

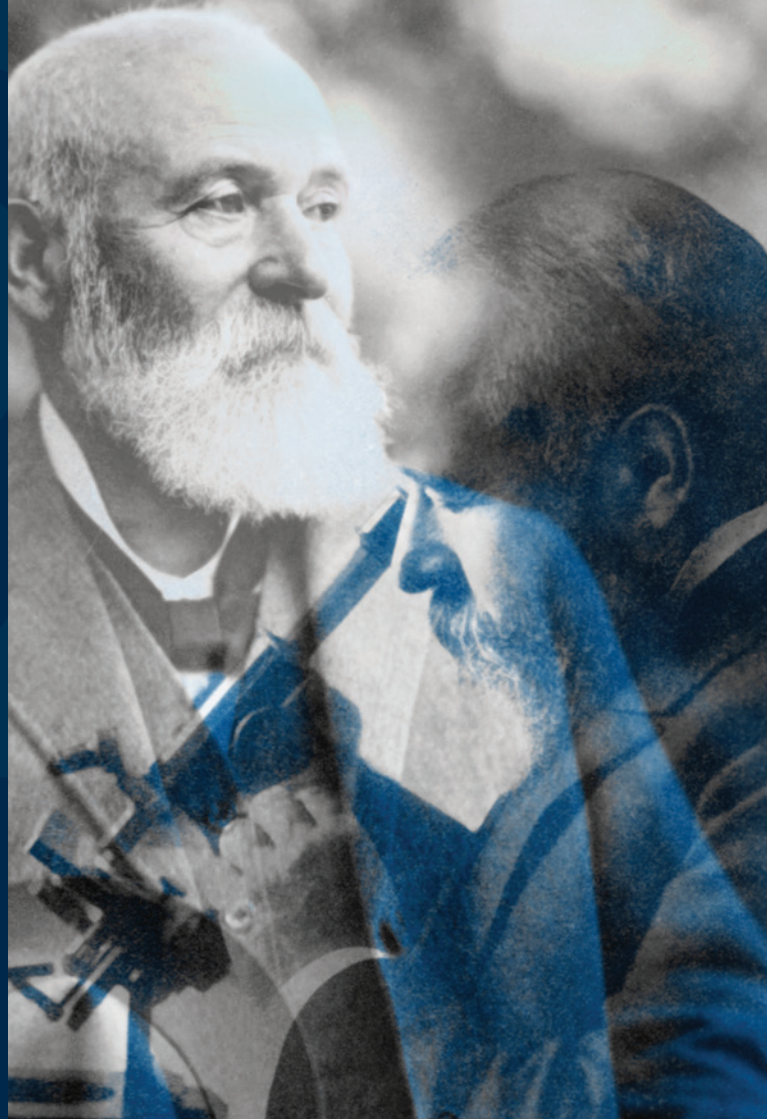


Professor Paul Gerson
UNNA ACADEMY

"Let's remember that the clinical benefit of the patient must prevail...

...trying to find an effective way to combat the itch of eczema. This point should be considered at the next congress."

Prof. Paul Gerson Unna
World Congress Dermatology
Paris, 1900



PREFACE.

In today's multimedia society, we've long taken for granted the ability to access an almost unlimited amount of information from around the world and transfer it in the blink of an eye.

We're generating new knowledge at an exponential rate, and the consequence is an ever-growing need to keep up to date. And this becomes all the more imperative when you're responsible for the well-being of people.

Knowledge is the best prescription when it comes to giving patients the best possible care and managing the daily routine in medical practices and hospitals in the most efficient way. But no doctor or

nurse can be aware of the latest research findings at all times, read every medical journal and keep abreast of all the current developments affecting public health policy.

This is the reason the Professor Paul Gerson Unna Academy was founded: Our independent continuing education program offers those working in medical professions a wide range of valuable practical and product-neutral courses relevant to their daily routine in medical practices and hospitals.

Factual, regional and multimedia – by and with acknowledged experts. Giving you that extra bit of knowledge for the bene-

fit of your patients. I look forward to enjoying an interesting and open discussion with you.

Kind regards,

Head of steering committee



IMPROVING TREATMENT OUTCOMES.

The Professor Paul Gerson Unna Academy was founded 2016 in Germany on the initiative of Eucerin® and owes its name to Professor Paul Gerson Unna, one of the leading German dermatologists of his day.

His famous saying (which he pronounced at the World Dermatology Congress in Paris in 1900) "We must keep in mind that the primary concern should always be patient benefit" still guides the work of our academy and the courses we offer to this day.

Our mission is to further improve treatment responses in the field of dermatology through high-quality, innovative continuing educational measures.

In order to achieve this, we've engaged the services of experts at home and abroad and established close working relationships with doctors and other medical specialists.

POOLING KNOWLEDGE.

The many different demands modern medicine makes of doctors and medical staff and the needs they give rise to set the criteria on which the Unna Academy's continuing education concept is based.

Dermatologists, doctors working in medical practices and hospitals as well as medical staff will discover a range of current, practice-oriented continuing education courses delivered by leading experts in the field as well as a forum for the ongoing exchange of knowledge and experience.

The integrated learning approach combines regional seminars and face-to-face lectures with online courses, thus

making it easier to study part time thanks to the ability to manage your time more effectively and learn at your own pace.

The courses we offer are chosen based solely on objective professional criteria. True to the spirit of our namesake, Prof. Paul Gerson Unna, the Unna Academy operates transparently, product-independently and is focused solely on the well-being of patients.



QUALITY ASSURANCE.

Assuring a high level of dermatological expertise and product independence is just one of the Steering Committee's several duties. Its members can be re-appointed on a rotating annual basis and are chosen from a variety of specialisations and across hierarchical levels. This ensures that the most important indications and issues in the field of dermatology are represented.

Quality and relevance, scientific innovation, practical benefit and long-term sustainability are the key criteria the Steering Committee uses when deciding what should be included in the programme.

THE STEERING COMMITTEE.



Overview of the Steering Committee's responsibilities:

- Defining the strategic and educational scope of the Academy
- Identifying topics, areas of interest and fields in which there are legitimate training needs
- Maintaining independence of corporate interests and products when making decisions
- Issuing final approval for training concepts
- Having responsibility as the authoritative expert committee for the technical accuracy of the courses offered by the Academy and for quality assurance
- Having responsibility for appointing course instructors/experts

CONTINUING EDUCATION PROGRAMME.

You can find examples of the indication areas offered by the Paul Gerson Unna Academy on the next pages (varies depending on country).

As an enrollee of the Unna Academy, you'll benefit from the collective expertise of our many renowned and acknowledged

experts. There are several instructors assigned to nearly every subject in order to ensure a regional presence in your area.

GOOD TO KNOW

The continuing education seminars given by the Professor Paul Gerson Unna Academy are eligible for CME (Continuing Medical Education) points.

CME

INFLAMMATORY DERMATOSES AND ALLERGOLOGY

- Pruritus prevention in children with atopic dermatitis:
Chronification prevention
- Pruritus prevention in adults with atopic dermatitis:
Chronification prevention
- Pregnancy dermatoses
- Biologics
- Skin care advice for children and teenagers with atopic dermatitis by medical staff
- Geriatric dermatology

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PROCEDURAL DERMATOLOGY

- Responsible use of modern injection procedures in dermatology
- Multi-modal use of ablative laser
- Established and new surgical techniques for practising dermatologists
- Practical surgical foundation course - proven and new techniques for office-based dermatologist

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IMPROVING TREATMENT OUTCOMES.



PREVENTIVE DERMATOLOGY AND HEALTHCARE

- Infectious dermatoses
- Basic principles of topical therapy with galenics course
- Quo vadis, non-melanoma skin cancer?
- Formulation in the 21st century
- Nutrition and skin
- Skin cancer as the occupational disease

3

ONCOLOGICAL DERMATOLOGY

- Visual diagnostic methods in modern dermatology
- Computer-assisted diagnosis of melanocytic skin lesions
- Guidelines update 2018: Melanoma and non-melanoma skin cancer (NMSC)

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HEALTHCARE SERVICE AND PATIENT MANAGEMENT

- Corruption in the health care service
- Digitalisation in medical practice
- Hygiene management in dermatological practice
- Successfully mastering difficult discussions
- Become a management pro by conducting great staff appraisals
- Emergency training

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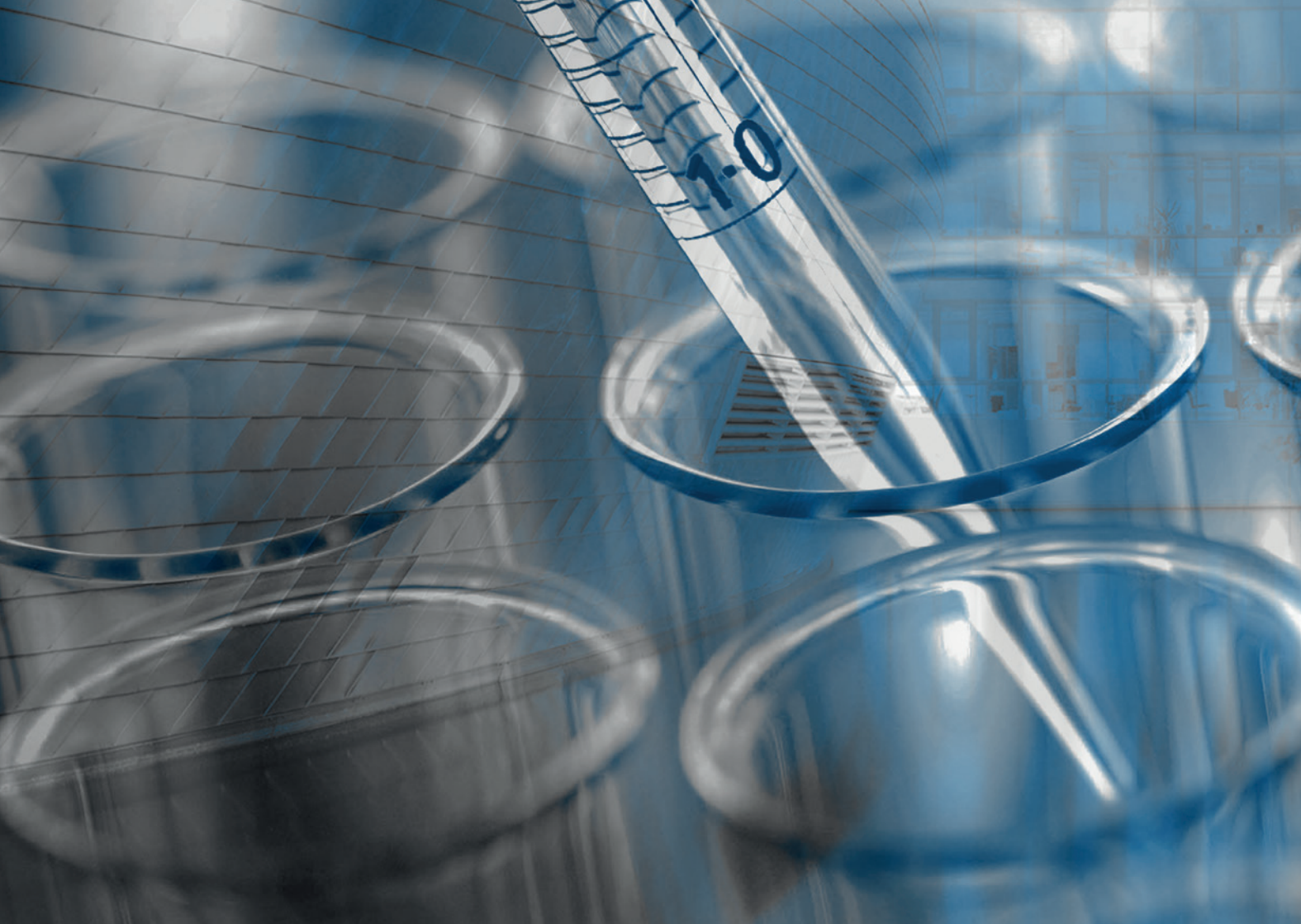
PAEDIATRIC DERMATOLOGY

- Basic care and external therapy in childhood
- Treating atopic eczema in childhood
- Diagnosis and treatment of common skin conditions in children
- Protection against light and light-induced diseases in children

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FURTHER AND CONTINUING EDUCATION.



INDIVIDUAL LEARNING.

Aiming to be a leading institute for innovative, practice-oriented continuing education, the Unna Academy adopts an integrated approach to imparting knowledge and course content.

You decide.

Take advantage of the comprehensive range of practice-oriented further education courses offered by the Professor Paul Gerson Unna Academy. Experience flexible learning of the highest standard, both online and locally. For targeted competence building and the well-being of your patients. If you would like further information, the Eucerin® medical sales representative would be pleased to advise you.

THE BENEFIT TO OUR ENROLLEES:

- Current academic and practice-oriented topics
- Presented by experts in the respective subject areas
- Networked communication, interaction, information dissemination and learning
- Knowledge management and personal experience sharing
- We bring further and continuing education to you
- Planning security, because no minimum number of participants
- Relaxed, open and collegial atmosphere



THE PROFESSOR PAUL GERSON UNNA ACADEMY AT A GLANCE.

WHAT OUR ACADEMY CAN OFFER YOU

- Targeted portfolio of scientific education and patient management training courses
- Courses oriented to the knowledge requirements and fields of interest of the medical profession
- High quality standards that are assured by a neutral, product-independent Steering Committee
- Focus on current topics, issues and requirements
- Flexible learning, by adopting an integrated approach to imparting knowledge and course contents
- Transparency and strict product independence
- Range of regional seminars
- Professional organisation, relaxed, collegial atmosphere
- Sponsoring of innovative dermatology-related projects and initiatives
- Aligned with the requirements of current legislation and compliance regulations
- Specialism-focused information sharing and dialogue with experts and colleagues, interactive training courses
- Digital library for personal information management

YOUR NOTES



Professor Paul Gerson

UNNA ACADEMY

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