

FEBRUARY 26-28, 2019

★★★ 2019 ★★

# ADAM Annual Meeting

Omni Shoreham Hotel • Washington, DC



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[adainfo@samiworks.net](mailto:adainfo@samiworks.net)

## 2018 Benchmarking Survey

The 2018 Association of Dermatology Administrators and Managers (ADAM) Financial Benchmarking Survey Trends in Dermatology Groups is now available for purchase.

### Price

ADAM Members  
\$150  
Non-Members  
\$250



Stop by the Registration Desk and purchase your copy or visit [ada-m.org/benchmarking-survey](http://ada-m.org/benchmarking-survey)

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# Welcome from the Annual Meeting Co-Chairs

**We are pleased to welcome you to Washington, DC, for the 2019 ADAM Annual Meeting!**

Over the course of the next three days, take advantage of the many educational and networking opportunities to expand your knowledge and enhance your skills as a dermatology administrator or manager.

Start each day with a plenary keynote speaker that will bring meeting attendees together for messages of leadership, growth and inspiration. Each day follows with three concurrent break-outs covering the latest tactics and best practices on topics that are critical to the effective and efficient running of the dermatology office.

If you are a first-time attendee, be sure to reach out to a Meeting Mentor as needed. These volunteers can be identified by a ribbon affixed to their name badges, or stop by the ADAM registration desk to be paired with a colleague.

Visit the Exhibit Hall to interface with more than 40 industry partners dedicated to helping your practice. These partners will be available from the Tuesday evening reception through the Wednesday reception.

Special thanks to our corporate sponsors detailed on page 17.

A myriad of restaurants have been booked for Networking Dinners. Seating per restaurant is limited so sign up early for the restaurant of your choice at the table near the ADAM registration desk. All dinner and transportation costs are on your own.

Finally, please complete your session surveys and turn them in to the ADAM registration desk at the end of each day. Your feedback is critical to ensuring continued improvements in future ADAM Annual Meetings.

Thank you for joining us in Washington, DC, for ADAM's 2019 Annual Meeting. We wish you an extraordinary educational and networking experience!



Wendy Stoehr  
Annual Meeting Committee Co-Chair



Jessica M. Pape  
Annual Meeting Committee Co-Chair

## Connect with ADAM...

 Facebook Page: @ADAMMembers      Facebook Group (Members-only): [fb.com/groups/AssociationOfDermAdminsAndManagers](https://www.facebook.com/groups/AssociationOfDermAdminsAndManagers)  
 Twitter: @ADAMHQ       LinkedIn (Members-only): [linkedin.com/in/adammembers](https://www.linkedin.com/in/adammembers)

## Acknowledgements

*We gratefully acknowledge the following partners for their Platinum level meeting support:*



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**Come see our co-founder,  
Dr. Michael Sherling, speak  
Thursday, Feb. 28th  
11:10am - 12:10pm**

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For desktop and mobile devices



# Keynote Presentations

**Tuesday, February 26, 2019**

**8:30 – 9:30 a.m.**

*Regency Ballroom*

## **Designing Delightful Experiences to Attract and Retain Loyal Clients**

*Ryan Suydam, Chief Experience Officer, Client Savvy*



In a world increasingly commoditized, how do the most successful practices stand out? What are the smartest businesses doing to attract, retain and grow their services with clients and patients? 87% of fortune 2,000 companies have implemented “Customer Experience” (CX) programs to stand out. During this keynote, attendees will learn the neuroscience behind why client / patient experience is THE deciding factor for most buyers. Learners will discover the critical components of a client / patient experience management program and a roadmap to implement the most important elements. Participants will engage in a lively “round table” discussion with peers to brainstorm the “critical moments of truth” most important to a dermatological practice's client experience and creative ways to improve those moments.

**Wednesday, February 27, 2019**

**8:30 – 9:30 a.m.**

*Regency Ballroom*

## **Yippee! Another Day in Paradise...Driving Negativity Out of the Workplace**

*Liz Jazwiec, RN*



You've moved your team, they have gotten some results, and yet now things have stalled, what happens next? How do you raise the bar for you and your team? This session will reveal the lessons Liz learned about becoming a leader in difficult times. Attendees will benefit from her perspective of healthcare management and what guidance, mentoring and direction is needed from all leaders in order to achieve results and bring the team to the next level. Eliminating victim mentality at all levels of the organization begins the discussion. Then she swings into the heart of the matter, accountability. Liz's extraordinary message will touch the leader in everyone as she talks about the tough subjects of changing behaviors, the myth of buy-in and managing morale. This session will provide great takeaways on techniques to improve responsibility and effective practices in creating organizational accountability.

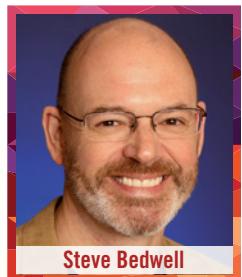
**Thursday, February 28, 2019**

**8:30 – 9:30 a.m.**

*Regency Ballroom*

## **How to Screw Up, Stress Out & Get Nothing Done!**

*Steve Bedwell, MD*



To succeed, we need to understand why we sometimes fail. Dr. Steve offers a hilarious, highly-interactive masterclass in missing the obvious, distressing yourself and procrastinating like a pro! Drawing inspiration from a ping-pong ball, a dead housefly and Shania Twain, he'll make you laugh harder during a healthcare meeting than you ever thought possible.

# Meeting Schedule

## Tuesday, February 26

7:15 - 8:15 a.m.	Continental Breakfast - <b>Regency Gallery</b>		
8:15 - 8:30 a.m.	Opening Remarks and Introduction of the Leadership College: Tony Davis, ADAM President / Nichole Holoman (A100) - <b>Regency Ballroom</b>		
8:30 - 9:30 a.m.	OPENING KEYNOTE: Designing Delightful Experiences to Attract and Retain Loyal Clients / Ryan Suydam (A100) - <b>Regency Ballroom</b>		
9:30 - 10 a.m.	Break - <b>Regency Gallery</b>		
	<b>Track A - New Manager - <i>Diplomat</i></b>	<b>Track B - Advanced Manager - <i>Regency Ballroom</i></b>	<b>Track C - Academic - <i>Palladian</i></b>
10 - 11 a.m.	Successful Practice Management / June McKernan (A101)	Managing Change / Debra Phairas (B101)	Clinical Trials Research in Academic Dermatology / Don Glazier (C101)
11 - 11:10 a.m.	Transition Break		
11:10 a.m. - 12:10 p.m.	The Trust Imperative / Mike Goossen (A102)	Managing Diverse Generations in Your Practice / Danielle Copeland (B102)	Revenue Cycle Management / Lance Goudzwaard (C102)
12:10 - 1:30 p.m.	Lunch - <b>Empire Ballroom</b>		
1:30 - 5 p.m.	Exhibit Hall Set-Up (Exhibitors) - <b>Ambassador Ballroom</b>		
1:30 - 3 p.m.	New Manager Round Table / June McKernan, Heather Beard, Nichole Holoman, Mike Goossen, Debra Phairas (A103)	Advanced Manager Round Table / Wendy Stoehr, Sarah Nielson, Danielle Copeland, Glenn Morley, Laura Baldwin (B103)	Academic Round Table: Clinical Issues and Education / Virginia King-Barker, Elizabeth Edwards, Don Glazier, Lance Goudzwaard (C103)
3 - 3:30 p.m.	Break - <b>Regency Gallery</b>		
3:30 - 5 p.m.	How to Hire Excellent Medical Office Staff / Debra Phairas (A104)	Workplace Burnout – How to Address Burnout with Managers and Staffing in Our Busy Dermatology Practices / Glenn Morley, Laura Baldwin (B104)	Enhancing Dermatology Education and Clinical Care with Point of Care Information / Art Papier, MD (C104) (Live Webinar)
5 - 6 p.m.	Welcome Reception - <b>Empire Ballroom</b>		
6:30 - 8:30 p.m.	Networking Dinners on Your Own ( <b>Meet in Hotel Lobby</b> )		

## Wednesday, February 27

7:30 - 8:30 a.m.	Breakfast in the Exhibit Hall - <b>Ambassador Ballroom</b>		
8:30 - 9:30 a.m.	KEYNOTE: Yippee! Another Day in Paradise...Driving Negativity Out of the Workplace / Liz Jazwiec, RN (A200) - <b>Regency Ballroom</b>		
9:30 - 10 a.m.	Break in the Exhibit Hall - <b>Ambassador Ballroom</b>		
	<b>Track A - Financial- <i>Diplomat</i></b>	<b>Track B - Marketing - <i>Regency</i></b>	<b>Track C - Regulatory / Policies - <i>Palladian</i></b>
10 - 11 a.m.	Benchmarking: Moving Your Practice to the Next Level / George Smaistrla, Curtis Mayse (A201)	How a Membership Club Can Drastically Increase Your Profitability / Sara Meyer (B201)	Top Five Compliance Strategies for 2019 / Michael J. Sacopulos, JD (C201)
11 - 11:10 a.m.	Transition Break		
11:10 a.m. - 12:10 p.m.	AR Nightmares and What's a KPI? / John Gwin (A202)	Essential Doctor Referral Marketing Strategies / Glenn Morley (B202)	The HIPAA Security Rule: How to Manage Adherence / Raymond F. Ribble (C202)
12:10 - 1:30 p.m.	Lunch Buffet in the Exhibit Hall - <b>Ambassador</b>		
12:30 - 1:30 p.m.	 Lunch Session — Sun Pharma: Coding for Photodynamic Therapy: Levulan Kerastick + BLU-U - <b>Regency Ballroom</b> Sponsored by Sun Pharma		
1:30 - 3 p.m.	Financial Round Table / Bill Kenney, Tony Davis, George Smaistrla, Curtis Mayse, John Gwin, Marie Czenko (A203)	Marketing Round Table / Nichole Holoman, Sara Miller, Ali Kouros, Brent Cavender, Sara Meyer, Glenn Morley (B203)	Regulatory / Policies Round Table / Michael J. Sacopulos, Virginia King-Barker, Michele Blum, Raymond F. Ribble, Marcia L. Brauchler (C203)
3 - 3:30 p.m.	Break in Exhibit Hall - <b>Ambassador</b>		
3:30 - 5 p.m.	Understanding the Core Objective Assessments that Today's Progressive Dermatology Practice Needs / Marie Czenko (A204)	Contemporary Controversies in Digital Marketing / Brent Cavender, Ali Kouros (B204)	Compliance Plans and Risk Analysis / Marcia L. Brauchler (C204)
5 - 6:30 p.m.	Reception in the Exhibit Hall - <b>Ambassador</b>		
6:45 - 9 p.m.	Networking Dinners on Your Own ( <b>Meet in Hotel Lobby</b> )		

# Meeting Schedule

Programming subject to change.

Thursday, February 28

7:30 - 8 a.m.	Continental Breakfast - <b>Regency Gallery</b>		
8 - 8:30 a.m.	Practice Manager of the Year Award Ceremony - <b>Regency Ballroom</b>		
8:30 - 9:30 a.m.	CLOSING KEYNOTE: How to Screw Up, Stress Out & Get Nothing Done! / Steve Bedwell, MD (A300) - <b>Regency Ballroom</b>		
9:30 - 10 a.m.	Break		
	<b>Track A - Coding, A/R, Billing - Diplomat</b>	<b>Track B - Cosmetics / Skin Care - Regency Ballroom</b>	<b>Track C - New Technology / New Services - Palladian</b>
10 - 11 a.m.	What's New for Dermatology in 2019 and Beyond / Cynthia Stewart (A301)	Practice Management / Josh DeBlasio (B301)	Devices and Cosmetics Services: Taking it to the Next Level / Kirstie Jackson, Jessica Pape (C301)
11 - 11:10 a.m.	Transition Break		
11:10 a.m. - 12:10 p.m.	Optimizing Collections at the Time of Service / Elizabeth Woodcock (A302)	How to Hire Rock Stars and Hold Them Accountable in Your Cosmetic Practice / Catherine Maley (B302)	How Will EMR Change in 2019? / Michael Sherling, MD, MBA (C302)
12:10 - 1:30 p.m.	ADAM Business Meeting and Lunch - <b>Regency Ballroom</b>		
1:30 - 2:45 p.m.	Coding, A/R, Billing Round Table / Sarah Nielson, Elizabeth Woodcock (A303)	Cosmetics / Skin Care Round Table / Kirstie Jackson, Alisha Merlo, Neena Bhatti, MD, JoElle Lee, Josh DeBlasio, Catherine Maley, Kevin Kassover (B303)	New Technology / New Services Round Table / Jessica Pape, Michael Sherling, MD, MBA (C303)
	Conference Adjourns - See you next year, March 16-18, 2020, in Denver, CO		

## General Information

### OMNI SHOREHAM

2500 Calvert St., NW  
Washington, DC 20008  
Hotel Phone: 202.234.0700  
Hotel Website: [omnihotels.com/hotels/washington-dc-shoreham](http://omnihotels.com/hotels/washington-dc-shoreham)

### NETWORKING DINNERS

Sign up near the registration desk for a variety of networking dinner locations and cuisines. Networking dinners provide you with the opportunity to make new connections as well as catch up with established friends and colleagues. Networking dinners are available on Tuesday and Wednesday night following the receptions. Meet your group in the hotel lobby to share a taxi. Attendees are financially responsible for dinner and transportation costs. Detailed restaurant information is included in your folder.

### LUNCH

**Tuesday** – A plated lunch will be served in the Empire Room.

**Wednesday** – A buffet lunch will be served in the Exhibit Hall.

**Thursday** – Join us for lunch and ADAM's 27th Annual Meeting Business Meeting in the Regency Ballroom.

### CONTINUING EDUCATION UNITS

The ADAM Annual Meeting is eligible for up to 43.5 Continuing Education Units (CEU) from the American Academy of Professional Coders (AAPC). Session CEU codes will be displayed via a closing slide in each session. If you have paid the application fee with your advance registration, CEU claim forms may be obtained from the registration desk. If you have not previously paid the \$25 fee, you may do so on-site at the registration desk. Attendees are responsible for submitting their CEU claims via their appropriate individual online profiles.

### CONNECT WITH MENTORS

If you would like a mentor for the ADAM Annual Meeting and did not request one on your registration form, please stop by the ADAM registration desk. We will be more than happy to connect you with a great mentor! Mentors and mentees may meet up Tuesday morning after 7:15 a.m. in the Continental Breakfast, Regency Gallery.

### PRACTICE MANAGER OF THE YEAR AWARD

Be sure to attend the presentation of the 2019 Practice Manager of the Year Award, graciously supported by CareCredit. Take your seat in the Regency Ballroom on Thursday at 8:00 a.m. following the 7:30 a.m. breakfast in the Regency Gallery.

### CONFERENCE PHOTO / VIDEO POLICY

Registration (attendee and exhibitor) and payment for the ADAM Annual Meeting gives consent that any pictures, video and / or audio recording taken during the meeting and ADAM-related events can be used for meeting coverage and future ADAM promotional purposes. ADAM is able to use your likeness without remuneration.

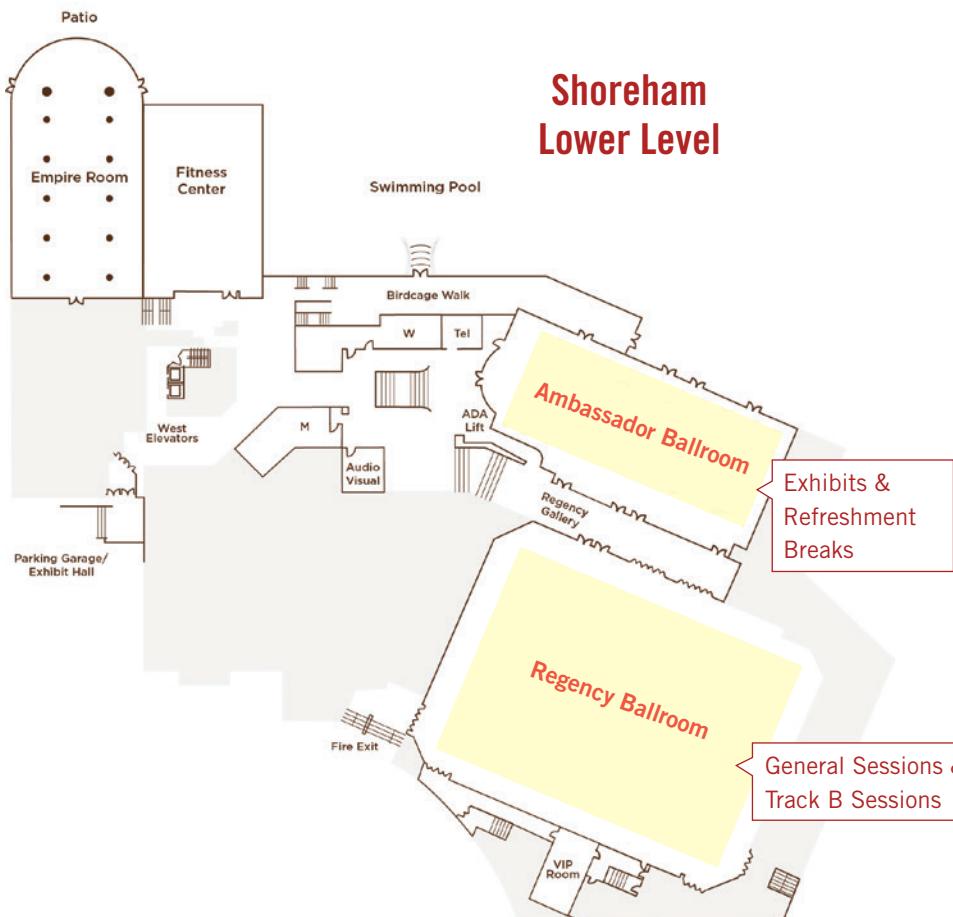
### SPECIAL THANK YOU

The academic track for our meeting was developed in collaboration with the Dermatology Academic Administrator's Group (DAAG), a section of the Association of Professors of Dermatology (APD).

### Meeting Room WiFi

Conference attendees will have complimentary WiFi in ADAM session rooms.

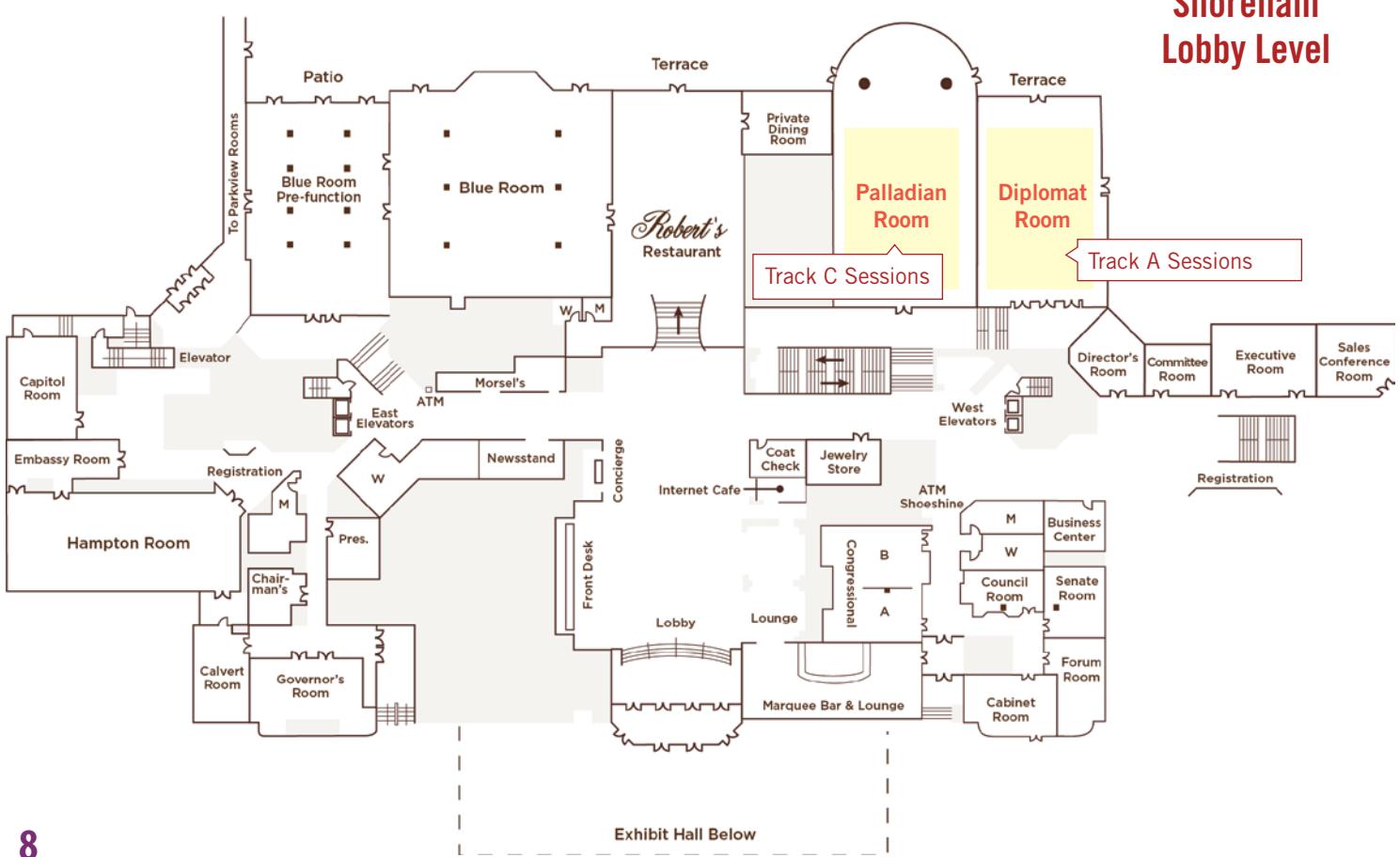
Network: ADAM Password: ADAM



## Shoreham Lower Level

FEBRUARY 26-28  
**2019**  
**27<sup>TH</sup> ANNUAL MEETING**  
Omni Shoreham Hotel • Washington, DC

## Meeting Room Floor Plan



## Shoreham Lobby Level



## ROI-DRIVEN PATIENT ACQUISITION PLATFORM

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# Session Details

**Tuesday, February 26, 2019**

**7:15 – 8:15 a.m. Continental Breakfast** *Regency Gallery*

**8:15 – 8:30 a.m.**

**Opening Remarks and Introduction of the Leadership College (A100)** *Regency Ballroom*

*Tony Davis, Executive Director, Dermatology Specialists, P.A., ADAM President*

*Nichole Holoman, Director of Operations, MacInnis Dermatology*

**8:30 – 9:30 a.m.**

**A100 OPENING KEYNOTE: Designing Delightful Experiences to Attract and Retain Loyal Clients** *Regency Ballroom*

*Ryan Suydam, Chief Experience Officer, Client Savvy (A100)*

In a world increasingly commoditized, how do the most successful practices stand out? What are the smartest businesses doing to attract, retain and grow their services with clients and patients? 87% of fortune 2,000 companies have implemented “Customer Experience” (CX) programs to stand out. During this keynote, attendees will learn the neuroscience behind why client / patient experience is THE deciding factor for most buyers. Learners will discover the critical components of a client / patient experience management program and a roadmap to implement the most important elements. Participants will engage in a lively “round table” discussion with peers to brainstorm the “critical moments of truth” most important to a dermatological practice’s client experience and creative ways to improve those moments.

**9:30 – 10 a.m. Break** *Regency Gallery*

**10 – 11 a.m.**

**A101 Successful Practice Management** *Diplomat*

*June McKernan, Chief Operating Officer, Patient Preferred Dermatology Medical Group, Inc.*

What does it take to successfully manage a practice? Following participation in this session, learners should be able to: Understand the breadth of knowledge a successful practice manager should have and develop; know the traits of becoming a strong leader; understand how to develop a strategic business plan; have appropriate policies and procedures in place; and know the presenter’s top five tips for administrators.

**B101 Managing Change** *Regency Ballroom*

*Debra Phairas, President, Practice & Liability Consultants, LLC*

Nobody likes change! Physicians, managers and staff often find any change difficult and stressful. The healthcare landscape is changing rapidly. Managers must be proactive, nimble and able to manage change effectively within their organizations. Following participation in this session, learners should be able to: Assess

growth strategies including merging, adding locations or providers; advise physicians on the financial, cultural and control aspects of being acquired or staying independent; recognize the signs of early dementia, skill impairment, substance abuse and disruptive personalities; compile documentation to substantiate concerns with physician leadership; select intervention strategies with experienced professionals (e.g. attorneys, consultants, counselors, psychologists and physician programs); protect the practice from lawsuits (e.g. malpractice and labor law cases); and counsel physician partners who may fail to act and describe risks to the practice.

**C101 Clinical Trials Research in Academic Dermatology** *Palladian*

*Don Glazier, MPH, FACHE, Administrator, Department of Dermatology, OHSU*

Research is one of the three missions of an academic clinical department. This session will focus on how to manage a successful clinical trials research program in dermatology. It will include discussion on startup, sustaining and incentivizing. Following participation in this session, learners should be able to: Develop ideas for starting a clinical trial program; understand some best practices for sustaining a clinical trial program; know ways to incentivize clinical trials; and gain knowledge from others in the session who have clinical trial programs.

**11 – 11:10 a.m. Transition Break**

**11:10 a.m. – 12:10 p.m.**

**A102 The Trust Imperative** *Diplomat*

*Mike Goossen, CPA, CEO, Columns 4 Success*

All organizations are constantly changing and developing. So, the question for leaders becomes, in what direction is our organization developing? Is it becoming more stable, more productive and continually reaching its goals, or is it becoming unruly, in constant disorder and failing? There are several reasons for both positive organizational development and declining organizational development. However, the one key element that must be in place for success is trust.

Following participation in this session, learners should be able to: Understand the three components of trust and how to improve trust if it is lacking and how to build on trust already in place; understand the operational and financial impacts of the lack of trust; and receive the tools and insights on how to increase and maintain trust. This session is for everyone no matter if you think trust is high in your organization or if trust is a problem.

# Session Details

## B102 Managing Diverse Generations in Your Practice

*Regency Ballroom*

*Danielle Copeland, MBA, Senior Management Consultant, Allergan Practice Consulting Group of Allergan, PLC*

Following participation in this session, learners should be able to: Discuss the four different generations that a typical practice might employ; define the generation eras; identify characteristics of the four generations that medical aesthetic professionals interact with during a typical workday; understand the communication preferences and characteristics of each generation; and outline tips for effectively managing and communicating with each group.

## C102 Revenue Cycle Management *Palladian*

*Lance Goudzwaard, President, Center for Transformative Coaching*

Dermatology providers are struggling to meet the new demands that were brought about by the rising shift of patient as a payer. The surge in healthcare consumerism has fundamentally changed the payer landscape and practices without a strategy are going to lose patients and ultimately may have to close their doors.

This session will examine how patient as a payer has changed revenue cycle management, what strategies should be deployed to meet this demand, and how modern revenue cycle technological solutions can ease the burden of collections, improve operating income, and perhaps most importantly, keep patients happy and loyal to your practice.

The presentation will include tips and tools to better analyze a practice's revenue cycle, and will present case studies of other medical practices that have implemented modern revenue cycle technology solutions and examples of return on investment realized.

Following participation in this session, learners should be able to: assess and evaluate how the revenue cycle is changing and why high deductible health plans are tipping the scales towards patient as the primary payer; develop strategies to address the rising surge of patient as a payer; identify potential revenue cycle technologies that will help collect more patient dollars; understand why adopting new technology is a smart initiative to help build patient loyalty and patient retention; and understand how other medical practices have improved their revenue cycle with technology.

## 12:10 - 1:30 p.m. Lunch *Empire Ballroom*

### Connect with ADAM...

 Facebook Page: @ADAMMembers

Facebook Group (Members-only):  
[fb.com/groups/AssociationOfDermAdminsAndManagers](https://www.facebook.com/groups/AssociationOfDermAdminsAndManagers)

 Twitter  
@ADAMHQ

 LinkedIn (Members-only)  
[linkedin.com/in/adammembers](https://www.linkedin.com/in/adammembers)

## 1:30 – 3 p.m.

### A103 New Manager Round Table *Diplomat*

*June McKernan, Chief Operating Officer, Patient Preferred Dermatology Medical Group, Inc.*

*Heather Beard, Practice Manager, Montana Skin Cancer and Dermatology Center*

*Nichole Holoman, Director of Operations, MacInnis Dermatology*

*Mike Goossen, CPA, CEO, Columns 4 Success*

*Debra Phairas, President, Practice & Liability Consultants, LLC*

Following participation in this session, learners should be able to: Understand the latest trends and best practices that foster optimal practice administration in general dermatology and Mohs practice environments. During the discussion new managers can share the obstacles and triumphs they have faced being a new leader of their organization. The round table discussions are an ADAM favorite and serve as an interactive session to provide information on the latest trends and best practices in practice management. Questions are answered by presenters as well as session attendees through sharing successes and failures.

## B103 Advanced Manager Round Table *Regency Ballroom*

*Wendy Stoehr, Practice Administrator, Advanced Dermatology & Skin Surgery*

*Sarah Nielson, Practice Administrator, Center for Dermatology & Plastic Surgery*

*Glenn Morley, Senior Consultant, BSM Consulting*

*Laura Baldwin, Senior Consultant, BSM Consulting*

*Danielle Copeland, Senior Management Consultant, Allergan Practice Consulting Group of Allergan, PLC*

Following participation in this session, learners should be able to: Understand latest trends and best practices as well as current issues that have been identified by the attendees prior to this session. This moderated session will be an open discussion where the audience will be participating as well as sharing their own successes and challenges. With all of our accumulated knowledge, we can set the standard for best practices.

## C103 Academic Round Table: Clinical Issues and Education

*Palladian*

*Virginia King-Barker, Business Manager, Duke University*

*Elizabeth Edwards, Dept. Administrator, UT Southwestern*

*Don Glazier, Administrator, Oregon Health & Sciences University*

*Lance Goudzwaard, President, Center for Transformative Coaching*

Following participation in this session, learners should be able to: Identify best practices and gain new innovative ideas through discussion on a myriad of current and pressing topics relevant to clinical and educational operations in an academic setting.

## 3 – 3:30 p.m. Break *Regency Gallery*

# Session Details

## Tuesday, February 26, 2019 cont.

**3:30 – 5 p.m.**

### **A104 How to Hire Excellent Medical Office Staff *Diplomat***

*Debra Phairas, President, Practice & Liability Consultants, LLC*

The medical office is a multi-disciplinary “team sport.” All positions are important and interdependent with each other. The medical field is losing excellent employees to other industries. Learn how to hire the “superstar” employee. Hire for attitude and train for aptitude! This session will discuss:

- Assessing staff needs based on specialty benchmarks.
- Placing ads with key words to attract great employees.
- “Situational interviewing” and other interviewing techniques to learn actual skills.
- Job descriptions, elements to include and range of wages.
- Offer letters to protect the employer.
- Reference check questions, background checks and drug screens.
- Benefits that make staff want to take the position and remain employed.
- Training and motivating to succeed.

Following participation in this session, learners should be able to: Develop specific situational interview questions that will showcase the candidate's experience and ability to problem solve; create job descriptions with ADA elements, salary ranges and accountabilities; and convince physicians why to invest in background checks, reference checks and drug screens.

### **B104 Workplace Burnout – How to Address Burnout with Managers and Staffing in Our Busy Dermatology Practices**

*Regency Ballroom*

*Glenn Morley, Senior Consultant, BSM Consulting, Inc.*

Following participation in this session, learners should be able to: Understand how the challenges in today's healthcare environment and workplace can lead to burnout; articulate the high cost of burnout and the resultant cost of poor morale and turnover; and find solutions for addressing burnout at all stages and all levels in the busy dermatology practice.

This session will be both informational and conversational. You will hear from your fellow association members and be invited to share your successes and failures. Together we can find solutions that will help your teams navigate the high-stress environment in today's busy practice.

### **C104 Enhancing Dermatology Education and Clinical Care with Point of Care Information (Live Webinar) *Palladian***

*Art Papier, MD, Associate Professor of Dermatology, University of Rochester and CEO, VisualRx*

Following participation in this live webinar session, learners should be able to: Understand the educational rationale of the use of clinical decision support in residency training; describe the benefits of decision support technology in the dermatology clinic; and understand how patients engage with information technology before, during and after the dermatology visit.

**5 – 6 p.m. Welcome Reception *Empire Ballroom***

**6:30 – 8:30 p.m. Networking Dinners**

*(meet in the hotel lobby)*

## Wednesday, February 27, 2019

**7:30 – 8:30 a.m. Breakfast in the Exhibit Hall**

*Ambassador Ballroom*

**8:30 - 9:30 a.m.**

### **A200 KEYNOTE: Yippee! Another Day in Paradise...Driving Negativity Out of the Workplace *Regency Ballroom***

*Liz Jazwiec, RN, Founder and President, Liz, inc.*

You've moved your team, they have gotten some results, and yet now things have stalled, what happens next? How do you raise the bar for you and your team? This session will reveal the lessons Liz learned about becoming a leader in difficult times. Attendees will benefit from her perspective of healthcare management and what guidance, mentoring and direction is needed from all leaders in order to achieve results and bring the team to the next level. Eliminating victim mentality at all levels of the organization begins the discussion. Then she swings into the heart of the matter, accountability. Liz's extraordinary message will touch the leader in everyone as she talks about the tough subjects of changing behaviors, the myth of buy-in and managing morale. This session will provide great takeaways on techniques to improve responsibility and effective practices in creating organizational accountability.

Following participation in this session, learners should be able to: Describe clear-cut ways to hold staff to desired behaviors and drive results; discuss ways leaders can impact victim thinking; and acquire strategies in dealing with organizational resistance.

**9:30 - 10 a.m. Break in the Exhibit Hall**

*Ambassador Ballroom*

# Session Details

**10 – 11 a.m.**

## **A201 Benchmarking: Moving Your Practice to the Next Level** *Diplomat*

*George Smaistrla, Jr., FHFMA, CMPE, CPC,  
Office Administrator, Texas Dermatology Specialists  
Curtis Mayse, FACMPE, CPC, CliftonLarsonAllen, LLP*

Following participation in this session, learners should walk away armed with the latest national dermatologic financial benchmarking statistics pertaining to operational costs, accounts receivable and staff compensation and benefits. Participants will be given management tools to utilize these up-to-date statistics in order to plan, track and report on their clinic's financial performance.

## **B201 How A Membership Club Can Drastically Increase Your Profitability** *Regency Ballroom*

*Sara Meyer, Creative Director and CEO, Mod Marketing*

With the rising demand for cosmetic treatments and procedures in a highly competitive market, it has become necessary for practices to develop a program that rewards patient loyalty while also discouraging patients from shopping around for the best deals. Learn how to educate current and prospective patients about the practice and the benefits of the loyalty club. The session will also cover how to effectively brand and market the club and the most common mistakes to avoid when getting started.

Following participation in this session, learners should be able to: Understand the key elements needed to build a solid foundation for a loyalty club; design a club structure that will suit the practice's unique needs; and how to effectively cross-sell all divisions to ultimately grow the practice.

## **C201 Top Five Compliance Strategies for 2019** *Palladian*

*Michael J. Sacopulos, JD, Medical Risk Institute*

Compliance is a pain, but this session will remove unpleasantness from the topic and provide a concrete game plan. Following this session, learners should be able to: Recognize key areas and concepts of practice compliance; formulate a schedule of necessary compliance activities on an annual basis; implement protocols to move their practice into compliance; and do all the above without becoming physically ill or heavily medicated. Finally, attendees will receive handouts that will assist them with their 2019 compliance strategies.

**11 – 11:10 a.m. Transition Break**

**11:10 a.m. – 12:10 p.m.**

## **A202 AR Nightmares and What's a KPI?** *Diplomat* *John Gwin, Founding Partner, The Auctus Group*

Medical billing is overly complex to the point that it has become an industry unto itself. Receivables reports, profit and loss statements, and metrics in general can be deceiving or difficult to understand and plan from.

Following this presentation, learners should be able to: Understand the common process gaps and errors to avoid in accounts receivable as well as some really simple escalation tips; clearly understand receivables reports, profit and loss statements, and metrics and general. This presentation will provide a clear understanding of what to look at, how to look at it and why it is important to study these numbers.

## **B202 Essential Doctor Referral Marketing Strategies** *Regency Ballroom*

*Glenn Morley, Senior Consultant, BSM Consulting, Inc.*

With constantly changing networks and an American population that sees 10,000 individuals turning 65 each day, building a strong referral network is more important than ever. Learn about some of the key changes and discover some new ways to succeed. This session will be both informational and conversational. Together we can find solutions to help you differentiate your practice as an answer to the needs for referring physicians.

Following participation in this session, learners should be able to: Understand the challenges of getting and keeping referrals and the current needs and wants for referring physicians; articulate the high cost of failing to nurture and grow your referral network; and current opportunities to differentiate your practice in the competitive market today for attracting and retaining referrals.

## **C202 The HIPAA Security Rule: How to Manage Adherence** *Palladian*

*Raymond F. Ribble, President, SPHER, Inc.*

Following participation in this session, learners should be able to: Gain a practical understanding of the HIPAA Security Rule and the current practices required to meet the obligations of securing EPHI. Differentiate between the HIPAA Security Rule and the Privacy Rule addressing and underlying Security Risk Assessment (SRA) requirements and obligations. With the continuing move from on-premise technology systems to the Cloud-based hosted solutions, the challenges of protecting your patient EPHI under the guidelines mandated by HIPAA, MACRA / MIPS and OCR, have only increased. Our speaker will present insight into the rules and some useful guides towards championing the digital security requirements within your clinic.

# Session Details

## Wednesday, February 27, 2019 cont.

**12:10 - 1:30 p.m. Lunch Buffet in the Exhibit Hall**  
*Ambassador Ballroom*

**12:30 - 1:30 p.m. Lunch Session — Sun Pharma:**  
**Coding for Photodynamic Therapy: Levulan Kerastick +**  
**BLU-U** *Regency Ballroom*  
**Sponsored by Sun Pharma**



**1:30 – 3 p.m.**

### **A203 Financial Round Table** *Diplomat*

*William Kenney, CEO, Dermatology Consultants, P.A.*  
*Tony Davis, Executive Director, Dermatology Specialists, P.A.*  
*George Smaistrla, Jr., FHFMA, CMPE, CPC*  
*Office Administrator, Texas Dermatology Specialists*  
*Curtis Mayse, FACMPE, CPC, CliftonLarsonAllen, LLP*  
*John Gwin, Founder, The Auctus Group*  
*Marie Czenko, Senior Allergan Practice Consultant, Allergan*

Following participation in this session, learners should be able to: Articulate the latest trends and best practices that foster optimal financial practice administration in the general dermatology and Mohs practice environment. The round table discussions are an ADAM favorite and serve as an interactive session to provide information on the latest trends and best practices in practice management. Questions are answered by presenters as well as session attendees through sharing successes and failures.

### **B203 Marketing Round Table** *Regency Ballroom*

*Nichole Holoman, Director of Operations, MacInnis Dermatology*  
*Sara Meyer, Founder & Creative Director, Mod Marketing*  
*Ali Kouros Co-Founder, MetaMed Marketing*  
*Brent Cavender, Co-Founder, MetaMed Marketing*  
*Glenn Morley, Senior Consultant, BSM Consulting*

Following participation in this session, learners should be able to: Articulate the latest trends and best practices in marketing their dermatology practice and learn how to retain patients for strong, steady growth. Attendees and experts will discuss straightforward techniques and ideas through more elaborate methods to market their practice regarding general and cosmetic dermatology. The round table discussions are an ADAM favorite and serve as an interactive session to provide information on the latest trends and best practices in practice management. Questions are answered by presenters as well as session attendees through sharing successes and failures.

### **Meeting Room WiFi**

Conference attendees will have complimentary WiFi in ADAM session rooms.

**Network: ADAM    Password: ADAM**

### **C203 Regulatory / Policies Round Table** *Palladian*

*Michael J. Sacopulos, JD, CEO, Medical Risk Institute*  
*Virginia King-Barker, Business Manager, Duke University*  
*Michele Blum, Practice Manager, Front Range Dermatology Associates*

*Raymond F. Ribble, President, SPHER Inc.*  
*Marcia L. Brauchler, President, Physicians' Ally, Inc.*

How important is your practices policy and procedure manual? Do you even have one? Is it up to date? Is it enough for you to withstand a legal challenge? Are you currently following regulation updates for human resource issues facing this nation and how are you receiving those updates? Following participation in this round table discussion, participants should be familiar with the latest trends and best practices as they relate to changing regulatory policies that affect the Dermatology practice environment. The round table discussions are an ADAM favorite and serve as an interactive session to facilitate networking and sharing of ideas related to the presented topic. Questions are answered by presenters as well as session attendees, who bring their unique perspectives to the group.

**3 – 3:30 p.m. Break in Exhibit Hall** *Ambassador Ballroom*

**3:30 – 5 p.m.**

### **A204 Understanding the Core Objective Assessments that Today's Progressive Dermatology Practice Needs** *Diplomat*

*Marie Czenko, MA, Senior Allergan Practice Consultant, Allergan*

This session will present six pillars of assessment that are essential to monitoring the health and success of your practice: Fiscal, operational, marketing, patient experience, staff engagement and vision. Pillars will be defined, key assessments demonstrated and the need and value of monitoring will be presented. Following participation in this session, learners should be able to: Recognize key pillars of management; better organize and strategize healthy practice management; and understand the value of having a consistent historical review in each core area.

### **B204 Contemporary Controversies in Digital Marketing**

*Regency Ballroom*

*Brent Cavender, Co-Founder, MetaMed Marketing*  
*Ali Kouros, Co-Founder, MetaMed Marketing*

Audience members will hear and participate in discussion of timely controversial issues in digital marketing. By discussing topics in a point counter point format, learners should be able to understand the advantages and disadvantages for important practice choices while observing an ROI assessment process to teach practice professionals to choose wisely for future digital initiatives. At a minimum, the following topics will be evaluated: WordPress vs. other platforms; CMS vs. non-CMS; templated websites vs. custom websites; contracts vs. no contracts; and digital services; produce vs. purchase (e.g. website, social, newsletters and blogs).

# Session Details

## C204 Compliance Plans and Risk Analysis *Palladian*

*Marcia L. Brauchler, MPH, FACMPE, CPC, COC, CPC-I, CPHQ, President, Physicians Ally, Inc.*

With compliance plans made mandatory under the Patient Protection and Affordable Care Act, physician practices know that having a compliance plan is essential, but most wonder what to include or how to go about getting one that works. Most physicians do not have a “compliance budget,” so the solution must be cost-effective. This do-it-yourself “how to” presentation discusses what works for other practices and details staff training requirements for each compliance topic.

Following participation in this session, learners should be able to: Understand the “heat map” created to help physician practices identify where to focus their resources (time, money, manpower and the attention of management, providers and staff) when it comes to compliance; the high-risk areas of compliance, medical records, and the False Claims Act (as well as other important federal regulations); and gather tips and lots of tools to make compliance a priority at your practice, and with your staff training.

## 5 – 6:30 p.m. Reception in the Exhibit Hall

*Ambassador Ballroom*

## 6:45 – 9 p.m. Networking Dinners *(meet in the hotel lobby)*

## THURSDAY, FEBRUARY 28, 2019

### 7:30 - 8 a.m. Continental Breakfast *Regency Gallery*

### 8 - 8:30 a.m.

### Practice Manager of the Year Award Ceremony *Regency Ballroom*

### 8:30 - 9:30 a.m.

### A300 CLOSING KEYNOTE: How to Screw Up, Stress Out & Get Nothing Done! *Regency Ballroom*

*Steve Bedwell, MD, Perspective Power LLC*

Following participation in this session, learners should be able to: Understand step-by-step tactics for reframing challenges, shattering blind-spots and outthinking the competition; how to recognize emotional triggers; unhook from frustrating situations and stay focused; a science-smart approach for breaking bad workplace habits that doesn't rely on willpower.

### 9:30 - 10 a.m. Break

### 10 – 11 a.m.

## A301 What's New for Dermatology in 2019 and Beyond *Diplomat*

*Cynthia Stewart, CPC, COC, CPMA, CPC-I, Manager, Coding & Reimbursement Resources, American Academy of Dermatology*

The presentation will assist the attendees in identifying appropriate reporting of the new skin biopsy codes. A review of the increased specificity of ICD-10-CM codes commonly used in reporting dermatology service will be provided. A look at the 2019 Medicare Physician Fee Schedule updates and impacts will be discussed. Following participation in this session, learners should be able to understand and appropriately apply the new CPT and ICD-10 codes relevant to dermatology.

### B301 Practice Management *Regency Ballroom*

*Josh DeBlasio, Vice President of Sales, PCA Skin*

Following participation in this session, learners should be able to understand applicable strategies to help the business side of the practice. This session will also contain some “pearls” from the cosmetics side of the business.

### C301 Devices and Cosmetics Services: Taking It to the Next Level

*Palladian*

*Jessica Pape, Practice Administrator, Chicago Cosmetic Surgery and Dermatology*

*Kirstie Jackson, Practice Development Coordinator / Clinical Research Coordinator, Chicago Cosmetic Surgery and Dermatology*

This session will discuss how to grow the cosmetic branch of your business, drawing revenue from devices, cosmetic treatments and skin care. Subjects will include: Ensuring a return on investment, implementation of a new service, staff incentives and device selection.

Following participation in this session, learners should understand: How to select, implement and roll out a new cosmetic treatment in their practice all while managing a positive revenue stream.

### 11 – 11:10 a.m. Transition Break



# Session Details

## THURSDAY, FEBRUARY 28, 2019 cont.

**11:10 a.m. – 12:10 p.m.**

### **A302 Optimizing Collections at the Time of Service *Diplomat***

*Elizabeth Woodcock, MBA, FACMPE, CPC, Principal, Woodcock & Associates*

The turbulent economy has changed the dynamics of billing and collections in every medical practice across the country. Give your dermatology practice's bottom line the boost it needs and participate in this session, jam-packed with practical advice to improve time-of-service patient collections in your practice. With more insured patients owing higher deductibles, copayments and coinsurance amounts these days, you can't afford to let them walk out the door without paying after they receive services from your providers. Don't let patient balances cause your accounts receivables to balloon. Using her rich experience in medical practice consulting and training, Elizabeth will share her proven approaches to optimize collections at the time of service.

Following participation in this session, learners should be able to understand: The foundation you need to establish to ensure a successful time-of-service collections strategy; identify effective scripts to collect at the time-of-service; and discover techniques to effectively collect from patients at the time of service.

### **B302 How to Hire Rock Stars and Hold Them Accountable in Your Cosmetic Practice *Regency Ballroom***

*Catherine Maley, MBA, Author, Your Aesthetic Place*

Following participation in this session, learners should be able to: Avoid the three most common mistakes made when hiring people in your cosmetic practice and what that costs you; know how to write an ad that acts as a magnet to high achieving rock stars; where to place that ad (free or paid) to reach the most candidates; how to qualify the candidates via internet and phone before wasting time meeting with them; the right phone and face-to-face interviewing questions to ask to find the best fit for your practice; how to motivate them to succeed; and how to hold them accountable so they do their best every month, month after month.

This session will be both informational and conversational. Attendees will hear from fellow association members and be allowed to share their own successes and failures. Together we can find solutions to the challenges of today's workforce.

### **C302 How Will EMR Change in 2019? *Palladian***

*Michael Sherling, MD, MBA, Chief Medical and Strategy Officer, Modernizing Medicine*

Where will EMR go in the future? Following this presentation, learners will understand: hot trends in healthcare information technology including changes to the 2019 Merit Based Incentive Payment System, Virtual Care Medicine, Patient Engagement and how payers, practices and patients will be communicating in the future.

**12:10 - 1:30 p.m. ADAM Business Meeting and Lunch *Regency Ballroom***

**1:30 – 3 p.m.**

### **A303 Coding, A/R, Billing Round Table *Diplomat***

*Sarah Nielson, Practice Administrator, Center for Dermatology & Plastic Surgery*

*Elizabeth Woodcock, MBA, FACMPE, CPC, Principal, Woodcock & Associates*

Coding, A/R and Billing are critical to every practice. Participate in this interactive session where you will hear and learn from experts ready to share their successes and challenges. This panel will discuss coding and billing along with various topics from internal controls to revenue leaks that affect our everyday needs in coding, billing and A/R. Participate in this open discussion to learn the latest trends and best practices along with sharing your successes and challenges.

### **B303 Cosmetics / Skin Care Round Table *Regency Ballroom***

*Kirstie Jackson, Practice Development Coordinator / Clinical Research Coordinator, Chicago Cosmetic Surgery and Dermatology*

*Alisha Merlo, Director of Professional Relations, colorescience*

*Neena Bhatti, MD, Advanced Dermacare & Skin Solutions*

*JoElle Lee, JoElle Skincare*

*Josh DeBlasio, Vice President of Sales, PCA Skin*

*Kevin Kassover, Vice President, Practice Development, Topix Pharmaceuticals, Inc.*

*Catherine Maley, MBA, Author, Your Aesthetic Place*

Following participation in this session, learners should be able to better understand the latest trends and benefits to the inclusion of cosmetic procedures and aesthetic skin care in the modern general dermatology or aesthetic practice environment. Round table discussions are an ADAM favorite and designed to be informative and interactive. We will discuss, provide ideas, examples and suggestions as to how the inclusion of cosmetic services and skin care will keep your practice current, enhance patient care and increase retention while creating a new revenue stream. Questions are answered by presenters as well as session attendees, through sharing successes and failures.

### **C303 New Technology / New Services Round Table *Palladian***

*Jessica Pape, Practice Administrator, Chicago Cosmetic Surgery and Dermatology*

*Michael Sherling, MD, MBA, Chief Medical and Strategy Officer, Modernizing Medicine*

Following participation in this session, learners should be able to better understand new technologies and new services that are successfully working for those around the table. This lively discussion will include various types of services.

# Thank You to Our 2019 Exhibitors & Sponsors



Association of Dermatology  
Administrators & Managers

## EXHIBITORS

Allergan	Jan Marini Skin Research, Inc.	Oncospark, Inc
CliftonLarsonAllen LLP	Jeron Electronic Systems, Inc.	PatientPoint
Delasco	Klara Technologies	PCA Skin
D-Path	McClain Laboratories	Prescriber's Choice
EltaMD	McKesson	Procter & Gamble
EZDERM	MedData	Ra Medical Systems, Inc
First Federal Credit Control, Inc.	MetaMed Marketing LLC	RxVantage
First Healthcare Compliance	NEOVA Smart Skincare	SkinCheck Online
Health iPass	Nextech	STRATA Skin Sciences
Henry Schein	Officite	Tandem HR
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**Be sure to visit the exhibits on Wednesday!**

7:30 - 8:30 a.m. Breakfast

3 - 3:30 p.m. Afternoon Break

9:30 - 10 a.m. Morning Break

5 - 6:30 p.m. Reception

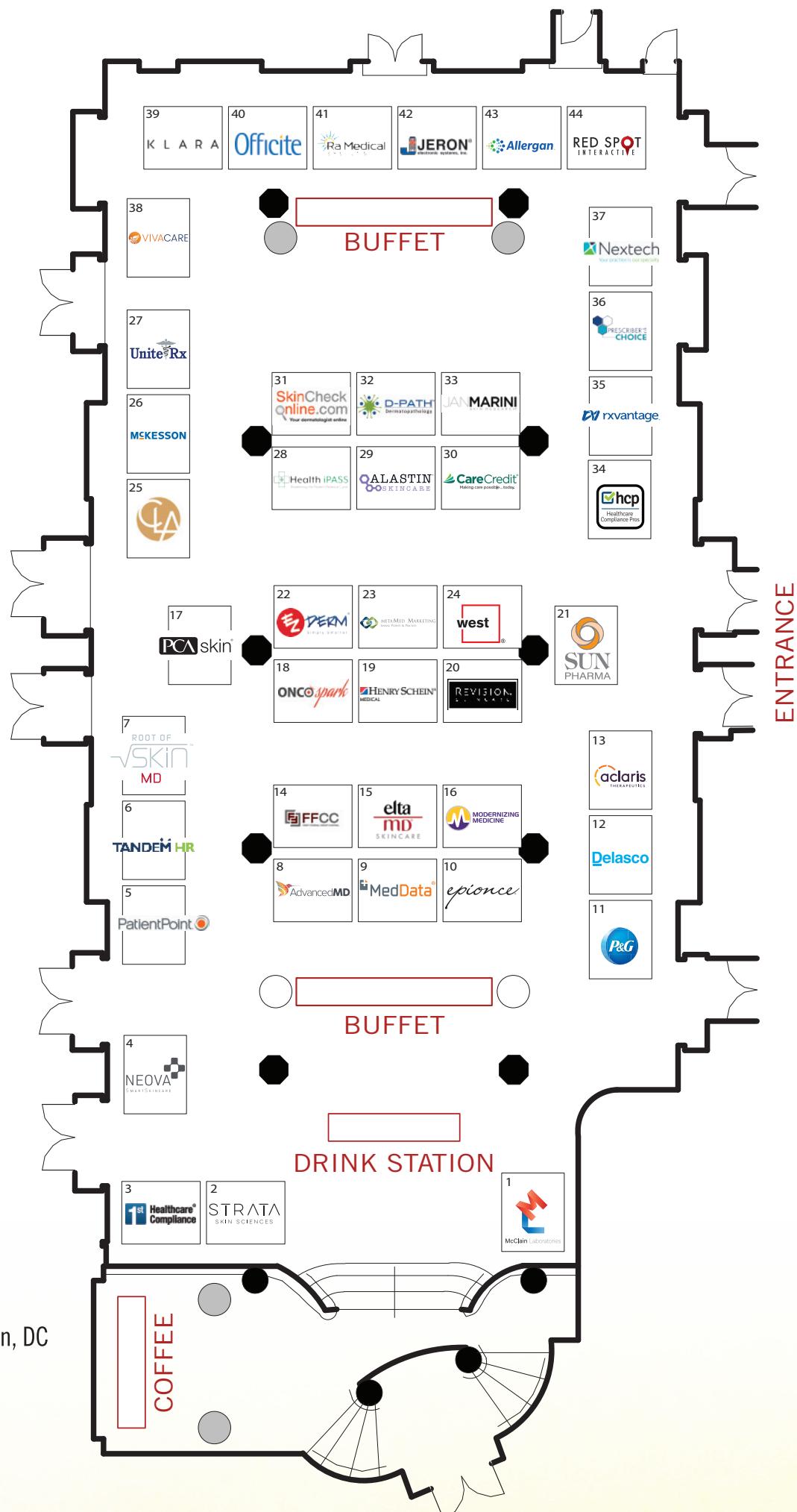
12:10 - 1:30 p.m. Lunch



Association of Dermatology  
Administrators & Managers

FEBRUARY 26-28  
2019  
27<sup>TH</sup> ANNUAL MEETING  
Omni Shoreham Hotel • Washington, DC

## Exhibit Hall Floor Plan



## Ambassador Ballroom

Omni Shoreham Hotel • Washington, DC

# Exhibitors



## PLATINUM SPONSOR & CORPORATE MEMBER

Sun Pharma started from humble beginnings in 1983, Sun Pharma has grown to become the fifth largest specialty generic pharmaceutical company in the world and India's top pharmaceutical company. A vertically integrated business, economies of scale and an extremely skilled team enable us to deliver quality products in a timely manner at affordable prices. We provide high-quality, affordable medicines trusted by customers and patients in over 150 countries across the world. Sun Pharma's global presence is supported by 41 manufacturing facilities spread across six continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. In India, the company enjoys leadership across 13 different classes of doctors with 32 brands featuring amongst top 300 pharmaceutical brands in India. Our footprint across emerging markets covers over 100 markets and six markets in Western Europe. Our Global Consumer Healthcare business is ranked amongst Top 10 across three global markets. Our API business footprint is strengthened through 14 world class API manufacturing facilities across the globe. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities comprising about 2,000 scientists and R&D investments of approximately 8% of annual revenues. At Sun, we are driven by our values of quality, reliability, innovation, trust and consistency. These values inspire us to realise our vision of Reaching People and Touching Lives Globally.



## PLATINUM SPONSOR & CORPORATE MEMBER

West's TeleVox Solutions help you effectively and efficiently communicate with today's on-the-go patients to improve health outcomes, keep a full schedule, reduce days in A/R and gather essential feedback. West helps you keep patients on track with treatment and make your practice more efficient without adding to your workload. TeleVox Engage is a fully integrated patient engagement platform offering multichannel reminder communications, on-demand messaging, patient chat, patient surveys, easy-to-use reporting dashboards and more. TeleVox Marketing Solutions include tools to connect with today's tech-savvy patients and stay at the forefront of a highly-competitive healthcare marketplace.



## GOLD SPONSOR & CORPORATE MEMBER

Modernizing Medicine and its affiliated companies empower dermatologists with a suite of mobile dermatology-specific solutions that transform how healthcare information is created, consumed and utilized to increase practice efficiency and improve patient outcomes. Built for value-based healthcare, data-driven, touch-and cloud-based products and services are programmed by a team that includes practicing physicians to meet the needs of dermatology practices. The ModMed Dermatology Suite includes EMA, the dermatology-specific EHR system: Practice Management; Analytics; Pathology; Revenue Cycle Management; and mod med Telehealth. Approximately 40% of dermatologists in the United States use EMA in the ModMed Dermatology Suite of products.



## GOLD SPONSOR & CORPORATE MEMBER

Red Spot Interactive (RSI) provides medical marketing software, marketing services, and patient scheduling services measured by its practices' exact return on investment (ROI). Through the proprietary integration of practice management, EMR, and marketing data, RSI is able to understand, automate, and improve its client's ROI associated with the patient acquisition and retention process. In addition, RSI provides a fully automated patient retention suite which further increases practice profits and scale.

# Exhibitors



## SILVER SPONSOR & CORPORATE MEMBER

For 30 years, CareCredit has helped millions of patients receive needed and desired care. CareCredit, an AAD Preferred Provider, is a health and wellness credit card offering promotional financing options to help patients fit the procedures they want or need into their monthly budget. From laser treatments and injectables to Moh's surgery, we help you help patients access the full range of dermatologic treatments. AAD members also receive a promotional pricing discount on the 6-month No Interest If Paid in Full plan, ideal for co-pays and insurance deductibles. For more information about CareCredit, call 800.300.3046 or visit [carecredit.com](http://carecredit.com).



## SILVER SPONSOR & CORPORATE MEMBER

For over 30 years, Revision Skincare® has provided physicians with clinically-proven, high-performing skin care products. Using only the purest, most efficacious ingredients, the Revision Skincare collection was formulated to provide targeted solutions for enhancing skin's appearance and reducing signs of aging. We're obsessed with skin care and relentless in our pursuit of delivering results



## BRONZE SPONSOR & CORPORATE MEMBER

Aclaris Therapeutics, Inc. (NASDAQ:ACRS) is a dermatologist-led biopharmaceutical company committed to identifying, developing, and commercializing innovative therapies to address significant unmet needs in dermatology, both aesthetic and medical, and immunology. Aclaris is focused on market segments with no FDA-approved medications or where treatment gaps exist.



## BRONZE SPONSOR & CORPORATE MEMBER

AdvancedMD offers cloud practice management, scheduling, and billing services. The company is a pioneer of Big Data reporting and business intelligence. Advanced is uniquely integrated with EMA EMR for dermatology so superbill and charges transfer smoothly, minimizing the need to bounce back and forth between systems for more accurate data flow and improved revenue collections. We guarantee first-pass claim acceptance of 95% or better. Features include the largest payer rules database, our clearinghouse that is connected to more than 1,600 carriers, electronic claims submission, insurance eligibility verification and accounts receivable control. With complete confidence you can implement billing technologies.



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ALASTIN Skincare is dedicated to developing innovative, clinically-tested skin care products that correct, protect and maintain healthy skin for a lifetime. Only ALASTIN Skincare offers our patent pending blend of TriHex Technology® which improves overall skin health at the cellular level.



## BRONZE SPONSOR & CORPORATE MEMBER

Developed by a dermatologist, physician-dispensed Epionce is an innovative skin wellness line designed to optimize the health of the skin by working with its own protective and reparative systems. Multiple independent clinical studies have proven the products effective in helping to reverse and prevent visible skin aging and symptoms of skin diseases. Simple, effective and proven, Epionce is the ideal cosmeceutical line for anyone who desires optimally healthy, beautiful skin.

# Exhibitors



## BRONZE SPONSOR & CORPORATE MEMBER

At Healthcare Compliance Pros, we understand that the healthcare industry continues to face a significant amount of regulatory oversight in HIPAA, OSHA, Corporate Compliance, and Human Resources. Much of the regulation requires not only creating a compliance program, educating staff, and providing ongoing assessment and auditing of their programs; but the ongoing burden of regulatory updates and employee re-education. Many healthcare organizations have struggled to find an efficient, simple and cost-effective way to stay current with these liabilities. Having seen this frustration firsthand, Healthcare Compliance Pros has created innovative online tools and comprehensive compliance support to address these needs.



## BRONZE SPONSOR & CORPORATE MEMBER

ROOT OF SKIN™ MD is a rejuvenating line of skin care products fueled by an unrelenting pursuit for advancements in life-changing and life-saving treatments. Harnessing breakthroughs in stem cell therapy, AIVITA Biomedical developed a technology that does more than just boost regeneration. The patented actives complex SourceCode Technology™ renews, repairs and protects, just as your skin did at its youngest and healthiest stage. Rich with every biological component healthy skin needs for development and free of any unnecessary ingredients. All proceeds support treatment of women with ovarian cancer.



Allergan plc (NYSE: AGN), headquartered in Dublin, Ireland, is a bold, global pharmaceutical company and a leader in a new industry model – Growth Pharma. Allergan is focused on developing, manufacturing and commercializing branded pharmaceutical, device, biologic, surgical and regenerative medicine products for patients around the world.

Allergan markets a portfolio of leading brands and best-in-class products for the central nervous system, eye care, medical aesthetics and dermatology, gastroenterology, women's health, urology and anti-infective therapeutic categories. Allergan is an industry leader in Open Science, a model of research and development, which defines our approach to identifying and developing game-changing ideas and innovation for better patient care. With this approach, Allergan has built one of the broadest development pipelines in the pharmaceutical industry. For more information, visit Allergan's website at [Allergan.com](http://Allergan.com).



## CORPORATE MEMBER

CLA exists to create opportunities for our clients, our people, and our communities through industry-focused wealth advisory, outsourcing, audit, tax and consulting services. With more than 6,100 people, 120 U.S. locations, and a global affiliation, we promise to know you and help you. For more information visit [CLAConnect.com](http://CLAConnect.com). Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, a SEC-registered investment advisor.



## CORPORATE MEMBER

Founded by a dermatologist, Delasco has been creating solutions for more than 30 years. Dedicated to Dermatology, we offer an expanded product catalog including name brands and trusted Delasco products.

# Exhibitors



## CORPORATE MEMBER

Founded in 2008, D-PATH is one of the only physician owned laboratories in the United States dedicated solely to the practice of dermatopathology. D-PATH is committed to delivering the highest quality dermatopathology diagnoses, made exclusively by one of our board-certified dermatopathologists. Centrally located in Memphis, Tennessee, our company guarantees that pathology results will be delivered back to its nationwide client base within 48 hours or less. D-PATH offers a comprehensive test menu and strives to deliver the broadest range of services available.



## CORPORATE MEMBER

Physicians trust and recommend EltaMD sunscreens because they provide safe, broad-spectrum UV protection in natural zinc-based, cosmetically elegant formulations. All EltaMD sunscreens are noncomedogenic, sensitivity-free, fragrance-free and paraben-free. EltaMD skin care products include deep, gentle cleansers and intense moisturizers for normal, sensitive, troubled and post-procedure skin. Our specialty formulations help correct problems and maintain skin health over time.



## CORPORATE MEMBER

EZDERM, LLC is a software company that provides one seamless solution for your entire dermatology practice including Electronic Health Records, Practice Management, Patient Portal, Laboratory Information System and Patient Check-In-System.



## CORPORATE MEMBER

First Federal Credit Control, Inc. maintains one of the largest medical office client bases throughout the country. We represent more than 10,000 medical offices in the collection of their delinquent accounts. Our team of talented collection specialists utilize a smart collections approach, and customized service combine to provide clients with maximum recovery results with minimum concerns. We credit report to all three major credit bureaus. We offer our clients 24/7/365 access to their accounts via an easy to use web-based portal. Contact Ian Shafran at: 866.418.4111 or [ishafran@ffcc.com](mailto:ishafran@ffcc.com). For more information visit [FFCC.com](http://FFCC.com).



First Healthcare Compliance helps healthcare clients save time and money with a comprehensive "turnkey" compliance program management solution addressing all federal compliance requirements, in one place.

A cloud-based management system enhanced with on-and off-line compliance resources, tools, education, training, and live support from a team of healthcare compliance experts.



## CORPORATE MEMBER

Health iPASS is redefining the patient revenue cycle by improving the patient experience from appointment to payment. Health iPASS helps providers promote price transparency, build trust, and increase their operating income by simplifying the check-in process and streamlining both time-of-service and residual balance patient payments through an innovative, multi-channel software solution. Our patient friendly system supports 850+ payers, 90+ practice management systems and is payment processor-agnostic. Many providers have realized unprecedented patient net collection rates, slashed denials by over 50% and have significantly reduced cost and time to collect. Find out more by visiting [healthipass.com](http://healthipass.com).

# Exhibitors



## CORPORATE MEMBER

Henry Schein is a Fortune 300 company with 86 years of experience serving healthcare practitioners. We distribute practice supplies, equipment and pharmaceutical products to over 140,000 physicians nationwide. Henry Schein's innovative solutions, state-of-the-art distribution capabilities and global infrastructure enables our customers to operate both profitability and efficiently. Henry Schein offers a comprehensive solution and product portfolio to support chronic conditions, as well as the aesthetic and pathology aspects of your dermatology practice. For more information, or to download the 2019 Dermatology Buying Guide, visit [henryschein.com/derm](http://henryschein.com/derm).



## CORPORATE MEMBER

San Jose, California-based Jan Marini Skin Research, Inc. (JMSR) is a recognized leader and innovator of professional skin care solutions. In addition to multiple patented formulations, JMSR's track-record of technological firsts includes, but is not limited to, topical TGF beta-1, antioxidant sunscreen, topical Resveratrol and cosmetic lash enhancement. JMSR products and its Skin Care Management System are used and trusted by professionals worldwide.



Provider 790 Clinic provides Ambulatory surgery centers and clinics an easy way to navigate patients, staff and caregivers. Wall mounted displays and multi-sequenced dome lights indicates patient and staff locations, procedure times, room status and more. Everywhere access to room status also identifies bottlenecks that could adversely affect patient satisfaction.



## CORPORATE MEMBER

Poor patient communication is the #1 reason why patients complain or leave. Needless to say - care teams are spending way more time on admin tasks, and congested phone lines are standing in the way of great patient service. This is where we come into the picture. Meet Klara! Our secure healthcare communication platform helps medical organizations work more efficiently, makes patients happier and healthier and increases revenue.



McClain Laboratories

McClain Laboratories, a physician owned and operated Anatomic Pathology Laboratory serves the USA from Smithtown, New York. Our full service laboratory provides 24 to 48 hour turnaround on studies of all types of pathology including dermatopathology, nail fungus, wounds, ulcers, cancers, warts, digital mucous cysts, and small nerve fibers.

McClain Laboratories specializes in histopathologic evaluation of tissue biopsies with an expertise in skin, nail, vulvar, and ocular pathology. From specimen pickup to diagnosis, McClain clients are served by our friendly and professional staff dedicated to superior customer care. McClain Laboratories' Medical Director, Dr. Steve A. McClain, is a nationally recognized dermatopathologist, lecturer and Associate Professor at Stony Brook University. McClain Laboratories features include: Same-day courier service, FedEx Express pickup, 24 to 48 hour turnaround and reports with color images, diagnosis and ICD-10 coding.

# Exhibitors



## CORPORATE MEMBER

McKesson Medical-Surgical Inc., is an affiliate of McKesson Corporation. McKesson Corporation, currently ranked 6th on the FORTUNE 500, is a healthcare services and information technology company dedicated to making the business of healthcare run better. McKesson Medical-Surgical works with health systems, physician offices, extended care providers, in-home patients, labs, payers and others across the spectrum of care to build healthier organizations that deliver better care to patients. McKesson Medical-Surgical helps its customers improve their financial, operational, and clinical performance with solutions that include pharmaceutical, medical-surgical supply management, healthcare information technology, and business and clinical services. For more information, visit [mckesson.com](http://mckesson.com).



## CORPORATE MEMBER

MedData is one of the nation's leading providers of a range of revenue cycle management services including, billing, coding, collections, revenue cycle management and patient satisfaction, among others. For more than three decades, MedData's unified emergency medicine billing services have extended to physician groups, hospitalists and staffing groups. Annually, MedData serves more than seven million patients across various medical specialties. MedData currently provides services to more than 3,000 physicians at 700 facilities across 40 states, having served more than 125 million patients with a proven compliance record throughout its tenure. Learn more at [meddata.com](http://meddata.com).



## CORPORATE MEMBER

MetaMed Marketing delivers maximum ROI through highly tuned websites, superior SEO, and engaging Social campaigns along with close tracking of performance metrics. Gorgeous custom designs, attentive site maintenance, and original optimized content impress, educate and inspire practice patients to action.



NEOVA SmartSkincare is a research-based, patent-protected, photo damage correcting brand. Convinced that great skin had less to do with good genes and more to do with repair of UV-inflicted damage, our scientists cast conventional wisdom aside, expanded their research and found the link they were looking for and made the association of damaged DNA to premature skin aging and cancer. Our clinical studies are fully validated and our DNA repair science is the same as that awarded the Nobel Prize in Chemistry. NEOVA SmartSkincare and DNA Damage Control Sunscreens are the first ever scientist-created, second -chance-for-skin, photo damage correcting skin care.



## CORPORATE MEMBER

Nextech is the leading, fully integrated Dermatology-specific EMR and Practice Management solution to help specialty practices increase efficiency and profitability across all functional areas. Nextech's intuitive design and customizable templates work seamlessly with the needs of its clients and their patients by focusing on patient engagement, patient outcomes and simplifying regulatory compliance. To learn how Nextech helps specialty providers succeed in today's fast-changing healthcare environment, visit [nextech.com](http://nextech.com).

# Exhibitors



Officite works with healthcare professionals all across the country, helping physicians grow their practices and generate more new patient referrals through effective, efficient online marketing. Its websites are attractive, powerful, easy to launch and backed by the unlimited support of a dedicated Web Presence Advisor. Visit [Officite.com](http://Officite.com) or call 844.818.1568 to see all Officite has to offer, including responsive mobile designs, search engine marketing (SEO & PPC), reputation tracking, social media, patient education and more.



## CORPORATE MEMBER

Oncospark is a premier Revenue Cycle Management company providing comprehensive medical billing services to an array of practices around the country. Through our consulting division, Value Based Consulting, we provide comprehensive MIPS consulting including HIPAA Security Risk Assessment services.

## CORPORATE MEMBER

PatientPoint® powers more effective patient-physician engagements across all points of care. For 30 years, healthcare providers have trusted PatientPoint to help deliver the right message at the right time to drive positive results. Offering the most comprehensive solution set to engage patients and medical staff, PatientPoint print, digital and mobile technologies enrich the entire care experience. Learn more at [patientpoint.com](http://patientpoint.com).



Committed to advancing professional skin care expertise through robust clinical education and the scientific development of quality products, PCA SKIN has been a trusted innovator for over 25 years. From professional treatments to daily care, we are dedicated to formulating with the optimal combination of ingredients that target individual skin types, concerns and overall skin health for superior results. Through partnering with physicians and clinicians, we improve people's lives by providing healthy, beautiful, younger-looking skin.



## CORPORATE MEMBER

The exploding cost of prescription medication has been headline news for the last decade, yet so little has been done to fix it. No medical specialty has been harder hit than Dermatology. We provide a win-win-win solution for patients, doctors, and the healthcare system. We produce customized topical dermatology medications at an FDA-Registered 503B Outsourcing Facility; doctor can combine multiple APIs into one vehicle, adjust potencies, and remove irritating preservatives at their choice, allowing them to provide patients with the best standard of care. Medications are dispensed at the time of the visit, which improves adherence and outcomes, while monetizing the practice in a new way.



## CORPORATE MEMBER

Procter & Gamble partners with leading healthcare professionals and scientists to develop breakthrough products that help improve the quality of patients' lives.



Ra Medical Systems, Inc., markets the Pharos Excimer Laser, an advanced 308-nm super narrowband UVB excimer laser for psoriasis, vitiligo, atopic dermatitis and leukoderma. It is ideal for localized recalcitrant and difficult-to-treat psoriasis, including scalp, palms and soles and intertriginous lesions and for localized vitiligo, including facial and periorbital areas.

# Exhibitors



## CORPORATE MEMBER

RxVantage saves valuable time by helping you manage rep visits to your practice. Reps book appointments online based on your custom visitation rules to govern who can book and how often. Free to all medical offices - no contracts. Up and running in 15 minutes, no software to install, fully customizable rules and preferences for calendars and rep visits. Complete, up-to-date profiles of your reps, eliminates paper calendars, saves 15 hours of administrative staff time per month, automatic reminders and confirmations, Sunshine Act tracking and reporting, integrated patient assistance programs and providing patients with grants and vouchers for products and services



Your dermatologist online

## CORPORATE MEMBER

Be among the premier practices in the U.S. to offer your patients SkinCheck Online, a HIPAA, HITECH-compliant tele dermatology solution that allows treatment of routine dermatologic conditions using a proven online platform. SkinCheck optimizes your practice efficiency and increases patient satisfaction through quicker access to high-quality, high-value care without the inconvenience of an office visit. Finally...a solution that's good for your practice and great for your patients. Come by booth #31 for a demo or visit [skincheckonline.com](http://skincheckonline.com).



STRATA Skin Sciences is a medical technology company in dermatology and plastic surgery dedicated to developing, commercializing and marketing innovative products for the treatment of dermatologic conditions. Its products include the XTRAC® laser and VTRAC® excimer lamp systems utilized in the treatment of psoriasis, vitiligo and various other skin conditions; the STRATAPEN™ MicroSystem, marketed specifically for the intended use of micropigmentation; and Nordlys, a multi-technology aesthetic laser device.



## CORPORATE MEMBER

Tandem HR is an IRS certified professional employer organization (CPEO). We enable businesses to cost-effectively outsource HR, including employee relations, compliance, benefits, payroll and workers' compensation. With our HR experts on your team, you can now spend your valuable time on revenue-generating activities. Additionally, small and mid-size businesses gain access to large benefits pools and take advantage of economies of scale to offer bigger and better benefits to attract and retain key talent. Learn more at [TandemHR.com](http://TandemHR.com) or call 630.928.0510 today!



## CORPORATE MEMBER

UniteRx offers dermatology in-office dispensing, with prescriptions filled using patients' pharmacy insurance.



## CORPORATE MEMBER

Vivacare provider's dermatology practices with digital tools to educate and engage their patients. Create your own Patient Care Toolkit to make you time with patients more meaningful and productive. Patients come to their appointments better prepared and go home with helpful resources to manage their care. Your personalized Patient Care Toolkit, pre-loaded with 300 skin care resources, is customizable and available at no cost (free). Create your own Patient Care Toolkit today at [vivacare.com](http://vivacare.com). Already have a Vivacare account? Check out the new features, including the mobile app and patient safety.



## Membership Application

*Take advantage of the special practice discount!*

Association of Dermatology  
Administrators & Managers

### Personal Information (Please print clearly)

Prefix / Suffix:  Ms.  Mrs.  Mr.  MD  DO  RN  LPN  CPC  Other \_\_\_\_\_

Name (First, MI, Last)

Employer (Practice or University Name)

Address \_\_\_\_\_ Suite \_\_\_\_\_

City \_\_\_\_\_ State / Region \_\_\_\_\_ ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

Office Phone \_\_\_\_\_ Office Fax \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

Would you like a mentor for your first year of membership?  Yes  No

### Professional Information

#### Are you employed?

- Full Time
- Part Time
- Presently Unemployed
- Other (describe) \_\_\_\_\_

#### Which best describes your clinic?

- Solo Practice
- Single-specialty
- Multi-specialty
- Academic

#### Does your office have physician extenders?

- Yes; How many? \_\_\_\_\_
- No

#### What is your position/title?

- Administrator
- Nurse / Medical Assistant
- Office Manager
- Accountant / Bookkeeper
- Physician
- Billing Specialist / Coder
- Other \_\_\_\_\_

#### What best describes your practice?

- Solo practitioner
- 2-5 physicians
- 5+ physicians

#### What % of your practice is...?

- \_\_\_\_% General Dermatology
- \_\_\_\_% Cosmetic
- \_\_\_\_% Mohs / Skin Cancer
- \_\_\_\_% Dermatology Pathology Lab

#### How did you hear about ADAM?

- ADAM Member (provide name) \_\_\_\_\_

- Friend / Colleague
- ADAM Meeting
- Society / Chapter Meeting
- ADAM Website
- Direct Mail
- Other \_\_\_\_\_

### Payment Information (U.S. dollars only)

\$325 Individual Membership (expires December 31)	\$
\$275 Practice - Additional Members (with 3 or more new members from same practice; expires December 31)	\$
Total	\$

Check enclosed (made payable to ADAM)

Charge my:  VISA  MasterCard  American Express

Card Number: |\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_| Exp. (MM / YY): |\_\_\_\_\_|\_\_\_\_\_|

Billing Address ZIP Code |\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_| CCV / CVV Security Code: |\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|

Cardholder's Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Submit application(s) to:

5550 Meadowbrook Drive, Suite 210, Rolling Meadows, IL 60008-3805

P: 866.480.3573 | F: 800.671.3763 | E: [adaminfo@samiworks.net](mailto:adaminfo@samiworks.net) | W: [ada-m.org](http://ada-m.org)



## REACHING PEOPLE. TOUCHING LIVES.

From humble beginnings in 1983, Sun Pharma has grown to become the 5<sup>th</sup> largest generic pharmaceutical company in the world. Our passion for R&D has enabled us to develop over 2000 products that are sold in 150 countries worldwide. At Sun, we are driven by our core values of quality, reliability, innovation, trust and consistency. These values inspire us to reach out and touch millions of lives globally.

[www.sunpharma.com](http://www.sunpharma.com)

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