

28th ADAM ANNUAL MEETING — PROGRAM AT A GLANCE

Programming subject to change.

TUESDAY, MARCH 17, 2020

7:15 - 8:15 a.m.	Continental Breakfast		
8:15 - 8:40 a.m.	Opening Remarks & Welcome <i>Tony Davis, ADAM President</i>		
8:40 - 9:50 a.m.	A100 Opening Keynote – Powered Productivity: Super Tech Tools to Get Stuff Done! <i>Beth Z, Your Nerdy Best Friend</i>		
9:50 a.m.	Transition Break		
	TRACK A — New Manager	TRACK B — Advanced Manager	TRACK C — Academic / Clinical Research
10 - 11 a.m.	A101 Effective Ways to Hire, Train and Maintain Staff <i>Katie Stewart</i>	B101 Panel: Compensation / Bonus Structures for Staff and Providers <i>William Kenney, Tony Davis, Curtis Mayse</i>	C101 Rogue Wholesale Drug Distributors: Protecting Patients From Potentially Harmful Drugs <i>Karen Rothschild, JD</i>
11 - 11:10 a.m.	Transition Break		
11:10 a.m. - 12:10 p.m.	A102 Developing a High Performance Team / Managing Multiple Personality Styles <i>Mike Goossen; Jennifer Comeaux Bodin</i>	B102 Change Management: Turning Expansion and Growth into a Positive <i>Debra Phairas</i>	C102 Dermatology 101: An Academic Perspective <i>Dan Condon</i>
12:10 - 1:30 p.m.	Complimentary Lunch		
1:30 to 2:45 p.m.	A103 New Managers Roundtable <i>June McKernan, Monét Edwards, Nichole Holoman, Glenn Morley</i>	B103 Advanced Managers Roundtable <i>Michele Blum, Sarah Nielson, Debra Phairas</i>	C103 Academic Practice and Clinical Research Roundtable <i>Elizabeth Edwards, Virginia King-Barker, Dan Condon, Jami Wood</i>
2:45 - 3 p.m.	Transition Break		
3 - 4 p.m.	A104 Improving the HR Function – Policies to Manage Staff, Minimize Turnover and Enhance Performance <i>Katie Stewart</i>	B104 Critical Conversations – How to Have Them (and When You Need Them) <i>Micki Giardino</i>	C104 Clinical Research – Getting Started <i>Dean Hervochon, Heidi Berke</i>
4 - 4:10 p.m.	Transition Break		
4:10 - 5:10 p.m.	A105 Keep 'Em Coming Back! Patient Loyalty, Retention and Growth <i>June McKernan, Vojin Kos, George Smaistrila, Jr.</i>	B105 Amping Up Staff Morale and Conquering Burnout <i>Glenn Morley, Laura Baldwin</i>	C105 Patient Roundup! Recruiting for Clinical Studies <i>Audrey Black, Kirstie Jackson</i>
5:15 - 6:30 p.m.	Welcome Reception in Exhibit Hall		
6:45 - 9 p.m.	Dine-Arounds — Off-site Networking Dinners (optional)		

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WEDNESDAY, MARCH 18, 2020

7:30 - 8:30 a.m.	Continental Networking Breakfast in the Exhibit Hall		
7:30 - 8:30 a.m.	Table Topics <i>Monét Edwards, Sarah Nielson, Jessica Pape-Selim, Kirstie Jackson, David Batagower, June McKernan, Heather Beard, Michele Blum, Elizabeth Edwards, Virginia King-Barker, Janice Smith, Tony Davis, William Kenney, George Smaistrla, Jr., Nichole Holoman</i>		
	TRACK A — Financial	TRACK B — Practice Support and Solutions	TRACK C — Legal & Compliance
8:30-9:30 a.m.	A201 Happy and They Know It: Staff Bonuses, Incentives and Rewards <i>Glenn Morley, Jamie Hilliard</i>	B201 Educate Your Staff and Boost Your Practice <i>Debra Phairas</i>	C201 Embezzlement, Fraud and Risk Management <i>Michael J. Sacopulos, JD</i>
9:30 - 10:15 a.m.	Beverage Break in the Exhibit Hall		
10:15 - 11:15 a.m.	A202 Benchmarking: Moving Your Practice to the Next Level <i>Tony Davis, Curtis Mayse, George Smaistrla, Jr.</i>	B202 Operational Best Practices: KPIs for Non-financial Factors <i>Robin Ntoh</i>	C202 HIPAA Best Practices and OIG Compliance <i>Michele Blum, Sean Weiss</i>
11:15 - 11:25 a.m.	Transition Break		
11:25 a.m. - 12:15 p.m.	A203 Budgets to Projections: Getting the Most out of Financial Reporting <i>Steve Ieraci</i>	B203 Roundtable: Work Smarter Not Harder – Time Management Tools and 3rd Party Software <i>David Batagower, Molly Menlove, Robin Ntoh, Anna Hale, Rita Rubinstein, Jason Tuschman</i>	C203 CLIA: Logs, Audits and Knowing Your State Regulations <i>Angie Fisher, June McKernan</i>
12:15 - 1:15 p.m.	Lunch Session Sponsored by Sun Pharma (Colorado A-E)		
12:15 - 1:30 p.m.	Lunch in the Exhibit Hall		
1:30 - 2:30 p.m.	A204 Strategic Business Planning: Operational Budgeting and Forecasting <i>Bryan Schneider, Anna Stevens</i>	B204 Best Practices: KPIs and Workflows <i>Randy Torban</i>	C204 HR Policies Roundtable <i>William Kenney, Janice Smith, Michael J. Sacopulos, JD, Raymond Ribble</i>
2:30 - 2:40 p.m.	Transition Break		
2:40 - 3:40 p.m.	A205 You Can Negotiate Payer Contracts Like a Pro <i>Holly Monogue</i>	B205 Private Equity vs. Private Practice <i>Tony Davis, AJ Shekar</i>	C205 Audits, Risk Assessment and Cyber Security <i>Raymond Ribble</i>
3:40 - 4:10 p.m.	Beverage Break in the Exhibit Hall		
4:10 - 5:10 p.m.	A206 Financial Best Practices Roundtable <i>George Smaistrla, Jr., Sarah Nielson, Molly Menlove</i>	B206 EHR Hot Topics in Dermatology: A Focused Session for the NexTech System You Have in Place <i>Robin Ntoh, Courtney Tesvich</i>	C206 EHR Hot Topics in Dermatology: A Focused Session for the Modernizing Medicine System You Have in Place <i>Michael Sherling, MD, MBA</i>
5:10 - 6:30 p.m.	Reception & Passport Raffle in Exhibit Hall		
7 - 10 p.m.	ADAM Bash! (Advance ticket purchase required)		

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THURSDAY, MARCH 19, 2020

7:30 - 8:15 a.m.	Continental Breakfast		
8:15 - 8:50 a.m.	Practice Manager of the Year Award <i>Graciously supported by CareCredit</i>		
8:50 - 9:50 a.m.	A300 Keynote: Emotional Intelligence – Growing Your Practice and Inspiring Your Team <i>Jack Hadley</i>		
9:50 a.m.	Transition Break		
	TRACK A — Billing	TRACK B — Cosmetics / Skin Care	TRACK C — Marketing
10 - 11 a.m.	A301 Coding Updates from an AAD Expert: What's New in 2020 <i>Cynthia Stewart</i>	B301 Commodity vs. Luxury in Dermatology (Financials and Profit Margins) <i>Omer Ibrahim, MD</i>	C301 Building Your Brand with a Strategic Plan <i>Karen Zupko, Alisha Merlo</i>
11 - 11:10 a.m.	Transition Break		
11:10 a.m. - 12:10 p.m.	A302 Internal / External Billing Roundtable (E/M Chart Audits, Mohs Coding, Modifiers) <i>John Gwin, Jan Lambert, Jacqueline Anderson, Jennie Hitchcock, Cynthia Stewart, Holly Monogue</i>	B302 Split Style: How Your Skin Care Business Can Support Growth and Improve Clinical Outcome / Future Trends in Skin Care <i>Kevin Kassofer, Kirstie Jackson</i>	C302 Tandem Talk: Marketing with Diversity and Generational Marketing <i>Ty Allen, Jason Tuschman</i>
12:10 - 1:30 p.m.	Lunch and ADAM Business Meeting		
1:30 - 2:30 p.m.	A303 MIPS and MACRA Pearls <i>Robin Roberts, Joy Rios</i>	B303 Up Your Service Game with a Cosmetic Concierge <i>Karen Zupko, Glenn Morley</i>	C303 How Your Online Presence can Benefit from Negative Reviews <i>Eva Sheie</i>
2:30 - 2:40 p.m.	Transition Break		
2:40 - 3:40 p.m.	A304 What's in Your Patient Collection Toolbox? <i>Tony Davis, Sarah Nielson, Karen Zupko, Jean Moody</i>	B304 Point-of-Care In-Office Dispensing <i>Toni Eberhardt</i>	C304 Low Cost / No Cost In-house Marketing Roundtable <i>Heather Beard, Ashley Cloud, Glenn Morley</i>
3:40 p.m.	Conference Adjourns		