

CONFERENCE PROGRAM

Conference - Day 1

FRIDAY, FEBRUARY 28TH

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7 – 7:45 a.m.	Networking Breakfast					
7:45 – 8 a.m.	Welcome Message from ADAM President					
8 – 9:30 a.m.	KEYNOTE: DISNEY LEADERSHIP INSTITUTE: Disney's Approach to Quality Service					
	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.	Networking and Prize Kick-off Break in Exhibit Hall					
	Human Resources		Peer to Peer		Operations	
10:15 – 11:15 a.m.	A101	Where to Start Today to Implement an Effective Compliance Program at Your Practice: Adam Laing with Healthcare Compliance Pros	B101	New Managers Roundtable	C101	Split Session: 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.	Transition Break					
11:25 – 12:25 a.m.	A102	Oye! Processes and Protocols You're Missing in Your Practice: Mara Shorr with Brinson Anderson Consulting	B102	Cosmetic Roundtable	C102	Split Session: Streamlining Office Workflows for prior auth success: Janelle Ball with BC Educators LLC
12:30 – 1:40 p.m.	Lunch and ADAM Business Meeting / Practice Manager of the Year / ADAM Awards					
1:40 – 2:40 p.m.	A103	Risk and Compliance Success for Dermatology Practices: Jennie Hitchcock with Compass Healthcare Consulting	B103	Emergency Preparedness Panel	C103	Split Session: 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.	Transition Break					
2:50 – 3:50 p.m.	A104	Human Resources	B104	Advanced Managers Roundtable	C104	The 4 Pillars of IT: James Craft with Dedicated IT
3:50 – 4:30 p.m.	Break in the Exhibit Hall					
4:30 – 5 p.m.	ADAM Talk Show - Hosts:					
6 – 9:30 p.m.	ADAM Bash! (Ticket Required)					

CONFERENCE PROGRAM

Conference - Day 2

SATURDAY, MARCH 1ST

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7:30 – 8:30 a.m.	Table Topics Breakfast					
	Financial		Marketing		Leadership	
8:30 – 9:30 a.m.	A201	Financial Benchmarking Panel	B201	Split Session: Tools & Tips to Build Your Referral Base: Michele Krohn with Full Circle PR The Legalities in Marketing Your Practice: Michele Krohn and Michael Krohn, Esq. with Full Circle PR	C201	Transforming the Employee—and Patient—Experience through Technology, Education and Communication: Stacey Quinn & Greg Blew with PatientPoint
9:30 – 9:45 a.m.	Refueling Break					
9:45 – 10:45 a.m.	A202	Advanced Managers Roundtable	B202	Enterprise Performance Reporting: Ryan Lehl with RSI	C202	Manager Means “In The Middle”: Amy Steimel with Metro East Dermatology & Skin Cancer Center
10:45 – 11 a.m.	Refueling Break					
11 a.m. – 12 p.m.	A203	2025 Dermatology Coding and Regulatory Updates: Faith McNicholas with American Academy of Dermatology Association	B203	Strategic Patient Acquisition: Top Tips for Growing Dermatology Practices: Cory Kirspel with Clearwave and Keegan Yuhl with SocialClimb	C203	Emotional Intelligence: Allergan
12 – 1:10 p.m.	Networking Lunch					
1:10 – 2:10 p.m.	A204	The Audit Process: Betty A. Hovey with Compliant Health Care Solutions	B204	Optimizing patient acquisition and retention with a digital-first strategy	C204	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.	Transition Break					
2:20 – 3:20 p.m.	A205	Billing and Coding Roundtable	B205	Maximizing Patient Lifetime Value for Enhanced Retention and Revenue Growth: Robin Ntoh with Nextech	C205	
3:20 – 4:00 p.m.	The GRAND FINALE - Final Prizes Awarded and 2026 Location Announcement					
4:00 p.m.	Conference Adjourns					