those lines. The solution? Create a Facebook page for the practice so patients can ask questions and get information using a social media platform.

New iPhone app Detects Skin Cancer

A brand new app for iPhone users can help people track potentially cancerous moles. The Skin Scan app allows users to scan, archive and monitor moles in the app. Skin Scan uses a proprietary algorithm to determine if the mole is safe or has the potential to develop into melanoma. If the mole is determined to be high-risk, the app will locate the dermatologist nearest to the person. The startup company that created the app has just received a grant from the group Seed Money, for over \$70,000, to continue development. The app costs \$4.99 and is available on the [iTunes App Store](#).

ADAM's New Corporate Leader Program

ADAM's Fund Development Committee has created a brand new corporate vendor program to be rolled out to sponsors for the 2012 Annual Meeting. The program offers new sponsor benefits such as website advertising, webinar sponsorships, and more. This exciting new program is fully explained in the 2012 "Annual Meeting Corporate Leader and Exhibitor Opportunities" prospectus, found [here](#). Any help from the ADAM membership at large would certainly be appreciated. Please contact adaminfo@shcare.net for more information.

Save the Date!

Get ready for ADAM's 20th Annual Meeting in sunny San Diego, California. This year our Annual Meeting Program Committee Chair, Pam Matheny, has put together three incredible educational tracks to choose from with speakers who are leaders in their field. Enjoy networking with members and be sure to check out the exhibitor show! Help ADAM kick off its 20th anniversary at the Annual Meeting!



March 14-17, 2012
The Westin San Diego, California

