



Association of Dermatology  
Administrators & Managers



## **2020 ADAM Annual Meeting** [Call for Presentations](#) – Be Part of the Action!

**Deadline: June 14, 2019**

The Association of Dermatology Administrators & Managers is pleased to announce its 28<sup>th</sup> Annual Meeting. Occurring March 17-19 at the Hilton Denver City Center, Denver, CO, this event promises to offer the breadth of curriculum you need to ensure competence in every domain of dermatology office management. We invite you to [submit a proposal for presentation](#) and be part of this exciting learning and networking experience.

### **Proposed Topics**

Opening general session and concurrent breakouts will offer detailed educational information on myriad topics. ADAM strives to be your trusted source for relevant, timely dermatology practice management education.

Suggested topics include but are not limited to:

- Accountable Care Organizations (ACO's) – Dermatology groups are you still a stand-alone, group or part of an ACO? The challenges and how to sustain autonomy.
- Audits - chart audits, internal audits, security audits, etc.
- Basics of skincare 101
- Benchmarking
- Books every manager should read/training resources
- Bridging the age gap - How to effectively manage millennials to baby boomers under one roof
- Call centers – building and use
- Cosmetic practice business and expansion
- EHR/EMR
- Employment law and other legal issues
- Essentials of financial reports and why they are so important
- Ethics
- Future of healthcare (what to expect in the next 5-10 years)
- HIPAA, compliance, cyber attacks
- How to identify and effectively manage multiple personality types in the practice
- How to handle irate patients, dissatisfied patients, personality disorders, when to discharge patients and HOW
- How to perform a security risk assessment internally
- Human resource policies, management and how to deal with real life situations that don't have FMLA
- ICD-10, coding and reimbursement
- Mistakes that lead to lawsuits
- OSHA and emergency preparedness
- Patient loyalty programs
- Practice marketing and social media
- Practice pearls for every manager
- RECALLS! The art of the follow up and how to keep your patients coming back for more

- Research, when and how to implement in your business
- Revenue cycle management
- Roundtable discussions on topics such as cosmetics and dermatology
- Recruiting techniques – dermatologists, PA's, and staff and why it is so important to get the right team in the right roles
- Staff engagement, retaining employees, staff incentives, staff bonuses, staff wages (everyone wants to know!)
- Streamlining staff training – why constant and effective education is so critical
- Teledermatology
- Time management ideas/solutions for the everyday manager
- Tips for launching a new service or product in your practice
- Tips for more ROI on pay per click advertising/paid ads
- Top 10 frustrations we all face in our daily life
- Triaging patient emergencies and how to handle them

### **Presentation Formats**

Sessions are typically 60 minutes; however, some topics will lend themselves to longer or even two-parts. Please be certain to indicate desired time-length in your submission form. All proposals must include learning objectives as required for submission for CEU approval. All proposals must be fully complete prior to the deadline for consideration.

### **Submission**

Please complete the [ADAM Call for Presentations](#) no later than **June 14, 2019**.

We look forward to considering your proposal and welcoming you to the 2020 ADAM Annual Meeting!

If you have any questions, please contact Karen Oster at [koster@samiworks.net](mailto:koster@samiworks.net).