

**DMA**  
*2024 Annual Conference*

# **PROGRAM & SPEAKER INFORMATION**

*Information updated as it becomes available.*

# The 10¢ Decision: How Small Change Pays Off Big

## Keynote Speaker – Laurie Guest

Want a new set of skills to immediately begin delivering better customer service? Today, 90% of consumers use customer service as a factor in deciding whether or not to do business with a company. That means it simply can't be left to chance. The ability to deliver remarkable experiences isn't always common sense. Team members and leaders need to be trained on the skills, strategies and tools that make exceptional customer service possible.

Attendees will be able to:

- Identify the 6 components of a successful services team
- Establish effective customer/staff communications
- Plan for spotting and implementing low-cost service actions

and discover:

- How to turn things around "on a dime"
- Ways to self-access customer service levels
- High-impact opportunities to out-shine the competition
- Ideas for improving the service level of every team member



### **Laurie Guest, CSP, CPAE Professional Speaker and Trainer**

Laurie, a Midwest farmer's daughter learned to master the art of customer engagement at just 9-years-old, selling more sweet corn than her competition! Today, her sought-after keynote programs on delivering exceptional customer service experience are informative, entertaining, and have helped thousands of leaders and teams .

Laurie became known as a "go-to-resource" for customer service excellence during a successful career in the healthcare industry. Because of her experience with direct patient service, she understands the challenges of working in a stressful, fast-paced environment. In 1997, she channeled her expertise into Guest Enterprises, Inc., her own speaking and training company. For over two decades, she has shared her practical point of view on customer service and staff development to audiences across the country, blending real-life examples and proven action steps for improvement.

Laurie is an award-winning columnist and the author of two books. She presents her most sought-after and impactful strategies to find and retain the best staff and highest-quality customers while delivering exceptional guest experiences. In 2021 Laurie was inducted into the Speaker Hall of Fame, an honor held by less than 1% of speakers worldwide. She lives in northern Illinois where she is a wife, mother of two, lover of board games, and a below-average cook.

# Healthy Practice Financial Benchmarking

## Elizabeth Beck

Are you doing everything you can to ensure the success of your practice?

Gain understanding of these fundamentals that can heighten your awareness of short and long-term impacts to your practice's performance and financial goals.

- Financial statements
- Key performance ratios
- Current trends
- Comparative industry data



### **Elizabeth Beck**

#### **Management Consultant, Allergan Practice Consulting Group of Allergan Aesthetics**

Ms. Beck consults with medical aesthetic practices in the areas of financial analysis, practice management, practice efficiencies, internal and external marketing, leadership training and team building, consult conversion training, compensation methodology, and cosmetic practice development.

She has more than 20 years of experience in consulting, sales management, field-based sales, training, marketing, customer service, and aesthetic business development. Prior to joining the Allergan Practice Consulting Group, she held the prestigious title of executive business development manager for Allergan. In that role, Elizabeth worked with aesthetic practices on business development activities, served as a field sales trainer, completed Allergan's Emerging Leader Development Program, and contributed to several advisory boards and special projects. Her professional experience also includes working for a medical device company.

She has earned several business awards, including multiple Allergan Leadership Council Awards, a Collaboration Award for Facial and Plastic Surgery, an Emerging Leader Award, a Customer Support Excellence Award, an Outstanding Marketing Award, a Circle of Excellence Award, and an Outstanding Market Research Award.

Ms. Beck earned a Bachelor of Science degree in biological sciences from Clemson University in South Carolina.

# Have You Checked Your Cyber Pulse?

## Donna Grindle, CHPC

In an age where cybersecurity is crucial, yet often overwhelming, this presentation offers a lifeline. This session is especially designed for non-technical leaders and teams in the healthcare sector, guiding you through a straightforward exercise to evaluate your current cybersecurity posture.

Utilizing the valuable resources from the “Check Your Cyber Pulse” series by the 405(d) Task Group, the complex web of cybersecurity will be simplified. This interactive session will help you understand how to maintain cybersecurity readiness every day, even without a large technical staff. You’ll learn to identify “Risky” and “Very Risky” behaviors and discover practical ways to enhance cyber safety based on Health Industry Cybersecurity Practices (HICP).



### **Donna Grindle**

**Speaker, Podcaster, Blogger, IT Consultant, Tech Nerd, Developer, Teacher  
CEO and Founder, Kardon**

Thirty years is a long time to do anything, but that’s how long Donna has been helping those in the healthcare profession with their IT, security, and privacy needs. After spending her early years in software development, she progressed through the ranks to management and executive positions throughout the 1990s. She struck out on her own in 1998, specializing in consulting and technology support for a variety of businesses in the medical industry, and has since evolved to focus on privacy and security consulting.

As founder and president of Kardon, Donna’s extensive experience is focused on developing and maintaining effective privacy and security programs for a variety of businesses, with a particular focus on those that must be HIPAA-compliant. Donna is an active member of the U.S. Health & Human Services Department’s Health Care Industry Cybersecurity Task Force.

Donna is one of the most entertaining speakers you will ever hear. She has a unique ability to take typically dry topics like HIPAA and cybersecurity and make them not only interesting, but fun!

# State of the Industry 2024 Reimbursement Landscape

## Elizabeth Woodcock, DrPh, MBA, FACMPE, CPC

Discover how shifts in the healthcare landscape will impact your dermatology practice in 2024 and beyond. In this dynamic presentation, national speaker, trainer and author Elizabeth Woodcock gives you the lowdown on emerging trends that can pose both opportunities and threats to your practice.

Hot button topics include:

- Impactful trends shaping reimbursements
- Overview of novel opportunities for payment including care coordination from Medicare
- Summary of CPT changes for 2024 including most-used E/M codes
- Tips to avoid the 9% penalty for the 2024 Medicare Incentive Payment Program

Are you ready for 2024? You'll walk away from this session armed with information and knowledge to understand how your dermatology practice can weather the storms and take advantage of the opportunities in the coming year.



### **Elizabeth Woodcock, DrPh, MBA, FACMPE, CPC** **Woodcock & Associates**

Dr. Elizabeth Woodcock is the founder and principal of Atlanta-based Woodcock & Associates. She has focused on medical practice operations and revenue cycle management for more than 30 years. In 2011, she founded the Patient Access Collaborative. She has led educational sessions for a multitude of national professional associations and specialty societies, and consulted for clients as diverse as a solo orthopaedic surgeon in rural Georgia to the Mayo Clinic. She is author or co-author of 18 best-selling practice management books, to include *The Well-Managed Ambulatory Practice*, *Mastering Patient Flow*, and *The Physician Billing Process: Avoiding Potholes in the Road to Getting Paid*.

Prior to founding Woodcock & Associates, she worked as a Group Practice Services Administrator at the University of Virginia Health Services Foundation, a Senior Associate at the Advisory Board Company, and a Consultant for the Medical Group Management Association.

Elizabeth is a Fellow in the American College of Medical Practice Executives and a Certified Professional Coder. In addition to a Bachelor of Arts from Duke University, she completed a Master of Business Administration in healthcare management from The Wharton School of Business of the University of Pennsylvania. She earned her Doctor of Public Health in Health Policy and Management from the Bloomberg School of Public Health of Johns Hopkins University. She currently serves as an Adjunct Professor at Emory University's Rollins School of Public Health.

# Customized On-boarding and Orientation for the New Employee

## Michael Finch

Why is a formal on-boarding and orientation program important?

First of all, it doesn't need to be 14 days long! It will help new employees become assets quicker, help increase your employee retention, and improve the workplace culture.

What should your program include?

- A mission statement - describe the story you want your organization to tell.
- Your core service values.
- Your corporate structure.
- Fun & Swag.

Inspire new employees during the onboarding process by creating a SAFE environment: Supported, Accepted, Fulfilled, Empowered.



**Michael Finch. MBA**  
**Founder and President**  
**E3 Healthcare Consulting**

Michael was raised in the North Atlanta suburb of Dunwoody, where he attended Elementary and High School. Following high school, Michael married his high school girlfriend and settled into a basic country life in Crabapple, GA, where he worked for the local ACE Hardware store. This was his first true immersion into the importance of product knowledge and customer service that would set the foundation for his entire career.

In 1988 the young couple and their 1-year-old daughter moved to Athens, GA, where Michael completed his BBA in Marketing and Sales at The University of Georgia, and was subsequently hired by Merck, Sharp, and Dohme (MERCK into today's vernacular) as a pharmaceutical sales representative in Anniston, AL. Following two years in Anniston, missing family and friends, they were able to relocate back to Atlanta when he was selected to join a new spin-off of MERCK's which eventually became known as AstraZeneca Pharmaceuticals. This is when Michael returned to night-school and completed his MBA in Marketing and Management at the Coles School of Business at Kennesaw State University. He would spend the next 17 years in various roles within AstraZeneca, including Marketing Manager and District Sales Manager, before accepting a departure package during a downsizing in 2009. Soon after he joined American Health Imaging as Sales Manager of the East Region, and over the next 13 years would progress into the role of Vice President of Corporate Culture and Education - further honing his teaching and speaking skills.

E3 Healthcare Consulting, where Michael is the Founder and President, was born from these experiences and the passion and desire to improve both the employee and customer experience specifically in the healthcare arena. Michael currently resides in Roswell, GA, with his high school sweetheart of 40 years, where their three daughters and soon to be eight grandkids live nearby.

# How to Leverage ECommerce for More Than Just Product Sales

Jay Oyakawa

Learn about best practices and new tools for bringing together data from disparate tools and systems in order to automate patient engagement and drive product and services revenues both online and in-office.

Learn how successful aesthetic practices are employing ecommerce best practices for engagement including memberships, upselling and remarketing strategies, events, loyalty programs, online-enabled promotions, holiday sales and more without overloading office staff.



**Jay Oyakawa**  
**Managing Director of DermPRO**

Jay Oyakawa has been working at an executive level in institutionally-backed private equity and venture financed companies for the last 25 years, focusing on healthcare and technology companies ranging from start-ups to well established companies.

Jay has an MBA from the Wharton School of Business and an undergraduate in Economics from the University of California Los Angeles. He lives in Dallas, Texas with his wife, Roberta, and daughter, Madeline.



# Patient Reward Programs

*Program & Speaker Details*





# Devices 101 (Laser Certificate Program)

## Patrick Clark, PhD

This presentation is an overview of energy-based devices, lasers, IPL, RF, and microwave technologies. Learn the fundamental tools for aesthetic light application in patient care. This session will include basic and advanced light theory, safety and application including safe and effective parameters and avoidance of both pain and complication.

Attending this program will earn you 3 hours of course completion in cosmetic laser services, equipment safety and operations, procedures, and relative skin modalities to satisfy recertification requirements in some states including Georgia.

**Patrick J. Clark, CMLSO, Consultant**  
**Medical Laser Dynamics**  
**CEO/Director of Clinical Education Dallas, Texas**



Dr. Clark has been active in clinical light applications since 1988. Pat moved from his first administrative and clinical exposure of laser use and control at the University of North Carolina Memorial Hospital in Chapel Hill to being a member of the team to first accomplish and teach routine laser laparoscopic cholecystectomy in several Northeast states. A Texas native, Pat returned home in 1992 to be selected as the founding director of the laser program at the University of Texas Southwestern Medical Center at Dallas and the allied hospitals. In that position he refined a teaching and administrative process that included the control of some 117 laser and light sources in a myriad of applications and a recurring education process for physicians, residents, nurses, and paramedicals. Numbers of internationally known facilities and organizations call upon Pat to assist in development, testing, application and safety of light on tissue worldwide.

Pat has direct experience in complete hospital programs, outpatient and freestanding surgery centers, the beginnings of office and spa applications, and the development of light applications for nonprofessional and home use. His commercial experience includes being Vice President of Clinical Affairs and Product Development for both a national publically held mobile laser-surgical services company, Medical Alliance, and with the device division of an international pharmaceutical company, ICN. Often called upon by laser manufacturers and having given over 400 clinical and lay lectures in the last 20 years, Dr. Clark can bring a world of experience to your select needs.

# Skincare for Now and the Future

## Physician Panel Discussion on Skincare



**Anna Paré, MD**

Dermatology Consultants, PC  
Atlanta, GA

Anna Paré, MD is a board certified diplomat of the American Board of Dermatology with 25 years of experience. She has a special interest in merging her expertise in cosmetic dermatology with a comprehensive approach of facial rejuvenation and anti-aging treatments. She co-founded Body Enhancing Solutions & Technologies, a center which uses innovative and non-invasive medical technologies to firm, tighten and sculpt the body. Dr. Paré is dedicated to designing revolutionary treatments for the face and body.



**Chynna Steele Johnson, MD**

Steele Dermatology  
Alpharetta, GA

Dr. Steele Johnson is a nationally renowned board certified dermatologist. She has spent years undergoing specialized training in the medical care of the skin, hair and body at prestigious institutions, Harvard University, University of Chicago and Washington University in St. Louis. Patients are eager to see her for her expertise in medical and cosmetic dermatology and her unique blending of the two, along with her honesty and warm bedside manner. Dr. Steele Johnson believes that skin, hair, and body health are critical to achieving superior cosmetic results and focuses equally on medical and cosmetic dermatology.



**Michelle Juneau, MD**

Dermatology Consultants PC  
Atlanta, GA

As a Board Certified Dermatologist, Dr. Michelle L. Juneau has a wide range of experience in the field of dermatology. She earned her medical degree from Louisiana State University (LSU) School of Medicine and her bachelor's degree from the University of Georgia. Prior to joining Dermatology Consultants, she was a resident in the Department of Dermatology at LSU Health Sciences Center in New Orleans, where her areas of study included mycology (skin fungus). She is active in many professional associations, including the American Academy of Dermatology and Women's Dermatology Society as well as performs the dermatologic exams for Piedmont Hospital Executive Health Program.



**Marguerite Germain, MD**

Germain Dermatology  
Mount Pleasant, SC

Dr. Marguerite Germain is a board certified dermatologist providing clinical and cosmetic dermatology for patients all over South Carolina. She attended the School of Medicine at the University of Maryland and received a Navy Medical Scholarship. After an internship in general medicine at Bethesda Naval Hospital she was selected for Flight school, Flight Surgery, Helicopter Pilot Training and Survival Tactics at Pensacola Naval Air Station. After 3 years of dermatology training, Dr. Germain worked at the Charleston Naval Hospital until she opened her private practice in 2003 in Mount Pleasant, SC. Dr. Germain has become a national and international educator for lasers, injectable fillers and BOTOX® Cosmetic. She is a Board Certified Dermatologist and Mohs surgeon.

# Smooth Operators

## Fine-tuning Your Personal & Team Performance

Dr. Rodney Agan

Join us for "Smooth Operators: Fine-Tuning Your Performance," a dynamic session to help sharpen your project management skills and elevate productivity. Discover how to delineate tasks with precision, assign responsibilities with confidence, and foster a culture of clear communication and accountability. We'll delve into the secrets of orchestrating a team where every member plays their part to perfection, ensuring that projects run like a well-oiled machine. Whether you're implementing new systems, managing daily operations, or navigating complex changes, this session will equip you with the strategies to lead with finesse and achieve harmonious results.

### 5 Outcomes

- **Strategies for Crystal-Clear Communication:** Learn how to articulate project roles and expectations to minimize confusion and boost team understanding.
- **Tools for Flawless Task Delegation:** Gain insights into assigning tasks effectively, ensuring that every team member knows their specific contributions toward shared goals.
- **Frameworks for Enhanced Accountability:** Discover methods to establish a culture where team members take ownership of their responsibilities, leading to improved project outcomes.
- **Techniques for Collaborative Decision-Making:** Understand the importance of input from various roles in the decision-making process, resulting in well-informed and balanced project management.
- **Best Practices for Continuous Improvement:** Walk away with actionable tips on how to regularly assess and refine your team's performance, keeping your practice at the forefront of operational excellence.

**Dr. Rodney Agan**  
**Founder and CEO of Connexus Group**

Rodney Agan is a Culture-Shaping, People-Encouraging, Team-Building, Thought-Provoking, High-Energy Leader. He is the Founder and CEO of Connexus Group, the creator of Personality Imprint™ Assessments, Launching Forward™ Leadership Academy, Team Insights™ and the author of The Journey:Personal Life Plan™, Business Plan for a Minimalist, and many other tools and learning content. Go to Imprint Resources.



Rodney is an Executive Coach certified through the International Coaching Federation and is also a certified Birkman® Consultant. He has spent over 34 years leading growing organizations and non-profits, and has been a leader of leaders. He is a Key Note Speaker and enjoys working with Executives and Organizations to reach their full potential. Rodney and his wife Paula have been married since 1985 and have two married children and three grandchildren. He's an avid Georgia Bulldogs fan.

# 2024 Dermatology Coding Updates

## Faith McNicholas, RHIT, CPC, CPCD, CDC, PCS

Have Questions about proper coding techniques? Learn how to easily identify appropriate dermatology codes and correct use of such codes for services and procedures performed in your practice to ensure accurate claim submission. Learn proper code identification and application for more complex procedures to accurately reflect the services provided.

- Recognize the new and revised 2024 dermatology-related coding and guideline changes for the year ahead.
- Learn how to navigate the coding pitfalls by applying updated coding concepts and guidelines to report services provided by dermatologists.
- Review and understand the importance of clear and succinct documentation to support medical necessity for dermatology services performed that withstand payer audits.



**Faith McNicholas, RHIT, CPC, CPCD, PCS, CDC**  
**Manager of Coding and Reimbursement, American Academy of Dermatology**

Faith has a wide range of experience in various medical specialties, both solo and group practice settings, with a passion for dermatology. She is the Assistant Editor for Derm Coding Consult, a quarterly coding and regulatory newsletter published by the AAD. She is a regular feature contributor to newsletters and journals of the Association of Dermatology Managers/Administrators, the Journal of Dermatology Nurses Association, the American Health Information Management Association and the American Academy of Professional Coders. She is the AAD staff liaison to the AMA CPT Editorial Panel and the ICD-10 Workgroup.

Faith has written extensively on coding, reimbursement and regulatory changes and how they affect the physician practice. She presents at the AAD Annual and Summer meetings as well as other webinars and symposia. She is a valued member of various health information and coding organizations, where she shares her expertise on advocacy and best practices in clinical terminologies and classification systems with fellow members.

Currently, Faith is the Manager of Coding and Reimbursement/Government Affairs at the AAD. She is also proprietor of Coracle - a medical coding, billing and practice management consulting firm.

# The AI Revolution in Healthcare

## Sunita Arora & James Forsythe

As Artificial Intelligence becomes increasingly integral to healthcare, unique challenges are presented for safeguarding sensitive patient information while adhering to privacy regulations. Explore strategies to protect digital health information in this AI-driven world.

While understanding AI's impact, you will learn:

- How AI is transforming healthcare delivery, data management, and patient engagement.
- Regulatory compliance in the AI era.
- Mitigating AI-specific risks.
- Advanced AI security measures.
- Ethical considerations and best practice

*(1.0 approved CEU)*

### **Sunita Arora** **Chief Operating Officer** **Medicus IT**

As Chief Operating Officer of Medicus IT, Sunita Arora oversees the strategic vision and day-to-day execution of service delivery and professional services. She has led new technology implementations, such as the use of Artificial Intelligence (AI) to identify and resolve customer issues more quickly.

Sunita has a strong technical background that includes web development, ERP systems, and Agile practices for creating innovative solutions and high-performing teams. Within healthcare, she has helped implement content management systems for large hospitals in the US and Canada, consulted with payers on technology projects, and led the onsite support and training team of a premier cloud-based, SaaS electronic medical records and revenue cycle management company for ambulatory practices and health systems. She is adept at scaling service teams and implementing best practices and repeatable processes, with a mission to bring efficiency to healthcare so providers and clinical staff can focus on patients.



Sunita holds an MBA in Information Technology and International Business as well as a Master of Science in Environmental Health and Chemistry. She lives in Alpharetta with her husband and two sons.

### **James Forsythe** **Virtual Technology Executive** **Medicus IT**

As a technology executive in the healthcare industry with over 15 years of experience, James Forsythe has a deep understanding of the intersection between technology and healthcare. He has witnessed the rapid evolution of digital solutions in healthcare, from electronic medical records and telemedicine to advanced data analytics and artificial intelligence applications. His expertise lies in leveraging technology to enhance patient care, improve operational efficiency, and ensure data security and privacy. With a strategic mindset and a passion for innovation, he is committed to driving positive change and delivering impactful solutions in the dynamic landscape of healthcare technology.



## Topics

### #1 New Technologies

Share practice efficiency tips with your colleagues about new devices or services that you've introduced to your practice, and whether they've been effective or not. Discuss products that you're considering bringing onboard or have researched.

*Discussion leader TBA*

### #2 Revenue Cycle Pitfalls

Are you experiencing payment-related issues? Collaborate with other offices to discuss the most effective solutions and strategies when dealing with insurance companies. Sharing experiences and remedies can lead to improved outcomes.

*Discussion leader TBA*