2027 ADAM ANNUAL MEETING

ANNUAL MEETING AGENDA

FEBRUARY 25-27, 2027 | ANAHEIM, CALIFORNIA

HOTEL

The JW Marriott Anaheim Resort offers an elevated Southern California experience in the heart of Orange County and an ideal setting for the 2027 ADAM Annual Meeting. Conveniently located within walking distance of the Anaheim Convention Center and Disneyland® Resort, the hotel puts attendees close to some of Anaheim's best dining, entertainment, shopping, and attractions—all while providing a sophisticated place to connect and recharge throughout the conference.

Between sessions, take advantage of the resort's inviting spaces and amenities, including the JW Garden, fitness center, yoga and zen room, and outdoor pool. Guests can also enjoy signature dining experiences and a rooftop bar with sweeping views of Anaheim and evening fireworks—the perfect setting to unwind after a full day of learning and networking.

ADAM has secured a discounted room block exclusively for Annual Meeting attendees, making it easy to stay where the conference action is happening and take full advantage of the entire meeting experience. The discounted ADAM hotel booking link will be provided during the Annual Meeting registration process. The group rate is guaranteed for reservations made on or before the cutoff date of January 27, 2027.

With sophisticated accommodations, thoughtful amenities, convenient access to nearby attractions, and plenty of opportunities to connect with fellow attendees beyond the meeting room, the JW Marriott provides the perfect home base for learning, networking, and enjoying Southern California during the 2027 ADAM Annual Meeting.

HIGHLIGHTS

STRATEGIC PARTNER HOSTED HAPPY HOURS

We're excited to introduce new strategic partner-hosted happy hours on Thursday evening following the Welcome Reception. Enjoy an evening of great food, conversation, and the opportunity to connect with fellow attendees and sponsors. Details on each location will be provided at a later date.

THE ADAM BASH RETURNS

Join us Friday night for the ADAM BASH! All conference attendees are invited to an evening of great food, drinks, and networking. This event requires a separate ticket of $65 per individual. All food and drinks are included in your ticket cost.

EXPANDED EXHIBIT HALL

Connect with our strategic partners, explore the latest innovations, and build valuable relationships in our expanded exhibit hall. Attendees who visit every booth will be entered to win prizes at the conclusion of the meeting.

AN EXCLUSIVE PRE-CONFERENCE OPPORTUNITY

You have questions. An attorney has answers. Join us for this complimentary two-hour pre-conference session designed around the real-world legal questions dermatology practice leaders encounter every day. From patient and employee consents to billing, compliance, employment issues, policies, and other situations that can leave you wondering, "Are we handling this correctly?"—this is your opportunity to get practical guidance on the issues that matter most to your practice. Bring your questions and learn from those submitted by fellow attendees during an interactive, attorney-led discussion created specifically for dermatology practice leaders.

THURSDAY | February 25, 2027

2:00 - 5:00 PM	**REGISTRATION OPENS**
3:00 - 5:00 PM	**PRE-CONFERENCE SESSION: ASK AN ATTORNEY** | Orchard Ballroom
5:00 - 6:00 PM	**WELCOME RECEPTION** | Arbor Ballroom
6:30 - 9:00 PM	**HAPPY HOUR SOCIALS HOSTED BY OUR PLATINUM STRATEGIC PARTNERS**

Agenda subject to change.

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FRIDAY | February 26, 2027

7:00 - 7:55 AM	**NETWORKING BREAKFAST** | Arbor Ballroom	
8:00 - 8:15 AM	**WELCOME MESSAGE FROM ADAM PRESIDENT & PRACTICE MANAGER OF THE YEAR AWARD** | Orchard Ballroom	
8:15 - 9:15 AM	**KEYNOTE SPEAKER** | Orchard Ballroom	
9:15 - 9:30 AM	**TRANSITION BREAK** | Arbor Ballroom	
9:30 - 11:00 AM	**ROUNDTABLE DISCUSSION** | Orchard Ballroom	**GROWTH BY DESIGN** | Arbor Classroom
	COMPLIANCE ROUNDTABLE	**9:30 - 10:15 AM: How to Scale Cosmetic Dermatology Without Sacrificing Medical Efficacy** *Kirstie Jackson, ACG Practice Partners* **10:15 - 11:00 AM: Marketing is NOT a DEPARTMENT!** *Rita Rubinstein, Gene Rubinstein, MD*
11:00 - 11:30 AM	**MORNING BREAK** | Arbor Ballroom	
11:30 AM - 1:00 PM	**ROUNDTABLE DISCUSSION** | Orchard Ballroom	**LEADERSHIP THAT BUILDS CULTURE** | Arbor Classroom
	NEW MANAGERS ROUNDTABLE	**11:30 AM - 12:15 PM: The Leadership Effect: How Your Daily Habits Shape Team, Culture, Trust & Retention** *Sheenita Davis, The Kilane Group* **12:15 - 1:00 PM: From Me to Them: Building a Patient-Centered Culture Through Leadership & Team Alignment** *Teresa Dyer, Skin Cancer & Dermatology*
1:00 - 2:30 PM	**LUNCH BREAK** | Arbor Ballroom	
1:30 - 2:15 PM	**PRODUCT SPOTLIGHT SESSION**	**PRODUCT SPOTLIGHT SESSION**
2:15 - 3:45 AM	**MARKETING ROUNDTABLE DISCUSSION** | Orchard Ballroom	**NAVIGATING RISK & COMPLIANCE** | Arbor Classroom
	MARKETING ROUNDTABLE	**2:15 - 3:00 PM: Decode 2027: From Codes to Compliance - Dermatology Updates that Impact Your Bottom Line** *Faith McNicholas, American Academy of Dermatology* **3:00 - 3:45 PM: The Three Laws of AI: How to Strategically Apply AI Within Your Organization** *Adam Laing, Healthcare Compliance Pros*
3:45 - 4:15 PM	**AFTERNOON BREAK** | Arbor Ballroom	
4:15 - 5:45 PM	**PANEL DISCUSSION** | Orchard Ballroom	**RUNNING A SMARTER PRACTICE** | Arbor Classroom
	Unfiltered: The Dermatology Debates We're Not Having *Noah England, Piedmont Plastic Surgery & Dermatology*	**4:15 - 5:00 PM: Cutting Costs Without Cutting Corners** *Debra Phairas, Practice & Liability Consultants, LLC* **5:00 - 5:45 PM: Should We Offer That? A Practical Framework for Evaluating New Procedures, Technologies & Service Lines** *Jennifer Wiggins, Aegis Malpractice Solutions*
5:45 - 6:15 PM	**NETWORKING BREAK** | Arbor Ballroom	
7:00 - 9:30 PM	**ADAM BASH** | Serenity Garden (*Separate Ticket Required*)	

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FEBRUARY 25-27, 2027 | ANAHEIM, CALIFORNIA

SATURDAY | February 27, 2027

7:30 - 8:30 AM	**NETWORKING BREAKFAST** | Arbor Ballroom	
8:30 - 10:00 AM	**ROUNDTABLE DISCUSSION** | Orchard Ballroom	**MAKING AI WORK FOR YOUR PRACTICE** | Arbor Classroom
	ADVANCED MANAGERS ROUNDTABLE	**8:30 - 9:15 AM: AI in Dermatology Operations: Hands-On Problem Solving & Policy Building** *Melissa Green, Central Dermatology Management Group* **9:15 - 10:00 AM: The Real Reason Patients Ghost Your Practice and How AI Can Fix It** *Brandon Wells, Dermatology & Skin Health*
10:00 - 10:30 AM	**MORNING BREAK** | Arbor Ballroom	
10:30 AM - 12:00 PM	**ROUNDTABLE DISCUSSION** | Orchard Ballroom	**BUILDING BETTER TEAMS** | Arbor Classroom
	ARTIFICIAL INTELLIGENCE ROUNDTABLE DISCUSSION	**10:30 - 11:15 AM: What Dermatology Professionals Really Want: Recruiting and Retention Strategies Backed by Thousands of Career Conversations** *Brent Bargen, myDermRecruiter* **11:15 AM - 12:00 PM: Redesigning the Employer Review Process: From Evaluation to Continuous Growth** *Suzanne Hauswald, HMGS Dermatology*
12:00 - 1:30 PM	**LUNCH BREAK** | Arbor Ballroom	
12:30 - 1:15 PM	**RELATIENT PRODUCT SPOTLIGHT SESSION**	**PRODUCT SPOTLIGHT SESSION**
1:30 - 3:00 PM	**PANEL DISCUSSION** | Orchard Ballroom	**BEYOND TRADITIONAL STAFFING** | Arbor Classroom
	How Micromanagement Undermines Performance & the Bottom Line *Steve Ieraci, DMB Advisors, LLC*	**1:30 - 2:15 PM: From Recruitment to Results: Building a Gap-Year Program** *Cheryl Davis & Tonya Green, Tareen Dermatology* **2:15 - 3:00 PM: Beyond the Prior Authorization: Building a High-Functioning Biologic Access Program in Dermatology** *Lu Teves, Certified Pharmacy Technician/Biologic Coordinator*
3:00 - 3:45 PM	**ASK ME ANYTHING SPEAKER ROUNDUP**	
4:00 - 4:15 PM	**ANNOUNCEMENT OF PRIZE WINNERS & 2028 ANNUAL MEETING LOCATION** | Orchard Ballroom	
4:15 PM	**ADJOURNMENT** | Orchard Ballroom	

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FRIDAY SESSION DESCRIPTIONS

How to Scale Cosmetic Dermatology Without Sacrificing Medical Efficacy
Kirstie Jackson, ACG Practice Partners

As cosmetic dermatology practices grow, one of the greatest challenges is maintaining medical integrity while increasing volume, expanding teams, and meeting rising patient demand. This discussion explores how successful practices scale without compromising outcomes, ethics, patient safety, or clinical standards. From leadership and training to delegation, protocols, and patient experience, we examine what it truly takes to grow a high-performing aesthetic practice without losing the quality and credibility that built it.

The Leadership Effect: How Your Daily Habits Shape Team, Culture, Trust & Retention
Sheenita Davis, The Kilane Group

Leadership isn't defined by a title; it's demonstrated through the daily habits that shape how teams communicate, collaborate, and perform. Every conversation, decision, and interaction contributes to the culture employees experience. This interactive session explores the powerful connection between a leader's daily habits and team culture. Participants will identify leadership behaviors that either strengthen or weaken engagement, learn practical coaching strategies that improve communication and accountability, and leave with actionable tools they can immediately implement to create a healthier, more productive workplace. Attendees will walk away with a personal Leadership Action Plan designed to strengthen trust, improve retention, and positively influence the culture of their own practice.

From Me to Them: Building a Patient-Centered Culture Through Leadership & Team Alignment
Teresa Dyer, Skin Cancer & Dermatology Center

Building a strong culture requires more than policies, procedures, and performance metrics. It requires leaders who can help teams move beyond individual priorities and stay focused on what matters most. This interactive session introduces the Me-We-Them Framework, a practical leadership approach built around a simple but effective principle: It's not about Me. It's about We. Actually, it's about Them. Through discussion, self-reflection, and real-world examples, participants will explore how shifting focus from the individual to the team, and ultimately to the patient, can strengthen culture, improve accountability, and create greater alignment across the organization. Participants will leave with practical tools and strategies to strengthen team engagement, improve workplace culture, increase retention, and enhance the patient experience.

The Three Laws of AI: How to Strategically Apply AI Within Your Organization
Adam Laing, Healthcare Compliance Pros

Artificial Intelligence continues to be a hot topic in healthcare. It is constantly evolving and changing as technology advances and its capabilities expand. It is the future of healthcare—the future of the world as we know it. But what about the risks? Many organizations and employees fail to consider all the risks before implementing AI tools. During this session we'll discuss three basic "laws" of AI to follow when considering the use of any AI in your organization.

Decode 2027: From Codes to Compliance - Dermatology Updates that Impact Your Bottom Line
Faith McNicholas, American Academy of Dermatology

Dermatology coding is evolving, and 2027 brings a wave of updates that go far beyond new codes. From revised and/or updated CPT descriptors and documentation requirements to emerging compliance risks and payer scrutiny, today's changes directly impact your practice's financial health and bottom line. This session will break down the most important dermatology coding updates and translate them into actionable strategies. Attendees will gain clarity on key coding revisions, including high-impact procedural changes, evaluation and management (E/M) considerations, and areas of increased audit vulnerability. This session will connect these updates to real-world operational and revenue-cycle implications, helping you understand not just what has changed but why it matters.

Marketing is NOT a DEPARTMENT!
Rita Rubinstein, Gene Rubinstein, MD

Marketing is not a campaign, a budget line, or a social media calendar. It is the cumulative experience a patient or customer has from the first moment they become aware of your business to the last interaction they have on their way out the door—and every moment in between. It is the way the phone is answered, the flow of the intake process, the language your staff uses when presenting options, the environment a patient walks into, the follow-up that happens—or doesn't—and the recommendation that is offered, or missed. All of it is marketing. All of it either builds trust or erodes it, and all of it either contributes to revenue or quietly leaks it. This means that building a truly successful business is fundamentally an exercise in systems design. The customer experience is not an outcome—it is a structure, a tower of interconnected systems: operational systems, quality systems, communication systems, training systems, and patient journey systems that must all function at a high level, simultaneously, to produce the results a business is actually capable of.

Cutting Costs Without Cutting Corners
Debra Phairas, Practice & Liability Consultants, LLC

Given the complexities of managed care contracting, raising fees can be difficult to accomplish. Doctors may already be working at maximum capacity, so increasing productivity may not be an option either. Therefore, greater profitability may only be achieved by controlling and reducing overhead expenses while improving efficiency. This session will discuss the best ways to reach this goal. Topics to be discussed include: reducing staffing costs, re-evaluating benefits, office and medical supplies savings, going green and eliminating clutter, saving on legal and accounting fees, financial policies and A/R, telephone management, savings on office and medical equipment, and office space utilization.

Should We Offer That? A Practical Framework for Evaluating New Procedures, Technologies & Service Lines
Jennifer Wiggins, Aegis Malpractice Solutions

This session introduces a practical decision-making framework to help practice leaders evaluate new opportunities before making a significant investment. Through real-world examples, attendees will learn how to ask better questions, identify common blind spots, evaluate operational and financial considerations, and understand how malpractice insurability and carrier appetite can influence long-term success. Rather than focusing on a single procedure or technology, this session provides a repeatable process that practices can apply whenever they are considering something new. Attendees will leave with a practical framework they can immediately use to make more confident, informed decisions while continuing to innovate and grow.

Unfiltered: The Dermatology Debates We're Not Having
Noah England, Piedmont Plastic Surgery & Dermatology

Many times, we try to present our viewpoint on a topic to leadership or ownership and fail. Many times we fail because we do not take the time to review, understand, and be ready for the counterarguments. This session will be in a debate-style format, where the speakers will debate several hot topics in dermatology and practice management. Each speaker will present their opposing viewpoint, then take it to the audience for debate. The session will end with a discussion of how to make your argument.

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FRIDAY SESSION DESCRIPTIONS

ROUNDTABLE DISCUSSIONS

Compliance Roundtable: Stay ahead of compliance issues before they become costly problems. This interactive roundtable brings dermatology practice leaders together to discuss today's most pressing compliance challenges, evolving requirements, and areas of potential risk. Hear how other practices are approaching common concerns, share your own experiences and questions, and gain practical ideas for strengthening compliance across your organization. You'll leave with greater awareness of potential vulnerabilities and actionable strategies you can take back to your practice.

New Managers Roundtable: Stepping into a management role brings new responsibilities, new challenges—and plenty of questions. This interactive roundtable gives new and emerging dermatology practice leaders a welcoming space to connect with peers, share experiences, and talk through the realities of leading a team. Discuss everything from building confidence and managing staff to navigating difficult conversations, setting priorities, and earning trust. You'll leave with practical strategies, fresh perspectives, and a network of fellow managers who understand the challenges of the role.

Marketing Roundtable: Turn your marketing efforts into meaningful results for your practice. This interactive roundtable brings dermatology practice leaders together to share what's working, what's not, and where they're seeing the greatest return on their marketing investment. Discuss strategies for attracting new patients, strengthening your online presence, building patient loyalty, measuring ROI, and making the most of limited time and resources. You'll leave with fresh ideas, real-world examples, and practical strategies you can adapt for your own practice.

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SATURDAY SESSION DESCRIPTIONS

AI in Dermatology: Hands-On Problem Solving & Policy Building
Melissa Green, Central Dermatology Management Group

Artificial intelligence is no longer a future-state concept — it is a present-day operational tool available to every dermatology practice. Yet many administrators are unsure where to start, how to validate AI outputs, or how to build guardrails that protect their organizations. This interactive workshop bridges that gap through live, working examples drawn directly from real dermatology operations. Attendees will actively engage with AI tools in real time to diagnose operational challenges, build workflows, draft communications, and solve problems that mirror their day-to-day reality. Sessions will address areas including staffing models, revenue cycle bottlenecks, patient access, provider productivity, and vendor contract analysis.

The Real Reason Patients Ghost Your Practice & How AI Can Fix It
Brandon Wells, Dermatology & Skin Health

Across the country, dermatology practices are grappling with the same operational bottleneck: rapid patient growth outpacing front-desk capacity. Missed calls, hour-long hold times, and staff torn between the patient in front of them and the phone ringing behind them aren't isolated problems — they're a structural byproduct of scaling a practice without scaling headcount. This panel brings together three dermatology practices to share how they've deployed agentic AI to close that gap — not by replacing staff, but by giving them room to focus on patients instead of phone queues. Panelists will discuss real-world implementations spanning multi-modal scheduling (phone, online, and outbound), automated waitlist management, and AI-handled billing and outstanding balance inquiries. This session offers a candid, practice-level look at what it actually takes to implement agentic AI at scale, and what changes on the ground once the phones stop ruling the front desk.

What Dermatology Professionals Really Want: Recruiting & Retention Strategies Backed by Thousands of Career Conversations
Brent Bargen, myDermRecruiter

Every day, dermatology professionals share with recruiters why they accept positions, why they decline offers, and what ultimately causes them to leave practices. These conversations provide a unique perspective that most practices never hear. Drawing from thousands of confidential discussions with dermatologists, Mohs surgeons, physician assistants, nurse practitioners, and administrators, this session reveals the trends influencing today's hiring market. Attendees will learn practical strategies to strengthen recruiting efforts, improve employee engagement, and reduce costly turnover without simply increasing compensation. This interactive session encourages attendees to compare experiences, discuss current challenges, and leave with actionable ideas they can implement immediately.

Redesigning the Employer Review Process: From Annual Evaluation to Continuous Growth
Suzanne Hauswald, HMGS Dermatology

Transform the employee review from a once-a-year evaluation into an ongoing development experience that strengthens engagement, performance, accountability, and connection to your organization's purpose. This session will explore how to create meaningful, two-way conversations in a respectful environment where employees feel heard and managers can provide clear, constructive feedback. Learn how to set goals collaboratively, recognize and celebrate accomplishments, and address challenges by focusing on solutions and opportunities for growth. You'll leave with practical strategies for making the review process more productive, positive, and valuable for both employees and leaders.

From Recruitment to Results: Building a Gap-Year Program
Cheryl Davis and Tonya Green, Tareen Dermatology

Gap-year employees can bring energy, talent, and fresh perspectives to your practice—but creating a successful program takes more than simply filling an open position. This session will explore how to find and attract strong gap-year candidates, build an effective onboarding and training process, and create meaningful roles that benefit both the employee and the practice. Learn how to add structure and value to the experience, maximize productivity during their time with your organization, and develop a program that becomes a reliable source of motivated talent year after year.

How Micromanagement Undermines Performance & the Bottom Line
Steve Ieraci, DMB Advisors, LLC

Micromanagement is one of the most common and costly leadership patterns, yet it rarely gets labeled as such. This session explores the relationship between micromanagement and performance, examining how controlling behavior erodes the confidence, engagement, and retention of the people practices depend on most. The costs are not just human. Turnover, lost productivity, missed revenue opportunities, and the slow erosion of team performance all show up on the bottom line in ways that are measurable and preventable. Drawing on real-world experience in dermatology practice leadership, participants will examine micromanagement from both sides of the dynamic, as leaders who may be doing it and as administrators navigating it from above. Through facilitated discussion and peer exchange, attendees will leave with practical insight into recognizing the pattern, understanding its true costs, and building the kind of trust that allows people and practices to thrive.

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SATURDAY SESSION DESCRIPTIONS

ROUNDTABLE DISCUSSIONS

Advanced Managers Roundtable: Experienced leaders face a different set of challenges—and sometimes the best solutions come from others who have been there. This interactive roundtable brings seasoned dermatology practice leaders together for candid conversation about the complex issues that come with managing and growing a practice. Exchange ideas, troubleshoot challenges, and explore approaches to leadership, team performance, strategic decision-making, and organizational change. You'll leave with fresh perspectives, practical ideas, and valuable connections with peers who understand the realities of leading at a higher level.

Artificial Intelligence Roundtable: Move beyond the AI buzz and discover how dermatology practices are putting these tools to work today. This interactive roundtable brings practice leaders together to share real-world applications, lessons learned, and the challenges that come with adopting AI. Explore where AI can improve efficiency, support staff, and streamline everyday workflows while discussing responsible use and potential risks. You'll leave with practical ideas, peer insights, and a better understanding of where AI may make the biggest impact in your practice.

PRODUCT SPOTLIGHT SESSIONS

Beyond the Binder: How to Optimize Patient Access With Intelligent Patient Scheduling
Paul Troutt, Vice President of Product Management, Relatient

Scheduling in a dermatology practice doesn't end at booking. Rescheduling, cancellations, and follow-ups happen across phone, web, and after-hours channels, and too often rely on binders, post-it notes, and staff memory to stay accurate. Point solutions for online booking, voice, or call routing can improve access, but they often shift the coordination work to your team rather than removing it. This session explores how an intelligent scheduling platform applies provider preferences, visit logic, and clinical requirements consistently across contact center scheduling, online self-scheduling, and Voice AI agents to power better patient access. Through a live, derm-specific product demo, you'll see how it handles new vs. established patients, medical vs. cosmetic visits, and provider-specific rules on every channel. You'll leave with a way to evaluate whether a tool truly replaces manual work or simply supports it, plus practical ideas for reducing call volume and giving your team time back for patients.