



Association of Dermatology
Administrators & Managers

26th Annual Meeting

February 12-14, 2018

San Diego, CA



~ THREE TRACKS

~ LATEST TACTICS

~ BEST PRACTICES

Inspiring keynotes

Engaging networking events

More than 40 exhibits

Register today! www.ada-m.org



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WELCOME FROM THE CO-CHAIRS



We are excited to invite you to the 2018 ADAM Annual Meeting!

This year's meeting will take place February 12-14 at the beautiful Loews Coronado Bay Resort in San Diego. Take advantage of the many educational and networking opportunities to expand your knowledge and enhance your skills as a dermatology administrator or manager.

In response to feedback, ADAM has taken great strides to create a meeting that strives to be both responsive to your current needs and a catalyst to forward thinking ideas and implementation. Whether you are a new, experienced or super-manager; a private or academic practice administrator; or a cosmetic, reconstructive or general dermatology based-professional, this meeting is for you.

Each day starts out 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 including but not limited to:

- Managing and motivating staff
- Increasing patient satisfaction
- Maximizing academic practices
- Strategic planning and successful leadership
- Mastering marketing, social media and online reviews
- Risk management, HIPAA and legal issues
- MIPS and MACRA
- Benchmarking and practice finances
- Coding updates
- Burn-out
- Financial management
- Teledermatology

Benefit from extended Round Table sessions for increased discussion and answers to your burning questions. Hear from an expanded and varied list of expert faculty. Interact with business partners in the exhibit hall featuring more than 40 vendors offering solutions you need to best manage your practice and care for patients. And of course, take advantage of multiple networking opportunities from group breakfasts, lunches and breaks, as well as networking dinners at local restaurants.

We invite you to join us in San Diego for ADAM's 2018 Annual Meeting. This is an opportunity you will not want to miss.

Shannon Page
Annual Meeting Co-Chair

Wendy Stoehr
Annual Meeting Co-Chair



MEETING SCHEDULE

Programming subject to change.

MONDAY, FEBRUARY 12, 2018			
7:15 – 8:15 a.m.	Continental Breakfast		
8:15 – 8:30 a.m.	Opening Remarks: <i>Gabi Brockelsby, ADAM President</i> (A100)		
8:30 – 9:30 a.m.	Opening Keynote: Successful Leadership for the Modern Dermatology Practice / <i>Debra Wiggs and Nancy Babbitt</i> (A100)		
9:30 – 10 a.m.	Break		
	TRACK A	TRACK B	TRACK C
10 – 11 a.m.	Tips for MIPS and MACRA: How to Succeed in 2018 and Beyond / <i>Lynn Schepps</i> (A101)	Making Your Practice Thrive: Creating a Culture of Success / <i>Debra Wiggs</i> (B101)	Browser to Buyer: Make Sure Your Digital Efforts are Hitting the Mark / <i>Ali Kouros</i> (C101)
11 – 11:10 a.m.	Transition Break		
11:10 a.m. – 12:10 p.m.	HIPAA: What You Don't Know Could Hurt You and Your Patients / <i>Eric Christensen</i> (A102)	Human Resource Issues / <i>Mike Goossen</i> (B102)	Website Marketing: Using SEO, Metrics and Analytics to Convert to ROI / <i>Brent Cavender</i> (C102)
12:10 – 1:30 p.m.	Lunch		
1:30 – 3 p.m.	Legal Eagles: Get Current with Contract Terms, Negotiations and More in Order to Stay Protected / <i>Mike Sacopolous, JD</i> (A103)	A Practice's Effort to Understand the Patient Experience and Strategize to Improve Patient Satisfaction Scores / <i>Dan Condon</i> (B103)	Managing Your Online Presence: How to Win Against Negative Reviews / <i>Debra Phairas</i> (C103)
3 – 3:30 p.m.	Break		
3:30 – 5 p.m.	Risk Management Forever: Because Everything Old is New Again / <i>Carole Lambert</i> (A104)	Employee Engagement That Leads to Patient Satisfaction / <i>Nancy Babbitt</i> (B104)	All Things Media: Purchased, Earned, Shared, Owned and How to Apply to Your Practice / <i>Michelle Abdow</i> (C104)
5 – 6 p.m.	Welcome Reception		
6:15 – 8:30 p.m.	Networking Dinners		
TUESDAY, FEBRUARY 13, 2018			
7:30 – 8:30 a.m.	Continental Breakfast in the Exhibit Hall		
8:30 – 9:30 a.m.	Keynote: Perception with Patients: Bring it Back to the Basics / <i>Steve Sobel</i> (A200)		
9:30 – 10 a.m.	Break in Exhibit Hall		
	TRACK A	TRACK B	TRACK C
10 – 11 a.m.	Dancing with Wolves / <i>Steve Sobel</i> (A201)	Financial Focus: What Managers Should be Paying Attention in Order to Avert a Possible Crisis / <i>Moss-Adams</i> (B201)	Clinical Trials / <i>Speaker TBA</i> (C201)
11 – 11:10 a.m.	Transition Break		
11:10 a.m. – 12:10 p.m.	Best Practices for OSHA, HIPAA and Other Key Regulations / <i>Mandy Martin</i> (A202)	Can You Hear Me Now? Creating a Teledermatology Framework for Your Practice / <i>Mike Sacopulos</i> (B202)	Computation of cFTEs for Academic Clinics / <i>Kathy Ryan Morgan</i> (C202)
12:10 – 1:30 p.m.	Lunch with Exhibitors		
1:30 – 3:30 p.m.	General Dermatology and Mohs Practices Round Tables / <i>June McKernan, Heather Beard and Shannon Page</i> (A203)	Aesthetics Dermatology Practices Round Tables / <i>Kevin Kassover and Team</i> (B203)	Academic Dermatology Practices Round Tables / <i>Jill Sheon, Elizabeth Edwards and Don Glazier</i> (C203)
3:30 – 4 p.m.	Break in Exhibit Hall		
4 – 5 p.m.	Best Practices for Ensuring EHR Success: A Focused Session for the Modernizing Medicine System You Have in Place / <i>Mike Sherling</i> (A204)	Best Practices for Ensuring EHR Success: A Focused Session for the Nextech System You Have in Place / <i>Dan Marino</i> (B204)	Academic Department Dashboards: What Metrics to Use / <i>Speaker TBA</i> (C204)
5 – 6:30 p.m.	Reception in Exhibit Hall		
7 – 9 p.m.	Networking Dinners		
WEDNESDAY, FEBRUARY 14, 2018			
7 – 8 a.m.	Continental Breakfast		
8 – 8:30 a.m.	Practice Manager of the Year Award		
8:30 – 9:30 a.m.	Closing Keynote: The State of Dermatology / <i>Brent Saunders, CEO, Allergan</i> (A300)		
9:30 – 10 a.m.	Break		
	TRACK A	TRACK B	TRACK C
10 – 11 a.m.	Benchmarking: Measure to Succeed / <i>Tony Davis and Curtis Mayse</i> (A301)	Strategic Planning for Success / <i>Wendy Stoehr</i> (B301)	Cosmetic Cosmos: Staff Motivation for a Leading-edge Aesthetic Practice / <i>Amy Derick, MD</i> (C301)
11 – 11:10 a.m.	Transition Break		
11:10 a.m. – 12:10 p.m.	CPT Coding Update for 2018 and Beyond / <i>Faith McNichols and Peggy Eiden</i> (A302)	Don't Feel the Burn: Managing Multiple Priorities and Stress to Avoid Burnout / <i>David Laub, MD, Curtis Mayse</i> (B302)	Practice Perfect: What to Measure, How to Grow and When to Merge or Sell / <i>Greg Morganroth, MD</i> (C302)
12:10 – 1:30 p.m.	ADAM Business Meeting and Lunch		
1:30 – 2:45 p.m.	Techniques to Diffuse Difficult Patient Situations / <i>Evan Rieder, MD</i> (A303)	Credentialing: How to Get to the Next Level / <i>Angela Short</i> (B303)	In-office Dispensing: Cosmeceuticals and More / <i>Faculty TBA</i> (C303)
2:45 p.m.	Conference Adjourns — See you next year, February 25 – 27, 2019, in Washington D.C.		

GENERAL INFORMATION

EDUCATIONAL SESSIONS

You are welcome to attend any session that you wish as long as there are seats available. Advance session selection is for logistics planning; onsite seating is on a first-come, first-seated basis.

NETWORKING DINNERS

Sign up for the Networking Dinners that take place after the receptions on Monday and Tuesday nights to mix and mingle with new and old friends while you enjoy delicious cuisine from around southern California. ADAM members are financially responsible for their dinner bill and transportation to and from the venue. All dinners will be in the mid-price point range.

REQUEST A MENTOR

Want a mentor at the 26th ADAM Annual Meeting? Check the box on your registration form to have one of our great mentors from the Mentoring Committee contact you and show you around!

TOPIC TABLES AT LUNCH

This networking opportunity lets you discuss specific topics in-depth with your peers. Topic tables will be held during lunch on Wednesday and will include a variety of topics from ADAM Committees – from technology and human resources to Meaningful Use. If you would prefer not to be at a topic table, this is a perfect opportunity to make new friends at a networking table instead.

EXHIBIT HALL

Take advantage of more than 40 exhibitors displaying their practice management solutions on Tuesday, February 13 from 7 a.m. to 6:30 p.m. Learn about the latest products and services, receive demonstrations and advice, plus enjoy a great reception and raffle prizes!

CONTINUING EDUCATION UNITS

Continuing Education Units (CEUs) are pending approval from the AAPC. Check the ADAM website (ada-m.org) for the most up-to-date CEU information. Each participant requesting CEU credits will need to provide a \$25 fee to cover application processing and certificate costs. Mark the check box on the registration form and include the appropriate amount with your registration fees.

SPECIAL NEEDS / AMERICANS WITH DISABILITIES ACT

In accordance with the Americans with Disabilities Act (ADA), ADAM strives to provide reasonable accommodations and services for persons who require special assistance to participate in the meeting.

If you have special physical or communication needs, or specific dietary restrictions, that may affect your participation, please e-mail Lisa Mikita at lmikita@samiworks.net at least two weeks prior to the meeting. For special hotel accommodations, please advise the hotel when you make your reservation.

ATTIRE

Standard business casual attire is appropriate for all of the conference and receptions.

LAPTOPS

Attendees are highly encouraged to bring laptops to take notes and follow along with presentations. Wi-Fi will be available in the conference area.

MEETING CODE OF CONDUCT

The Society expects all ADAM Annual Meeting attendees to maintain high standards of professional conduct and uphold the policies and procedures set forth for the Annual Meeting. To the degree that attendees – individually or collectively – purposefully and fraudulently circumvent the Society's rules, regulations and ethical standards, the Society views such conduct as a serious violation that will jeopardize attendance at the meeting and could jeopardize attendance at future Society meetings.

Cell Phone Policy: Cell phone use and/or disruption are prohibited in all of the educational sessions. Please remember to turn off your cell phone or place it on vibrate. Violations of this policy will result in immediate removal from the session.

Misuse of Name Badges: Under no circumstance is an attendee with an individual name badge permitted to give the badge to another individual who is or is not a paid attendee at the meeting. Fraudulently allowing an individual to gain access to educational sessions, social events and/or exhibits by using another's credentials is grounds for immediate removal of all parties from the meeting.

Camera/Video Recording Policy: Use of cameras/photography, camera phones and any video or recording equipment is strictly prohibited in all educational sessions. Violations of this policy will result in immediate removal from the session and confiscation of the equipment.

CONFERENCE PHOTO/VIDEO USE POLICY

Registration for the ADAM Meeting provides consent that pictures, video or audio recording taken during the meeting and related events can be used for ADAM promotional purposes. ADAM is able to use your likeness without remuneration.

EDUCATIONAL CONTENT DISCLAIMER

The views expressed and presented by the speakers at ADAM-sponsored educational meetings are not necessarily shared or endorsed by the organization. Speakers are required to disclose all relevant conflicts of interest they discuss during their presentations. Registrants must use their independent judgment in applying the information discussed in these educational sessions in the management of their respective practice and interaction with staff, employers, patients, etc. It is the responsibility of any presenter to obtain all necessary consent forms for use of patient or other images in their presentations. Any and all handout materials are prepared and submitted for distribution by the presenters, who are solely responsible for their content. Attendees are required to use their best judgment when participating in any panel discussions.

HOTEL & TRAVEL INFORMATION

MEETING VENUE

Loews Coronado Bay Resort

4000 Coronado Bay Road
Coronado, CA 92118

HOTEL RESERVATIONS

Online: tinyurl.com/ADAM2018

Reservations: (855) 757-2364, code ADA227

Room Rate: \$230 plus applicable taxes, currently 12.55%

Rate Deadline: January 18, 2018 or while availability lasts

If you are interested in upgraded rooms or views, please call the reservation number for availability and prices. You must cancel your room at least 72 hours prior to arrival to avoid forfeiting one night's room and tax charges.

GROUND TRANSPORTATION

- **Taxi:** 20 to 30 minutes depending on traffic. A taxi will cost approximately \$40/\$45 from San Diego International Airport to Loews Coronado Bay Resort.
- **Shuttles:** Cloud 9 / Super Shuttle will cost between \$18 (shared) to \$45 (private) one-way. Reservations are recommended and can be made at booking.supershuttle.com or by calling 800-9SHUTTLE (800-974-8885).
- **Ride Share:** San Diego International Airport has designated Ride Share passenger pickup locations as well which will run between \$13 (UberPool) to \$25 (UberX).

PARKING

Valet parking at the hotel is available for \$33 per night. Self-parking is \$29 per night.

AIRLINE DISCOUNTS

United Airlines

www.united.com

- Enter departing and arriving cities and dates.
- Click on "All search options."
- Enter **ZECX762546** in the "Promotions and Certificates" box at the bottom of the page.
- Your discount of up to 5% will automatically be calculated.
- Or call United Meetings at 1-800-426-1122 and provide the discount code **ZY2U436871**.

Delta Airlines

www.delta.com

- Enter departing and arriving cities and dates
- Click on "Advanced Search"
- Enter **NMR8B** in the "Meeting Event Code" box
- Your discount of up to 5% will automatically be calculated.
- Or call Delta at 1-800-328-1111 and refer to Account Code **NMPNQ**.

REGISTRATION INFORMATION

REGISTRATION FEES

Registration fees are based on membership status on the date registration and payment are received. Registration forms received without payment will be considered received on the date payment is made with fees applicable on that date.

Onsite seating for sessions is on a first-come, first-seated basis. Registration fees include three continental breakfasts, three luncheons, refreshment breaks, two receptions and access to the exhibit hall.

GROUP DISCOUNTS

Additional ADAM member registrants from the same practice are eligible for the Additional Member Registrant price. Please submit additional name(s) and contact information for each registration. Each participant requesting CEU credits will be charged a \$25 fee to cover application processing and certificate costs.

MEMBERSHIP

Not an ADAM Member? Join ADAM today to take advantage of member discounts. Membership is available for your entire office team, including physicians, practice/office managers, administrators, nurses, PA's/medical assistants, billing specialists/coders, attorneys and accountants/bookkeepers. Complete the membership application or apply online at www.ada-m.org/aws/ADAM/pt/sp/membership.

CANCELLATIONS / REFUNDS / SUBSTITUTIONS

Registration fees – less a \$75 administrative fee – will be refunded upon written notice of cancellation that is received at ADAM headquarters by January 22, 2018. After that date, no refunds are permitted.

A \$25 administrative fee, plus any difference in registration fees, will be charged to transfer a registration to a different individual. Contact ADAM at: 5550 Meadowbrook Drive, Suite 210, Rolling Meadows, IL 60008; Fax 800-671-3763; or email adaminfo@samiworks.net.

QUESTIONS

If you have any questions while completing the registration materials or on ADAM administrative policies or complaint resolution, please call 866-480-3573.

For questions, please contact ADAM Headquarters at 1-866-480-3573 or adaminfo@samiworks.net



Association of Dermatology
Administrators & Managers

26th Annual Meeting Registration Form
February 12 – 14, 2018
San Diego, CA

Complete a separate form for every registrant – Print clearly.

Name _____ ID# _____

Selections

Please mark no more than ONE CHOICE for each time slot. Please note some classes are more than one hour in length. The luncheons and receptions are included in your registration. Networking dinners are pay on your own.

MONDAY, FEBRUARY 12, 2018	
10 – 11 a.m.	☐ A101 - Tips for MIPS and MACRA: How to Succeed in 2018 and Beyond ☐ B101 - Making Your Practice Thrive: Creating a Culture of Success ☐ C101 - Browser to Buyer: Make Sure Your Digital Efforts are Hitting the Mark
11:10 a.m. – 12:10 p.m.	☐ A102 - HIPAA: What You Don't Know Could Hurt You and Your Patients ☐ B102 - Human Resource Issues ☐ C102 - Website Marketing: Using SEO, Metrics and Analytics to Convert to ROI
1:30 – 3 p.m.	☐ A103 - Legal Eagles: Get Current with Contract Terms, Negotiations and More in Order to Stay Protected ☐ B103 - Practice's Effort to Understand the Patient Experience and Improve Patient Satisfaction Scores ☐ C103 - Managing Your Online Presence: How to WIN Against Negative Reviews
3:30 – 5 p.m.	☐ A104 - Risk Management Forever: Because Everything Old is New Again ☐ B104 - Employee Engagement That Leads to Patient Satisfaction ☐ C104 - All Things Media: Purchased, Earned, Shared, Owned and How to Apply to Your Practice
5 – 6 p.m.	☐ Yes, I will attend the Welcome Reception. ☐ No, I am not attending the Welcome Reception.
6:15 – 8:30 p.m.	☐ Yes, I will attend Networking Dinners. (Transportation and dinner cost on your own.) ☐ No, I am not attending Networking Dinners.
TUESDAY, FEBRUARY 13, 2018	
10 – 11 a.m.	☐ A201 - Dancing with Wolves ☐ B201 - Financial Focus: What Managers Should be Paying Attention to in Order to Avert a Possible Crisis ☐ C201 - Clinical Trials
11:10 a.m. – 12:10 p.m.	☐ A202 - Best Practices for OSHA, HIPAA and Other Key Regulations ☐ B202 - Can You Hear Me Now? Creating a Teledermatology Framework for Your Practice ☐ C202 - Computation of cFTEs for Academic Clinics
1:30 – 3:30 p.m.	☐ A203 - General Dermatology and Mohs Practices Round Tables ☐ B203 - Aesthetics Dermatology Practices Round Tables ☐ C203 - Academic Dermatology Practices Round Tables
4 – 5 p.m.	☐ A204 - Best Practices for Ensuring EHR Success: A Focused Session for the Modernizing Medicine System ☐ B204 - Best Practices for Ensuring EHR Success: A Focused Session for the Nextech System ☐ C204 - Academic Department Dashboards: What Metrics to Use
5 – 6:30 p.m.	☐ Yes, I will attend the Reception. ☐ No, I am not attending the Reception.
7 – 9 p.m.	☐ Yes, I will attend Networking Dinners. (Transportation and dinner cost on your own.) ☐ No, I am not attending Networking Dinners.
WEDNESDAY, FEBRUARY 14, 2018	
10 – 11 a.m.	☐ A301 - Benchmarking: Measure to Succeed ☐ B301 - Strategic Planning for Success ☐ C301 - Cosmetic Cosmos: Staff Motivation for a Leading-edge Aesthetic Practice
11:10 a.m. – 12:10 p.m.	☐ A302 - CPT Coding Update for 2018 and Beyond ☐ B302 - Don't Feel the Burn: Managing Multiple Priorities and Stress to Avoid Burnout ☐ C302 - Practice Perfect: What to Measure, How to Grow and When to Merge or Sell
1:30 – 2:45 p.m.	☐ A303 - Techniques to Diffuse Difficult Patient Situations ☐ B303 - Credentialing: How to Get to the Next Level ☐ C303 - In-office Dispensing: Cosmeceuticals and More



Take advantage of the special practice discount!

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