



CONFERENCE PROGRAM

Preconference Workshops

THURSDAY, FEBRUARY 29TH

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
12:30 – 5 p.m.	Check-In and Registration Open					
	Pre-conference Workshop 1		Pre-conference Workshop 2		Pre-conference Workshop 3	
1 – 5 p.m.	A100	Tandem HR: Building your Employee Handbook	B100	Nextech: Innovate to Elevate: Level Up Your Patient Experience	C100	ModMed Dermatology Workshop
5:15 – 6:30 p.m.	Welcome Networking Reception in Exhibit Hall					
7 – 9 p.m.	Dine Around Networking Events (optional)					

Hotel

Join us at the Hilton Bayfront San Diego for the 2024 ADAM Annual Meeting! Rising above the San Diego Bay and steps from the Gaslamp Quarter and Petco Park, Hilton San Diego Bayfront is the signature SoCal resort. Enjoy a tailored, urban coastal experience with bright and unparalleled views in every guest room, relaxing amenities, and locally-inspired dining.

Alluring views of San Diego Bay and the downtown skyline make our rooms an inviting base for your stay. Select a spacious suite for a separate living area and enhanced amenities. **Discounted room rates are available until February 7, 2024 for the ADAM Annual Meeting.**

NEW FOR 2024:

Pre-Conference Workshops!

Join us for these new, engaging workshops with ModMed, Nextech, and Tandem HR.

Tandem HR:

Building your Employee Handbook

The “Building Your Employee Handbook” workshop is a comprehensive working session designed for business owners, executives, and HR professionals tasked with creating or updating their organization’s employee handbook. Rather than simply a compliance document, an employee handbook is a value proposition to your employees – it tells them who you are as a company and how you will work together. In this dynamic workshop, participants will delve into the essential components of an effective employee handbook and gain practical insights to craft a document that aligns with their company’s culture, values, and legal requirements.

Attendees will leave this workshop with:

- Stronger sense of your organization’s identity, purpose, and core values
- A strong knowledge of the purpose and importance of an employee handbook in fostering a positive workplace culture including increased engagement, productivity, and legal compliance.
- Insights into legal considerations and compliance requirements relevant to your organization.
- Best practices for drafting policies that are clear, concise, and legally sound.
- Methods for aligning the handbook with your organization’s unique values and culture.
- An almost final version of your organization’s employee handbook
- Instructions on how to complete and roll-out the handbook effectively



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Led by an HR consultant, lawyer, and entrepreneur, this workshop is thoughtfully prepared for leaders in charge of human resources (whether you are an HR professional by trade or this duty has fallen to you for other reason). If this is you, please join us for the "Building Your Employee Handbook" workshop and take the first steps toward a well-defined and culture-aligned workplace policy framework.

**Please note this workshop will require pre and post work for the best outcome.*

ModMed Dermatology Workshop

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.

ROUNDTABLES

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.

Nextech: Innovate to Elevate: Level Up Your Patient Experience

Obtain a clear understanding of how to challenge the status quo and achieve measurable outcomes in your pursuit of patient-centered excellence. This comprehensive course equips healthcare professionals with the knowledge and skills necessary to create a patient-centric culture that prioritizes patient satisfaction, engagement, and empowerment. Participants will explore strategies to enhance patient experience, improve communication, and leverage technology to provide convenient, accessible, and high-quality care.

- Recognize the importance of creating a patient-centric practice.
- Discover tools and resources that empower patients to self-manage at their convenience such as telehealth, loyalty programs, and online scheduling.
- Understand how to provide consumable content and resources for patient education and informed decision-making.
- Discuss effective strategies for patient engagement, including offering payment options for patient convenience and patient portals for secure messaging and more.
- Develop a strategy that engages staff and leverage data and analytics for measurable outcomes to consistently challenge the status quo.

Returning Favorites

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

The ADAM Member Bash returns again for Friday, March 1st. Join us at the Hilton Bayfront San Diego's Indigo Terrace for the 2024 celebration for ADAM members. This event requires a separate registration of \$50/individual.



CONFERENCE PROGRAM

Conference - Day 1

FRIDAY, MARCH 1ST

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 a.m.	KEYNOTE: Ed Hiner - Retired U.S. Navy SEAL, Bestselling Author & Leadership Expert					
9 – 9:10 a.m.	Transition Break					
	Financial Metrics and Reporting		Time/Practice Management Tools		Future Trends in Skin Care: Research, Cosmetics	
9:10 – 10:10 a.m.	A101	Understanding Work RVUs (WRVU) - Calculation and Compensation: Debra Phairas, Practice & Liability Consultants, LLC	B101	Mini Course: Using AI to Streamline Operational, Clinical and Revenue Cycle Workflows and Processes: Ron Anderson, CPHIT, CPEHR, Veradigm The Rise of AI in Medical Practices and Compliance Considerations: Adam Laing, Healthcare Compliance Pros	C101	Improve Your Financial Health with Your Online Skincare Dispensing Solution: Julie Bradley, RegimenPro
10:10 – 10:20 a.m.	Transition Break					
10:20 – 11:20 a.m.	A102	Roundtable: Internal and External Billing Roundtable: E/M, Chart Audits, Mohs Coding, Modifiers: Moderated by Sarah Nielson, Molly Menlove, Advanced MD; Cheryl Davis; Jan Lambert; Tony Davis, Eisner	B102	Cybersecurity & Ransomware, Is Your Practice Protected?: Robin Stark, Dedicated IT	C102	Mini Course: Benefits of Clinical Trials: Ann Marie Edwards
11:20 – 11:30 a.m.	Transition Break					
11:30 a.m. – 12:30 p.m.	A103	2024 AAD Dermatology Coding Updates: Faith McNicholas, American Academy of Dermatology Association	B103	Front Office Automation: A Cure for Overwhelmed Staff: Josh Grey, NextPatient; Jonathan Banta, Bare Dermatology; Joseph Atzenbeck, LT, USN (Ret.), MHA, The Clinic for Dermatology & Wellness and Pure MedSpa	C103	Going Cosmetic! Developing a Winning Cosmetic Strategy: Glenn Morley, BSM Consulting
12:30 – 1:40 p.m.	Lunch and ADAM Business Meeting / Practice Manager of the Year					
1:40 – 2:40 p.m.	A104	Panel: Benchmarking Survey: Tony Davis, Eisner; Bill Kenney; George Smaistrila	B104	Panel: Navigating Stark Laws and Anti-Kickback: Safeguarding Healthcare Compliance: Adam Laing and Jeremy Winn, Healthcare Compliance Pros	C104	Roundtable: Do you want fries with that? Aesthetics in Dermatology: Rita Rubinstein, Emily Anne Scalise, Katrina Whitehair, BSM Consulting; Stacey Quinn, Patient Point
2:40 – 2:50 p.m.	Transition Break					
2:50 – 3:50 p.m.	A105	Boost Your Bottom Line: Discover Your Revenue Cycle Score and Unleash Your Winning Potential: Ron Anderson, CPHIT, CPEHR, Veradigm	B105	Panel: Efficiency Pearls from an Operational Assessment: Glenn Morley, BSM Consulting; Katrina Whitehair, BSM Consulting; Darlene Taggart, Barbara McCollum	C105	"The Commercialization of Healthcare" Patient experience being prioritized, social media and choice all impacting patient expectation: Kirstie Jackson
3:50 – 4:30 p.m.	Break in the Exhibit Hall					
4:30 – 5 p.m.	ADAM Talk Show - Hosts: Sarah Nielson and Nichole Holloman					
6:30 – 9 p.m.	ADAM Bash! (Ticket Required)					

Programming
subject to change.



CONFERENCE PROGRAM

Conference - Day 2

SATURDAY, MARCH 2ND

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7:30 – 8:30 a.m.	Table Topics Breakfast					
8:30 – 8:40 a.m.	Transition Break					
	Leadership		Human Resources		Marketing & Brand Awareness	
8:40 – 9:40 a.m.	A201	Top Ten Tips to Avoid “Practice Management Hypertension”: Debra Phairas, Practice & Liability Consultants, LLC	B201	Hiring the Right Talent for your Practice: Robin Ntoh, Nextech	C201	All things Marketing Round Table: Internal and External Marketing for your Company. Moderated by Ryan Lehl, Red Spot Interactive; Ashton Gonzales, Amy Steimel, Monet Edwards
9:40 – 9:50 a.m.	Transition Break					
9:50 – 10:50 a.m.	A202	Emotional Intelligence, the Science of Leadership: Traps, Triggers, Tools, and Techniques: Noah England, Piedmont Plastic Surgery and Dermatology	B202	Developing an Employee Wellness Program for your practice: Bill Kenney and Caryn Devane, Dermatology Consultants, PA	C202	Roundtable: Advanced Managers Alicia Anderson and Angie Mangum
10:50 – 11 a.m.	Transition Break					
11 a.m. – 12 p.m.	A203	Panel: Leadership in Crisis. What is in your Toolbox: Troy Starling, Sarah Nielson, Cheryl Davis	B203	Workplace Relationships and Friendships: Pros and Cons: June C. McKernan and Gabi Brocklesby	C203	Profitable practices: tips to implement high-impact marketing tactics that drive growth: Greg Blew, PatientPoint
12 – 1:10 p.m.	Networking Lunch					
1:10 – 2:10 p.m.	A204	“If I’m doing everything right, what is going wrong?”: Kirstie Jackson	B204	“Managing Up!”: Debra Phairas, Practice & Liability Consultants, LLC	C204	Mini Courses: Are you succeeding because of your Digital Marketing or despite it? Ryan Lehl, Red Spot Interactive Using Targeted Marketing Strategies to Increase Revenue: Jonathan Reese, SocialClimb
2:10 – 2:20 p.m.	Transition Break					
2:20 – 3:20 p.m.	A205	MIPS Panel: Amanda Schwartz, Dermatology Consultants; Heather Miller, Nextech; Jayne Engelking & Sarah Lowther, ModMed	B205	Mini Course: Implementing HR into your practice: Marcus Wilbers, Tandem HR Strategies for Employee Retention: Karen Zupko, Karen Zupko & Associates	C205	Roundtable: New Managers: Janice Smith, Rebekah Sanborn, Christina Alexander
3:20 – 3:30 p.m.	Transition Break					
3:30 – 4:00 p.m.	Closing Remarks by ADAM President					
4:00 p.m.	Conference Adjourns					