



CONFERENCE PROGRAM

Pre-conference Workshops

THURSDAY, FEBRUARY 26TH

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
10:30 a.m. - Noon	ADAM Board Meeting					
Noon	Check-In and Registration Open					
	Pre-conference Workshop 1		Pre-conference Workshop 2		Pre-conference Workshop 3	
1 - 5 p.m.	A100	The Nextech Aesthetics Advantage Workshop	B100	Mental Health First Aid at Work Certification Workshop	C100	ADAM Leadership Academy
5:15 - 6:30 p.m.	Welcome Networking Reception in Exhibit Hall					
7:00 - 9:00 p.m.	Dine Arouds - Networking Dinners (optional)					



Programming
subject to change.



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HOTEL

The Fairmont Chicago offers an exceptional stay with timeless elegance and modern comfort. Located near Millennium Park, the Magnificent Mile, and Chicago's Lake Shore, guests will enjoy beautifully appointed rooms and first-class amenities. With its blend of luxury, service, and style, the Fairmont provides the perfect setting to relax, connect, and make the most of your conference experience.

Discounted room rates are available until February 5, 2026 for the 2026 ADAM Annual Meeting or until rooms sell out.

2026 PRE-CONFERENCE WORKSHOPS

(\$250 additional registration fee)

Join us for these engaging pre-conference workshops on Thursday, February 26, 2026:

The Nextech Aesthetics Advantage Workshop

Join fellow dermatology administrators for a four-hour, high-impact workshop designed to help you master the business of aesthetics within your practice. The Aesthetics Advantage Workshop blends real-world practice

management strategies with Nextech's proven technology solutions to tackle the challenges unique to aesthetic dermatology.

This is not just another workshop—it's a transformation experience. You'll walk away with the tools and insights to strengthen patient retention, optimize revenue, streamline operations, and elevate the patient experience in the fast-growing aesthetics market.

Mental Health First Aid at Work Certification Workshop

The MHFA at Work Certification makes your organization a healthier place to work. During this 4-hour instructor-led course, you will practice the skills needed to recognize and respond to a coworker who may be experiencing a noncrisis or crisis mental health or substance use challenge and connect them with the appropriate resources in accordance with company policies. You will receive a certification in MHFA at Work after you complete the Instructor-led portion of the training, post-work and post-evaluation.

Please note this pre-conference workshop requires the completion of a 2-hour online course that must be completed prior to arrival at the pre-conference workshop on Thursday, February 26th.

This workshop caps at 30 attendees.

ADAM Leadership Academy

Final course for participants of the 2026 ADAM Leadership Academy; not open for registration.

Returning Favorites

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

The **ADAM Bash** returns again for Friday night! All conference attendees are invited to join us in the Millennium Room at the Fairmont for great food, drinks, and dancing with your friends. This event requires a separate registration of \$50/individual.





CONFERENCE PROGRAM

Conference - Day 1

FRIDAY, FEBRUARY 27TH

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7 – 7:55 a.m.	Networking Breakfast					
8 a.m.	Welcome Message from ADAM President; Practice Manager of the Year Award; Leadership Academy Graduation					
8:15 – 9:15 a.m.	KEYNOTE: Shelley Paxton , former CMO of Harley Davidson, who after ticking all the boxes of traditional success, found herself exhausted, empty, and unfulfilled. Shocked to feel success-EMPTY instead of success-FULL, she walked away from one of the sexiest jobs in the world, and into a journey she calls her "Soulbbatical." Now Shelley is on a mission to empower leaders, entrepreneurs, and organizations to feel more alive, aligned, and energized for greater impact in the world. You'll leave the speech feeling "Success-FULL."					
9:15 – 9:25 a.m.	Transition Break					
	Practice Operations		Leadership / Staff Development		Information Technology	
9:25 – 10:10 a.m.	A101	2026 Dermatology and Coding Update Faith McNicholas, American Academy of Dermatology Association	B101	From Boss to Coach: Your Leadership Style to Inspire Growth Sheenita Davis	C101	Tech as a Growth Engine: IT Roadmaps that Unlock Expansion not Frustration David Zima & Collin Barch
10:10 – 10:25 a.m.	Transition Break					
10:25 – 11:10 a.m.	A102	Organizational Development & Growth Steve Ieraci	B102	How Smarter Communication Helps You Do More with Less: Cut Down on Chaos & Lead with Confidence Karina Jackson	C102	Corporate Compliance in the Age of AI: Balancing Innovation and Accountability Adam Laing
11:10 – 11:25 a.m.	Transition Break					
11:25 a.m. – 12:40 p.m.	A103	New Manager Roundtable	B103	Advanced Manager Roundtable	C103	Technology & IT Roundtable
12:40 – 2 p.m.	Lunch (12:40 - 1:30 p.m.) and ADAM Business Meeting (1:30 - 2 p.m.)					
2:10 – 2:55 p.m.	A104	Navigating Compliance: The Importance of Self-Reporting Betty Hovey	B104	Cure Culture Rx: The Prescription for a Healthy and Thriving Workplace! Tanisha Brandy	C104	From IT Headaches To Operational Harmony-Building a Scalable Tech Strategy for Growing Practices Chris Malone, MBA, CCNA, MCP
2:55 – 3:05 p.m.	Transition Break					
3:05 – 3:50 p.m.	A105	Incorporating Clinical Trials into your Practice Jorge Garcia- Zuazaga	B105	De-escalate & Resolve: Mastering Upset Patient Situations Ryan Schumacher	C105	Driving Change: Implementing New Technology in Your Practice—Even When Providers Push Back Paul Harris
4 – 4:30 p.m.	Networking Break in the Exhibit Hall					
4:30 – 5 p.m.	ADAM Talk Show - center stage in the Exhibit Hall					
6:30 – 9 p.m.	ADAM Bash! (Ticket Required)					



CONFERENCE PROGRAM

Conference - Day 2

SATURDAY, FEBRUARY 28TH

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7:30 – 8:30 a.m.	Table Topics Breakfast					
	Human Resources		Marketing		Cosmetic	
8:30 – 9:15 a.m.	A201	Giving Interpersonal Feedback: Improving Listening, Verbal, Written and Body Language Skills Debra Pharias	B201	Social Media Marketing for Healthcare: Engaging Patients Compliantly in 2026 Adam Laing	C201	Managing Employee Cosmetic Treatments Kirstie Jackson
9:15 – 9:25 a.m.	Transition Break					
9:25 – 10:10 a.m.	A202	Who are You Hiring? Megan Odell	B202	How to differentiate your practice from the competition Michele Krohn	C202	Going Cosmetic: Where do we start? Katrina Whitehair
10:10 – 10:40 a.m.	Refueling Break - Exhibit Hall					
10:40 – 11:55 a.m.	A203	Human Resources Roundtable	B203	Marketing Roundtable	C203	Cosmetics Roundtable
12 – 1:30 p.m.	Networking Lunch - Exhibit Hall					
1:30 – 2:15 p.m.	A204	Motivating & Retaining Gen Z: Playbook for Dermatology Practices Ana Welsh	B204	Beyond Beautiful: Designs with Purpose Brent Cavender	C204	Revenue on Repeat: Unlocking Memberships, Retail, and Subscription Success in Dermatology Robin Ntoh
2:15 – 2:25 p.m.	Transition Break					
2:25 – 3:15 p.m.	A205	Pay for Performance Compensation Systems: How Goal Oriented Compensation Models Improve Productivity and Ensure Fairness Noah England	B205	The Ultimate Customer Experience®: How Distinctive Dermatology Practices Win Patient Loyalty and Outperform the Competition Scott McKain, CSP, CPAE	C205	ADAM Benchmarking Survey
3:15 – 3:30 p.m.	The GRAND FINALE - Final Prizes Awarded and 2027 Location Announcement					
3:30 p.m.	Conference Adjourns					



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