

***“The 2024 Dermatology Market: The Good, The Bad and The Ugly”***

***Speaker: Dr. Seth Orlow  
New York University/Pharus Advisors***

**ABSTRACT:** The story of the 2024 Dermatology market has been one filled with surprises. In my talk, I will discuss the highs and lows in 2024 from my vantage point as a dermatologist, cutaneous biologist and strategic advisor. Some of the themes that I will cover include "Rare and well-done: what the market loved and hated in topical therapy", "Mergers & Acquisitions: Home runs, near-death experiences and fatal crashes", and "It's the immunology, stupid!".