



# PROGRAM

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

TUESDAY, MARCH 14			
7:00 - 8:00 am	Networking Breakfast		
8:00 - 8:10 am	Opening Remarks & Welcome <i>George Smaistr Jr, ADAM President</i>		
8:10 - 9:20 am	Keynote: Leading With Joy <i>Dave Caperton</i>		
	Roosevelt Ballroom	Chambers I & III	Chambers II & IV
	Human Resources	Leadership	Cosmetics and Clinical Trials
9:30 - 10:30am	<b>A101 Mini Course:</b> Creating a Positive Culture and How to Realistically Turn Around a Not so Positive Culture <i>Steve Ieraci</i>  How to Prevent Staff Turnover <i>Summer Waters</i>	<b>B101 Mini Course:</b> All Things KPI. Top 3 Financial KPIs and Top 3 Practice KPIs <i>Wendy Stoehr</i>  How to Use your Data and Innovative Tools to Drive the Organization to Success During this Difficult Landscape <i>Andy Sobczyk</i>	<b>C101 The Future of Aesthetic Global Trends</b> <i>Dean Kanellopoulos</i>
10:30 - 10:40 am	Break		
10:40 - 11:40 am	<b>A102 HR 101:</b> Job descriptions and Onboarding, Hire and Fire, Reviews <i>Marcus Wilbers</i>  Successfully Coaching, Hiring and Training Your Team <i>Kevin Kendall</i>	<b>B102 Leadership</b> How To Run Your Staff Meetings Like a Boss <i>Emily Anne Scalise</i>	<b>C102 Aesthetics Round Table</b> <i>Roxanne Gonzales, Kirstie Jackson, Shari Lurie</i>
11:45 am - 1:15 pm	Networking Lunch		
1:30 - 2:30 pm	<b>A103 New Managers Roundtable</b> <i>Monet Edwards, Colleen McCoy, Ashton Radcliffe</i>	<b>B103 Advanced Managers Roundtable</b> <i>Christina Alexander, Sarah Hiss, Elizabeth Robinson, Roxana Gonzales</i>	<b>C103 Mini Course:</b> Ways to Engage More Patients for Cosmetic Services <i>Phil Sitter</i>  Creating Friendlier Spaces <i>Bri Bustos</i>
2:30 - 2:40 pm	Break		
2:40 - 3:40 pm	<b>A104 How to Use an Employee Pulse Survey</b> <i>Karen Zupko</i>	<b>B104 How to Successfully Hire Dermatologists &amp; Dermatology Providers</b> <i>Adam Newsome</i>	<b>C104 Research and Clinical Trials</b> <i>Ann Marie Edwards</i>
3:40 - 3:50 pm	Break		
3:50 - 4:50 pm	Immersive Learning with Modernizing Medicine: Using Intelligent Solutions to Engage More Patients & Help Alleviate Clinical Staff Shortages <i>Anna Hale</i>		
5:30 - 6:30 pm	Welcome Networking Reception in Exhibit Hall Meet the Keynote and Book Signing <i>Dave Caperton</i>		
7:00 - 9:00 pm	Networking Dinners (optional)		



Programming subject to change.

# 2023 ADAM ANNUAL MEETING • PROGRAM

WEDNESDAY, MARCH 15			
7:00 - 7:45 am	Networking Breakfast in the Exhibit Hall		
7:45 - 8:25 am	<b>Table Topics</b> <i>George Smaistrle, Sarah Nielson, Bill Kenney, Janice Smith, Wendy Stoeher, Troy Starling, Angie Mangum, Elizabeth Edwards, Gabi Brockelsby</i>		
	<b>Roosevelt Ballroom</b>	<b>Chambers I &amp; III</b>	<b>Chambers II &amp; IV</b>
	<b>Financial</b>	<b>Marketing</b>	<b>Dermatology Office</b>
8:35 am - 9:35 am	<b>A201 All Things Financial/Billing Financial Best Practices Roundtable</b> <i>Jennie Hitchcock, George Smaistrle, Troy Starling, Angie Mangum</i>	<b>B201 Maximizing Opportunities with Loyal Patients</b> <i>Dean Kanellopoulos</i>	<b>C201 Front Desk/Call Center Training: How to Keep Everyone on the Same Page</b> <i>Jessica Crane, Shari Lurie</i>
9:35 - 10:15 am	Networking Break in the Exhibit Hall		
10:15 - 11:15 am	<b>A202 Payor Contract Negotiation. Understand the Trends and Compensation Models</b> <i>Gabi Brockelsby, Tony Davis</i>	<b>B202 Mini Course:</b> <b>Creative Marketing Tactics</b> <i>Emily Anne Scalise</i> <b>Social Media for Patient Engagement and Practice Growth</b> <i>Kirstie Jackson</i> <b>Marketing to Patients Over 50</b> <i>Rita Rubenstein</i>	<b>C202 AAD 2023 Billing and Coding Updates</b> <i>Faith McNicholas</i>
11:15 - 11:25 am	Break		
11:25 am - 12:25 pm	<b>A203 Mini Course:</b> <b>Learn how to use Benchmarking for Operations</b> <i>Jennie Hitchcock</i> <b>How to use Benchmarking P&amp;L's and Financial Statements</b> <i>Tony Davis</i>	<b>B203 Mini Course:</b> <b>How to Manage and Stay on Top of Your Practice's Online Reputation, Google Reviews</b> <i>Ty Allen</i> <b>Branding vs Marketing</b> <i>Ryan Lehl</i>	<b>C203 Physician On-Boarding and Evaluation</b> <i>Bill Kenney</i>
12:25 - 1:10 pm	Lunch in the Exhibit Hall		
1:10 - 2:10 pm	<b>A204 Mini Course:</b> <b>Streamlining/Tracking Appeals with Insurance Carrier</b> <i>John Gwinn</i> <b>Diagnosing Denials for Dollars</b> <i>Karen Zupko</i>	<b>B204 Marketing New &amp; Existing Patients. Why Connecting Every Data Point Matters!</b> <i>Ryan Lehl</i>	<b>C204 Biologics In Your Growing Practice</b> <i>Keri Janicek</i>
2:10 - 2:20 pm	Break		
2:20 - 3:20 pm	<b>A205 Alternative Staffing Models and Alternative Pay Structures for Staff</b> <i>Kim Campbell</i>	<b>B205 Growing Your Practice on a Limited Budget and Staying Competitive in the Market</b> <i>Ty Allen</i>	<b>C205 How to Train a Mohs Tech</b> <i>Jared Krickenbarger</i>
3:20 - 4:00 pm	<b>ADAM Talk Show: Ways You Have Overcome Unique Challenges in a Post Pandemic World, Hosted by Sarah Nielson and Nichole Holoman</b>		
4:00 - 5:30 pm	Coffee Bar and Passport Raffle in Exhibit Hall		
5:30 - 6:30 pm	Transition Break		
6:30 - 9:00 pm	<b>ADAM Bash! 31st ADAM Annual Meeting Celebration and Networking Party (fee and ticket required)</b>		



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# 2023 ADAM ANNUAL MEETING • PROGRAM

THURSDAY, MARCH 16			
7:30 - 8:15 am	Networking Breakfast		
8:15 - 9:35 am	Keynote: <i>Own Your Focus</i> Penny Zenker 		
9:35 - 9:45 am	Break		
	Roosevelt Ballroom	Chambers I & III	Chambers II & IV
	Operations	Billing, Reporting and More	Technology and Compliance
9:45 - 10:45 am	<b>A301 Tips for Strategic and Organizational Planning</b> <i>Angie Mangum, Sarah Nielson</i>	<b>B301 Billing Certificate Program</b> <i>Tim August, Janice Smith</i>	<b>C301 Shift Your Perspective – Maximize Technology to Evolve Your Practice</b> <i>Nelson Gomes</i>
10:45 - 10:55 am	Break		
10:55 - 11:55 am	<b>A302 My Experience Overcoming the Challenges of 2022: ADAM Board Members</b> <i>Christina Alexander, Alicia Anderson, Kirstie Jackson, Nichole Holoman</i>	<b>B302 Academics Roundtable</b> <i>Troy Starling, Elizabeth Edwards</i>	<b>C302 Double Take: A Fun Debate on the Merits and Potential Pitfalls of Digital Marketing</b> <i>Mike Sacopulos, Brent Cavender</i>
11:55 am - 12:10 pm	Lunch Buffet Opens		
12:10 - 12:25 pm	Practice Manager of the Year Award 		
12:25 - 1:15 pm	ADAM Business Meeting		
1:15 - 2:15 pm	<b>A303 Private Practice vs Private Equity</b> <i>Wendy Stoeher, Tony Davis, George Smaistrle, Nelson Gomes</i>	<b>B303 MIPS and MACRA</b> <i>Olivia Barry</i>	<b>C303 Mini Course:</b> <b>Surprise Act. What You Need to Know</b> <i>Mike Sacopulos</i> <b>CURES Act</b> <i>Ahmar Qasim</i>
2:15 - 2:25 pm	Break		
2:25 - 3:30 pm	<b>A304 Roundtable: Mohs Practices and Pathology</b> <i>Dr Colleen MacInnis, Sarah Hiss, Kassie White</i>		<b>C304 Hot Topics: Legal and Compliance Roundtable</b> <i>Mike Sacopulos, Adam Laing and Eric Christensen</i>
3:30 pm	Conference Adjourns		

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# 2023 ADAM Annual Meeting

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# THANK YOU Exhibitors and Sponsors

**Exhibits Hours:** Tuesday, March 14: 5:30p.m. - 6:30 p.m. • Wednesday, March 15: 7:00 a.m. - 5:30 p.m.

**Coffee Bar and Passport Raffle:** Wednesday, March 15: 4:00 p.m. - 5:30 p.m.

## GOLD LEVEL



## SILVER LEVEL



## BRONZE LEVEL



## PEWTER LEVEL



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