Kristi B. Hawley, DO, FAAD
Owner/Operator/CEO

The Derm Institute of West Michigan, PLLC

1661 Crystal Springs Blvd SE, Caledonia, MI 49316
(740) 606-7403
drkbh@derminstituteofwmi.com
Executive Assistant: Jen Crosswait
(616) 209-4329
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Clinical Trial Supervisor: Elizabeth Moore
(616) 263-1828
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Clinical Trial Coordinator: Haley McCloughan
hmccloughan@derminstituteofwmi.com
Sub-Investigator: Jessica Zwolinski
Jzwolinski@derminstituteofwmi.com

Work

The Derm Institute of West Michigan; Grand Rapids & Petoskey, MI**.**
Sole Owner and Operator multi-physician general, cosmetic and surgical dermatology practice with 2 locations. Practice consists of 3 Board-certified Dermatologists, 2 DNP-C, 1 PA-C
GR location: Oct 2019-present Petoskey location: Feb 2023-present

The Derm Institute Clinical Research Center: Caledonia, MI
Principal Investigator and director of the fully operational Clinical Trial Center and Psoriasis, Atopic Dermatitis, and HS treatment center. *Consists of 2 full-time clinical research coordinators and 1 sub-investigator*

MA Stawiski Dermatology; Grand Rapids, MI
Board-Certified Medical Dermatologist
Aug 2016-March 2019

Psoriasis and Eczema Treatment Center; Grand Rapids, MI
Co-Medical Director with Marek Stawiski, MD
Aug 2016-March 2019

Education

Dermatology Residency; Trenton, MI
Beaumont Oakwood Southshore Hospital
Michigan State University
Program Director: Steven Grekin, DO
July 2013-June 2016

Traditional Internship; Athens, OH
OUHCOM/O'blenness Memorial Hospital
July 2012-June 2013

Ohio University Heritage College of Osteopathic Medicine; Athens, OH *Doctor of Osteopathic Medicine*
September 2008-June 2012

Ohio University; Athens, OH *B.S., Biological Sciences; Minor, Spanish September 2004-June2008*

Faculty appts

Faculty Program Director appointed for 2026 Dermatology Residency program, accepted and projected to accept first residents July 2026; Cornwell Health, Grand Rapids**.** *In process of creating residency* ***programs with*** *funding and support from Corewell and MSU*

Host and trainer/educator of medical students and residents of all specialties; *Continued host to med students and residents from MSU, Mercy health, Corewell, Trinity, and Muskegon 2016-present*

Associate Clinical Professor; Grand Rapids, MI
Train residents and medical students; mentor
Michigan State University College of Osteopathic Medicine *Oct 2016-present*

Associate Clinical Professor; Grand Rapids, MI
Train residents and medical students; mentor
Metro Health/University of Michigan Health
Feb 2020-present

Hospital Affiliation

Mercy Health; Grand Rapids, MI

University Of Michigan/Metro Health; Grand Rapids, MI
Corewell Health; Grand Rapids, MI
Trinity Health; Grand Rapids, MI
Mclaren Health; Petoskey, MI

Academic Honors

Board-certification: Oct 2016**.**
Chief Resident: 2015-2016
Dermatology Inservice: Top 10% years 1, 2and 3
USMLE Step I: 257 (Top 1%)
Comlex Level I: 705 (Top 1%)
Comlex Level II: 775 (Top 1%)

Professional Honors

Professional Women Who Move, Influential Women in Grand Rapids, 2023 Honors *GR magazine honoring women who are actively making a positive impact in the community, along with helping empower other women*

Patient Experience Ambassador for Bimzelex, *Nov 2023-present in 1% chosen across country to participate in patient experience UCB program UCB pharmaceuticals*

Ask the Expert; *2023, 2024 Personally selected by Grand Rapids Magazine to answer questions pertaining to medical dermatology questions. December 2023 issue and 2nd publication planned for 2024*

NFP Gala Presenter of corporate honoree, *Nov 2023* ***Presented award for Frank Wantanabe at National psoriasis foundation gala***

Swift Ambassador, Oct 2023-present

Won Best in Grand Rapids, *2022, 2023, 2024, 2025*

Won Grand Rapids Face of Dermatology, *2021, 2022, 2023, 2024, 2025*

Won Grand Rapids Top Doc, *2019, 2020, 2021, 2022, 2023, 2024, 2025*

Clinical Trials

Lilly I1F-MC-RHDD : A Phase 4, Prospective, Open-Label, Single Arm Study to Assess the Effectiveness of Tirzepatide After Initiation of Ixekizumab in Adult Participants with

Moderate-to-Severe Plaque Psoriasis and Obesity or Overweight in Clinical Practice.
Feb 2025-present; Principal Investigator

Janssen Research & Development, LLCA Phase 3 Multicenter, Randomized, Double-blind, Placebo-controlled and Ustekinumab Active Comparator-controlled Study to Evaluate the Efficacy and Safety of JNJ-77242113 for the Treatment of Participants With Moderate to Severe Plaque Psoriasis
Feb 2025-present; Principal Investigator

J&J PSO3006- A Phase 3 Multicenter, randomized, double-blind placebo controlled & active comparator controlled study to evaluate the efficacy and safety of an investigational product for the treatment of participants with moderate to severe plaque psoriasis.
Nov 2024-present ; Principal Investigator

CoreVITAS Adolescent Atopic Dermatitis,
Nov 2024-present; Principal Investigator

Sun Pharmaceutical Industries Limited (SPIL) - TILD-24-01 Protocol Title: A Phase 3, Randomized, Double-Blind, Placebo Controlled, Multicenter Study to Evaluate the Efficacy and Safety of Subcutaneous Tildrakizaumab in Subjects with Moderate to Severe Genital Psoriasis*,*
October 2024 - present; Principal Investigator

Eli Lilly Prospective, Observational Cohort Study Evaluating Lebrikizumab Therapy in the Management of Adult and Pediatric Participants 12 Years of Age and Older with Moderate-to-Severe Atopic Dermatitis in North America (ADjoy) J2T-MC-B002 non-interventional study,
October 2024-present; *Principal investigator*

Celldex Therapeutics Inc. CDX0159-13. A phase 3 randomized double blind placebo controlled study to assess the efficacy and safety of Barzolvolimab in patients with chronic spontaneous urticaria who remain symptomatic despite H1 antihistamine treatment (embarq-csu2)
October 2024-present; Principal investigator

Sanofi - LTS17789 entitled "an open label multinational, multicenter study to evaluate the long term safety, tolerability, and efficacy of subcutaneous amilitelimab in participants ages 12 yrs and older with moderate to severe atopic dermatitis ,
October 2024-present; Principal investigator

l1F-MC-RHDC Efficacy and safety of ixekizumab or ixekizumab concomitantly administered with tirzepatide in adult participants with moderate to severe plaque psoriasis and obesity or overweight. A phase 3b randomized, multicenter, open-label study (TOGETHER Ps), *Closed for enrollment*
October 2024-present; Principal investigator

Research Creator and executor of Swift clinical trials in SCC, Molluscum, AK's
2023-present; Principal Investigator and protocol developer

Janssen 77242113PSO3004: A Phase 3 Multicenter, Randomized Double-blind, Placebo-controlled and Deucravacitinib Active Comparator-controlled Study to Evaluate the Efficacy and Safety of JNJ-77242113 for the Treatment of Participants With Moderate to Severe Plaque Psoriasis. *Closed for enrollment*
Oct 2023-Aug 2024;Principal Investigator

Amgen Protocol 20210158: A Phase 3, 24-week, Randomized, Placebo-controlled, Double-blind, Study to Assess the Effect of Rocatinlimab on Vaccine Antibody Response in Adult Subjects With Moderate- to-Severe Atopic Dermatitis (AD) (ROCKET – VOYAGER), *Closed for enrollment*
Oct 2023- Feb 2024; Principal Investigator

Lily J2T-MC-KGBO Open-Label Study to Evaluate the Safety and Efficacy of Lebrikizumab in Adult and Adolescent Participants with Mod-to-Severe AD Previously Treated with Dupilumab,*Closed for enrollment*
Feb 2023-March 2024; Principal Investigator

Sanofi Prospective observational study of patients receiving Dupixent for Prurigo Nodularis OBS17721, *Closed out*
Feb 2023-Mar 2025;Principal Investigator

Leo LP0162-2328 Phase II trial in adult subjects with Atopic Dermatitis and moderate-to-severe Atopic Hand Eczema, *Closed for enrollment*
Feb 2023-present Principal investigator

Lily PSoSA (PSOriasis Special Areas) - a US-based, Single Trials Arm, Prospective, Multicenter,Observational Study of Nail and Scalp Psoriasis Improvement in Patients Treated with Ixekizumab,
Oct 2022-Dec 2023. Closed for enrollment. Principal investigator

Galderma Clinical Study to Assess Frequency and Severity of Flares andTolerability of a Skin Care Regimen in Eczema-Prone Children and Adults,
Aug 2022 - February 2023 (completed) Principal investigator

Castle Inflammatory Skin Disease Treatment Identification Study (IDENTITY),
Aug 2022-present Principal investigator

Lily Phase III Study J2T-MC-KGBJ in Atopic Dermatitis,
April 2022- Feb 2024.Closed for enrollment.Principal investigator

Abbvie Phase II Study M18-816 in Psoriasis,
April 2022-Dec 2022. study terminated by FDA due to side effects. Principal investigator

Atopic Dermatitis CorEvitas Registry,
2021-present Principal investigator

Castle Biosciences Prospective Development and Validation of a Gene Expression Assay to Predict the Risk of Recurrence Disease in Cutaneous Squamous Cell Carcinoma,
2020-April 2024. Closed for enrollment Principal investigator

Psoriasis CorEvitas Registry, *2016-present Principal investigator*

Psolar Study, *2016 Janssen Pharmaceuticals*

Esprit Registry, *2016 Abbvie Pharmaceuticals*

Antiseptic use prior to minor dermatologic procedures: Is it necessary? *July 2012-June 2016 Principal investigator* Retrospective chart review analyzing infection rates in patients swabbed with vs without alcohol prior to minor procedures.

Research for Scholarly Advancement Fellowship,
June 2009-August 2009 Supervised by Dr. Mark Berryman, PhD, Athens, Ohio

Publications

A Novel 3 step OTC eczema regimen improves eczema severity itch, and life quality; randomized study, *Kristi Hawley, DO, FAAD[1]; Peter Lio, MD[2]; Thu Nguyen, PhD[3]; Christine Emesiani, PharmD[3]; Matthew Meckfessel, PhD Galderma Laboratories Expected abstract presentation at AAD 2024 Expected print in JDD 2024*

Joint AAD-NPF selected article for print. Drew D, Hawley K. The **Psoriasis and comorbidity series: "neglected' comorbidities, Part 3 - Malignancy.** NPF feature. *The Dermatologist. 2022;44-49.* Joint AAD-NPF article selected for print. Drew D, Hawley K. The psoriasis and comorbidity series: 'neglected' comorbidities, part 2—mental health.

NPF feature. *The Dermatologist.* 2022;30(7):45,50-51. Drew D, Hawley K. **The psoriasis and comorbidity series: 'neglected' comorbidities, part 1—obstructive sleep apnea.**

Joint AAD-NPF feature. *The Dermatologist.* 2022;30(6):27,31. Hawley, K.

Taking the Leap: starting buy-and-bill in your practice. *Access Dermatology. 2022;1(1):28-30.*

Joint AAD-NPF selected article for print. Hawley K. **FAQ: Psoriasis and COVID-19.** *The Dermatologist*. 2021;29(3):32,37.
https://www.the-dermatologist.com/article/faq-psoriasis-and-covid-19

Hawley KB**. FAQ: Psoriasis and COVID-19**. The Dermatologist. Published online March 15, 2021.
https://www.the-dermatologist.com/news/faq-psoriasis-and-covid-19

Hawley K. **The psoriasis and comorbidity series: inflammatory bowel disease.** *The Dermatologist*. 2020 ;28 (12): 30-35.

Hawley K. **The psoriasis and comorbidities series: Understanding the link between psoriasis, diabetes, and obesity.** The Dermatologist. Published July 13, 2020. Accessed August 11, 2020.
https://www.the-dermatologist.com/article/psoriasis-and-comorbidity series-understanding-link-between-psoriasis-diabetes-and-obesity

Hawley K. **The psoriasis and comorbidity series: An approach to cardiovascular risk.** *The Dermatologist.*PublishedMarch3,2020.https://www.the-dermatologist.com/article/psoriasis-and-comorbidity-series-appri**ovascular-risk**ovascular-risk.

Hawley K. **Biologics in psoriasis and pregnancy: What dermatologists need to know.** *The Dermatologist*. Published November 12, 2019.

Hawley K. **Prior authorizations: The good, the bad, and the ugly.** *The Dermatologist.* https://www.the-dermatologist.com/article/prior-authorizations-good-bad-and-ugly. Published March 21, 2019.

S Zarkhin, N Arnold, K Hawley, S Stephenson. **What caused this unilateral linear rash in a 19-year-old-female?** *The Dermatologist*. 2018.

Hawley K. ***S*urgical Site Infections and Antiseptic Use in the Dermatology Setting: A Review of the Literature**. Submitted to *Cutis* June 2015.

Hawley K, Quinn K. **The First Reported Case of Xeroderma Pigmentosum and Poland Syndrome in a Single Patient, with a Brief Review of the Literature.** *JAAD Case Reports* May 2015.

Hawley K, Rama S, Stephenson S. **Nonepidermolytic palmoplantar keratoderma.** Poster submitted to *AOCD Annual Meeting* 2014.

Himes, Alison., Hawley, K., Sammons, Dawn. **A Case of Segmental Neurofibromatosis**. *Journal of the American Osteopathic College of Dermatology.* Aug 18, 2012.

Hawley, K., Kerns, M., Moad, J. **Lymphomatoid Papulosis and Pityriasis Lichenoides et Varioliformis Acuta Overlap: An Enigma**. *The American Journal of Dermatopathology.* 2011 Aug. 2012

International Work

Medical Mission Trip Facilitator and Attending Physician; Provided essential medical care and health services to underserved communities in the Dominican Republic. Collaborated with a team of healthcare professionals to deliver treatments, conduct health screenings, and educate local populations on preventive care. Contributed to the improvement of health outcomes in remote areas by addressing acute and chronic conditions. *Dominican Republic, November 2024*

Global Outreach Program Attending Physician; Participated in 5 semi-consecutive trips to Peru as part of a global outreach program aimed at providing medical care to underserved populations. Led a team of medical students and healthcare professionals, providing clinical education and mentorship in resource-limited settings. Delivered comprehensive medical care to underserved communities, addressing both acute and chronic health conditions. Fostered cultural sensitivity and teamwork while navigating diverse healthcare needs in rural regions**;** *Peru, August 2014, 2016, 2018, 2018, 2019*

Poster presentations

Poster AAD Meeting Poster Presentation of Galderma Clinical Study to Presentations Assess Frequency and Severity of Flares and Tolerability of a Skin Care Regimen in Eczema -Prone Children and Adults, *Mar 17, 2023 Galderma Pharmaceuticals, New Orleans*

AAD Meeting Poster Presentation of Galderma Clinical Study to Assess Frequency and Severity of Flares and Tolerability of a SkinCare Regimen in Eczema-Prone Children and Adults, *Mar 18, 2023 Galderma Pharmaceuticals, New Orleans*

Hawley, K., Kerns, M., Moad, J. (2011, October). **Lymphomatoid Papulosis and Pityriasis Lichenoides et Varioliformis Acuta Overlap: An Enigma.** Poster presented at: AOA Research Conference; Orlando,FL.

Hawley, K., Berryman, M. (2009, September). **Drosophila Clic is Involved in the Zippering Phase of Dorsal Closure During Embryogenesis**. Poster presented at: OU-COM's Research Day; Athens, OH.

Conference Faculty Positions

Chief Academy Conference; *May 2025*

The Institute for Continuing Healthcare Education; *Feb 2025*

Patient Access and Management Summit; *Sept 2024*

Winter Clinical; *Feb 2024*

GLIDE; *Sept 2023*

Biologic Coordinators of Dermatology; *Nov 2021*

Editorial activities

Cutis; *September 2020-present Reviewer/Editor*

The Cureus Journal of Medical Science; *December 2024 - present Peer Reviewer/Editor*

Leadership/Advocacy Activities

MSMS Advocacy Day, Lansing, MI: *Mar 19, 2025*
Met with house and senate representatives to discuss important healthcare-related issues

Healthcare advisor and advocate alongside Michigan Governor Gretchen Whitmer; *Feb 2024-present*

AAD Legislative Conference, Washington D.C; *2022-present*
Leader and participant

AAD Leadership Forum, Chicago; *April 2022*
Selected and identified as future leader of profession

SkinPac; *2016-present*

Donor and participant

Advocate for biologic coverage; *2019*
Wrote letters and had phone calls with CMO of Priority Health in advocacy of better coverage of biologics for psoriasis patients

AAD Legislative Conference, Washington D.C; *2024-present Leader and participant*

Platinum SkinPac donor; *2024, 2025*

Board Seats/Committee Involvement

AADA Key Advocacy Contact; *appointed Mar 2025-present*

MD/DO Steering Committee focused on psoriatic arthritis (PsA). UCB Steering Committee member : *April 2024-present*

MSMS Legislation & Regulation Committee; *December 2024*

Medical Student interviews and selection committee, *2023 Michigan State University College of Osteopathic Medicine*

Judge/committee member for scientific poster competition, *Novi, Mi; May 2023 Michigan State University College of Osteopathic Medicine medical students*

Hidradenitis Suppurativa committee for creating, obtaining grants, and moderating CME activity, *Jan 2023-present*
Gather-Ed

International Complex Med Derm and Therapeutics Chair, *2022-present Association of Private Practice Dermatologists*
Oversee education of difficult-to-treat conditions and use of novel therapies

Medical Mission trip; Dominican Republic ***November 2024***
Organized and coordinated patient outreach efforts, resulting in a significant increase in community participation and improved access to dermatological and general medical services.

NATIONAL speaker pharmaceutical company engagements:

Prurigo Nodularis Galderma speaker bureau; ***April 2024 - present***

Arcutis Biotherapeutics; *March 2023-present*

Swift Ambassador and speaker for Emblation; *Oct 2023-present*

UCB Pharmaceuticals; *September 2018-present*

Cimzia, Bimzelx

BMS Pharmaceuticals; *March 2023-present*

Abbvie Pharmaceuticals; *February 2018-present*

Dermavant Biosciences; *Nov 2022-2024*

Castle Biosciences: cSCC and Melanoma genetics; *Sept 2022-present*

Incyte Pharmaceuticals; *Feb 2022-present*

Galderma Pharmaceuticals; *Feb 2022-present*
Aklief, Twyneo, Oracea, Epsolay

Sun Dermatology Pharmaceutical Industries; *March 2021-present*

Vyne Pharmaceuticals; *Oct 2020-2021*

DermTech; *September 2020-2022*
Turned down renewal of contract as I no longer stand behind product

Foamix Pharmaceuticals; *June 2020-Oct 2020*

Amgen Pharmaceuticals; *December 2019-present*

Pfizer Pharmaceuticals; *July 2019-present.* ***Cibinqo, Eucrisa***

Helsinn Birex Pharmaceuticals; *May 2019-****2023***

Sanofi Genzyme Pharmaceuticals; *March 2019-present*

Regeneron Pharmaceuticals; *March 2019-present*

Ortho Dermatologics Pharmaceuticals; *January 2019-present*

Celgene Pharmaceuticals; *January 2019-December 2019*

Almirall Pharmaceuticals; *December 2018-2022*

Novartis Pharmaceuticals; *August 2018-Oct 2020*

AQUA Pharmaceuticals; *January 2017-December 2018*

Product Theatre Presentations

AOCD Webinar: Swift Microwave Therapy - Innovations in Dermatology; ***2/21/2024***

That's Derm Good! ***Recorded live podcast / presentation as Patient Access Management Summit; September 2024***

Product Live: Bio-Experienced Pt 1: Your Next Move and Theirs: A Theaters Case-based Approach for Evaluating Patients with Psoriatic Disease; *Aug 24, 2024 UCB pharmaceuticals Live ISDPA conference Ch**icago, IL***

For Patients with Plaque Psoriasis: an Oral Non-Biologic Therapy With Data in Special Areas; *Nov 2021 Amgen Biologic Coordinators of Dermatology Conference Charleston, SC*

Both Patient 1 and 2: Your Next Move and Theirs: A Case-based Approach for Evaluating Patients with Psoriatic Disease; *Oct 2021 UCB Fall Clinical, Las Vegas, NV*

CME Conference Lectures & participation

Finding Mentors; *Chief Academy, May 9, 2025*

Getting Involved in Advocacy Panelist; *Chief Academy, May 9 2025*

Mastering Psoriasis Management with Medicare: A Virtual Grand Round Series Session 2; *DermInsider; March 26, 2025. Alongside Dr. Mark Kauffman and Dr. Linda Stein-Gold*

Navigating Patient Assistance Programs and the Impacts of Copay Accumulator Programs; Live Podium lecture; *September 21, 2024 Patient Access Management*

Summit/; Dallas, Texas

Podcast Guest on "That's Derm Good" Discussing patient access to medications and importance of CME; ***September 2024 Patient Access Management Summit; Dallas, TX***

Copay Plan Designs and truth behind PBMs; ***LEAD Project Recorded Event*****,** ***April 2024***

Navigating Patient Assistance Programs and the Impacts of Copay Accumulator Programs; ***Live podium lecture; Feb 17, 2024 Patient Access Management Summit/Winter Clinical; Miami, Florida***

Educational Facial Papules: Considerations Beyond Acne and Rosacea Lectures (non-*Live podium lecture; Sept 21, 2023* sponsored) ***GLIDE Dermatology conference***

Know Your Worth: Billing and Coding Tips, *Sept 2022*
LEAD Project

Understanding the Immune System, Skin Diseases, and Biologics; *Nov 2021*
Keynote speaker for Biologic Coordinators of Dermatology conference

The Biologic Coordinator Journey and Tapping into your Worth; *Nov 2021*
Biologic Coordinators of Dermatology conference in Charleston, SC

Atopic Dermatitis CME Group Leader; *April 2021 NACE Gather-ed ACCME Accredited CME provider*

Leader of Family Medicine Didactic Education Sessions; *Multiple times per year Mercy Health Residency Program*

Leader of Ob/Gyn Resident Didactic Education Sessions;
Annually Mercy Health Residency Program

Family Medicine Grand Rounds; *April 2017-present*
Mercy Health Family Medicine; Guest lecturer

Vasculitis Educational Lecture; *Oct 2015*
American Osteopathic College of Dermatology Conference; Orlando, FL

Basic Dermatology Lecture Series; *May 2014, May 2015*
Wayne State School of Physician Assistants; Guest lecturer

Hired consultant activities

UCB Individual Marketing Consulting Activity; *May 5, 2025*

Atopic Dermatitis and Prurigo Nodularis Galderma Advisory Board; ***Apr 27, 2024***

Pfizer Regional CIBINQO Advisory Board Meeting West; Nov 2, 2024 Phoenix, AZ

Siliq Winter Clinical Advisory Board; ***Feb 2024 Winter Clinical Miami, Fl***

Novartis Competitive Psoriasis Market Landscape Advisory Board, ***Jan 2024, virtual***

Galderma Disease state advisory board, ***April 26, 2024 Miami, FL***

Galderma Advisory board meeting on nemolizumab* in AD and PN , April 27, 2024; Miami, FL

Consulting/Arcutis Advisory Board for Zoryve Seb Derm indication launch prep; *Nov 2023 Dallas, Tx*

Advisor for protocol development for Swift technology advancements; ***Oct 2023-present Emblation***

Sun Pharmaceuticals Understanding the Biologic Landscape; ***sept 2023 One-on-one consultation***

Galderma Aklief Advisory Board at Congress of Clinical Dermatology; ***June 2023 2023***

Arcutis Biotherapeutics Zoryve Virtual Advisory Board Meeting, *Dec 1, 2022*

Leo Pharma Adbry Virtual Advisory Board, *Oct 12, 2022*

Novartis Advisory Board for HCP Education, *Oct 2022*

Leo Pharma Virtual Advisory Board for Mod-severe Atopic Dermatitis, *Oct 2022 LEO*

Dermavant National Sales Meeting Honored Guest and Speaker, *Jun 2022, San Diego*

Dermavant Regional Advisory Board, *May 2022,* ***Detroit, MI***

Novartis Patient Journey Blueprint & Scientific Platform Workshop for HS, *Nov 2021,* ***Dallas, TX***

Incyte Ruxolitinib Fall Clinical AD Insight Advisory Board,
Oct 2021 ***Fall Clinical Las Vegas, NV***

Incyte Atopic Dermatitis Advisory Board Meeting, *Sept 2021*

Sanofi Genzyme Regional Insight Advisory Board, *August 2021*

Topix Pharmaceuticals New Product Development Focus Group, *August 2021*

Castle Biosciences Decision Dx-Melanoma and Decision Dx-SCC Advisory Board, *April 2021*

Janssens Pharma TRAC Spring 2021 Advisory Board, *March 2021*

Almirall Pharma Current understanding of Antibiotic Resistance and Stewardship ad board, *Aug 2020,* ***NY, NY***

Novartis PULSE Virtual Advisory Board, *June 2020*

UCB CZP Promotional Deck Advisory Board, *Apr 2020*

DermTech Clinical Advisory Board, ***2020***

UCB Pharma Plaque Psoriasis Provider Engagement Program (PARTNER),
Feb 2020-present

Consultant and guest speaker at UCB's National Sales Meeting, *Jan 2020 UCB pharmaceuticals; New Orleans*

Celgene pharma Dermatology Advisory Board, *Aug 2019 Celgene*

Janssen Pharma Perspectives on the Psoriasis Market Competitive Landscape Advisory Board Meeting, *Dec 2018,* ***Chicago, IL***

Abbvie Pharma Dermatology Strategies and Tactics General Consulting, *March 2019, Washington, D.C.*

AbbVie Plaque Psoriasis Advisory Board, *May 2018, Rosemont, IL*

Abbvie Pharma AAD Executive Encounter and Consultation, *Feb 2018, San Diego, CA*

Illumya Advisory Board, ***October 2024 Las Vegas, NV***

Hired Moderator/Leader of pharmaceutical engagement with thought leaders

Slide deck creator and Moderator of Real Patient Experiences with Zoryve: Roundtable; ***Feb 2024 Grand Rapids, MI***

MODERATOR of Arcutis Biotherapeutics Zorye Regional Advisory board; ***April 3, 2023***

MODERATOR of Arcutis Zoryve Georgia Advisory Board; ***March 23, 2023***

Dermatology Organization Memberships

American Academy of Dermatology
HS Foundation
American Osteopathic College of Dermatology
American Society for Dermatologic Surgery
American Osteopathic Association
American Medical Association
Women in Dermatology Society
National Psoriasis Foundation
Michigan State Medical Society

Media Activities & Appearances

Podcast Guest on "Derm it Trotter" Discussing Legislation and the importance of being and advocate for your patients;
Feb 2025

Podcast Guest on "That's Derm Good" Discussing patient access to medications and importance of CME;
September 2024 Patient Access Management Summit; Dallas, TX

Fox 17 interview on COVID vaccine and filler complications;
March 2021

Fox 17 interview on sunscreen;
August 2021

Pearls in Psoriasis: Dr Hawley on Treating Patients With Obesity;
August 25, 2020 The Dermatologist Magazine Podcast, guest of Dr. Lawrence Green.

Expert in biologics in psoriasis and pregnancy;
March 2020 Between Two Derms hosted by Dustin Portela, DO, FAAD

Fox 17 live interview on skin disease, including psoriasis and eczema;
Feb 2020

Skin Cancer Screening TV Promotion; ***Guest on WOOD TV and Fox 17 to promote Spectrum Health free skin cancer screening***
May 2017, May 2018, May 2019

Community Outreach Involvement

Charity Career day presentation;*Byron Center HS Oct 2023*

SkinPac Donation; *yearly 2020-present*

Calapalooza; *Sept 2023 & 2024* ***Provided*** *and attended Skin cancer and derm disease awareness booth, along with charitable donation at local community high school*

Red Glasses Movement, *Nov 2022 Donor and participant in supporting cause; Grand Rapids, MI*

Spectrum Free Skin Cancer Screening, *May 2022, May 2023 Holland, Mi*

Metro Health Skin Cancer Awareness Fundraiser, *2021 Grand Rapids, MI*

National Psoriasis Foundation, *several events throughout the year in 2019, 2020, 2021, 2022,2023 Assist with social media campaign and public education*

MSU Global Outreach, *August 2015, 2017, 2018 Peru; Dermatologist at free multi-specialty clinic for underserved*

Community Free Skin Cancer Screening, *May 2017-2019, 2022 Grand Rapids, MI*

Crohn's & Colitis Foundation*, donor & participant in West Michigan Take Steps, June 2024 Grand Rapids, MI*