



PDX Skincare Festival

Recap by the numbers

DATE: June 18, 2018 PRESENTED BY: OHSU Dermatology

By the numbers

- 1,500+ total attendees
 - ~1,250 on 'clickers'
 - ~500 combined participation from screening, walk, & CME
- 85 Volunteers

Skin cancer screening

- 15 screening providers
- 185 participants screened
- 86 lesions noted, primarily SK and AK's
- 4 participants enrolled and biopsied as part of Imaging and Biopsy Research Study.
- One was found to have an invasive melanoma and a second had a melanocytic lesion for which re-excision was recommended.

AIM at Melanoma Walk



- 232 Walkers
- \$24,231 raised
- Corvallis Walk
 - 57 registered walkers
 - \$1,630 raised (online \$'s)

CME

- Registrations: 29 in-person; 25 virtual
 - 34 CME credits provided
 - 40 in-person

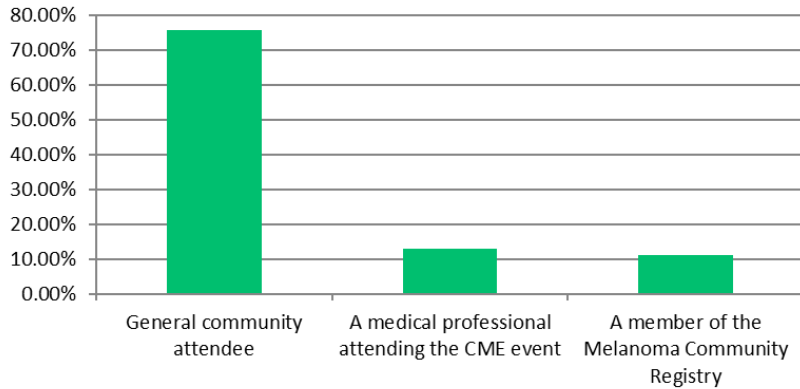


Misc booth data

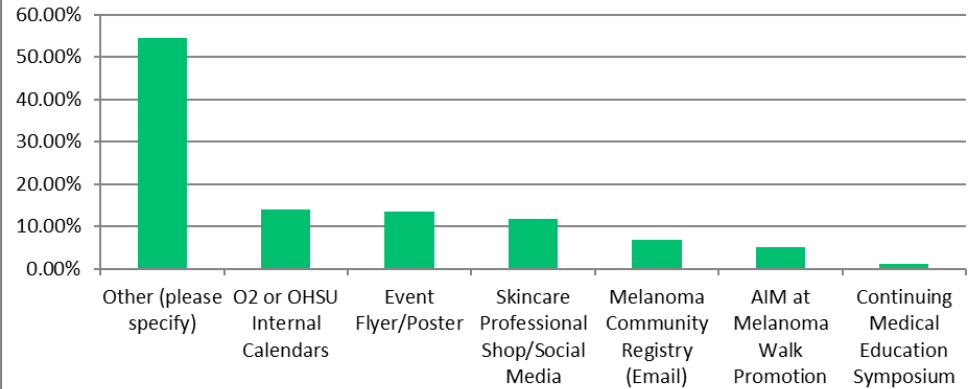
- 40 OHA-affiliate tables
- MoleMapper™
 - 80-100 participants; 30 participated in the experiment; invaluable user interaction
- Epi survey pilot
 - 39 took pilot survey and provided feedback
- Sunscreen testing table
 - 76 participants filled out survey
 - If you look through the results, it was overwhelmingly filled out by women (~83%), with a higher tendency to be between the age range of 31-50 (~37%), with a Fitzpatrick Skin type of II (~53%). The sunscreens were ranked overall about the same with Vanicream being the least favorite of them all (everything is around 20% except for vanicream at ~5% and Neutrogena at ~10%). People liked a sunscreen because it was easy to rub in, or they didn't because it was difficult to rub in. And when you reveal the brands and price, the products are definitely re-ranked to favor the 'cheaper' sunscreens.

Participant Survey Feedback

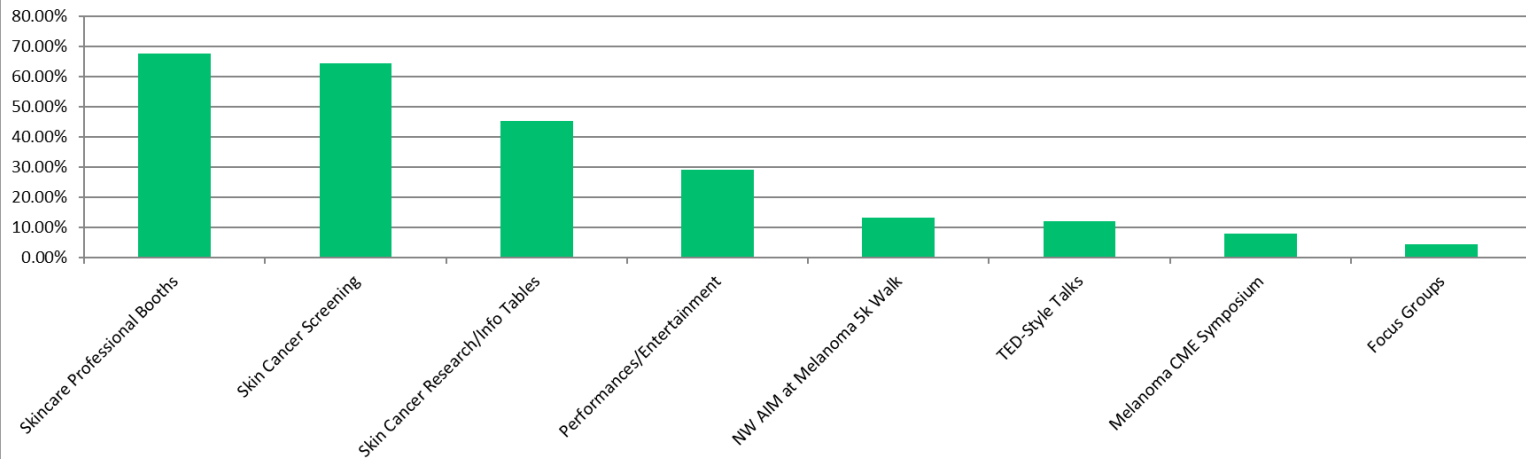
What best describes you as an attendee:



How did you hear about the PDX Skincare Festival?



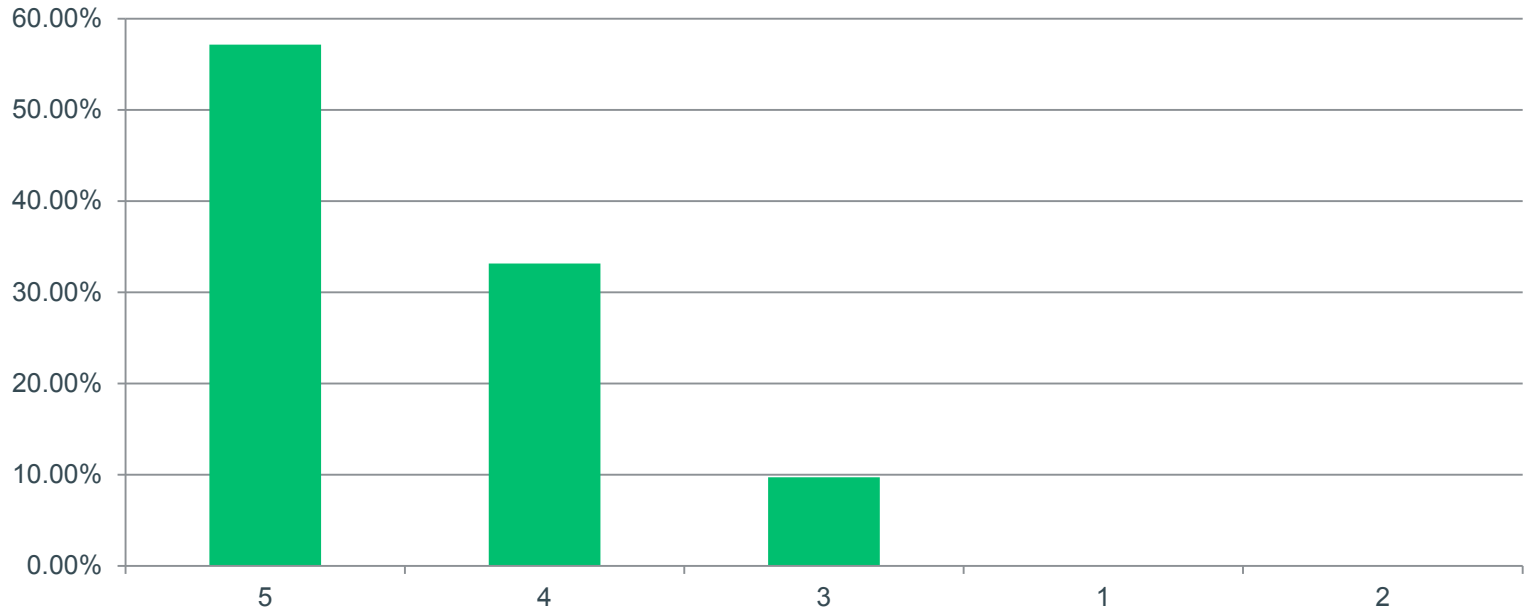
Which activities or tables did you visit or participate in



- Other
- 'Friend'/Family = ~30
 - Facebook= 13



How would you rate the overall event - 1 being worst, 5 being best?



Answer Choices	Responses	
5	57.14%	100
4	33.14%	58
3	9.71%	17
1	0.00%	0
2	0.00%	0