

MEETING SCHEDULE

Tuesday, February 26, 2019			
7:15 – 8:15 a.m.	Continental Breakfast		
8:15 – 8:30 a.m.	Opening Remarks and Introduction of the Leadership College: Tony Davis, ADAM President / Nichole Holoman (A100)		
8:30 – 9:30 a.m.	OPENING KEYNOTE: Designing Delightful Experiences to Attract and Retain Loyal Clients / Ryan Suydam (A100)		
9:30 - 10:00 a.m.	Break		
	Track A - New Manager	Track B - Advanced Manager	Track C - Academic
10:00 - 11:00 a.m.	Successful Practice Management / June McKernan (A101)	Managing Change / Debra Phairas (B101)	Clinical Trials Research in Academic Dermatology / Don Glazier (C101)
11:00 - 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)	Building an Effective Risk-based Audit Plan / Frank D. Cohen (C102)
12:10 - 1:30 p.m.	Lunch		
1:30 - 3:00 p.m.	New Manager Round Table / June McKernan, Heather Beard, Nichole Holoman (A103)	Advanced Manager Round Table / Wendy Stoehr, Sarah Nielson (B103)	Academic Round Table: Clinical Issues and Education / Virginia King-Barker, Elizabeth Edwards (C103)
3:00 - 3:30 p.m.	Transitional Break		
3:30 - 5:00 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 (B104)	Enhancing Dermatology Education and Clinical Care with Point of Care Information / Art Papier, MD (C104) (Live Webinar)
5:00 - 6:00 p.m.	Welcome Reception		
6:15 - 8:30 p.m.	Networking Dinners		
Wednesday, February 27, 2019			
7:30 - 8:30 a.m.	Breakfast in the Exhibit Hall		
8:30 - 9:30 a.m.	KEYNOTE: Yippee! Another Day in Paradise...Driving Negativity Out of the Workplace / Liz Jazwiec, R.N.		
9:30 - 10:00 a.m.	Break in the Exhibit Hall		
	Track A - Financial	Track B - Marketing	Track C - Regulatory / Policies
10:00 - 11:00 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, J.D. (C201)
11:00 - 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 with Exhibitors		
1:30 - 3:00 p.m.	Financial Round Table / Bill Kenney, Tony Davis, George Smaistrla, Curtis Mayse (A203)	Marketing Round Table / Nichole Holoman, Sara Miller, Ali Kouros, Brent Cavender (B203)	Regulatory / Policies Round Table / Michael J. Sacopulos, Virginia King-Barker, Michele Blum (C203)
3:00 - 3:30 p.m.	Break in Exhibit Hall		

3:30 - 5:00 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)
5:00 - 6:30 p.m. 7:00 - 9:00 p.m.	Reception in the Exhibit Hall Networking Dinners		
Thursday, February 28, 2019			
7:30 - 8:00 a.m.	Continental Breakfast		
8:00 - 8:30 a.m.	Practice Manager of the Year Award Ceremony		
8:30 - 9:30 a.m.	CLOSING KEYNOTE: How to Screw Up, Stress Out & Get Nothing Done! / Steve Bedwell, MD (A300)		
9:30 - 10:00 a.m.	Break		
	Track A - Coding, A/R, Billing	Track B - Cosmetics / Skin Care	Track C - New Technology / New Services
10:00 - 11:00 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)
11:00 - 11:10 a.m.	Transition Break		
11:10 a.m. - 12:10 a.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 Malley (B302)	Predictive Analytics 101: An Introduction to the Future of Healthcare / Frank D. Cohen (C302)
12:10 - 1:30 p.m.	ADAM Business Meeting and Lunch		
1:30 - 2:45 p.m.	Coding, A/R, Billing Round Table / Sarah Nielson (A303)	Cosmetics / Skin Care Round Table / Kirstie Jackson, Alisha Merlo, Neena Bhatti, MD, JoElle Lee (B303)	New Technology / New Services Round Table / Jessica Pape (C303)
	Conference Adjourns - See you next year, March 16-18, 2020, in Denver, CO		