

22nd Annual Meeting

March 19-21, 2014

Denver, CO

At A Glance Program



**Association of Dermatology
Administrators & Managers**

Welcome to the ADAM 22nd Annual Meeting

The Association of Dermatology Administrators and Managers (ADAM) invites you to the 22nd Annual Meeting in Denver, Colorado. This At A Glance Program will give you a look into the educational schedule that awaits you in 2014.

Join us March 19 - 21, 2014, for three full days of learning, networking, and growing your professional development skills with other dermatology practice administrators and managers. We have taken your ideas and created an amazing agenda full of networking, billing & coding, Human Resources, compliance and so much more. There is such a great selection of sessions, that you might need to bring more staff.

Our keynote speakers this year will certainly energize and educate you. Kicking things off on Wednesday, we have Faith McNicholas of the AAD, whose session entitled ***Dermatology Coding: What Keeps You Up at Night***, will discuss the transition from ICD-9-CM to ICD-10-CM and provide detailed updates to dermatology CPT coding. On Thursday, hear professional speaker Shari Harley tell us ***How to Say Anything to Anyone: Setting Expectations for Powerful Working Relationships***, creating a communicative environment for you and your staff. Lastly, on Friday, Steve Wermuth of Strategic Health Care will discuss ***Health Care Trends***, notably the Affordable Care Act and the transformation happening in the delivery of health care.

Please be sure to visit the Exhibitor Showcase and reception on Thursday, March 20th. This meeting would not be possible if it weren't for the support of our vendors!

The ADAM Education Committee and the Board of Directors hope to see you March 19 - 21, 2014 In Denver Colorado for learning, networking, and unique professional development opportunities.

Annual Meeting Registration Fees		
	Early Bird Registration Register by 1/31/2014	Pre-Registration Register between 2/1/2014 - 3/7/2014
ADAM Member	\$625	\$725
Additional Member	\$575	\$675
Non Member	\$995	\$1070

Pre-Registration Ends Friday, March 7, 2014. An Additional \$75 processing fee will be charged after March 7, 2014

WEDNESDAY, MARCH 19, 2014			
TIME	VAIL	COPPER MOUNTAIN	ASPEN
Continental Breakfast 7:00-8:00 am			
Dermatology Coding: What Keeps You Up at Night Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC American Academy of Dermatology (AAD)			
30 Minute Break 9:10-9:40 am			
9:40-10:40 am	The Question Behind the Question: Successful Interviewing Glenn Morley	ICD 10 Coding & Billing Guidelines Faith McNicholas	Marketing: Successes & Failures Lori Woodard-Hoyt
10:50-11:50 am	Coaching for Critical Thinking Lisa Boesen		OSHA in the Aesthetic Practice Lori Woodard-Hoyt
Lunch 11:50 am-1:20 pm			
1:20-2:20 pm	Key Elements to Creating a 5 Star Practice Alisha Rose Merlo	CPT Beginners Peggy Eiden & Faith McNicholas	Aestheticians in the Medical Practice June McKernan & Christina Hifko
2:30-3:30 pm	From Dating to Long Marriage, On-Boarding Staff Successfully Glenn Morley	CPT Intermediate Peggy Eiden & Faith McNicholas	What is the Retail Opportunity in Your Practice? Holly Hagen
30 Minute Break 3:30-4:00 pm			
4:00-5:00 pm	Technology Roundtable – Simple Solutions to Reducing Cost and Enhancing Productivity Angela Short	I9 to I10 Crosswalk Peggy Eiden & Faith McNicholas	Managing Retail Inventory to Maximize Your Margins Holly Hagen
Welcome Reception 5:00-6:30 pm			
Networking Dinners 6:30-8:00 pm			

Descriptions of Sessions

8:00-9:10 am: **Dermatology Coding: What Keeps You Up at Night**

KEYNOTE—Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

The new year is here, practice regulatory compliance deadlines have been announced and you are not sure if you have it all covered. This presentation will focus on the transition from ICD-9-CM to ICD-10-CM and provide detailed updates to dermatology CPT coding including new dermatology related regulatory updates and guidelines.

9:40-10:40 am: **The Question Behind the Question: Successful Interviewing**

Glenn Morley, Karen Zupko and Associates

Interviewing prospective staff is much like dating: prospects want to look their very best, speak their best, and be appreciated for all of the strengths that they will bring to a practice. Understanding development gaps or candidate weaknesses can sometimes be difficult and unexpected surprises after a hire is made can trip up even the most seasoned manager or physician. Learn techniques for conducting interviews that result in clarity and understanding in this session.

Descriptions of Sessions for Wednesday, March 19 continued

9:40-11:50 am: ICD 10 Coding & Billing Guidelines

Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

This presentation will focus on dermatology specific ICD-10-CM coding conventions and guidelines. The presenter will discuss ICD-10-CM coding concepts with an easy step-by-step code crosswalk from ICD-9-CM to ICD-10-CM leading to appropriate code selection and application by using patient encounter scenarios.

9:40-10:40 am: Marketing: Successes & Failures

Lori Woodard-Hoyt, About Face Time

Marketing your dermatology and aesthetics practice can be very challenging. What works? What doesn't? How much money does marketing cost? Join the discussion with your peers and hear about programs that worked – and failed – within their practices. Participants should come prepared with materials and information to share with the group.

10:50-11:50 am: Coaching for Critical Thinking

Lisa Boesen, MAOM, CPC, PHR, MLC Associates LLC

In this interactive session, participants will learn key components of critical thinking and apply these concepts to learning activities to coach themselves or others using the rational, honest and open-minded world of critical thinking.

At the conclusion of this session, participants will:

- Identify eight key elements of critical thinking
- Gain awareness of barriers to critical thinking
- Identify at least three biases which may impact clarity, logic and fairness
- Learn five initial steps to nurture critical thinking in ourselves and in our team



10:50-11:50 am: OSHA in the Aesthetic Practice

Lori Woodard-Hoyt, About Face Time

Participants will be able to identify required OSHA compliance components, both federal and state, and will be able to measure their practices' current level of compliance by reviewing sample policies and procedures.

1:20-2:20 pm: Key Elements to Creating a 5 Star Practice

Alisha Rose Merlo, Alphaeon

From first phone call to treatment and follow up the patient experience and every touch point along the way will either create a patient for life or have them running for the hills. This session will cover suggestions and ideas to maximize your staff customer service skills, the image and style of the practice, and the in office experience.

1:20-2:20 pm: CPT Beginners

Peggy Eiden, CCS-P, CPC, CPCD, CPCMA & Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

CPT for beginners will introduce the attendees to CPT coding. This session will focus on presenting the basics and beyond in dermatology coding, so that at the conclusion of this session, attendees will be able to easily identify the coding concepts and guidelines for appropriate code assignment. This session is appropriate for those with little understanding of CPT coding.

1:20-2:20 pm: Aestheticians in the Medical Practice

June McKernan, Patient Preferred Dermatology Medical Group, Inc. & Christina Hifko, Clarkston Dermatology

An interactive discussion of aestheticians in the medical dermatology practice. Learn how your peers use aestheticians in their practices, the challenges and opportunities aestheticians provide to a practice, salary ranges, job descriptions, incentive programs, ask questions, and share ideas.

Descriptions of Sessions for Wednesday, March 19 continued

2:30-3:30 pm: From Dating to Long Marriage, On-Boarding Staff Successfully

Glenn Morley, Karen Zupko and Associates

The best managed practices understand that successful staffing requires a well thought out “on-boarding” plan. Employees who are properly integrated report high personal and professional satisfaction and employers report high productivity and lower stress and drama. So why is this often overlooked? We will simplify the process and help you hit the ground running with a plan that is ready to be implemented the first day you are back in your office.

2:30-3:30 pm: CPT Intermediate

Peggy Eiden, CCS-P, CPC, CPCD, CPCMA & Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

This presentation will focus on dermatology specific CPT coding conventions and guidelines as well as siting specific dermatology coding examples to assist attendees. This course is most appropriate for those with basic understanding of coding.

2:30-3:30 pm: What is the Retail Opportunity in Your Practice?

Holly Hagen, SkinMedica, an Allergan Company

This presentation will provide industry updates on skincare retail, and the retail opportunities available in your practice. Attendees will identify patient target groups, and look at national benchmarks regarding skin care retail in the medical channel. During the presentation, attendees will complete an interactive worksheet to determine their practice’s retail opportunities, and create a plan of action to take advantage of the opportunities identified.

4:00-5:00 pm: Technology Roundtable – Simple Solutions to Reducing Cost and Enhancing Productivity

Angela Short, MHA, CPO, CPC-D, The Dermatology Group, PC

The goal of the presentation is to introduce various types of technologies that will enhance the efficiencies of a dermatology office. Technology including: inventory management, payroll systems, general ledger (accounting systems), practice management tools, EMR best practices, kiosk, and online scheduling.

4:00-5:00 pm: I9 to I10 Crosswalk

Peggy Eiden, CCS-P, CPC, CPCD, CPCMA & Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

This presentation will focus on dermatology specific ICD-10-CM coding concepts with easy step-by-step code crosswalk from ICD-9-CM to ICD-10-CM leading to appropriate ICD-10-CM code selection.

4:00-5:00 pm: Managing Retail Inventory to Maximize Your Margins

Holly Hagen, SkinMedica, an Allergan Company

This presentation will cover the creation of inventory systems and a basic understanding of inventory analytics. Attendees will understand how to maximize your margins and manage your product lines with efficiency. COGs, OTB, run rates, and par levels will be explained, so by its conclusion, attendees can understand the importance of analytics and benchmarking of retail in a practice.



THURSDAY, MARCH 20, 2014			
TIME	VAIL	COPPER MOUNTAIN	ASPEN
Continental Breakfast 7:00-8:00 am			
How to Say Anything to Anyone: Setting Expectations for Powerful Working Relationships Shari Harley, Founder and President, Candid Culture			
30 minute break with vendors 9:10-9:40 am			
9:40-10:40 am	Risks in the Digital Age: Protecting Your Practice from Hackers, Plaintiff Attorneys and Other Villains Mike Sacopulos & Mark Grundy	Mergers & Acquisitions Panel Justin Hand, Bart Holl, & Eric Major	Effective vs. Affective Marketing and Why It Matters Corey Scott
10:50-11:50 am	The OIG Integrity Agreement Angela Short	Mitigating Risk through a Culture of Compliance: Developing and Operating an Effective Compliance Program Chris Varani	
Lunch with vendors 11:50-1:20 pm			
1:20-2:20 pm	CLIA Presentation Margi Haas	Evaluation & Management Coding: Bridging the Gap Between Providers and Administrative Staff Marcia Brauchler	Medicare Audits: Audit Risks, Successful Appeal Strategies and Compliance Wachler & Associates PC
2:30-3:30 pm	Contract Negotiation: Improve Your Practice's Revenue Marcia Brauchler	HIPAA: 4 Breaches and a Funeral Mike Sacopulos	
30 minute break with vendors 3:30-4:00 pm			
4:00-5:00 pm	New Managers Roundtable Linda Leiser & Wanda Collins	Patient Education – Technology and the Art of Engagement Mike Meikle	Academic Dermatology: Hot Topics Don Glazier
Vendor Reception 5:00-6:30 pm			
Networking Dinners 6:30-8:00 pm			

Descriptions of Sessions

8:00-9:00 AM: **How to Say Anything to Anyone: Setting Expectations for Powerful Working Relationships**

KEYNOTE—Shari Harley, Founder and President, Candid Culture

You have a request for one of your co-workers but don't know how to say it, so you don't say anything. A project you worked on for six months has become a black hole. There is no information about the status. You're frustrated, but you don't say anything. Two employees aren't working well together. It's impacting the atmosphere in the office. You don't know what to say, so you don't say anything. Speaking up when we are frustrated is hard and, as a result, most of us don't. Instead, either we tell other people (aka gossip) or we say nothing, and relationships become strained. You can say anything to anyone and have it be easy. You just need to lay the ground work to do so, and most of us don't. Learning objectives include; how to build trust in all of your business relationships, making it easier to say hard things, find out what the people you work with need from you—so you don't have to guess—and tell others what you need, making it more likely that your needs are met.

Descriptions of Sessions for Thursday, March 20 continued

9:40-10:40 am: Risks in the Digital Age: Protecting Your Practice from Hackers, Plaintiff Attorneys and Other Villains

Mike Sacopulos, JD, Medical Risk Institute & Mark Grundy, CorKat Data Solutions

This lecture will address some of the most common causes for data breaches, as determined by the Office of Civil Rights. Attention will be focused upon the emerging litigation risks from the misuse of EMR systems. Case studies of different risk categories will be given, and practical solutions and advice will be offered to mitigate and avoid these risks. This lecture will present a fuller understanding of the electronic risks that medical practices face from the use of EMR systems and the strategies to protect against these risks.

9:40-10:40 am: Mergers & Acquisitions Panel

Justin Hand, Bart Holl, and Eric Major, Provident Healthcare Partners

This panel discussion will provide an overview of the strategic options available for dermatology practices, both recently established and those with long histories, in today's dynamic marketplace. Key topics will include: the appeal of the dermatology sector to investors, motivations to pursue a transaction for buyers and sellers, benefits to the shareholders and administration, and positioning your practice to maximize valuation. We will also discuss specific examples of current merger and acquisition activity in the dermatology sector.

9:40-11:50 am: Effective vs. Affective Marketing and Why It Matters

Corey Scott, Evrmrk

This interactive 2-hour presentation will cover a wide range of marketing topics including social media, engagement, acquisition, and retention.

10:50-11:50 am: The OIG Integrity Agreement

Angela Short, MHA, CPCO, CPC-D, The Dermatology Group, PC

So you find your practice subject to a government investigation, this presentation will cover tips for communicating with staff in regards to dos/don'ts when working with government representatives, elements of the agreement that are negotiable and the primary elements of the compliance program that will be required as a result of the agreement. Also, simple tips will be covered on how to mitigate this type of investigation.

10:50-11:50 am: Mitigating Risk Through a Culture of Compliance: Developing and Operating an Effective Compliance Program

Chris Varani, MBA, MS, Physicians' Ally, Inc.

This presentation will raise awareness of the compliance issues that a physician's practice faces both as a small business and medical practice. It builds upon the Office of the Inspector General's compliance suggestions that will soon become requirements of the Affordable Care Act. "Mitigating Risk through a Culture of Compliance," will explain how a culture of compliance can be a tremendous risk mitigation tool for a practice. The presentation will summarize over 30 compliance areas, from using correct coding modifiers to the American Disability Act and the Sunshine Act.

1:20-2:20 pm: CLIA Presentation

Margi Haas, MT(ASCP), Denver Regional Office, Centers for Medicare & Medicaid Services

Become familiar with CLIA requirements & resources by identifying quality systems for dermatology offices. This will include specimen identity, integrity, submission, labeling, referral, procedures, maintenance, analysis, test report, personnel qualifications, education training, and competency as well as accuracy verification and quality control.

1:20-2:20 pm: Evaluation & Management Coding: Bridging the Gap Between Providers and Administrative Staff

Marcia Brauchler, Physicians' Ally, Inc.

Evaluation and management (E&M) is complicated and represents the majority of codes used by physician practices. However, what is often presented is the "how" of the E&M coding, the mechanics and rules, but not the "why" - why it matters to providers and how their relationship with administrative staff can increase their coding confidence. This session will offer tools on bridging that gap that will allow participants to run their practice with more confidence and authority. Attendees will explore E&M coding and the most common audit findings, and learn to utilize guidelines for presenting E&M coding to providers and staff.

Descriptions of Sessions for Thursday, March 20 continued

1:20-3:30 pm: Medicare Audits: Audit Risks, Successful Appeal Strategies and Compliance

Wachler & Associates, P.C.

Whether providers have undergone an audit, either pre-payment or post-payment, or have not yet defended an audit, the existing reality is that all dermatology providers should be prepared for increased attention from a Medicare contractor.

The program will address the various contractors tasked with protecting the Medicare trust fund. Specifically, the program will briefly explain the various contractors and also specific risk areas that contractors target during Medicare audits.

After addressing common audit issues, the program will explain successful strategies for defending an audit, including strategic arguments and examples of successful practical approaches during the appeals process.

Finally, attendees will learn successful compliance measures that dermatology providers should implement into their day-to-day processes to proactively prepare for an audit. This presentation will identify specific vulnerabilities within dermatology practices that should be addressed prior to an audit, including thorough documentation methods.

2:30-3:30 pm: Contract Negotiation: Improve Your Practice's Revenue

Marcia Brauchler, MPH, CPC, CPHQ, CPH, Physicians' Ally, Inc.

This session will walk you through the contract negotiation process, from setting yourself up for success by selling your practice's value proposition to running the negotiations and monitoring new agreements for continued success. You have more leverage than you think, and you can succeed at securing rate increases.

2:30-3:30 pm: HIPAA: 4 Breaches and a Funeral

Mike Sacopulos, JD, Medical Risk Institute

To date, tens of thousands of breaches have been reported to the Office of Civil Rights. This talk will look at how breaches most commonly occur and how they may be avoided. What policies and procedures does your practice need? Real stories of those poor souls suffering breaches will serve as a warning. Join us for an informative and humorous presentation of a critical topic.

4:00-5:00 pm: New Managers Roundtable

Linda Leiser, Charlottesville Dermatology & Wanda Collins, Peninsula Dermatology Associates, P.A.

Are you a new manager with questions? Or a more experienced manager who can answer questions? Then join our roundtable-where everyone has questions led by two very experienced managers.

4:00-5:00 pm: Patient Education—Technology and the Art of Engagement

Mike Meikle, SecureHIM

In this session, we will examine the importance of staying abreast of the latest developments in patient learning tools from a technological, academic, and regulatory standpoint. The primary focus will be on how medical professionals are utilizing patient learning tools to drive better results for their practice and efficiently facilitate patient visits.

The presentation will cover:

- How to utilize technological solutions and business processes to ensure patient data and clinical workflows are synchronized across patient portals and electronic medical records (EMR).
- Discover vendor management strategies to reduce the risks on patient portal and EMR implementation/integration projects.
- Discuss the academic studies on the efficacy of patient education, what tools and techniques are most effective and how to increase adoption of these tools with your patients.
- Provide take away information on the patient learning tools and how these tools enable you to coordinate the distribution of clinical, administrative, and financial activities including multi-disciplinary and multi-care setting, plans of care, active care coordination, and the automation of compliance management.

4:00-5:00 pm: Academic Dermatology: Hot Topics

Don Glazier, Oregon Health & Science University, Department of Dermatology

A moderated attendee discussion of current pressing issues impacting the administrators of academic departments of dermatology.

FRIDAY, MARCH 21, 2014			
TIME	VAIL	COPPER MOUNTAIN	ASPEN
Continental Breakfast 7:00-8:00 am			
ADAM Business Meeting 8:00-8:15 am			
Health Care Trends Steve Wermuth, Partner, Strategic Health Care			
30 minute break 9:10-9:40 am			
9:40-10:40 am	Effective Advocacy Steve Wermuth	Dash for Cash Using Modern Payment Technology Karen Zupko	Anatomy & Physiology for ICD-10-CM Raemarie Jimenez
10:50-11:50 am	Working with Your Boss Type June McKernan	Don't Let Profits Slip Away: Finding and Plugging Revenue Leaks Laurie Morgan	Raising Healthcare's Intelligence Mike Meikle
Lunch 11:50 am-1:20 pm			
1:20-2:20 pm	Practice Embezzlement: Old Crime, New Temptations Laurie Morgan	Financial Benchmarking for Dermatology Practice Laurie Mercier	Audits Part 1: Types and Processes Raemarie Jimenez
2:30-3:30 pm	The Four Manifestations of Leadership: What Will Your Legacy Be? Madeline York	Leveraging Patient Experience Data to Drive Physician Engagement and Performance Patty Riskind	Dermatology Primer Ailments, Treatments, Medications University of Colorado Denver Medical Residents
30 Minute break 3:30 – 4:00 pm			
4:00-5:00 pm	Audits Part 2: Case Studies Raemarie Jimenez	The Dermatology Nurse Practitioner and Physician Assistant: What are They and How Can They Improve Your Practice? Lakshi Aldredge	

Descriptions of Sessions

8:15-9:10 am: **Health Care Trends**

Steve Wermuth, Partner, Strategic Health Care

Understanding health care trends is invaluable, Steve will identify specific provisions of the Affordable Care Act (ACA) that have been implemented since its inception that impact medical practices from an insurance and health care perspective. Participants will also learn about specific provisions of the ACA that are scheduled to be implemented after January 1, 2014 that will impact their consumerism of health insurance and health care. At the conclusion of the session, the participants will better understand the transformation happening in the delivery of health care, i.e. hospital consolidations, Accountable Care Organizations, etc., and their impact on the market.

9:40-10:40 am: **Effective Advocacy**

Steve Wermuth, Strategic Health Care

The participants will be able to identify key elected officials and know what resources are available to contact them. Attendees will also understand the key components of an effective grassroots advocacy program and the legislative process and how effective advocacy influences that process.

Descriptions of Sessions for Friday, March 21 continued

9:40-10:40 am: Dash for Cash Using Modern Payment Technology

Karen Zupko, Karen Zupko & Associates, Inc.

Using our proven process and technology recommendations, you can improve payments from patients by at least 15% for both medical and aesthetic patients. With the shift to more uninsured and under insured patients predicted, along with sky rocketing deductibles, it's critical that you focus on "patient responsibility" as a key payer mix.

Failing to adopt modern payment technologies is expensive when you look at delayed cash flow and lost productivity. Attend this course and see how you can make changes in business processes and technology that will make dramatic changes and improvements in payment at the time of service, kept promises to pay, and of course lower AR over 90 days old.

9:40-10:40 am: Anatomy & Physiology for ICD-10-CM

Raemarie Jimenez, CPC, CPB, CPMA, CPPM, CPC-I, American Association of Professional Coders (AAPC)

This session will be an overview of Anatomy & Physiology that pertains to proper ICD-10-CM code selection for dermatology diseases and conditions.

10:50-11:50 am: Working with Your Boss Type

June McKernan, Patient Preferred Dermatology Medical Group, Inc.

This session will describe the various boss types and how to work best with them.

10:50-11:50 am: Don't Let Profits Slip Away: Finding and Plugging Revenue Leaks

Laurie Morgan, MBA, Capko & Morgan

Today's reimbursement environment makes it tougher than ever to build and maintain practice profitability – but, practices can still prosper by *taking control*. The keys to maintaining revenue flow lie in fully utilizing your team, attracting the right patient base, and collecting every dollar your practice earns.

Virtually every practice has a leak somewhere that is cutting into profitability. Using examples from her consulting experience, Laurie Morgan of Capko & Morgan will help you capture and retain every dollar your practice has earned.

10:50-11:50 am: Raising Healthcare's Intelligence

Mike Meikle, SecureHIM

The presentation examines enterprise best practices for the most effective ways to mine and manage healthcare data and outline the most effective tactics and techniques from other healthcare organizations at the forefront of interpreting and analyzing enterprise data. The lecture will delve into case studies of how other healthcare organizations have successfully mined enterprise data, their step-by-step analysis and implementation strategies, and how this has improved patient outcomes, retention and attracted new patients. Emphasis will be placed on what has worked best and lessons learned and will provide answers to the ten questions most asked by healthcare leadership regarding the cost justification of Business Intelligence Software (BI) in a down economy and how to make the promise of BI a reality.

1:20-2:20 pm: Practice Embezzlement: Old Crime, New Temptations

Laurie Morgan, MBA, Capko & Morgan

Studies show that more than 90% of medical practices – virtually all medical practices! – will experience embezzlement and other internal theft. The very things that make practices wonderful places to work – a family like culture, trust between staff and physicians – are what create temptations and opportunities for stealing. What's more, today's practices offer more temptations than ever – with medical identity theft an increasingly lucrative type of crime.

In this lively presentation, Laurie Morgan will explain how internal controls can help your practice avoid being victimized – without undermining your practice's warm atmosphere. She'll share some of the most clever ways employees have found to rob practices, plus expose the reasons why identity information can be more alluring even than cash – and what you need to do to protect your patients and your practice.

Descriptions of Sessions for Friday, March 21 continued

1:20-2:20 pm: Financial Benchmarking for Dermatology Practice

Laurie Mercier, Allergan

We will discuss the importance of benchmarking a dermatology practice and looking at practice efficiency and provider productivity as well as key operating expense ratios. Laurie will share the results of Allergan's financial benchmark database that has been collected from dermatology practices for over 20 years.

1:20-2:20 pm: Audits Part 1: Types and Processes

Raemarie Jimenez, CPC, CPB, CPMA, CPPM, CPC-I, American Association of Professional Coders (AAPC)

During this session, we will review the types of audits and steps to complete an audit. We will also discuss development of an audit plan and monitoring of the effectiveness of the audit plan.

2:30-3:30 pm: The Four Manifestations of Leadership: What Will Your Legacy Be?

Madeline York, York Career Development

We will explore: Results Leadership, Visionary Leadership, Relationship Leadership and Centred Leadership. These four styles of leadership affect how a situation is addressed and how the differences impact the process and the outcome.

2:30-3:30 pm: Leveraging Patient Experience Data to Drive Physician Engagement and Performance

Patty Riskind, Press Ganey Associates, Inc.

As demand for transparency increases, it is more important than ever to drive physician engagement and alignment with your organization's patient experience strategy. Brouhle will present strategies and tactics to drive physician performance through data transparency, while overcoming the transparency concerns related to patient experience.

2:30-5:00 pm: Introduction to Dermatology: Ailments, Treatments & Medications

University of Colorado Denver Medical Residents

An overview of some of the common skin diseases, treatment modalities, and medication classes.

4:00-5:00 pm: Audits Part 2: Case Studies

Raemarie Jimenez, CPC, CPB, CPMA, CPPM, CPC-I, American Association of Professional Coders (AAPC)

During this session, we will apply what we learned during the Audits Part 1 session. We will review progress notes and procedures notes and walk through the audit process. Provider communication of audit findings will also be discussed.

4:00-5:00 pm: The Dermatology Nurse Practitioner and Physician Assistant: What are They and How Can They Improve Your Practice?

Lakshi M. Aldredge, MSN, ANP-BC, Portland VA Medical Center

Do you still scratch your head and say, "what exactly is a NP or PA?" Well, this session is for you! This presentation will provide an overview of the roles of the Nurse Practitioner and Physician Assistant within a dermatology practice. Learn how NPs and PAs enable your practice to expand, meet national outcomes and improve patient satisfaction scores! You will also gain valuable tips on how to recruit and retain the "best of the best" in dermatology NPs and PAs.





2014 ANNUAL MEETING

You can register online through www.ada-m.org or download the registration form from the website. Early bird registration will run through January 31, 2014, so be sure to get your registration in before prices go up!

HOTEL INFORMATION

Hyatt Regency Denver Tech Center
7800 East Tufts Avenue
Denver, CO 80237

Booking a room for the meeting is easy.
Use [this link](#) to book online at the Hyatt
Regency Denver Tech Center or call

402.592.6464 and ask for the ADAM room rate of \$189 per night.

This special rate is available until **February 18, 2014. Rooms are limited so book today!**



EXCITING OPPORTUNITIES

Want a mentor at the 22nd Annual Meeting? Be sure to check the box on your registration form to have one of our great mentors from the Networking & Mentoring Committee contact you!



Be sure to sign up for the Networking Dinners, to take place after the receptions on Wednesday and Thursday night. Mix and mingle with friends new and old while you enjoy delicious cuisine from around Denver!





COME JOIN
THE FUN!



Association of Dermatology
Administrators & Managers

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