

# CONFERENCE PROGRAM

## Preconference Workshops

### THURSDAY, FEBRUARY 27<sup>TH</sup>

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
10:30 a.m. – Noon		ADAM Board Meeting				
Noon		Check-In and Registration Open				
		<b>Pre-conference Workshop 1</b>		<b>Pre-conference Workshop 2</b>		<b>Pre-conference Workshop 3</b>
1 – 5 p.m.	<b>A100</b>	Financial Deep Dive	<b>B100</b>	Aesthetics Business Masterclass: Kirstie Jackson with AMSPA	<b>C100</b>	ModMed Dermatology Workshop
5:15 – 6:30 p.m.	<b>Welcome Networking Reception in Exhibit Hall</b>					
7 – 9 p.m.	<b>Dine Arouds – Networking Dinners (optional)</b>					

### HOTEL

Magical memories begin here, at Hilton Orlando Lake Buena Vista. As an Official Walt Disney World® Hotel, guests have access to exclusive Disney benefits including being directly connected to Disney Springs® via Pedestrian Skybridge. With 6 on-site dining options, 24-hour arcade and 2 heated pools, your next Orlando getaway is sure to be memorable!

**Discounted room rates are available until February 5, 2025 for the 2025 ADAM Annual Meeting.**

### 2025 PRE-CONFERENCE WORKSHOPS

*(\$250 additional registration fee)*

Join us for these engaging pre-conference workshops on Thursday, February 27, 2025:

#### ModMed Dermatology Workshop: From Burnout to Balance: Leveraging Tech to Improve Staff Well-being and Retention

Wondering how the latest systems might help you accomplish more with less? Then join our preconference workshop for users of ModMed® Dermatology and those who are curious about it.

In part 1, we'll cover strategies for overcoming staff shortages, physician burnout and shrinking reimbursements, and we'll share our plans for responsible AI, as well as recent developments on clinical workflows, practice management and patient collaboration.

In part 2, join ModMed insiders and practice peers for roundtables on timely topics:

- **Analytics and dashboards.** Discuss ways that integrated EHR and PM systems apply sophisticated analytical tools with well-structured data to pull clear answers out of complex datasets.
- **Payment platforms.** Find out how leading practices use smartphone apps, patient portals and automations to streamline collections, gain financial insights and strengthen bottom lines.
- **Patient collaboration.** Explore tools to help reduce call volumes and no-shows; automate reminders; and enable patients to self-schedule, access records and take advantage of telehealth.
- **Modern software.** If your current systems feel old and clunky, learn how ModMed® Dermatology, an all-in-one suite integrating EHR, PM and more, can boost productivity and work-life balance.



Programming subject to change.

### AmSpa: Business of Aesthetics Workshop

Ready to unlock the full potential of your aesthetic practice? Dive into our 'Business of Aesthetics' pre-conference workshop, hosted by AmSpa, and emerge equipped with the knowledge to build and grow a successful aesthetic business. Whether you're just starting out or looking to elevate your existing practice, this comprehensive course has something for everyone. Gain expert insights into the state of the industry, essential building blocks for your business, how to choose and onboard new treatments, recruit and train providers, and strategies for pricing, compliance, and patient engagement. You'll also learn about key performance indicators (KPIs), both financial and non-financial, that are critical for tracking the success and growth of your practice.

Join us for an enriching experience that covers everything you need to know about running a compliant and successful aesthetic practice. Plus, attendees will receive a complimentary one-year AmSpa Plus membership, valued at \$845! Don't miss out—register today and take the first step towards transforming your aesthetic business. Develop a strategy that engages staff and leverage data and analytics for measurable outcomes to consistently challenge the status quo.

### Financial Boot Camp Pre-Conference Session

Are you ready to enhance your financial skills and improve your dermatology practice? Join ADAM speakers as well as partners from Kassouf & Co certified public accountants for an exclusive pre-conference workshop that delves deeper into ADAM's Financial Boot Camp series. This is your chance to receive individualized help during small breakout sessions on each of the Boot Camp topics. Bring your reports and questions to hone your financial skills while maintaining confidentiality to allow for a truly immersive learning environment.

**Reports and Dashboards:** Learn how to create and interpret financial reports and dashboards that provide a clear picture of your practice's performance.

**Key Performance Indicators:** Understand how to identify and analyze key performance indicators (KPIs) to make informed decisions that drive growth and efficiency.

**The P&L/General Ledger:** Get to grips with the Profit & Loss statement and General Ledger and understand their importance in managing your practice's financial health.

**Budgeting Basics:** Master the basics of budgeting to ensure your practice is financially sound and prepared for future challenges.

This pre-conference session is designed to empower you with the knowledge and skills to take control of your practice's financial future and learn about essential financial strategies.

### Returning Favorites

Make sure to sign up for the Thursday evening "**Dine Arounds**" – geared toward making networking fun as you try out favorite Disney Spring restaurants. Specifically designed for networking, these small group reservations at nearby popular Orlando restaurants are led by a member of the ADAM Conference Committee. Registration for Dine Arounds is separate and attendees are responsible for their own dining expenses.

The **ADAM Bash** returns again for Friday night! All conference attendees are invited to join us at the Hilton Pool Deck for great food, drinks, and dancing with your friends. This event requires a separate registration of \$50/individual.

# CONFERENCE PROGRAM

## Conference - Day 1

### FRIDAY, FEBRUARY 28<sup>TH</sup>

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7 – 7:45 a.m.	<b>Networking Breakfast</b>					
7:45 – 8 a.m.	<b>Welcome Message from ADAM President</b>					
8 – 9:30 a.m.	<b>KEYNOTE: DISNEY LEADERSHIP INSTITUTE: Disney's Approach to Quality Service</b> Service is not just about hiring friendly people and hoping they will deliver customer service that is better than your competitor's service. Exceptional service results when companies excel in three areas: the careful design of service, the intentional and flawless delivery of service, and the construction of a recovery safety net when service does not go according to plan.					
9:30 – 10:15 a.m.	<b>Networking and Prize Kick-off Break in Exhibit Hall</b>					
	<b>Human Resources</b>		<b>Peer to Peer</b>		<b>Operations</b>	
10:15 – 11:15 a.m.	<b>A101</b>	Where to Start Today to Implement an Effective Compliance Program at Your Practice: Adam Laing with Healthcare Compliance Pros	<b>B101</b>	New Managers Roundtable: Janice Smith, Ashley Huschka, Juliann Pucevich, Rebekah Sanborn	<b>C101</b>	<b>Split Session:</b> Workflow Optimization in a Mohs Lab: Jared Krickenbarger with Mohs Plus  How to start a Path Lab: Cheryl Davis, Tareen Dermatology
11:15 – 11:25 a.m.	<b>Transition Break</b>					
11:25 – 12:25 a.m.	<b>A102</b>	Oye! Processes and Protocols You're Missing in Your Practice: Mara Shorr with Brinson Anderson Consulting	<b>B102</b>	Cosmetic Roundtable: Kirstie Jackson, Logan Wang, Christina Alexander, Brittany Van Leeuwen	<b>C102</b>	Streamlining Office Workflows for prior auth success: Janelle Ball with BC Educators LLC.
12:30 – 1:40 p.m.	<b>Lunch and ADAM Business Meeting / Practice Manager of the Year / ADAM Awards</b>					
1:40 – 2:40 p.m.	<b>A103</b>	Risk and Compliance Success for Dermatology Practices: Jennie Hitchcock with Compass Healthcare Consulting	<b>B103</b>	Emergency Preparedness Panel: Heather Soli, Nichole Holoman, Colleen McCoy, Vianka Feliciano	<b>C103</b>	<b>Split Session:</b> Technology Should Be Logical, So People Can Be Relational: Anish Kapur, M.D.  The Rise of AI in Medical Practices and Cybersecurity Considerations: Adam Laing
2:40 – 2:50 p.m.	<b>Transition Break</b>					
2:50 – 3:50 p.m.	<b>A104</b>	Making DEI a Reality: Laketta Harmon, MHR, SHRM-CP - LH HR Consulting, LLC	<b>B104</b>	Advanced Managers Roundtable: Ashton Gonzales, Teresa Dyer, Noah England and Steve Ieraci	<b>C104</b>	The 4 Pillars of IT: David Zima with Dedicated IT
3:50 – 4:30 p.m.	<b>Break in the Exhibit Hall</b>					
4:30 – 5 p.m.	<b>ADAM Talk Show, Hosted by Sarah Nielson and Nichole Holoman</b>					
6:30 – 9 p.m.	<b>ADAM Bash! (Ticket Required)</b>					

# CONFERENCE PROGRAM

## Conference - Day 2

### SATURDAY, MARCH 1<sup>ST</sup>

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7:30 – 8:30 a.m.	<b>Table Topics Networking Breakfast</b>					
	<b>Financial</b>		<b>Marketing</b>		<b>Leadership</b>	
8:30 – 9:30 a.m.	<b>A201</b>	Financial Benchmarking Panel: Troy Starling, Cheryl Davis, Bill Kenney	<b>B201</b>	Building a Strong Referral Base: Essential Tools, Tips, and Legal Insights for Effective Practice Marketing: Michele Krohn with Full Circle PR	<b>C201</b>	Transforming the Employee—and Patient—Experience through Technology, Education and Communication: Stacey Quinn and Greg Blew with PatientPoint
9:30 – 9:45 a.m.	<b>Refueling Break</b>					
9:45 – 10:45 a.m.	<b>A202</b>	Smart Investments for Success: Capital investment decision making for thriving medical practices: Georgina Perry with CRI	<b>B202</b>	Maximizing Patient Lifetime Value for Enhanced Retention and Revenue Growth: Robin Ntoh with Nextech	<b>C202</b>	Manager Means “In The Middle”: Amy Steimel with Metro East Dermatology & Skin Cancer Center
10:45 – 11 a.m.	<b>Refueling Break</b>					
11 a.m. – 12 p.m.	<b>A203</b>	2025 Dermatology Coding and Regulatory Updates: Faith McNicholas with American Academy of Dermatology Association	<b>B203</b>	Strategic Patient Acquisition: Top Tips for Growing Dermatology Practices: Cory Kirspeel with Clearwave and Eric Johnson with SocialClimb	<b>C203</b>	Emotional Intelligence: Katrina Whitehair and Laura Baldwin with VMG Health
12 – 1:10 p.m.	<b>Networking Lunch</b>					
1:10 – 2:10 p.m.	<b>A204</b>	The Audit Process: Betty A. Hovey with Compliant Health Care Solutions	<b>B204</b>	Optimizing patient acquisition and retention with a digital-first strategy: Rachel Downey with Dermatology Associates of Virginia, Colin Kennedy with Forefront Dermatology, and Meg Sabatalo with Phreesia	<b>C204</b>	Skin in the Game: Knowing When to Call an Attorney for Compliance and Legal Issues: Amanda Schwartz and Caryn Devane with Dermatology Consultants
2:10 – 2:20 p.m.	<b>Transition Break</b>					
2:20 – 3:20 p.m.	<b>A205</b>	Billing and Coding Roundtable: Amanda Troiano, Janice Smith, Sarah Nielson, Angie Magnum	<b>B205</b>	Enterprise Performance Reporting: Amy Holdener with RSI	<b>C205</b>	Elevate Your Workplace Leadership through Emotional Intelligence: Robin Ntoh with Nextech
3:20 – 4:00 p.m.	<b>The GRAND FINALE - Final Prizes Awarded and 2026 Location Announcement</b>					
4:00 p.m.	<b>Conference Adjourns</b>					