

# News Release

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## **Bruce A. Brod, M.D.**

### **Receives Dermatology Foundation Practitioner of the Year Award**

At its annual meeting of membership in Washington, DC, the Dermatology Foundation presented Bruce A. Brod, M.D. with the highly regarded Practitioner of the Year award. This award highlights Dr. Brod's exemplary service as a private practitioner and his significant contributions to the specialty through leadership and teaching.

Dr. Brod is regarded by his colleagues as, first and foremost, a dedicated and gifted clinician who is the Philadelphia region's expert in contact dermatitis (CD). "I have seen first-hand the direct impact he has on his patients because of his compassionate and knowledgeable care," a colleague observes. Another says, "I cannot find a single person who does not have a beautiful story about Bruce. As a clinician and dermatologist, there is none better."

These outstanding qualities have been recognized by two *Dermatologist of the Year* awards, five Patients' Choice Awards, five Compassionate Doctor Recognition awards, and inclusion among the *Top 10 Doctors* in Pennsylvania.

Dr. Brod thanks his pediatrician wife for introducing him to dermatology when they were in the same medical school class at the University of Pennsylvania. "She suggested that I take a dermatology elective," he recalls. "And the rest is history!" Dr. Brod's fascination with immunology also began then, and the final piece came when he "fell in love with pediatric dermatology" early in his residency at the University of Pittsburgh.

There were few fellowships in pediatric dermatology then, so Dr. Brod began as a clinically oriented educator at Hahnemann University. Once he recognized the urgent need for a CD

specialist in the greater Philadelphia area, he worked to fill it. CD emphasizes immunology, which he loves. It “bridges the gap between clinical immunology and immunology in the laboratory setting. And it is an inflammatory disease that sometimes we can actually cure.” In addition to his busy clinical practice in Lancaster, PA, Dr. Brod codirects the CD clinic at the University of Pennsylvania Hospital and teaches dermatology residents and fellows there. Now he is planning a pediatric CD clinic. Childhood CD is real, and children are affected “just as commonly as adults are,” but there are very few clinics focused on this issue even though the need is great.

Dr. Brod’s patient advocacy involvement, which began quite unexpectedly about 15 years ago, has since become what he calls “my other life.” Learning of state efforts to prohibit children from using tanning salons, he became involved and ended up leading that project to a successful conclusion. Dr. Brod’s interest in health policy and patient safety mushroomed. He began working with organized medicine and getting involved in the legislative process, and is now a volunteer in key organizational leadership roles. More recent accomplishments include truth in advertising and physician credentialing. Transparency in drug pricing is one of Dr. Brod’s current targets. He has been honored as *Dermatology Advocate of the Year* by the AAD and named *Physician Safety Patient Hero* by the American Society for Dermatologic Surgery Association.

Dr. Brod’s patients remain at the heart of his work. He regards “truly listening to them” as the most important part of his ability to gain their trust and to “get a sense of the big picture and priorities.” Sometimes, he shares, it starts with the power of a simple touch. “Patients with visible diseases—like vitiligo and psoriasis—are often stigmatized and shunned by the public. But as a dermatologist, literally reaching out and touching their skin changes their lives.”

*The Dermatology Foundation was established in 1964 and is the leading private funding source for skin disease research. It provides funding that helps develop and retain tomorrow’s teachers and researchers in dermatology, and enable advancements in patient care. For more information visit [dermatologyfoundation.org](http://dermatologyfoundation.org) or [visit us on Facebook](#).*

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