

# MEETING SCHEDULE

<b>Tuesday, February 26, 2019</b>			
7:15 – 8:15 a.m.	<b>Continental Breakfast</b>		
8:15 – 8:30 a.m.	<b>Opening Remarks and Introduction of the Leadership College: Tony Davis, ADAM President / Nichole Holoman (A100)</b>		
8:30 – 9:30 a.m.	<b>OPENING KEYNOTE: Designing Delightful Experiences to Attract and Retain Loyal Clients / Ryan Suydam (A100)</b>		
9:30 - 10:00 a.m.	<b>Break</b>		
	<b>Track A - New Manager</b>	<b>Track B - Advanced Manager</b>	<b>Track C - Academic</b>
10:00 - 11:00 a.m.	<b>Successful Practice Management /</b> June McKernan (A101)	<b>Managing Change /</b> Debra Phairas (B101)	<b>Clinical Trials Research in Academic Dermatology /</b> Don Glazier (C101)
11:00 - 11:10 a.m.	<b>Transition Break</b>		
11:10 a.m. - 12:10 p.m.	<b>The Trust Imperative /</b> Mike Goossen (A102)	<b>Managing Diverse Generations in Your Practice /</b> Danielle Copeland (B102)	<b>Building an Effective Risk-based Audit Plan /</b> Frank Cohen (C102)
12:10 - 1:30 p.m.	<b>Lunch</b>		
1:30 - 3:00 p.m.	<b>New Manager Round Table /</b> June McKernan, Heather Beard, Nichole Holoman, Mike Goossen, Debra Phairas (A103)	<b>Advanced Manager Round Table /</b> Wendy Stoehr, Sarah Nielson, Danielle Copeland, Glenn Morley, Laura Baldwin (B103)	<b>Academic Round Table: Clinical Issues and Education /</b> Virginia King-Barker, Elizabeth Edwards, Don Glazier, Frank Cohen (C103)
3:00 - 3:30 p.m.	<b>Transitional Break</b>		
3:30 - 5:00 p.m.	<b>How to Hire Excellent Medical Office Staff /</b> Debra Phairas (A104)	<b>Workplace Burnout – How to Address Burnout with Managers and Staffing in Our Busy Dermatology Practices /</b> Glenn Morley, Laura Baldwin (B104)	<b>Enhancing Dermatology Education and Clinical Care with Point of Care Information /</b> Art Papier, MD (C104) (Live Webinar)
5:00 - 6:00 p.m.	<b>Welcome Reception</b>		
6:15 - 8:30 p.m.	<b>Networking Dinners</b>		
<b>Wednesday, February 27, 2019</b>			
7:30 - 8:30 a.m.	<b>Breakfast in the Exhibit Hall</b>		
8:30 - 9:30 a.m.	<b>KEYNOTE: Yippee! Another Day in Paradise...Driving Negativity Out of the Workplace /</b> Liz Jazwiec, R.N.		
9:30 - 10:00 a.m.	<b>Break in the Exhibit Hall</b>		
	<b>Track A - Financial</b>	<b>Track B - Marketing</b>	<b>Track C - Regulatory / Policies</b>
10:00 - 11:00 a.m.	<b>Benchmarking: Moving Your Practice to the Next Level /</b> George Smaistrila, Curtis Mayse (A201)	<b>How A Membership Club Can Drastically Increase Your Profitability /</b> Sara Meyer (B201)	<b>Top Five Compliance Strategies for 2019 /</b> Michael J. Sacopulos, J.D. (C201)
11:00 - 11:10 a.m.	<b>Transition Break</b>		
11:10 a.m. - 12:10 p.m.	<b>AR Nightmares and What's a KPI? /</b> John Gwin (A202)	<b>Essential Doctor Referral Marketing Strategies /</b> Glenn Morley (B202)	<b>The HIPAA Security Rule: How to Manage Adherence /</b> Raymond F. Ribble (C202)
12:10 - 1:30 p.m.	<b>Lunch with Exhibitors</b>		

1:30 - 3:00 p.m.	<b>Financial Round Table</b> / Bill Kenney, Tony Davis, George Smaistrla, Curtis Mayse, John Gwin (A203)	<b>Marketing Round Table</b> / Nichole Holoman, Sara Miller, Ali Kouros, Brent Cavender, Sara Meyer, Glenn Morley (B203)	<b>Regulatory / Policies Round Table</b> / Michael J. Sacopulos, Virginia King-Barker, Michele Blum, Raymond F. Ribble, Marcia L. Brauchler (C203)
3:00 - 3:30 p.m.	<b>Break in Exhibit Hall</b>		
3:30 - 5:00 p.m.	<b>Understanding the Core Objective Assessments that Today's Progressive Dermatology Practice Needs</b> / Marie Czenko (A204)	<b>Contemporary Controversies in Digital Marketing</b> / Brent Cavender, Ali Kouros (B204)	<b>Compliance Plans and Risk Analysis</b> / Marcia L. Brauchler (C204)
5:00 - 6:30 p.m.	<b>Reception in the Exhibit Hall</b>		
7:00 - 9:00 p.m.	<b>Networking Dinners</b>		
<b>Thursday, February 28, 2019</b>			
7:30 - 8:00 a.m.	<b>Continental Breakfast</b>		
8:00 - 8:30 a.m.	<b>Practice Manager of the Year Award Ceremony</b>		
8:30 - 9:30 a.m.	<b>CLOSING KEYNOTE: How to Screw Up, Stress Out &amp; Get Nothing Done!</b> / Steve Bedwell, MD (A300)		
9:30 - 10:00 a.m.	<b>Break</b>		
	<b>Track A - Coding, A/R, Billing</b>	<b>Track B - Cosmetics / Skin Care</b>	<b>Track C - New Technology / New Services</b>
10:00 - 11:00 a.m.	<b>What's New for Dermatology in 2019 and Beyond</b> / Cynthia Stewart (A301)	<b>Practice Management</b> / Josh DeBlasio (B301)	<b>Devices and Cosmetics Services: Taking It to the Next Level</b> / Kirstie Jackson, Jessica Pape (C301)
11:00 - 11:10 a.m.	<b>Transition Break</b>		
11:10 a.m. - 12:10 a.m.	<b>Optimizing Collections at the Time of Service</b> / Elizabeth Woodcock (A302)	<b>How to Hire Rock Stars and Hold Them Accountable in Your Cosmetic Practice</b> / Catherine Malley (B302)	<b>Predictive Analytics 101: An Introduction to the Future of Healthcare</b> / Frank Cohen (C302)
12:10 - 1:30 p.m.	<b>ADAM Business Meeting and Lunch</b>		
1:30 - 2:45 p.m.	<b>Coding, A/R, Billing Round Table</b> / Sarah Nielson, Elizabeth Woodcock (A303)	<b>Cosmetics / Skin Care Round Table</b> / Kirstie Jackson, Alisha Merlo, Neena Bhatti, MD, JoElle Lee, Josh DeBlasio, Catherine Malley (B303)	<b>New Technology / New Services Round Table</b> / Jessica Pape, Frank Cohen (C303)
<b>Conference Adjourns - See you next year, March 16-18, 2020, in Denver, CO</b>			