



CASE STUDY—ONE MEDICAL STUDENT’S JOURNEY FROM LAUNCH DAY TO MENTORSHIP

On My Best Winter Skin (MBWS) Day, Oct 24th, 2023, kick-off events were held in Chicago and Washington D.C.

More than 30 Northwestern Feinberg School of Medicine Dermatology students joined teaching professors and local Chicagoland Dermatologists who are SOCS members and on the SOCS Board of Directors and Development Committee to hand out more than 1,000 bags with samples and educational info about best winter skin health tips—which were developed by the SOCS Patient Education committee. This activity was staged across from Northwestern in the Gino’s East Pizza conference room and provided space for our volunteer dermatologists, medical students, representatives from industry sponsors, and SOCS’ employees to all interact while grabbing a quick bite of pizza before heading out with supplies and educational info to the Magnificent Mile.

One medical student, Sydney Martin, was studying at Northwestern that semester and is enrolled permanently at UIC Medical School. She participated that day and remarked, “in the middle of all the hard of medical school, this activity helped remind me of my why,” for going to and choosing med school.

She networked with one of the private practice Dermatologists during the launch activity that day. I understand they set up several shadow days in the clinic because of their interaction. She also saw value in MBWS and had so much fun participating during the launch day activity, she opted into MBWS as a student member of SOCS and requested more than 400 sample bags and educational info for two more events she had planned.

Ms. Martin collaborated with Drs. Edidiong Kaminska and Morayo Adisa, also Chicagoland Dermatologists, to give an educational presentation to the Jack and Jill of America, Magnificent Mile Chapter that included MBWS winter skincare tips and donated samples.

In mid-February, Sydney Martin and Asia Henderson, both medical students at the University of Illinois at Chicago, collaborated with Intrinsic High School in Downtown Chicago, to speak to more than 150 high school students about the importance of winter skincare and the pathway to becoming a physician. Additionally, Martin and Henderson hosted an open table discussion about different careers in medicine. Following the interactive educational presentation, MBWS bags with tips were provided with products generously donated from sponsors. More than 400 bags were distributed to students and staff.

Sydney Martin has applied for and been matched in the SOCS mentee/mentor program for the 2024-2025 cycle. Dr. Ross Pearlman is Sydney’s mentor.

Year 1 MBWS takeaways:

1. MBWS presents incredible opportunities for sponsors to build goodwill with Dermatologists, future Dermatologists, and consumers.
2. MBWS positions product samples as “solutions” to Winter skin challenges that accompany educational tips provided by the leading SOC Dermatology organization in the world.
3. MBWS is an opportunity for sponsors to turn consumers into loyal customers.
4. MBWS is an opportunity for sponsors’ sales teams to interact with Dermatologists and future Dermatologists in a public-facing, fun activity while building rapport and long-term loyalty and providing education about product quality.
5. MBWS has been credited with helping at least one year one sponsor hit their sales goals and KPIs within key demographics.
6. The social media campaign was successful and helped several additional med schools and historically black colleges and universities (HBCUs) inquire about and opt in to MBWS in year one.
7. MBWS is for everyone.

MBWS Measurable KPIs:

1. A MBWS press release was distributed on the PR Newswire. It was picked up by more than 4k media outlets and received more than 274M views. The press release included sponsors’ names and multiple links to informational pages.
2. SOCS' end of year press release was distributed on the PR Newswire and mentioned sponsors’ names and MBWS. It was picked up by 418 major media and received more than 250M views. PR Newswire said it was one of their most successful publicity efforts EVER.
3. 5000 sample bags were distributed with branded samples from sponsors and educational info with a thank you note from SOCS to sponsors.
4. More than 300 med students, future Dermatologists and undergraduates participated in MBWS activities led by teaching professors, Dermatologists in private practice, SOCS Board members, etc.
5. Many young consumers with a lifetime of purchasing power in front of them were positively influenced by Dermatologists and future Dermatologists when receiving sponsors’ samples and educational tips.
6. The MBWS holiday page had more than 3500 visits before and during Oct 2023.
7. More than 50 events were held in 18 states and Washington D.C. These involved more than twelve schools and med schools.
8. Accuweather Global Weather Center interviewed Dr. Caroline Robinson about MBWS Day and best Winter skin tips.
9. Diverse groups such as Porsche and VW of Tacoma and Larson Cadillac of Fife, WA posted ads on social media and embraced #mybestwinterskinday.