



Association of Dermatology  
Administrators & Managers



# **26<sup>th</sup> Annual Meeting**

**February 12-14, 2018 ■ San Diego, CA**

## **FINAL PROGRAM**

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## WELCOME FROM THE ANNUAL MEETING CO-CHAIRS



We are pleased to welcome you to San Diego for the 2018 ADAM Annual Meeting!

Over the course of the next three days, take advantage of the many educational and networking opportunities to expand your knowledge and enhance your skills as a dermatology administrator or manager.

Start each day with a plenary keynote speaker that will bring meeting attendees together for messages of leadership, growth and inspiration. Each day follows with three concurrent break-outs covering the latest tactics and best practices on topics that are critical to the effective and efficient running of the dermatology office.

If you are a first-time attendee, be sure to reach out to a Meeting Mentor as needed. These volunteers can be identified by a ribbon affixed to their name badge or stop by the ADAM registration desk to be paired with a colleague.

Visit the Exhibit Hall to interface with more than 40 industry partners dedicated to helping your practice. These partners will be available from the Monday evening Reception and through the Tuesday reception. Special thanks to our corporate sponsors detailed on page 19. Take advantage of the Tuesday partner luncheon presenters as well. Allergan will be presenting on Instant ePA: Prior Authorization Made Easy and Sun Pharma will be presenting on Billing and Coding Updates for LEVULAN KERASTICK + BLU-U.

Myriad restaurants have been booked for Networking Dinners. Seating per restaurant is limited so sign up early for the restaurant of your choice at the table near registration. All dinner and transportation costs are on your own.

Finally, please complete your session surveys and turn them into the ADAM registration desk at the end of each day. Your feedback is critical to ensuring continued improvements in future ADAM Annual Meetings.

Thank you for joining us in San Diego for ADAM's 2018 Annual Meeting. We wish you an extraordinary educational and networking experience!

Shannon Page  
*Annual Meeting Co-Chair*

Wendy Stoehr  
*Annual Meeting Co-Chair*

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**Password = adam18**





**ALLERGAN**  
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**instant**<sup>ePA</sup>

# Instant ePA: Prior Authorization Made Easy

**PRESENTED BY**

**Anand Shah**  
*Ashburn, VA*

**Allan M. Weinstein, MD**  
*Gaithersburg, MD*

**Jessica Weinstein**  
*Gaithersburg, MD*

**Tuesday, February 13, 2018**  
**at 12:00 pm**

**LOCATION**

**Loews Coronado Bay Resort**  
**— Commodore CD —**

4000 Coronado Bay Rd, Coronado, CA 92118

TO REGISTER FOR THIS EVENT

**<https://www.medforcereg.com/SALG33667>**

**ONSITE REGISTRATIONS WELCOME**

This promotional event is brought to you by Allergan and is not certified for continuing medical education.

The speaker is a paid consultant presenting on the behalf of Allergan, and the information being presented is consistent with FDA guidelines.

This event is conducted in accordance with industry guidelines on Interactions with Healthcare Professionals and is limited to invited healthcare professionals (HCPs). Attendance by guests or spouses is not appropriate. It is Allergan's policy to include only those healthcare professionals involved in patient care consistent with our product indication(s).

The cost of meals and refreshments provided to US HCPs may be subject to public disclosure. Allergan's disclosure will allocate the cost of meals and refreshments equally across all attendees regardless of actual consumption. Allergan abides by applicable federal and state laws which prohibit or limit the ability of government employees and certain healthcare professionals to accept items of value from Allergan. Please comply with applicable law.

Attendees have the ability to opt out of the meal portion of the program and attend the presentation.

## GENERAL INFORMATION

### LOEWS CORONADO BAY RESORT

4000 Coronado Bay Road, Coronado, CA 92118  
(619) 424-4000  
[loewshotels.com/coronado-bay-resort](http://loewshotels.com/coronado-bay-resort)

### NETWORKING DINNERS

Sign up near the registration desk for a variety of networking dinner locations and cuisines. Networking dinners provide you with the opportunity to make new connections as well as catch up with established friends and colleagues. Networking dinners are available on Monday and Tuesday night following the receptions. Meet your group by the hotel entrance to share a taxi. Attendees are financially responsible for dinner and transportation costs. Detailed restaurant information is included in your folder.

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### CONTINUING EDUCATION UNITS

The ADAM Annual Meeting is eligible for 40 CEUs (Continuing Education Units) from AAPC. Session CEU codes will be displayed via a closing slide in each session. If you have paid the application fee with your advance registration, CEU claim forms may be obtained from the registration desk. If you have not previously paid the \$25 fee you may do so on-site at the registration desk. Attendees are responsible for submitting their CEU claims via their appropriate individual on-line profiles.

### CONNECT WITH MENTORS

If you would like a mentor for the ADAM Annual Meeting and did not request one on your registration form, please stop by the ADAM registration desk. We will be more than happy to connect you with a great mentor! Mentors and mentees may meet up Monday morning after 7:15 a.m. between the ADAM Registration Desk in the Commodore Foyer and the breakfast buffet on the Bay Terrace.

### PRACTICE MANAGER OF THE YEAR AWARD

Be sure to attend the presentation of the 2018 Practice Manager of the Year Award, graciously supported by CareCredit. Take your seat in Commodore CDE on Wednesday at 8:15 a.m. following 7 – 8 a.m. breakfast on the Bay Terrace.

### LUNCH

**Monday** – A plated lunch will be served on the Bay Terrace.

**Tuesday** – A buffet lunch will be served in the Exhibit Hall located in Commodore AB. Participants may choose seating in one of the special industry-sponsored presentations:

- **Allergan:** Instant ePA: Prior Authorization Made Easy in Commodore CD
- **Sun Dermatology:** Billing and Coding Updates for LEVULAN KERASTICK + BLU-U in Commodore E

**Wednesday** – Join us for lunch in Commodore CDE for ADAM's 26th Annual Meeting Business Meeting.

## ACKNOWLEDGEMENTS

We gratefully acknowledge the following companies for their Platinum level meeting support and sponsorship of daily Keynote Speakers:

**Allergan**

**Sun Dermatology**

**West Televox Solutions**

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# KEYNOTE PRESENTATIONS

**MONDAY, FEBRUARY 12, 2018**

**8:30 – 9:30 AM**

COMMODORE CDE

## Successful Leadership for the Modern Dermatology Practice

*Debra Wiggs, FACMPE, Founder/Transformationist*  
*Nancy Babbitt, FACMPE, Founder/Transformationist*  
 V2V Management Solutions



Debra Wiggs



Nancy Babbitt

A leader that does not demand and value emotional intelligence (EQ) and critical thinking skills partnered with personal accountability cannot move their staff past their programming. It takes a strong leader to establish expectations and accountability that demand EQ and critical thinking skills. We will look at how these skills promote successful leadership, what EQ and critical thinking skills are and how to assess them personally, within your team and within a practice. What steps are required to promote EQ and critical thinking as a skill set and how to implement that process in your practice will be addressed. Practical tools, audience participation and multi-visual resources will keep everyone engaged in the conversation.

Following participation in this session learners should be able to: understand what EQ and critical thinking are and recognize the skill sets; find the ways that EQ and critical thinking can inspire successful leadership; and evaluate personal EQ and critical thinking skills.

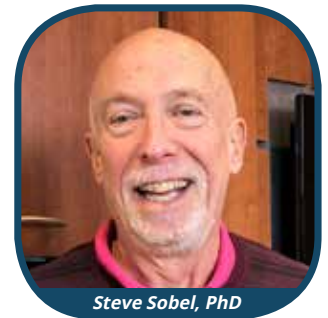
**TUESDAY, FEBRUARY 13, 2018**

**8:30 – 9:30 AM**

COMMODORE CDE

## Perception with Patients: Bring it Back to the Basics

*Steve Sobel, PhD, Speaker Extraordinaire*



Steve Sobel, PhD

A wonderfully engaging, humorous and on point informative presentation that helps staff to deal effectively with the myriad of challenges we face with our patients – and how to create raving fans of your practice! Steve will talk about the “little things, being big things” and the vital importance of seeing things through our patients eyes. Staff “attitude enhancement techniques” (“AETs”) will also be mentioned including how to deal with difficult patients so you don’t have to take an Advil for headache relief or feel like hiding when a certain patient visits your office. Be inspired on how to retain and delight your patients every single time. Steve’s wisdom and fun attitude will be vividly on display to make this the best session you ever attended. Steve speaks to practices throughout the country.....he believes that boring presentations are really slow forms of torture.

**WEDNESDAY, FEBRUARY 14, 2018**

**8:45 – 9:30 AM**

COMMODORE CDE

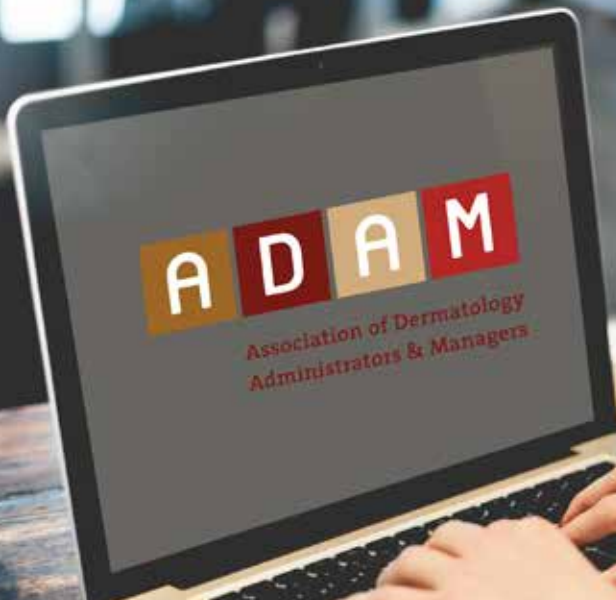
## Discovering and Transferring the Greatness Within

*Terry Gurno, CPBA, CBMA, ACC, President and CEO of Gurno Group, LLC*



Terry Gurno

Let Terry teach you how to discover your own personal greatness. Be inspired and empowered to live your best life, both personally and professionally, and motivate those around you to do the same.



# Upcoming ADAM Webinars

- **Telephone Systems, Call Centers, Multi-site Locations & How to Provide Great Customer Service**

- Tues., March 20 at Noon EST
- Ralph Meyers; Nu-TEL Voice-Data-Video

The right telephone system can streamline operations, help get work done and improve customer service. Learn the latest in phone center technology, when it is time to update, types of systems and options available and techniques to improve customer service.

- **Creating a Culture of Compliance in 2018**

- Tues., April 17 at Noon EST
- Sean M. Weiss, CHC, CEMA, CMCO, CPMA, CPC-P, CMPE, CPC; DoctorsManagement, LLC

Walk through compliance from a "Risk-Based" perspective and focus on areas often ignored, thus leaving you exposed to the threats of government agencies. Regardless of your organization size, this session is a must to ensure you are covering your assets!

- **Preventing and Addressing Sexual Harassment: What Every Employer Needs to Know**

- Thurs., April 26 at Noon EST
- Allison L. Feldstein and Lindsey Kennedy; Saul Ewing Arnstein & Lehr

Workplace harassment can have serious legal and business ramifications for your practices. Review the definition of unlawful sexual harassment, relevant workplace laws, anti-harassment policies and prevention, investigation of complaints and remedial measures.

- **Clearing the Smoke: Legalization of Marijuana and its Effect on the Workplace**

- Tues., May 15 at Noon EST
- Allison L. Feldstein and Lindsey Kennedy; Saul Ewing Arnstein & Lehr

Employers find themselves in challenging positions when it comes to enforcing policies or complying with laws regarding drug testing, disability accommodations, employment discrimination and employee privacy. Wade through these issues and get guidance for navigating these murky waters.



Association of Dermatology  
Administrators & Managers

To register, go to <https://tinyurl.com/ADAMwebinar> or purchase your ADAM Access Pass to view ALL of the ADAM recorded webinars through 2018. Questions? Call 866.480.3573.



# Compliance Solved.

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Dermatology Administrator  
(23 employees)



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# MEETING SCHEDULE

MONDAY, FEBRUARY 12, 2018			
7:15 – 8:15 a.m.	Continental Breakfast <b>BAY TERRACE</b>		
8:15 – 8:30 a.m.	Opening Remarks: <i>Gabi Brockelsby, ADAM President</i> (A100) <b>COMMODORE CDE</b>		
8:30 – 9:30 a.m.	Opening Keynote: <i>Successful Leadership for the Modern Dermatology Practice / Debra Wiggs and Nancy Babbitt</i> (A100) <b>COMMODORE CDE</b>		
9:30 – 10 a.m.	Break		
	<b>TRACK A – CONSTELLATION B</b>	<b>TRACK B – COMMODORE CDE</b>	<b>TRACK C – CONSTELLATION A</b>
10 – 11 a.m.	<b>Tips for MIPS (MACRA): How to Succeed in 2018 and Beyond / Lynn Scheps</b> (A101)	<b>Making Your Practice Thrive: Creating a Culture of Success / Debra Wiggs</b> (B101)	<b>Browser to Buyer: Make Sure Your Digital Efforts are Hitting the Mark / Ali Kouras</b> (C101)
11 – 11:10 a.m.	Transition Break		
11:10 a.m. – 12:10 p.m.	<b>HIPAA: What You Don't Know Could Hurt You and Your Patients / Eric Christensen</b> (A102)	<b>Human Resource Issues / Mike Goossen; Kathryn Stewart</b> (B102)	<b>Website Marketing: Using SEO, Metrics and Analytics to Convert to ROI / Brent Cavender</b> (C102)
12:10 – 1:30 p.m.	Lunch <b>BAY TERRACE</b>		
1:30 – 3 p.m.	<b>Legal Eagles: Get Current with Contract Terms, Negotiations and More in Order to Stay Protected / Mike Sacopolous, JD</b> (A103)	<b>A Practice's Effort to Understand the Patient Experience and Strategize to Improve Patient Satisfaction Scores / Dan Condon</b> (B103)	<b>Managing Your Online Presence: How to Win Against Negative Reviews / Debra Phairas</b> (C103)
3 – 3:30 p.m.	Break		
3:30 – 5 p.m.	<b>Risk Management Forever: Because Everything Old is New Again / Carole Lambert, RN; Randie Minovitz, RN</b> (A104)	<b>Employee Engagement That Leads to Patient Satisfaction / Nancy Babbitt</b> (B104)	<b>All Things Media: Purchased, Earned, Shared, Owned and How to Apply to Your Practice / Michelle Abdow</b> (C104)
5 – 6 p.m.	Welcome Reception <b>BAY TERRACE</b>		
7 p.m.	Networking Dinners on Your Own (Departures begin at 6:30 p.m.)		
TUESDAY, FEBRUARY 13, 2018			
7 – 8 a.m.	Continental Breakfast in the Exhibit Hall <b>COMMODORE AB</b>		
8 – 9 a.m.	Keynote: <i>Perception with Patients: Bring it Back to the Basics / Steve Sobel, PhD</i> (A200) <b>COMMODORE CDE</b>		
9 – 9:30 a.m.	Break in Exhibit Hall <b>COMMODORE AB</b>		
	<b>TRACK A – COMMODORE E</b>	<b>TRACK B – COMMODORE CD</b>	<b>TRACK C – CONSTELLATION A</b>
9:30 – 10:30 a.m.	<b>Dancing with Wolves – How to Deal Superbly and Creatively With Difficult People! / Steve Sobel, PhD</b> (A201)	<b>Financial Focus: What Managers Should be Paying Attention to in Order to Avert a Possible Crisis / Jennifer Kitzman</b> (B201)	<b>Logistics of Growing a Residency Program / Wendy Nguyen</b> (C201)
10:30 – 10:40 a.m.	Transition Break		
10:40 – 11:40 a.m.	<b>Best Practices for OSHA, HIPAA and Other Key Regulations / Mandy Martin</b> (A202)	<b>Can You Hear Me Now? Creating a Teledermatology Framework for Your Practice / Mike Sacopolous</b> (B202)	<b>Computation of cFTEs for Academic Clinics / Kathy Ryan Morgan; Don Glazier</b> (C202)
11:40 a.m. – 1 p.m.	Lunch Buffet in Exhibit Hall <b>COMMODORE AB</b>		
11:45 a.m. – 1 p.m.	Lunch Sessions <b>Allergan: Instant ePA: Prior Authorization Made Easy</b> <b>COMMODORE CD</b> <b>Sun Dermatology: Billing and Coding Updates for LEVULAN KERASTICK + BLU-U</b> <b>COMMODORE E</b>		
1 – 1:30 p.m.	Visit the Exhibits <b>COMMODORE AB</b>		
1:30 – 3:30 p.m.	<b>General Dermatology and Mohs Practices Round Tables / June McKernan; Heather Beard; Shannon Page</b> (A203)	<b>Aesthetics Dermatology Practices Round Tables / Kevin Kassoover; Linda Lewis; Monique Ramsey; Wendy Stoehr</b> (B203)	<b>Academic Dermatology Practices Round Tables / Jill Sheon; Elizabeth Edwards; Don Glazier</b> (C203)
3:30 – 4 p.m.	Break in Exhibit Hall <b>COMMODORE AB</b>		
4 – 5 p.m.	<b>Best Practices for Ensuring EHR Success: A Focused Session for the Modernizing Medicine System You Have in Place / Michael Sherling, MD</b> (A204)	<b>Best Practices for Ensuring EHR Success: A Focused Session for the Nextech System You Have in Place / Robin Ntoh</b> (B204)	<b>Academic Department Dashboards: What Metrics to Use / Troy Starling; Monica Calcines, JD</b> (C204)
5 – 6:30 p.m.	Reception in Exhibit Hall <b>COMMODORE AB</b> (6:30 p.m. Departures begin for Networking Dinners on Your Own)		

**Share #ADAM18 highlights:**

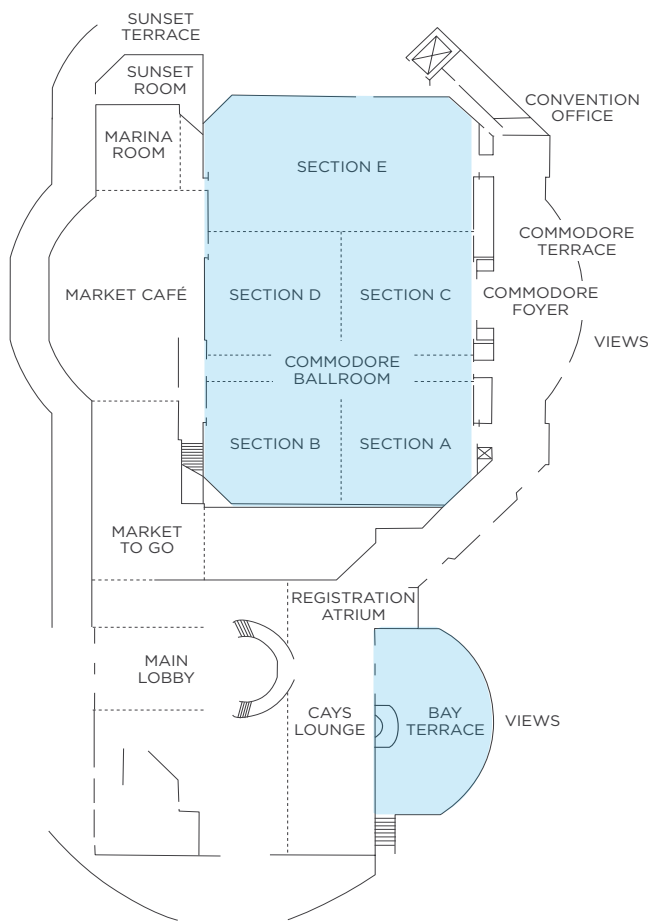
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-  @ADAMHQ
-  (Members-only)  
[www.linkedin.com/in/adammembers](http://www.linkedin.com/in/adammembers)

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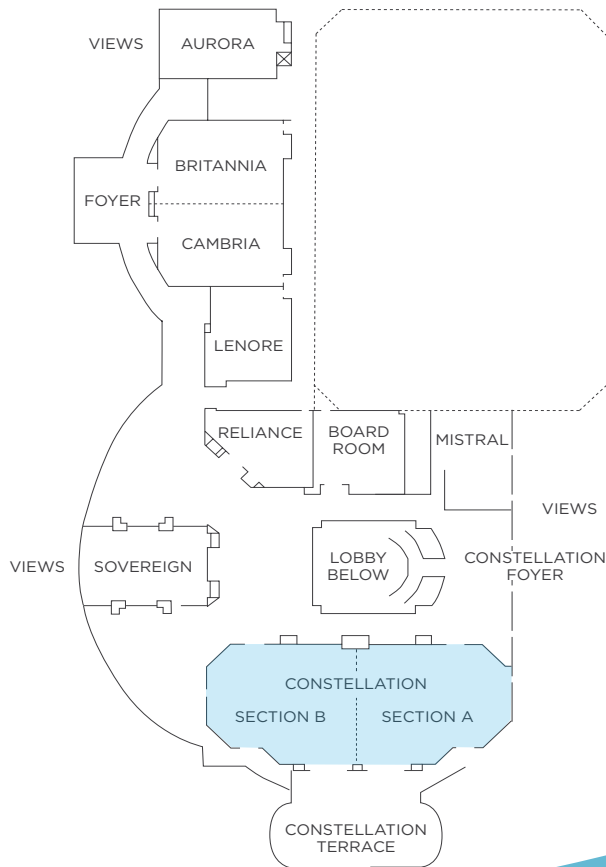
Programming subject to change.

WEDNESDAY, FEBRUARY 14, 2018			
7 – 8 a.m.	Continental Breakfast <b>BAY TERRACE</b>		
8 – 8:15 a.m.	Transition to Sessions		
8:15 – 8:45 a.m.	Practice Manager of the Year Award <b>COMMODORE CDE</b> <i>Graciously supported by CareCredit</i>		
8:45 – 9:30 a.m.	Keynote: Discovering and Transferring the Greatness Within / <i>Terry Gurno (A300) COMMODORE CDE</i>		
9:30 – 10 a.m.	Break		
	<b>TRACK A – CONSTELLATION B</b>	<b>TRACK B – COMMODORE CDE</b>	<b>TRACK C – CONSTELLATION A</b>
10 – 11 a.m.	<b>Benchmarking: Measure to Succeed</b> / <i>Tony Davis; Curtis Mayse (A301)</i>	<b>Strategic Planning for Success</b> / <i>Wendy Stoehr; Terry Gurno (B301)</i>	<b>Cosmetic Cosmos: Best Practices for a Leading-edge Aesthetic Practice</b> / <i>Natasha Mohr; Kevin Kassover / Alisha Rose Merlo (C301)</i>
11 – 11:10 a.m.	Transition Break		
11:10 a.m. – 12:10 p.m.	<b>CPT Coding Update for 2018 and Beyond</b> / <i>Peggy Eiden (A302)</i>	<b>Don't Feel the Burn: Managing Multiple Priorities and Stress to Avoid Burnout</b> / <i>Curtis Mayse (B302)</i>	<b>Practice Perfect: What to Measure, How to Grow and When to Merge or Sell</b> / <i>Greg Morganroth, MD / Cary Rosoff / Allison Ross (C302)</i>
12:10 – 1:30 p.m.	ADAM Business Meeting and Lunch <b>COMMODORE CDE</b>		
1:30 – 2:45 p.m.	<b>Techniques to Diffuse Difficult Patient Situations</b> / <i>Evan Rieder, MD; Sid Sizook, MD (A303)</i>	<b>Credentialing: How to Get to the Next Level</b> / <i>Angela Short (B303)</i>	<b>In-office Dispensing: Cosmeceuticals and More</b> / <i>Wm. Phillip Werschler, MD; Deirdre Boling-Lewis, JD (C303)</i>
2:45 p.m.	Conference Adjourns – See you next year, February 26 – 28, 2019, in Washington D.C.		

FIRST FLOOR



SECOND FLOOR





## SESSION DETAILS – MONDAY, FEBRUARY 12, 2018

**7:15 – 8:15 a.m** Continental Breakfast **BAY TERRACE**

**8:15 – 8:30 AM**

**Opening Remarks** **COMMODORE CDE**

**Gabi Brockelsby**, Administrator, Murfreesboro Dermatology Clinics, PLC  
President, ADAM

**8:30 – 9:30 AM**

**A100 Successful Leadership for the Modern Dermatology Practice** **COMMODORE CDE**

**Debra Wiggs**, FACMPE, Founder/Transformationist  
**Nancy Babbitt**, FACMPE, Founder/Transformationist  
V2V Management Solutions

**10 – 11 AM**

**A101 Tips for MIPS (MACRA): How to Succeed in 2018 and Beyond** **CONSTELLATION B**

**Lynn Scheps**, Vice President, Government Affairs, SRS Health

Following participation in this session, learners should be able to: reiterate the differences between the 2017 and 2018 MIPS requirements; describe the challenges for dermatology practices and how CMS is addressing several of these issues; explain why it's not just about the money and what's at stake besides the payment adjustment; understand how to monitor and improve their MIPS score; implement changes when upgrading to the 2015 edition certified EHR; identify potential value of participating in an Alternate Payment Model (MSSP, ACO, etc.); and be able to reasonably predict future issues that may arise.

**B101 Making Your Practice Thrive: Creating a Culture of Success** **COMMODORE CDE**

**Debra Wiggs**, FACMPE, Founder/Transformationist,  
V2V Management Solutions

Core leadership concepts will be combined with hands-on exercises that a medical practice executive can take back to their practice to thrive and create a culture of success. The concepts of clarity, accountability, effectiveness and efficiency are the cornerstones of good practice administration. We will expand on those concepts from a positive perspective in an industry that is being strained by inordinate administrative burden. As practice executives in dermatology, it is our opportunity to create an environment that influences the ongoing application of these concepts and helps to transform the way the

business of care influences the culture of the practice. Multiple learning modalities are combined, from video to audience participation to real life experiences with a dose of humor and sometimes irony.

Following participation in this session, learners should be able to: outline the importance of clarity, accountability, effectiveness and efficiency; acquire tools to help create a thriving environment; define the opportunities to influence the culture of the practice.

**C101 Browser to Buyer: Make Sure Your Digital Efforts are Hitting the Mark** **CONSTELLATION A**

**Ali Kouros**, Co-Founder, MetaMed Marketing

Following participation in this session, learners should be able to: maximize their online marketing performance by understanding and using relevant data; measure website and in-office patient conversion; effectively and concisely communicate website performance; make data driven decisions to change/improve their website and online marketing tactics; and understand the critical role of Google Analytics and relevant metrics.

**11:10 AM – 12:10 PM**

**A102 HIPAA: What You Don't Know Could Hurt You and Your Patients** **CONSTELLATION B**

**Eric Christensen**, Director of Client Services, Healthcare Compliance Pros, Inc.

Following participation in this session, learners should be able to: identify areas in which patients understand HIPAA; implement tools to make the office become compliant; and foster patient understanding of HIPAA regarding the changing world of telemedicine and social media.

**B102 Human Resource Issues** **COMMODORE CDE**

**Mike Goossen**, CPA, CEO and Founder, Columns 4 Success  
**Kathryn Stewart**, MA, PHR, CLRL, Senior Director of HR,  
Client Service, Tandem HR

Following participation in this session, learners should be able to: understand the challenges to hiring and the current condition of the people market; articulate the high cost of choosing the wrong person and the resultant cost of turnover; and current solutions in the market today for attracting and retaining employees. With the constantly changing American workforce, the challenges of selecting the right employee and keeping them is growing more and more difficult. Learn some of the key changes and discover some new ways to succeed. This session will be both informational and conversational. You will hear from your fellow association members and be allowed to share your successes and failures. Together we can find solutions to the challenges of today's workforce.

## SESSION DETAILS – MONDAY, FEBRUARY 12, 2018

### C102 **Website Marketing: Using SEO, Metrics and Analytics to Convert to ROI** CONSTELLATION A

**Brent Cavender**, Co-Founder, MetaMed Marketing

Following participation in this session, learners should be able to: understand the importance of avoiding one-size fits-all marketing tactics; identify the overall marketplace for your practice; segment the various patient populations according to practice offerings; determine what different types of marketing messages and tactics are required to reach each potential patient such as web vs. social media vs. email; and determine a plan for implementing the best approaches.

**12:10 – 1:30 PM Lunch** BAY TERRACE

**1:30 – 3 PM**

### A103 **Legal Eagles: Get Current with Contract Terms, Negotiations and More in Order to Stay Protected** CONSTELLATION B

**Michael J. Sacopulos, JD**, CEO, Medical Risk Institute (MRI)

Following participation in this session, learners should be able to: identify key contracts and terms that expose a practice to liability risks; use contracts to transfer risk to third parties and away from the practice; and transform patient intake and consent forms into beneficial and protective tools for the practice.

### B103 **A Practice's Effort to Understand the Patient Experience and Strategize to Improve Patient Satisfaction Scores** COMMODORE CDE

**Dan Condon**, Administrative Director, Tufts Medical Center, University of Massachusetts

Following participation in this session, learners should be able to: discern what problems are true problems and how to recognize areas that hurt the patient experience; determine who takes the lead in fixing the problems identified through a committee of motivated stakeholders; set the right pace at which to implement change; understand how to correct problematic practices, procedures, and staff actions without causing unintended consequences elsewhere.

### C103 **Managing Your Online Presence: How to Win Against Negative Reviews** CONSTELLATION A

**Debra Phairas**, President, Practice & Liability Consultants, LLC

Following participation in this session, learners should be able to: describe reputation management services (e.g. Doctor.com, Empathic, etc.); employ techniques for projecting a caring, professional image; understand Yelp, Healthgrades and how to obtain good reviews and counteract negative reviews; know what to do when they obtain a negative review; recite how a physician successfully fought and won a slander suit against a patient to understand if and whether you should

sue; and describe strategies to identify patient identities and legal strategies to win.

**3:30 – 5 PM**

### A104 **Risk Management Forever: Because Everything Old is New Again** CONSTELLATION B

**Carole A Lambert, RN**, Vice President Practice Optimization, Residents Program Director, Cooperative of American Physicians, Inc.

**Randie Minovitz, RN**, Director, Ambulatory Risk Management, PIH Health

Following participation in this session, learners should be able to: describe four characteristics of a successful risk manager in healthcare; identify three forces impacting the healthcare risk manager; list three activities that are central to mitigating risk; and outline a simple strategy for evaluating, mitigating and managing risk.

### B104 **Employee Engagement That Leads to Patient Satisfaction** COMMODORE CDE

**Nancy Babbitt, FACMPE**, Founder/Transformationist, V2V Management Solutions

Engaged staff can create an experience your patients will remember and promote to others. On the other hand, they can influence the experience in a negative way that dissatisfied patients will remember and spread through the community. This fun and interactive presentation will share the top 10 ways to engage your staff to transform the patient experience. Hear hits and misses in staff engagement and the resulting improvements in the patient experience.

Following participation in this session, learners should be able to: characterize the relationship between staff engagement and the patient experience; classify the top 10 ways to engage your staff to improve the patient experience; and incorporate learnings from others' success and failures with staff engagement and improving the patient experience.

### C104 **All Things Media: Purchased, Earned, Shared, Owned and How to Apply to Your Practice** CONSTELLATION A

**Michelle Abdow**, Owner, Market Mentors, LLC

Following participation in this session, learners should be able to: understand the differences between purchased, earned, shared and owned media—and the benefits of each; evaluate the effectiveness of available media; access and select appropriate media platforms for business; and demonstrate knowledge of an effective media mix.

Be sure to turn in your session evaluations at the registration desk.

# SESSION DETAILS – TUESDAY, FEBRUARY 13, 2018

## 7 – 8 AM Breakfast in the Exhibit Hall

COMMODORE AB

## 8 – 9 AM

### KEYNOTE: A200 Perception with Patients: Bring it Back to the Basics COMMODORE CDE

*Steve Sobel, PhD, Speaker Extraordinaire*

## 9 – 9:30 AM Break in the Exhibit Hall

COMMODORE AB

## 9:30 – 10:30 AM

### A201 Dancing With Wolves – How to Deal Superbly and Creatively With Difficult People!™ COMMODORE E

*Steve Sobel, PhD, Speaker Extraordinaire*

Learn what the most effective strategies are for dealing with the “Wolves” who can make life miserable for you at work and at home. An essential program for taking control of your life! Successful people know how to work effectively with Wolves. Today's changing organizations need to know how to make sure everyone is working cooperatively and communicating proactively.

### B201 Financial Focus: What Managers Should be Paying Attention to in Order to Avert a Possible Crisis COMMODORE CD

*Jennifer Kitzman, Health Care Consulting Manager, Moss Adams, LLP*

Following participation in this session, learners should be able to: Understand the financial indicators to monitor to ensure the ongoing health of their practice; evaluate these indicators; and determine improvement processes to implement if the need arises.

### C201 Logistics of Growing a Residency Program

CONSTELLATION A

*Wendy Nguyen, Administrative Vice-chair, UCSD Department of Dermatology*

Following participation in this session, learners should be able to: Understand how to evaluate departmental needs; obtain GME and ACGME approvals to grow the program; and devise a plan to obtain the necessary funding.

## 10:40 – 11:40 AM

### A202 Best Practices for OSHA, HIPAA and Other Key Regulations COMMODORE E

*Mandy E. Martin, Compliance Consultant, RPSGT, MedSafe/Total Compliance Solutions, Inc.*

The importance of Hazard Communication (GHS) in the workplace will be discussed, along with a complete understanding of bloodborne pathogens, standards and infection control. There will be a brief review on general safety under OSHA guidelines. HIPAA/HITECH in the workplace and the importance of following the regulations to avoid fines/penalties are addressed.

### B202 Can You Hear Me Now? Creating a Teledermatology Framework for Your Practice

COMMODORE CD

*Michael J. Sacopulos, CEO, Medical Risk Institute (MRI)*

Following participation in this session, learners should be able to: understand what steps dermatology practices need to take to offer teledermatology services; describe the quickly changing legal landscape of telemedicine and new statutes from states like New Jersey; recite Board of Medicine requirements for remote patient treatment; understand related payment issues; and identify rules associated with marketing teledermatology services.

### C202 Computation of cFTEs for Academic Clinics

CONSTELLATION A

*Kathy Ryan Morgan, Director of Finance and Administration, Department of Dermatology, University of Colorado, Anschutz Medical Campus, Aurora, CO*

*Don Glazier, MPH, FACHE, Administrator, Department of Dermatology, OHSU, University of California-Los Angeles*

Learn the method for computing clinical cFTE for your department's clinicians based on Faculty Practice Solutions (FPSC). Be able to review actual clinical productivity based on this method and compare them.

## 11:40 AM – 1 PM Lunch and Sponsored Sessions

Lunch Buffet: Exhibit Hall COMMODORE AB

Lunch Sessions: 11:45 AM – 1 PM

Allergan

Instant ePA: Prior Authorization Made Easy COMMODORE CD

Sun

Dermatology

Billing and Coding Updates for LEVULAN KERASTICK + BLU-U COMMODORE E

## 1 – 1:30 PM Visit the Exhibits COMMODORE AB



# SESSION DETAILS – TUESDAY, FEBRUARY 13, 2018

1:30 – 3:30 PM

## A203 General Dermatology and Mohs Practices Round Tables **COMMODORE E**

**June McKernan**, Chief Operating Officer, Patient Preferred Dermatology

**Shannon Page**, Clinical Operations Manager, New England Dermatology & Laser Center

**Heather Beard**, Practice Manager at Montana Skin Cancer and Dermatology Center

Following participation in this session, learners should be able to articulate the latest trends and best practices that foster optimal practice administration in the general dermatology and Mohs practice environment. The Round Table discussions are an ADAM favorite and serve as an interactive session to provide information on the latest trends and best practices in practice management. Questions are answered by presenters as well as session attendees through sharing successes and failures.

## B203 Aesthetics Dermatology Practices Round Tables **COMMODORE CD**

**Kevin Kassover**, Director of Aesthetics, California Skin Institute

**Linda Lewis**, Senior Consultant, Allergan Practice Management

**Monique Ramsey**, Medical Spa Director, Laser & Skin Clinic at LJSC/La Jolla Cosmetic Surgery Centre

**Wendy Stoehr**, Clinic Administrator, Advanced Dermatology & Skin Surgery, PLLC

Following participation in this session, learners should be able to share and learn information on best practices for an aesthetics business. The goal is to discuss all topics of concern that come up, including – but not limited to – marketing, purchasing (devices, skincare, injectables), pricing, vendor relations, staff education and planning. Attendees are encouraged to ask and contribute to these ever growing service lines of dermatology. In addition to experienced ADAM members, panelists will include experts in their specialties.

## C203 Academic Dermatology Practices Round Tables **CONSTELLATION A**

**Jill Sheon**, MPPM, Practice Manager, Children's Dermatology Services

**Elizabeth Edwards**, Department Administrator, University of Texas Southwestern Medical Center

**Don Glazier**, MPH, FACHE, Administrator, Department of Dermatology, OHSU, University of California-Los Angeles

Following participation in this session, learners should be able to articulate the latest trends and best practices that foster optimal practice administration in the academic practice environment. The Round Table

discussions are an ADAM favorite and serve as an interactive session to provide information on the latest trends and best practices in practice management. Questions are answered by presenters as well as session attendees through sharing successes and failures.

## 3:30 – 4 PM Break in the Exhibit Hall **COMMODORE AB**

4 – 5 PM

## A204 Best Practices for Ensuring EHR Success: A Focused Session for the Modernizing Medicine System You Have in Place **COMMODORE E**

**Michael Sherling, MD**, Chief Medical Officer, Modernizing Medicine

Following completion of this session, participants should be able to understand best practices for use of this system based on information provided in an open forum discussion. Attendees are encouraged to pose questions and share personal experience using this system, on topics such as increasing employee and patient awareness, necessary patient consent, data input, reporting, trouble-shooting and other areas that relate to optimizing all the system offerings.

## B204 Best Practices for Ensuring EHR Success: A Focused Session for the Nextech System You Have in Place **COMMODORE CD**

**Robin Ntoh**, Senior Professional Services Consultant, Nextech

Following completion of this session, participants should be able to understand best practices for use of this system based on information provided in an open forum discussion. Attendees are encouraged to both pose questions and share personal experience for use of this system, on topics such as increasing employee and patient awareness, necessary patient consent, data input, reporting, trouble-shooting and other areas that relate to optimizing all the offerings of this system.

## C204 Academic Department Dashboards: What Metrics to Use **CONSTELLATION A**

**Troy Starling, CPC**, Director, Health Care Administration, Department of Dermatology, College of Medicine, University of Florida

**Monica Calcines, JD**, Vice Chair for Administration, Dermatology and Cutaneous Surgery, University of Miami, Miller School of Medicine

See what academic administrators around the country are presenting to their Chairs regarding important departmental data, i.e. cFTE, clinical days to appointment, grants and foundation funding – just to name a few.

## 5 – 6:30 PM Reception in the Exhibit Hall **COMMODORE AB**

## SESSION DETAILS – WEDNESDAY, FEBRUARY 14, 2018

8:15 – 8:45 AM

### PRACTICE MANAGER OF THE YEAR AWARD CEREMONY **COMMODORE CDE**

8:45 – 9:30 AM

### A300 **KEYNOTE: Discovering and Transferring the Greatness Within** **COMMODORE CDE**

**Terry Gurno, CPBA, CBMA, ACC, President and CEO of  
Gurno Group, LLC**

10 – 11 AM

### A301 **Benchmarking: Measure to Succeed** **CONSTELLATION B**

**Tony Davis, Clinic Administrator, Dermatology Specialists, PA**  
**Curtis Mayse, FACMPE, CPC, CliftonLarsonAllen, LLP**

Following participation in this session, learners should walk away armed with the latest national dermatologic financial benchmarking statistics pertaining to operational costs, accounts receivable and staff compensation and benefits. Participants will be given management tools to utilize these up-to-date statistics in order to plan, track and report on their clinic's financial performance.

### B301 **Strategic Planning for Success** **COMMODORE CDE**

**Wendy Stoehr, Clinic Administrator, Advanced Dermatology  
& Skin Surgery, PLLC**

**Terry Gurno, CPBA, CBMA, ACC, President and CEO of  
Gurno Group, LLC**

As we strategize to incorporate new lines of business, providers, equipment, etc., it can be challenging to keep the momentum going in our busy dermatology practices. Learn successful tools to keep the momentum alive all year and how to celebrate each year's successes as the next strategic planning session rolls around. The strategic planning process Advanced Dermatology goes through each year will be shared. You will leave with ideas on how to help start the strategic planning process or learn new ideas if you are already strategizing each year.

Following participation in this session, learners should be able to: set priorities; focus energy and resources; strengthen operations; ensure that key stakeholders are working toward common goals; and assess and adjust the organization's direction in an ever-changing dermatology environment.

### C301 **Cosmetic Cosmos: Best Practices for a Leading-Edge Aesthetic Practice** **CONSTELLATION A**

**Kevin Kassover, Director of Aesthetics, California Skin Institute**  
**Alisha Rose Merlo, Director of Professional Relations, Colorescience**  
**Natasha Mohr, Marketing and Special Events, LovelySkin**

Following participation in this session, learners should be able to: articulate the special challenges that come with running and growing a cosmetic practice; understand how the right staff can increase the success of an aesthetic practice; recite the techniques and methods for motivating cosmetic practice staff; and formulate a plan to implement the techniques and methods learned within their own aesthetic practice.

11:10 AM – 12:10 PM

### A302 **CPT Coding Update for 2018 and Beyond** **CONSTELLATION B**

**Peggy Eiden, CPC, CCS-P, CPMA, CPCD, Coding &  
Reimbursement Senior Specialist; American Academy of  
Dermatology**

Following participation in this session, learners should be able to: understand the 2018 Coding Updates and revisions for AMA CPT Codes; adopt 2018 ICD-10-CM guideline changes into their practice; and understand CMS' newest changes and auditing education.

### B302 **Don't Feel the Burn: Managing Multiple Priorities and Stress to Avoid Burnout** **COMMODORE CDE**

**Curtis Mayse, FACMPE, CPC, CliftonLarsonAllen, LLP**

Physician engagement is a tenuous road and not for the faint of heart. Join Curt and discuss proven ways to engage physicians in the proper activities in your practice and keep them enthused after the honeymoon period to ensure that you don't feel the burn and lose your passion for leading. We will look at ways to recognize and remedy managerial and physician burnout. We will also learn how to instill a culture of leadership by developing and establishing learning programs targeted for improving leader and physician engagement throughout the practice to achieve operational excellence while managing multiple priorities.

### C302 **Practice Perfect: What to Measure, How to Grow and When to Merge or Sell** **CONSTELLATION A**

**Greg Morganroth, MD, CEO and Founder, California Skin Institute**  
**Cary Rosoff, Chief Development Officer, California Skin Institute**  
**Allison Ross, Special Situation Groups, Goldman Sachs**

Following participation in this session, learners should be able to: understand the history and model for the consolidation of dermatology practices; understand the metrics used to value practices in a dermatology roll-up; recognize the various components of the diligence process for an acquired practice; and analyze the best pathway forward including selling, merging or staying independent.

# SESSION DETAILS – WEDNESDAY, FEBRUARY 14, 2018

12:10 – 1:30 PM

Lunch and ADAM Business Meeting **COMMODORE CDE**

1:30 – 2:45 PM

## A303 Techniques to Diffuse Difficult Patient Situations **CONSTELLATION B**

**Evan Reider, MD**, NYU Langone Medical Center

**Sid Zisook, MD**, Psychiatry Residency Trainer, University of California, San Diego

Following participation in this session, learners should be able to: identify difficult patient situations, utilize basic psychological techniques to diffuse such encounters and propose boundaries to protect practice staff from future challenges.

## B303 Credentialing: How to Get to the Next Level **COMMODORE CDE**

**Angela (Short) Casazza, CPCO, CPC-D**, Chief Executive Officer, Northeast Dermatology Associates

Following participation in this session, learners should be able to: understand the benefits of pursuing credentialing; recite the application, educational, testing and other steps in the credentialing process; pursue the necessary steps toward credentialing and how to avoid possible pitfalls and overall delays.

## C303 In-Office Dispensing: Cosmeceuticals and More **CONSTELLATION A**

**Wm. Phillip Werschler, MD, FAAD, FAACS**, Founding Member, Spokane Dermatology Clinic and Werschler Aesthetics

**Deirdre Boling-Lewis, JD**, General Counsel, Prescribers Choice

Following participation in this session, learners should be able to: understand the rules and regulations appropriate to each class of product, how they govern in-office dispensing; articulate the business advantages and concerns with entering into in-office dispensing; the patient perspectives; how to analyze whether in-office dispensing is right for their practice based on current trends, regulations, and challenges.

**WI-FI Access:**  
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Be sure to turn in your session evaluations at the registration desk.

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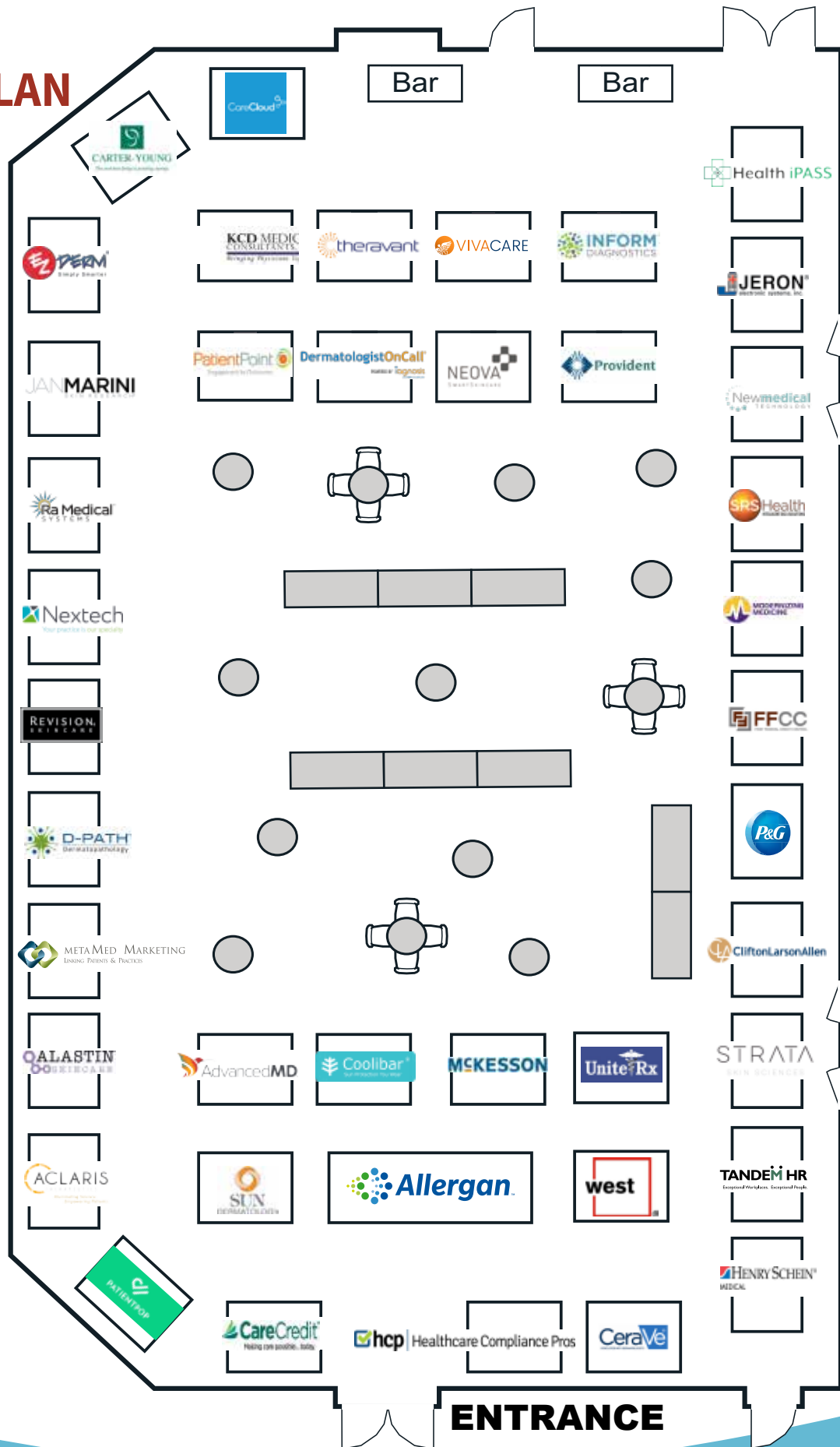
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# EXHIBIT FLOOR PLAN



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Association of Dermatology Administrators & Managers

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## EXHIBITORS



### PLATINUM SPONSOR & CORPORATE MEMBER

Allergan's portfolio features best-in-class facial aesthetics, body contouring, plastic surgery and regenerative medicine offerings, which includes products such as BOTOX Cosmetic®, CoolSculpting®, Natrelle® and more.



### PLATINUM SPONSOR & CORPORATE MEMBER

Our firm's strategies are sound, having been proven over five decades of experience. Our clients gain access to a team of nationally-recognized industry experts in practically every area of medical practice management, including compliance, healthcare analytics, coding, auditing, financial services, patient retention, human resources and more.



### PLATINUM SPONSOR & CORPORATE MEMBER

West's TeleVox Solutions meet the communication needs of the modern practice. Reminder communications reduce no-shows, increase payments and keep patients on track with treatment. Patient surveys gather essential feedback on patient satisfaction and ongoing care. Practices can also leverage marketing tools to attract patients and introduce new care opportunities.



### SILVER SPONSOR & CORPORATE MEMBER

CareCredit, a part of Synchrony Bank, has been an AAD Preferred Provider since 2012. CareCredit health and wellness credit card offers promotional financing options to help patients fit the procedures they want or need into their monthly budget. From laser treatments and injectables to Moh's surgery, we help you help patients access the full range of dermatologic treatments.



### SILVER SPONSOR & CORPORATE MEMBER

PatientPop is the proven all-in-one practice growth platform that empowers single- and multi-provider healthcare practices to thrive in the digital age. PatientPop combines the tools needed to build online presence and enhance each touchpoint in the patient journey, from first impression online to post-appointment follow-up.



### BRONZE SPONSOR & CORPORATE MEMBER

ACCLARIS Therapeutics, is a dermatologist-led biopharmaceutical company committed to identifying, developing and commercializing innovative therapies to address significant unmet needs in aesthetic and medical dermatology and immunodermatology. The Company is focused on market segments with no FDA-approved medications or where treatment gaps exist.

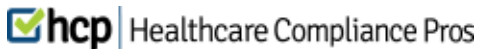


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ALASTIN Skincare is dedicated to developing innovative, clinically-tested skincare products that correct, protect and maintain healthy skin for a lifetime. Only ALASTIN Skincare offers our patent pending blend of TriHex Technology® which improves overall skin health at the cellular level.



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At Healthcare Compliance Pros (HCP) we help organizations that have struggled to find an efficient, simple and cost-effective way to develop, manage and keep their HIPAA, OSHA, HR and Corporate Compliance programs up-to-date. HCP has innovative online tools and comprehensive compliance support to address these needs. Each program includes custom policies and procedures, training, assessments and year-round expert support. In order to help ADAM Members develop a comprehensive program, it will be including thousands of dollars in free compliance services for practices that subscribe to our Core program.



### BRONZE SPONSOR & CORPORATE MEMBER

Revision Skincare makes the highest quality products with one overriding purpose: to solve a patient's skincare problems. Based on the principal that cosmeceuticals must provide a targeted solutions, their formulas are designed to correct each skincare condition through multiple pathways. They use only the purest, premium quality ingredients in their products, highly effective products.



### CORPORATE MEMBER

AdvancedMD is a leading ambulatory healthcare technology company serving more than 26,000 practitioners, 8,600 practices and 600 medical billing companies.



### CORPORATE MEMBER

CareCloud helps physicians and practice managers run medical groups faster, easier and more profitably through the cloud. Find out why physician practices across 49 states call our software "user-friendly". CareCloud medical billing services also help groups grow their businesses. We manage more than \$4 billion in accounts receivables.



### CORPORATE MEMBER

Please allow me to extend an invitation to you to visit our booth during the annual meeting conference. Since 2001, Carter-Young has been the collection firm of choice for many respected dermatology practices from Dermatology Center of Atlanta to Dermatology Consultants. Our certified collection agents deliver results while protecting your hard-earned image. Your billing team will be delighted with online access to: securely upload accounts, dashboards, and key performance reports & update/view your patient accounts. Carter-Young is READY to serve your practice!



### CORPORATE MEMBER

CeraVe and La Roche-Posay are two of the largest therapeutic skin care brands at L'Oreal. These brands are at the forefront of innovation as demonstrated by the development of Mexoryl, an ingredient in La Roche-Posay's Anthelios sunscreen line, and the application of novel Multi Vesicular Emulsion (MVE) technology to deliver ceramides in CeraVe products. These brands are dedicated to delivering safe, cost-effective solutions for managing common conditions such as acne, psoriasis, eczema and more. Backed by clinical research, La Roche-Posay and CeraVe products can help your practice deliver value that matters in today's world of healthcare.

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### CORPORATE MEMBER

CLA is a professional services firm delivering integrated wealth advisory, outsourcing, audit, tax, consulting and strategy services to help dermatology practices succeed professionally and personally. CLA serves organizations across the full continuum of care, which allows us to guide and advise dermatology practices on strategies that will position them for success in the transitioning health care environment.



### CORPORATE MEMBER

Coolibar (koo-luh-bar) is the industry standard when it comes to dependable UPF 50+ sun protective clothing, hats and accessories. We are the leader in innovative fabrics and we design technically elegant clothes for the entire family; technical fabrics with functional details, in contemporary, easy to wear styles. Our products are dermatologist recommend and we are proud to be the first apparel company to receive The Skin Cancer Foundation Seal of Recommendation. We make UV sun protection versatile and effortless to keep up with your everyday adventures so you may enjoy the outdoors to your maximum desire.



### CORPORATE MEMBER

Iagnosis offers a market-proven, comprehensive teledermatology platform - DermatologistOnCall® - through which we can deliver safe, secure and high-quality medical care to patients. Founded by a practicing board-certified dermatologist, our approach most closely mimics a clinical in-office appointment by capturing a patient's medical history, condition of present illness, photographs of condition, and more.



Founded in 2008, D-Path is one the only physician owned laboratories in the U.S. dedicated solely to the practice of dermatopathology. D-PATH is committed to delivering the highest quality dermatopathology diagnoses, made exclusively by one of our board-certified dermatopathologists. Centrally located in Memphis, TN, our company guarantees that pathology results will be delivered back to its nationwide client base within 48 hours or less. D-PATH offers a comprehensive test menu and strives to deliver the broadest range of services available.



EZDERM, LLC is a software company that provides one seamless solution for your entire dermatology practice including Electronic Health Records, Practice Management, Patient Portal, Laboratory Information System and Patient Check-In-System.



### CORPORATE MEMBER

First Federal Credit Control, Inc., established in 1970, maintains one of the largest medical office client bases throughout the country. We represent more than 9000 medical offices in the collection of their delinquent accounts. Our strategy has been based on using a combination of letters and direct telephone communications. This strategy is coordinated by a state-of-the-art computer system and is implemented by a well-rounded team of highly dedicated, experienced collectors.

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HealthiPASS is a digital check-in and patient payments platform that brings transparency and clarity to the patient payment experience. HealthiPASS turns patient bad debt and all expenses associated with patient billing and collections into higher operating income while delivering an outstanding patient experience. HealthiPASS enables medical groups to deliver greater convenience for their patients and complete transparency into cost of care before, at or immediately post-service through a multi-channel patient engagement platform. Leveraging ubiquitous technology, including iPad-based patient check-in “kiosks” along with patient-facing tools including smartphone apps and web apps, patients are informed and accountable for the care they receive.



### CORPORATE MEMBER

Henry Schein is a Fortune 300 company with 84+ years of experience serving healthcare practitioners. We distribute practice supplies, equipment and pharmaceutical products to over 140,000 physicians nationwide. By leveraging innovative solutions, state-of-the-art distribution capabilities and our global infrastructure, we assist our dermatology customers to operate both profitably and efficiently. For more information, visit our website at [henryschein.com/dermdirectory](http://henryschein.com/dermdirectory).



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Serving more than 5,500 patients every day, Inform Diagnostics is the largest independent anatomic pathology provider in the United States, with primary facilities in Dallas, Boston, Phoenix, and Union, N.J. previously known as Miraca Life Sciences since 2012, Inform Diagnostics provides proven high-quality laboratory services. Our large team of dermatopathologists all are subspecialty-trained pathologists, each with sub-specialty expertise. Beyond our labs, we've also helped hundreds of clients through technology solutions and consulting services for MIPS, HIPAA, quality reporting, workflow efficiency and more. Most importantly, we emphasize close relationships with clinicians in order to provide the highest level of service.



### CORPORATE MEMBER

San Jose, CA-based Jan Marini Skin Research, Inc. (JMSR) is a recognized leader and innovator of professional skin care solutions.



Provider® 790 Nurse Call for Clinics provides clinicians an easy way to navigate patients and staff throughout any size facility. Wall mount displays and multi-sequenced dome lights indicates patient and staff locations, procedure times, room status and more. Everywhere-access to room status also identifies bottlenecks that could adversely affect patient status.



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KCD Medical Consultants specializes in the search and placement of dermatologists! We are seeking GENERAL DERMATOLOGISTS and MOHS SURGEONS to match with our Nationwide Dermatology Practice Opportunities. We have many candidates that might be the match for your current practice opportunity. KCD has networked with thousands of dermatologists over the last 15 years! We understand that finding the right match is critical in your continued success and professional growth!



## EXHIBITORS



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McKesson Medical-Surgical is committed to helping you run a healthy business. That's why we bring you the supplies you need, when you need them, and offer the tools that help you drive efficiency, manage costs and enhance patient care – all while providing insights and expertise to guide you through the ever-changing world of healthcare.



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### CORPORATE MEMBER

MetaMed Marketing designs, develops and promotes dermatological websites to deliver high ROI to practices through effective SEO and high conversion rates. MetaMed's websites attract target patients via search and inspire conversion to office consults through great original content.



MODERNIZING  
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Modernizing Medicine® and its affiliated companies are transforming how healthcare information is created, consumed and utilized in order to increase efficiency and improve outcomes. Our specialty-specific, data-driven and cloud-based electronic health records (EHR) and practice management (PM) systems, plus revenue cycle management (RCM) services, were built by a team including specialty physicians and practice management professionals.



### CORPORATE MEMBER

Don't let the fear of scars deter patients from scheduling cosmetic surgery procedures. Introduce the Silagen® Scar Refinement System during your consults to relieve any "scar anxiety" and differentiate your practice in your local marketplace. Our comprehensive, physician-exclusive line of medical grade silicone scar therapies includes Silagen® 100% Pure Gel, Silagen Gel + SPF 30 (zinc oxide), and a variety of sheets, strips and shapes. There is a Silagen product to meet the needs of all types of surgeries and all sizes of scars, both new and old. Silicone is recommended by multiple international guidelines in published articles for the prevention and first line treatment of scars.



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Nextech—the leading, fully integrated dermatology-specific EMR and Practice Management solution—helps specialty practices increase efficiency and profitability across all functional areas. Nextech's intuitive design and customizable templates work seamlessly with the needs of Dermatology providers to enhance productivity and overall patient care. Visit [nextech.com](http://nextech.com) to learn more.



NEOVA SmartSkincare is a research based, patent-protected, photo damage correcting brand. Our clinical studies are fully validated and our DNA repair science is the same as that awarded the Nobel Prize in Chemistry. We do no animal testing, but are dermatologist and ophthalmologist tested.

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PatientPoint® powers more effective patient-physician engagements across all points of care. For 30 years, healthcare providers have trusted PatientPoint to help deliver the right message at the right time to drive positive results. Offering the most comprehensive solution set to engage patients and medical staff, PatientPoint print, digital and mobile technologies enrich the entire care experience. Learn more at [patientpoint.com](http://patientpoint.com).



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Procter & Gamble partners with leading health care professionals and scientists to develop breakthrough products that help improve the quality of patients' lives.



### CORPORATE MEMBER

Provident Healthcare Partners is a leading investment banking firm specializing in merger and acquisition advisory, strategic planning, and capital formation for middle-market and emerging growth healthcare service companies. Provident has a vast network of high-level, senior industry contacts, a thorough knowledge of the dermatology specialty, and unsurpassed experience and insight into the M&A process. We have combined our comprehensive physician services industry experience, proprietary research and valuation tools, and dedicated professionals to complete transactions at higher multiples than others in the industry, with several successful transactions completed within dermatology to-date.



Ra Medical Systems, Inc., markets the Pharos Excimer Laser, an advanced 308-nm super narrowband UVB excimer laser for psoriasis, vitiligo, atopic dermatitis and leukoderma. It is ideal for localized, recalcitrant and difficult-to-treat psoriasis including scalp, palms and soles, and intertriginous lesions and for localized vitiligo, including facial and periorbital areas.



### CORPORATE MEMBER

SRS Health, a leading innovator in intelligent data solutions for high-performance dermatology specialists, creates frictionless technologies that advance healthcare by enhancing quality, efficiency, and outcomes. The company's flagship healthcare IT ecosystem—EHR, PM, Patient Portal, and Transcription—is unique in its ability to position high-performance dermatologists for success in a value-based-payment world. With 20 years of experience, unmatched implementation success, extensive industry and regulatory expertise, and top-rated U.S.-based customer service and support, it is no wonder that SRS is the trusted partner of so many prominent specialty practices. To see how SRS can prepare you for the future, visit [srs-health.com](http://srs-health.com), read its blog at [blog.srs-health.com](http://blog.srs-health.com), email [info@srs-health.com](mailto:info@srs-health.com) or call 800.288.8369.



STRATA Skin Sciences is a medical technology company in dermatology and plastic surgery dedicated to developing, commercializing and marketing innovative products for the treatment of dermatologic conditions. Its products include the XTRAC® laser and VTRAC® excimer lamp systems utilized in the treatment of psoriasis, vitiligo and various other skin conditions; the STRATAPEN™ MicroSystem, marketed specifically for the intended use of micropigmentation; and Nordlys, a multi-technology aesthetic laser device.

## EXHIBITORS



### CORPORATE MEMBER

Tandem HR is a human resource outsourcing company or Professional Employer Organization (PEO) providing custom HR solutions to businesses of all sizes since 1998.



### CORPORATE MEMBER

Theravant Corporation, based in Livermore, California is the provider of the TheraClear Acne Treatment System. Since the company's inception in 2010, more than 500 TheraClears are installed and treating acne worldwide. TheraClear provides patients and physicians with either an alternative to traditional pharmaceuticals or as an adjunct to them. Patients see a noticeable improvement after as little as two weeks. The TheraClear combines light and vacuum to remove the sebum causing the acne lesion. Consequently it can treat all the causes of acne and all levels of severity. It works very well on all skin types, but works especially well on pigmented skin and darker skin types.



### CORPORATE MEMBER

UniteRx specializes in offering a point-of-care dispensing solution to dermatologists nationwide.



### CORPORATE MEMBER

Vivacare makes it easy to educate and engage your patients at no cost. Access to 300+ patient handouts and videos for distribution via print, your website and mobile app. Your mobile app for patients' displays personalized skin self-exam reminders. Enroll now for this free service. Or upgrade to the premium-level mobile app to collect patient satisfaction survey data and distribution of practice news.

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