



The only event created by dermatology practice administrators and managers dedicated to making your career and practice a success!

 All times are Central Time (CT)  Live Interactive Session

ADAM
VIRTUAL MEETING
JUNE 25-26, 2021

**ENGAGE
EDUCATE
ENERGIZE**



FRIDAY, JUNE 25

6:00 – 6:15 pm	A100 Opening Remarks & Welcome Janice Smith, ADAM President; Jessica Pape-Selim and Sarah Nielson, CPC, CPPM, ADAM Annual Meeting Co-Chairs			
6:15 – 6:40 pm	Emotional Intelligence Marie Czenko			
6:40 – 7:30 pm	A101 Mini-Course: Practice Management Tools for the NEW MANAGER What Makes a Good Leader <i>Nichole Holoman, MHA</i> Effective Communication with Physicians & Staff <i>Bill Kenney, MHA, FACHE, CMPE</i> Practice Management Pearls <i>Tony Davis</i> Essential Software for Patient Engagement and Marketing Profitability <i>Jason Tuschman</i>	B101 Mini-Course: Hot Topics for the ADVANCED MANAGER Managing Change <i>Debra Phairas</i> Critical Conversations: How to Have Them (and When You Need Them) <i>Micki Giardino</i> Office Efficiencies: Work Smarter not Harder <i>Heather Beard</i>	C101 Mini-Course: Hot Topics for the ACADEMIC PRACTICE Dermatology 101: An Academic Perspective <i>Naomi Lawrence, MD</i> Why Research is Important to Dermatology <i>Murad Alam, MD, MBA</i> Navigating the Pandemic from an Academic Dermatology Perspective <i>Virginia King-Barker</i> Starting Clinical Trials & Research in Dermatology / Private Practice <i>Kirstie Jackson</i>	D101 Strategic Business Planning: Operational Budgeting and Forecasting <i>Bryan Schneider, MD and Anna Stevens</i>
7:35 – 8:25 pm	((•)) RD100 New Managers Roundtable <i>Nichole Holoman, Janice Smith and Heather Beard</i>		((•)) RD101 Advanced Managers Roundtable <i>Sarah Nielson, Debra Phairas and Christina Alexander</i>	
			((•)) RD102 Academic Practice & Clinical Research Roundtable <i>Elizabeth Edwards, Troy Starling and Murad Alam, MD, MBA</i>	
8:30 – 9:00 pm	Visit Exhibits or Chat Discussions			

SATURDAY, JUNE 26

9:00 – 9:30 am	(🔴) Hot Topic Zoom Chats and Meet Your Board of Directors <i>Janice Smith, President; Michele Blum, President Elect; George Smaistrle, Vice President; Bill Kenney, Secretary/Treasurer; Tony Davis, Immediate Past President; Jonathan Banta, Heather Beard, Nichole Holoman, Sarah Nielson, Jessica Pape-Selim, Troy Starling and Wendy Stoehr</i>		
9:30 – 10:20 am	A201 Mini-Course: FINANCIAL & REVENUE Benchmarking: Moving Your Practice to the Next Level <i>Tony Davis and George Smaistrle, Jr., FHFMA, CMPE, CPC</i> How Reports Can Help Manage Your Practice: Getting the Most out of Financial Reporting <i>Wendy Stoehr</i>	B201 Mini-Course: EMPLOYEE SUPPORT, RECRUITMENT & RETENTION How to Hire Excellent Staff and Invest in Education <i>Debra Phairas</i> Happy & They Know It: Staff Bonuses, Incentives & Non-Financial Rewards <i>Glenn Morley</i> How to Build an A+ Staff & Keep Them on Your Team <i>Emily Anne Scalise</i> Team Alignment & Building a Collaborative Team Culture <i>Chris Dumond</i>	C201 Mini-Course: LEGAL & COMPLIANCE Legal and Compliance <i>Michele Blum</i> Work From Home (WFH) Healthcare Cybersecurity Issues <i>Raymond Ribble</i>
10:20 – 10:50 am	Break in the Exhibit Hall		
10:50 – 11:40 am	A202 Mini-Course: MARKETING BEST PRACTICES Building Your Brand & Market Share with Co-op Dollars & Events <i>Amy Taub, MD</i> Marketing with Diversity & Generational Messaging <i>Ty Allen</i> Managing Your Online Presence and How to Counteract Negative Reviews <i>Debra Phairas</i> Social Media & Why You Need to Incorporate it in Your Marketing Mix <i>Kavita Mariwalla, MD</i>	B202 Mini-Course: OPERATIONS & KEY PERFORMANCE INDICATORS Knowing Your Data: KPIs by Dimension <i>Randy Torban</i> Human Resources Best Practices: Setting & Meeting KPIs <i>Katie Stewart</i> Patient Satisfaction Best Practices: Setting & Meeting KPIs <i>Troy Starling</i> Marketing: What & How to Measure your KPIs <i>Amy Anderson</i>	C202 Mini-Course: Leading a Dermatology Practice During a Pandemic: COVID-19, The Great Disrupter Leading a Dermatology Practice During a Pandemic: COVID-19 - The Great Disrupter <i>Michele Blum</i> Can Employers Give the Axe to the Anti-vaxxed? Mandating the COVID-19 Vaccination in the Workplace <i>Jessica Pape-Selim</i> Building a Safe & Engaging Patient Experience During COVID-19 <i>Nichole Holoman, MHA</i> Top 5 Compliance Issues During COVID-19 <i>Troy Starling</i>
11:40 am – 12:15 pm	Break and Visit the Exhibits		
12:15 – 12:40 pm	(🔴) RD206 Change Management Roundtable: Turning Compensation/Bonus Structures for Staff & Providers <i>Michelle Sullentrup, Kathleen Tait and Karen Zupko</i>	(🔴) RD204 Time is of the Essence Roundtable: Time Management Tools & 3rd Party Software <i>Rita Rubinstein, Robin Ntoh</i>	(🔴) RD205 HR Policies Roundtable <i>Mike Sacopolous, JD, Raymond Ribble, Bill Kenney and Janice Smith</i>
12:45 – 1:30 pm	ADAM Business Meeting and Practice Manager of the Year		

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SATURDAY, JUNE 26 (continued)

1:35 – 2:30 pm	A204 Mini-Course: BILLING & CODING Billing in 2021: The Good, The Bad and The Techy... <i>John Gwin</i> Will Your Coding & Documentation Pass An Audit <i>Deborah Grider</i> 2021 MIPS Pearls <i>Robin Roberts</i>	B204 Mini-Course: OFFICE DISPENSING & COSMECEUTICALS Commodity vs. Luxury in Dermatology (Financials & Profit Margins) <i>Omer Ibrahim, MD</i> How Your Skin Care Business Can Support Growth & Improve Clinical Outcomes <i>Kevin Kassover</i> Future Trends in Skin Care <i>Kirstie Jackson</i>	C204 Discussion Session: The Great Debate: Private Equity vs. Private Practice <i>Tony Davis and Ajeya Shekar</i>	D204 Embezzlement, Fraud & Risk Management / Law & Ethics <i>Mike Sacopoulos, JD</i>
2:30 – 3:00 pm	Break in Exhibit Hall			
3:00 – 3:30 pm	 RD201 Internal / External Billing Roundtable (E/M Chart Audits, Mohs Coding, Modifiers) <i>Sarah Nielson and Jennie Hitchcock</i>	 RD202 Office Dispensing & Cosmeceutical Questions to Ask Before Taking the Plunge <i>Kavita Mariwalla, MD</i>	 RD203 Low Cost / No Cost In-house Marketing Roundtable <i>Heather Beard, Ashley Cloud and Shilpi Khetarpal, MD</i>	
3:30 – 4:00 pm	Break in Exhibit Hall			
4:00 – 4:20 pm	 A205 Updates from the AAD 2021 MIPS & E/M Coding Rule <i>Cynthia Stewart and Faiza Wasif</i>	B205 EHR Hot Topics in Dermatology: A Focused Session for the NexTech System You Have in Place <i>Robin Ntoh</i>	C205 EHR Hot Topics in Dermatology: A Focused Session for the Modernizing Medicine System You Have in Place <i>Lynn Cheng, MD, Anna Hale, Jordan Miller, MD, and Michael Sherling</i>	
4:20 – 4:30 pm	Stretch Break			
4:30 – 5:30 pm	  ADAM Interactive BINGO Event 			
5:30 pm	Closing Remarks			

Programming subject to change. Registration includes on-demand access to all sessions for a full year.

Register now at bit.ly/ADAM2021 or call 866.480.3573.

SAVE THE DATE

2022 ADAM Annual Meeting

March 21 – 24, 2022

Boston Park Plaza • 50 Park Plaza at Arlington Street

Boston, MA

