



# CONFERENCE PROGRAM

## Pre-conference Workshops

### THURSDAY, FEBRUARY 26<sup>TH</sup>

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
9:30 a.m. – Noon	<b>ADAM BOARD MEETING</b>					
Noon	<b>Check-In and Registration Open</b>					
	<b>Pre-conference Workshop 1</b>		<b>Pre-conference Workshop 2</b>		<b>Pre-conference Workshop 3</b>	
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.	<b>Welcome Networking Reception - Exhibit Hall</b>					
7 – 9 p.m.	<b>Dine Arouds – Networking Dinners (optional)</b>					



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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 Arouns**" – geared towards making networking fun as you try out favorite Chicago restaurants. Specifically designed for networking, these small group reservations at nearby popular Chicago restaurants are led by a member of the ADAM Conference Committee. Registration for Dine Arouns 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.



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# CONFERENCE PROGRAM

## Conference - Day 1

### FRIDAY, FEBRUARY 27<sup>TH</sup>

Time	ID#	Session Title Faculty	ID#	Session Title Faculty	ID#	Session Title Faculty
7 – 7:55 a.m.	<b>Networking Breakfast - Exhibit Hall</b>					
8 a.m.	<b>Welcome Message from ADAM President; Practice Manager of the Year Award; Leadership Academy Graduation</b>					
8:15 – 9:15 a.m.	<b>KEYNOTE: Shelley Paxton</b> , 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.	<b>Transition Break</b>					
	<b>Practice Operations</b>		<b>Leadership / Staff Development</b>		<b>Information Technology (IT)</b>	
9:25 – 10:10 a.m.	<b>A101</b>	2026 Dermatology and Coding Update Faith McNicholas, American Academy of Dermatology Association	<b>B101</b>	From Boss to Coach: Your Leadership Style to Inspire Growth Sheenita Davis	<b>C101</b>	Tech as a Growth Engine: IT Roadmaps that Unlock Expansion not Frustration David Zima
10:10 – 10:25 a.m.	<b>Transition Break</b>					
10:25 – 11:10 a.m.	<b>A102</b>	Organizational Development & Growth Steve Ieraci	<b>B102</b>	How Smarter Communication Helps You Do More with Less: Cut Down on Chaos & Lead with Confidence Karly Hresko, Stacey Quinn	<b>C102</b>	Corporate Compliance in the Age of AI: Balancing Innovation and Accountability Adam Laing
11:10 – 11:25 a.m.	<b>Transition Break</b>					
11:25 a.m. – 12:40 p.m.	<b>A103</b>	New Manager Roundtable Ashley Huschka, Dawn Bryant, Sonia Romero, Colleen McCoy	<b>B103</b>	Advanced Manager Roundtable Ashton Crawford, Cheryl Davis, Suzanne Hauswald, Janice Smith	<b>C103</b>	Technology & IT Roundtable John Gwin, Rick Trefzger, Dr. Jordan Miller, Joe Aztenbeck
12:40 – 2 p.m.	<b>Lunch (12:40 - 1:30 p.m.) and ADAM Business Meeting (1:30 - 2 p.m.)</b>					
2:10 – 2:55 p.m.	<b>A104</b>	Navigating Compliance: The Importance of Self-Reporting Betty Hovey	<b>B104</b>	Cure Culture Rx: The Prescription for a Healthy and Thriving Workplace! Tanisha Brandy	<b>C104</b>	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.	<b>Transition Break</b>					
3:05 – 3:50 p.m.	<b>A105</b>	Incorporating Clinical Trials Into Your Practice Jorge Garcia- Zuazaga	<b>B105</b>	De-escalate & Resolve: Mastering Upset Patient Situations Ryan Schumacher	<b>C105</b>	Driving Change: Implementing New Technology in Your Practice—Even When Providers Push Back Paul Harris
4 – 4:30 p.m.	<b>Networking Break - Exhibit Hall</b>					
4:30 – 5 p.m.	<b>ADAM Talk Show - Center Stage - Exhibit Hall</b>					
6:30 – 9 p.m.	<b>ADAM Bash! (Ticket Required)</b>					

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# CONFERENCE PROGRAM

## Conference - Day 2

### SATURDAY, FEBRUARY 28<sup>TH</sup>

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



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