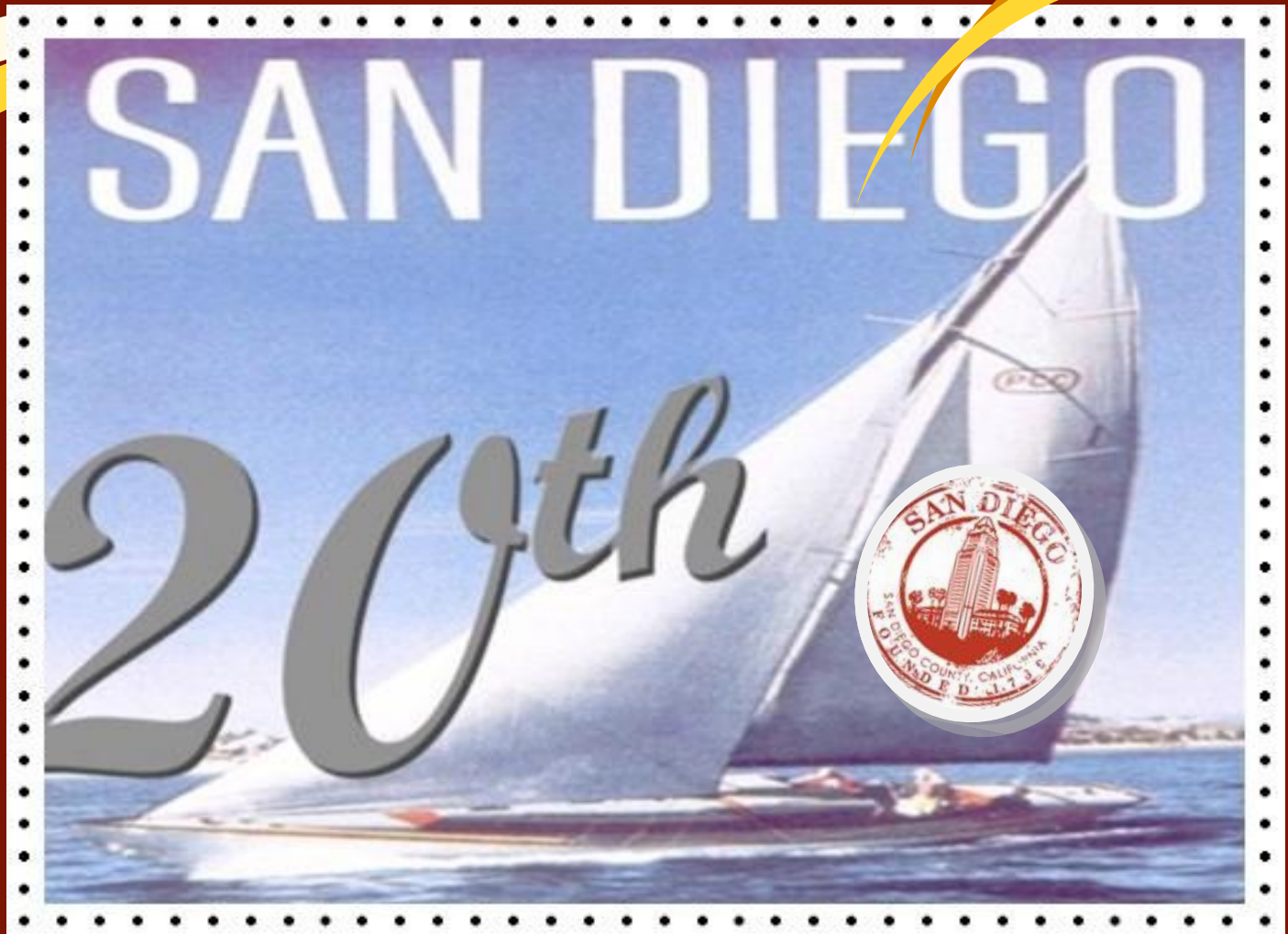


Executive Decisions in DERMATOLOGY

A D A M



March/April 2012

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For the most up to date information
during the Annual Meeting, follow us on
Facebook, LinkedIn and Twitter!



President's Corner

A series about the state of the Association and what's new with

ADAM. Do you have a question for Jayne?

Email us at ADAMinfo@shcare.net



Rhonda - It is with great pleasure I introduce Jayne Kresinske, ADAM's newest President. I have worked closely with Jayne over the last two years while she served as ADAM's President Elect. I can state with confidence, she is more than qualified to be your leader. Jayne is an administrator for the University of Rochester's Department of Dermatology. She has been at the University since 1991. Jayne is ambitious, honest and a wonderful role model to represent our great organization. Good luck Jayne!

Jayne - I would like to express my deepest thanks to Rhonda for her service to ADAM as President over the last two years. I have truly enjoyed watching her lead the Board of Directors and the association; her shoes will certainly be hard to fill! I also want to introduce myself to the ADAM membership. I have been a member of ADAM for 13 years and in that time I've been involved on multiple committees, attended Annual Meetings and much more. I believe this organization has and will continue to blossom over the next few years as our membership strengthens. I would like to extend an open invitation for all your comments and questions regarding ADAM. Please feel free to send me your thoughts at ADAMinfo@shcare.net.



Member Spotlight

As we prepare for our 20th Annual Meeting we are delighted to choose a Southern Californian dermatology executive as our member spotlight Vimala Karukonda.



ADAM: What is your name and where do you work?

Vimala: Vimala Karukonda, MBA, CDC; Chief Executive Officer for Dermatology Group of Southern California, Inc., Torrance, California

ADAM: When did you join ADAM?

Vimala: I joined ADAM in 2009.

ADAM: How long have you been a practice manager?

Vimala: Four years. Prior to that I worked in the capacity of a COO and a GM for medical groups for four years. I have over 15 years of experience in healthcare and hospitality industry.

ADAM: Tell us a little about your practice.

Vimala: Dermatology Group of Southern California, Inc. has been the premier provider of highest quality general and cosmetic dermatological services to Southern California for over 20 years. We have been taking care of families for generations. We offer a variety of services related to general skin issues as well as other skin concerns related to aging. We are one of the very few that adopted teledermatology as one way of offering affordable patient care. Our unique professional team of MDs and PAs are committed to providing patients with excellent dermatology and other skin concerns related to aging.

ADAM: What's been your best experience as an ADAM member?

Vimala: It is a great networking opportunity and you get to hear what everyone is doing in their groups and that validates everything

that we do and also educates us about things that we are not clear on or would like to know more about. It puts you in touch with experts in the field.

ADAM: As a CEO what do you find to be the most challenging part of your job?

Vimala: The most challenging part of my job has been changing the culture of the company and investing in future growth and planning. I believe that good culture and strong values combined with a clear vision of the company are the major source of continuity, coherence, renewal, and ultimately sustainability in an age of economic volatility. As an institution builder and an executive, I encourage companies to find their vision, common purpose and strong set of values that will lay the foundation for long term decisions and hold them together even in the middle of economic turbulence.

ADAM: What has an ADAM benefit done for you lately?

Vimala: I have been able to reach out to some experts to get a better understanding about meaningful use measures and the percentages, PQRS, eRx. As a result, we as a group was able to report on all these measures from day one and received a handsome six figure amount as an incentive for reporting.

ADAM: What would you recommend to a member of ADAM who is looking to be more involved?

Vimala: ADAM offers a wide variety of committees and one can find something that interests them and has passion for. I would love to be more involved in their Networking and Mentoring Committee. I think it is a fairly new committee and I enjoy networking and mentoring.



Special Edition: ADAM's 20th Annual Meeting



ADAM's 20TH ANNUAL MEETING
SAN DIEGO, CALIFORNIA

A D A M

ADAM's 20th Annual Meeting is coming up in just ONE short week!
Thank you to all of the registrants, exhibitors and sponsors who have made this meeting possible.

Some of the meeting highlights include

- ◆ Keynote speaker Dr. Hon Pak the Army's first Chief Information Officer
- ◆ **Sold out** Networking Dinners on Wednesday and Thursday
- ◆ Vendor Reception with the exhibitors
- ◆ CPCD Exam from the AAPC
- ◆ Annual General Membership Meeting
- ◆ Introduction of the new Board of Directors

For the most timely updates from the Annual Meeting, follow us on [Twitter](#) and on [Facebook](#) for pictures, updates and more!

Important Hotel Info



Westin San Diego
400 West Broadway
San Diego, CA
92101
1-800-937-8461

Thank you to the 2011-2012 Annual Meeting Planning Committee

The Annual Meeting Program Committee, chaired by Pam Matheny and Co-Chaired by Wanda Collins, worked hard to research, prepare and organize this year's meeting. The 2012 meeting is even more special because it is the 20th Annual Meeting for ADAM. The educational tracks, speakers and panelists were picked from the best of the best to bring you the most up to date information and knowledge, integral to your practice and everyday life. Thank you to this year's Committee!



d'Amileau Baulk
Adejia Boutte'
Michele Cold
Sharon Duncan
Karla Elliott
Roger Gentry
Don Glazier
Melissa Green

Shannon Hermann
Patricia Hohman
Tracy Laird
June McKernan
Lizbeth Meza
Gina Murphy
Michele O'Connor
Colleen O'Keefe

Rosa Renteria
Laura Richards
Janice Smith
Cassandra Starks
Brenda Stufflestreet
Yolanda Suarez
Amy Walters
Gina Welch

Keynote Speaker Spotlight: Congressman Brian Bilbray

Due to an unforeseen circumstance , Dr. Pamela Smith will be unable to present the keynote. Below, please find a spotlight on Saturday's new Keynote Speaker, Congressman Brian Bilbray (R-CA).

Congressman Brian Bilbray has served California for more than 17 years. His leadership and focus on job creation, healthcare reform and immigration make him the perfect speaker to cap off our 20th Annual Meeting.

Congressman Bilbray will explain the ins and outs of the discussions that happen on Capitol Hill and how they relate to you and your practice.

Congressman Bilbray understands that as business managers and policy interpreters, you must figure out how to implement the myriad of rules and regulations regarding payment, patient privacy, and more.

He will address these issues and how managers and administrators can improve their understanding of the issues in a time efficient manner.

Bring your questions for the Congressman on **Saturday, March 17, 2012 at 10:45am.**



Early Arrival and Welcome Reception



Don't miss the kickoff to all of the fun! Join us on Wednesday, March 14 at 6:00pm for the Welcome Reception.

This year we will enjoy refreshments in the Emerald Ballroom!

The event will be casual yet intimate so members can meet and greet as well as enjoy the delicious food and beverages provided.

Networking and Mentoring at the Meeting

Looking for advice on how to expand your network of peers? Need a question answered about a class you just attended? Just looking for a colleague to go to the reception with? Look no further! The Networking and Mentoring Committee is here to help!

Look for members wearing red Mentor ribbons; these are the fantastic people of the Networking and Mentoring Committee. They are here to help you with your questions, give advice and help you better get to know the ADAM membership.

This Committee also organizes and plans the Welcome Reception on Wednesday evening. If you are a first time attendee, be sure to arrive at the reception at 5:30pm to meet and greet with members of the Committee as well as members of the Board of Directors.

Need more time to mix and mingle? No problem! The Committee has put together the networking lunches on Thursday and Friday. On Thursday you will be seated by region so you can meet ADAM members who may live and work close by; and on Friday random seating will be sure to keep the conversation going with new friends and old!

HELLO my name is

Are you a first time attendee? Welcome!

Please join the Networking and Mentoring Committee as well as members of the Board of Directors at **5:30pm** for a special gathering for those who are new to ADAM's Annual Meeting.

General Membership Meeting

Budgets, Board, and more!

On Saturday, March 17, 2012 at 8:00am, ADAM will hold the annual General Membership Meeting. This yearly assembly of ADAM members is a crucial part of the Annual Meeting. Please make an effort to be a part of this session as ADAM's leadership goes over the 2012 budget.



Join our vendors from 6:00pm-7:00pm on Thursday, March 15, 2012 for the annual vendor reception. Mix and mingle with our exhibitors and sponsors while you enjoy light refreshments.

NETWORKING DINNER RESTAURANTS



Greystone
Searsucker
Currant American Brasserie
Jsix
Saltbox
The Mark Bistro
Urban Bar and Grille

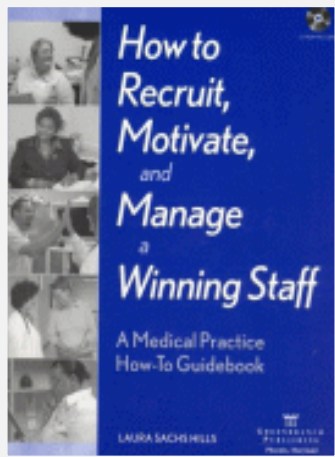
On the *Menu*: Networking Dinners

Business dinners aren't just for business anymore; they're for mingling, networking and getting to know someone new. ADAM's Networking Dinners are always a huge success and this year is no different! ADAM members have filled tables at seven local San Diego restaurants!

After the receptions on Wednesday and Thursday, don't forget to meet up with your party to go to your Networking Dinner! Emails were sent out recently to those who registered for the event.

If you have questions please contact ADAMinfo@shcare.net.

**Featured Book: How To Recruit, Motivate, and Manage a
Winning Staff**
by Laura Sachs Hills



Medical practice management consultant Laura Sachs Hills offers her best strategies for developing a team of employees who are committed to the health and well-being of the patients and the practice. Her no-nonsense advice – supported by field-tested examples, sample dialogues, action checklists, and more – shows physicians, practice managers, and administrators exactly how to recruit, hire, motivate, evaluate, and, when necessary, fire employees.

ADAM MEMBER BENEFIT

When you purchase [How to Recruit, Motivate and Manage a Winning Staff](#) or any other Greenbranch Publishing book, you get 20% off your order! Go to My ADAM for more details.

Upcoming Webinar

On April 17, 2012 at 3:00pm EST, ADAM will host a webinar on the
[Dos and Don'ts of Offering Deals and Discounts.](#)

[Please register today!](#)

Join speaker Karen Zupko from CareCredit for a live webinar that will help improve your ability to cross market aesthetic services and grow your practice without relying solely on deals and discounts. The session will teach you how to protect the pricing power of your practice by balancing against the cuts in insurance and Medicare reimbursement. Karen will show you how to use controlled discounting without tarnishing your brand.

Upcoming Events and Happenings

March

WEDNESDAY
14
2012

March 14-15, 2012
International Society of Dermatopathology 15th Joint Meeting
San Diego, CA

WEDNESDAY
14
2012

March 14-15, 2012
Society for Pediatric Dermatology 24th Annual Meeting
San Diego, CA

WEDNESDAY
14
2012

March 14-17, 2012
ADAM 20th Annual Meeting
San Diego, CA

FRIDAY
16
2012

March 16-20, 2012
American Academy of Dermatology 70th Annual Meeting
San Diego, CA

MONDAY
19
2012

March 19-22, 2012
Society for Dermatology SkinCare Specialists 10th Annual Meeting
San Diego, CA

SATURDAY
24
2012

March 24, 2012
Melanoma Walkathon
The Princeton Center for Dermatology

April

THURSDAY
12
2012

April 12-15, 2012
International Society for Dermatologic Surgery 4th Spring Meeting
India

FRIDAY
13
2012

April 13-14, 2012
South Carolina Dermatology Association Annual Meeting
South Carolina

TUESDAY
17
2012

April 17, 2012
3:00PM
Discounting and Deals: The Dos and Don'ts
ADAM Webinar

WEDNESDAY
18
2012

April 18-22, 2012
American Society for Laser Medicine and Surgery 32nd Annual Meeting
Florida

FRIDAY
27
2012

April 27-28, 2012
2012 Atlantic Dermatological Conference
Boston

FRIDAY
27
2012

April 27-28, 2012
Arkansas Dermatologic Society Annual Meeting
Arkansas