

April 25-26, 2025

The Hotel at Avalon
Alpharetta GA

THRIVE 2025



**CONFERENCE
ONLINE GUIDE with
AGENDA & SPEAKERS**

DMA Annual Conference & DermAesthetic Summit

**Transforming the Landscape of Education &
Networking for Staff Members of Dermatology &
Aesthetic Practices**

History of DMA

In 2003, a group of practice managers aiming to establish successful dermatology practices founded the Dermatology Managers Association of Georgia (DMA/GA). The primary goal of DMA is to foster the growth of dermatology practice managers through ongoing education, innovative business practices, and professional networking opportunities.

In 2014, the target audience was broadened to include aesthetic practices, and soon after, programs were introduced for non-managerial office staff. Each year, DMA hosts an annual conference that provides professional development opportunities for all personnel within Dermatology and Aesthetic practices nationwide.

During the one-and-a-half-day conference, three simultaneous educational pathways are available:

- Managers, Administrators, Providers, and Key Personnel
- Laser Practitioners, Aestheticians, and Cosmetic Care Coordinators
- Front and Back Office, Insurance and Billing, and Non-managerial Staff

Most programs offer continuing education units (CEUs) through AAPC, with additional certificates available for laser practitioners and aestheticians.

As DMA has expanded, the annual meetings have attracted numerous attendees from outside the state of Georgia, leading us to rebrand as the Dermatology Managers Association (DMA). We operate as a non-profit 501(c)(3) organization, and our meetings are designed around the feedback and needs of our members and attendees, supported by our generous sponsors and exhibitors.

General Information

3 Educational Tracks

- **Managers Track** structured for administrators, managers, providers, and key staff members.
- **Aesthetic Track** structured for aestheticians, laser practitioners, cosmetic support staff, and providers.
- **Office Staff Track** structured for all front and back office, insurance and billing, and non-managerial staff members.

Continuing Education Units & Laser Certificate

CEUs offered by AAPC are available for most sessions. A Laser Safety Certificate is awarded for the laser safety program.

Attire

Comfortable, casual business attire is appropriate for all meetings and meals.

Laptops

Laptops are encouraged for following the slides and taking notes. Wi-Fi is available in the conference areas.

Session Materials

Slides provided by the speakers will be posted on the DMA website two weeks prior to the event for registered attendees. Handouts will not be available in the meeting unless provided directly by the speaker.

Cell Phone Policy

Please avoid disruption to our speakers and the audience by silencing your phone.

Exhibit Hall

Visit with exhibitors during breakfast, lunch, breaks and at the Exhibitor Reception. Register for door prizes by having exhibitors initial your Passport included in your Welcome Bag.

Meeting Venue



The Hotel at Avalon
9000 Avalon Blvd
Alpharetta, GA 30009
678.722.3600



The Hotel at Avalon offers graceful, modern Southern hospitality infused throughout a luxurious walkable community of shopping, dining, lodging, working, and entertaining.

Along an expansive walkable boulevard with upscale retailers, guests of Avalon enjoy a highly curated and elevated shopping experience with everything from posh outposts to popular boutiques. The Hotel at Avalon is more than a place to stay, it's a place to be immersed in a welcoming environment filled with great taste and local flavor. Guests enjoy the perfection of well-crafted cocktails and memorable farm-to-table cuisine, sumptuous sleeps, conference convenience, and the wellness focus derived from the on-site Spa and Fitness Center - all wrapped in the warm and friendly service ethos of Avalon.

- Pet-friendly guest rooms and public space
- Complimentary use of The Hotel at Avalon bicycles
- Complimentary coffee & tea service daily in the lobby
- Pedicab, courtesy car and passenger van service (within 3-mile radius)

50% off self-parking with ticket

Group Room Rate \$ 239 + taxes (available until 4/3/25 or until reserved room block exhausted)

Visit TheHotelatAvalon.com

[Click Here for Room Reservations](#)

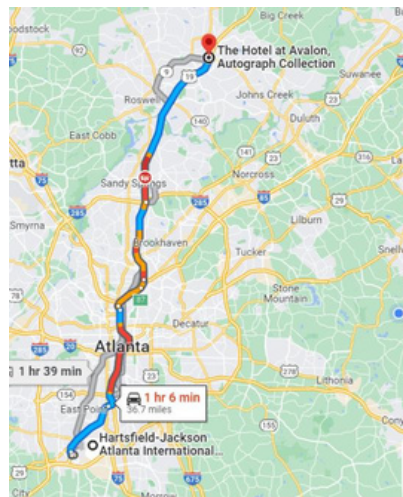
(Or call 678.722.3600 and request group rate for Dermatology Managers Association.)

Hotel Directions: Approximately 40 miles NE from Hartsfield-Jackson Airport.

The hotel does not provide shuttle service from the airport.

Visit Atlanta Hartsfield-Jackson International Airport for Ground Transportation services including Car Rental, Limousine, Taxi, and Share-Ride shuttles.

Taxi fees are approximately \$85 to the hotel.



Driving directions from airport: Follow I-85 N to GA 400 N (US 19 N) to GA 120 W (Old Milton Pkwy) to 1st Street.

Registration Fees

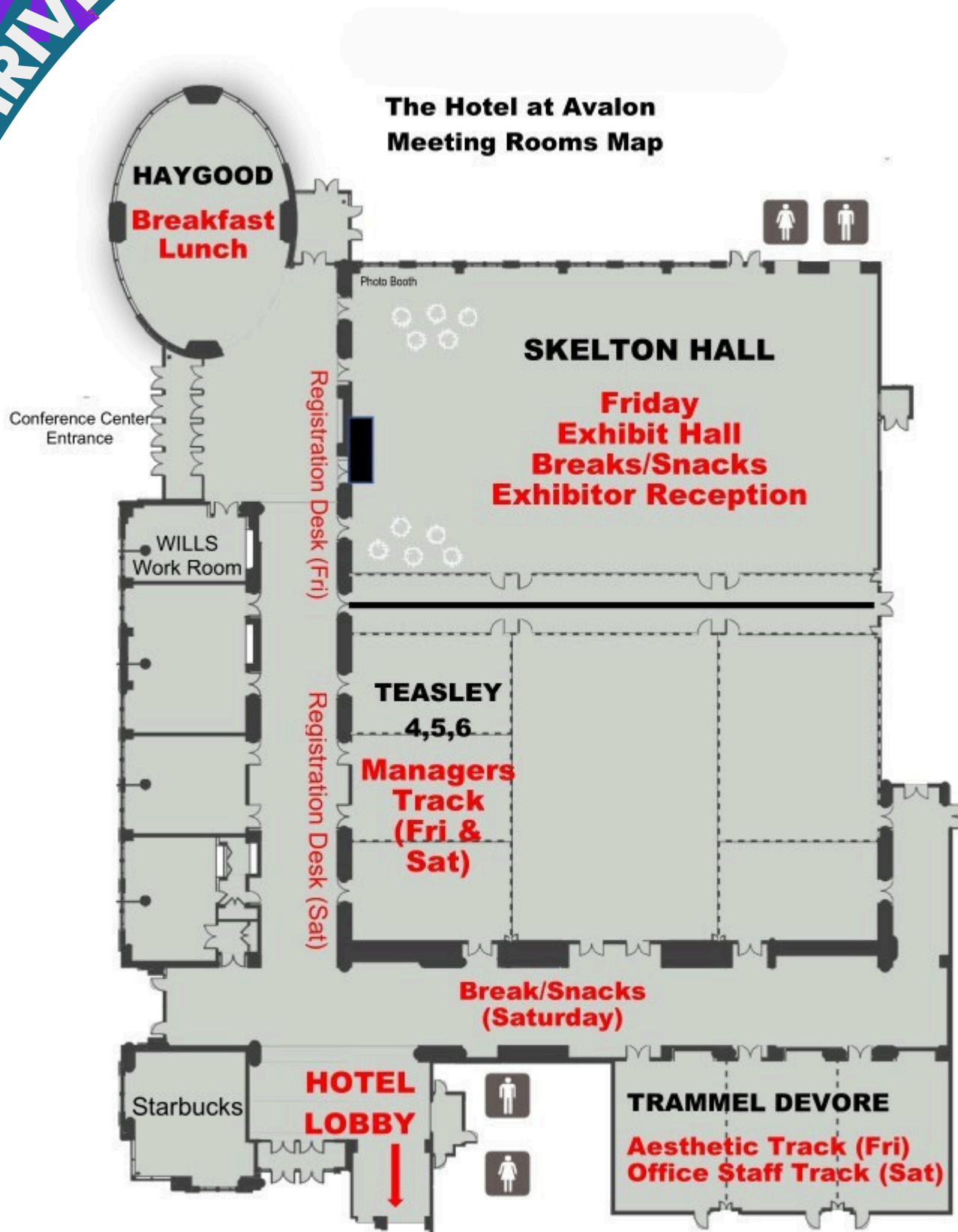
- Fees are based on membership status, educational tracks attended, and the date registration and payment is received.
- Early bird registration fee savings expire April 1, 2025.
- Additional staff members from the same office registering for the Managers Track will receive a discounted rate after the first staff member registers at the member or non-member price.

[Register online at DermatologyManagersAssociation.org.](http://DermatologyManagersAssociation.org)

Cancellations

- Cancellation refunds must be requested by April 1, 2025. A \$20 administration fee will apply. Send cancellation requests to mlloxmax@bellsouth.net.
- If for any reason the 2025 Conference has to be cancelled by DMA, all registration fees will be refunded via received payment method or you can elect to have any fees paid credited to your account for the next DMA event.

Meeting Room Locations



LATE REGISTRATION FEES EFFECTIVE APRIL 1ST

Managers Track April 25-26, 2025 (1 1/2 days)

| | <i>Early Reg</i> | <i>Late Fees April 1st</i> |
|--|----------------------------|----------------------------|
| <ul style="list-style-type: none"> All managers sessions on Friday, April 25 and Saturday, April 26 Friday breakfast, lunch, refreshment breaks, Exhibitor Reception Saturday breakfast, refreshment breaks | DMA Member \$300 | DMA Member \$325 |
| | Non-member \$375 | Non-member \$400 |
| Additional staff from same office, each | \$250 | \$275 |

Aesthetic Track April 25, 2025 (1 day)

| | <i>Early Reg</i> | <i>Late Fees April 1st</i> |
|--|------------------|----------------------------|
| <ul style="list-style-type: none"> All aesthetic sessions on Friday, April 25 Friday breakfast, lunch, refreshment breaks, Exhibitor Reception | \$250 | \$275 |

Office Staff Track April 26, 2025 (1/2 day)

| | <i>Early Reg</i> | <i>Late Fees April 1st</i> |
|--|------------------|----------------------------|
| <ul style="list-style-type: none"> All staff sessions on Saturday, April 26 Refreshment breaks | \$125 | \$150 |

CEUs/Laser Certificate \$35

| | |
|--|-------------------------------------|
| Bulk Rate for 20+ attendees from same organization registering for the Managers Track. Email mllomax@bellsouth.net for details. | \$275 ea (\$100 savings) |
|--|-------------------------------------|

New for 2025!



The Aesthetic Track has been extended to a full day on Friday providing you with enhanced educational opportunities.

Three group discussions exclusively for administrators and managers are scheduled for Saturday morning.

CEUs for Educational Programs

If you registered and paid for Continuing Education Units, you will receive an AAPC Code Sheet at registration. The credit codes will be announced at the conclusion of each session.

Laser Certificate for Laser Safety Programs

Laser safety certificates will be provided at the conclusion of the laser safety program to attendees that registered and paid for CEUs in the Aesthetic Track.

Presentations & Program Slides

Presentation materials provided by the speakers will be available on the website *2 weeks prior* to the event. All conference attendees will be sent a notice to the email address listed on their registration form explaining how to access program presentations. Printed handouts are not available unless the speaker has materials to give out during their session. Some speakers do not have information to share for proprietary reasons.

To Access Materials Online

- Go to DermatologyManagersAssociation.org.
- Choose Member Login to log into your profile using your DMA Username (usually your email address or your first initial and last name.)
Reset your password if unknown.
- Choose Program Materials from the top menu.
- The dropdown will indicate Managers Track, Aesthetic Track, and Office Staff Track.
- The program slides will be listed under each track session for printing or following along on your device.

2025 DMA Preliminary Conference Agenda



Managers Track Friday, April 25, 2025

Teasley 4,5,6

- 7:30 Registration & Hot Breakfast Buffet
- 8:20 Welcome & Announcements
- 8:30 Keynote Speaker: Leadership in Your Practice - *Betsy Wernli, MD*
- 9:30 Growing Pains in Your Practice? - *Steve Ieraci, Consultant*
- 10:30 Break w/Exhibitors
- 11:00 HHS-OIG Voluntary Compliance Guidance - *Jennie Hitchcock, CMPA, CCS-P*
- 12:00 Lunch
- 1:00 Aesthetic Compliance in Dermatology - *Kevin Little, Attorney*
- 2:00 Break w/Exhibitors
- 2:30 Navigating & Demystifying Tax Credits - *David McMillian, President*
- 3:30 Break w/Exhibitors
- 4:00 A Legal Update - *Stuart Oberman, Attorney*
- 5:05 Exhibitor Reception & Prize Drawings (5:05-6:30)



Aesthetic Track Friday, April 25, 2025

Trammel Devore

- 7:45 Registration & Hot Breakfast Buffet
- 8:35 Welcome & Announcements
- 8:45 Keynote: "Aesthetic Avengers" - *Rodney Agan PhD*
- 9:30 Look & Listen - *Erin Blackwell, LE, CLT*
- 10:15 Break w/Exhibitors
- 10:45 An Insider's Guide to Aesthetic Energy-based Devices (certificate) - *Patrick Clark PhD*
- 12:15 Lunch
- 1:15 An Insider's Guide to Aesthetic Energy-based Devices (certificate) - *Patrick Clark PhD*
- 2:15 Break w/Exhibitors
- 2:45 Building Bridges - *Marguerite Germain, MD*
- 3:45 Break w/Exhibitors
- 4:15 Discussion with Aestheticians led by *Anna Paré, MD*
- 5:05 Exhibitor Reception & Prize Drawings (5:05-6:30)



Office Track Saturday, April 26, 2025

Teasley 4,5,6

- 7:30 Registration & Hot Breakfast Buffet
- 8:25 Announcements
- 8:30 Maximizing Patient Collections - *David Wiener, CEO*
- 9:30 Break
- 9:45 The Patient Experience - *GAIN - Kim Gooden*
- 10:45 2025 Dermatology Coding Unveiled - *Faith McNicholas, AAD*
- 12:00 Adjourn



Managers Only Group Discussions Saturday, April 26, 2025

Trammel Devore

- 7:30 Registration & Hot Breakfast Buffet
- 8:25 Announcements
- 8:30 Taking Your Practice to the Next Level - *Jonathan Banta, Joe Atzenbeck & Noah England*
- 9:45 Break
- 10:00 Staffing Issues & Strategies - *Larry Kraska, CEO*
- 11:15 The Evolving Landscape of Dermatology - *Dana Jacoby & Clint Bundy*
- 12:00 Adjourn

Betsy Wernli, MD
Forefront Dermatology



Leadership in Your Practice

Program & Speaker Details



Steve Ieraci, President
Dermatology Management and Business Advisors



Growing Pains in Your Practice? How Assessment and Organizational Development Can Get You Back on Track

Acknowledge the importance of Organizational Development in your practice by examining a case study that highlights real-world examples from dermatology practices. Discover valuable lessons and best practices, which include:

- **Appropriate Support:** Identify the need for extra assistance
- **Span of Control:** Guidelines for establishing the ideal span of control
- **Centralized Clinical or Administrative Functions:** Streamline operations to minimize redundancies
- **Integrate Organization Development with Overall Practice Strategy:** Measure success and promote continuous improvement

(CEUs pending)

Steve Ieraci

Steve Ieraci is an accomplished healthcare administrator with more than 15 years of experience in leadership positions. His extensive background encompasses roles in private medical practices and a national health system, granting him a comprehensive and varied understanding of the industry.

From 2017 to 2024, he held the position of Executive Director at New England Dermatology and Laser Center (NEDLC), a physician-owned dermatology practice with multiple locations that offers in-house pathology, Mohs surgery, and a wide range of ancillary services, including cosmetic dermatology and aesthetics.

Throughout his career, Steve has demonstrated excellence in several key areas, including strategic planning, operations management, marketing, business development, and provider recruitment and compensation. With his vast experience and knowledge, Steve is well-equipped to assist medical practices by providing valuable insights and strategies that promote success and growth.

Jennie Hitchcock, President
Compass Healthcare Consulting



HHS-OIG Voluntary Compliance Guidance: What Dermatology Practice Administrators Need to Know

HHS-OIG has recently issued an update to its voluntary compliance guidance, marking the first significant revision since 2008. This update addresses ongoing questions regarding the minimum standards for healthcare organizations billing federal payers.

This session will highlight the key points relevant to dermatology practices and offer essential insights to help these practices refresh their current compliance plans and programs, ensuring they remain current. Learn more about overpayment identification and the refund window as well as the incident to rules.

CEUs pending)

Jennie Hitchcock, CMPE, CCS-P

Jennie Hitchcock is the President and co-founder of Compass Healthcare Consulting, a professional services firm dedicated to helping healthcare organizations enhance their operational and financial performance while managing regulatory and compliance risks. Their primary focus is on dermatology practices, collaborating with hundreds of dermatologists nationwide and conducting risk and compliance assessments at numerous dermatology offices each year.

Prior to committing herself full-time to Compass in 2013, Jennie accumulated over 25 years of experience in leadership and consulting positions within medical practice operations, revenue cycle management, and regulatory compliance. Her roles included revenue cycle and compliance leadership for various groups, as well as serving as the Chief Operating Officer of Tennessee's largest independent physician organization. Jennie has contributed to professional associations by writing and presenting on various operational, risk, and compliance topics, including multiple sessions at the national MGMA and AHIMA conferences.

Alongside her certification in medical practice management from MGMA, Jennie has held the Certified Coding Specialist-Physician-based (CCS-P) certification from AHIMA since 2000. In 2019, she acted as an advisor to AHIMA during the development of the CCS-P coding certification exam.

Levin Little, Attorney
Little Health Law



Kevin Little, Health Law Attorney

Kevin Little is the founder and managing partner of Little Health Law. With over 31 years of legal experience, he specializes in representing healthcare providers. As a skilled problem solver, he takes pride in addressing and alleviating complex issues while assisting medical practices, physicians, and med spa owners with employment and professional matters, transactions, regulatory challenges, and medical board investigations. He holds licenses to practice law in Georgia and South Carolina and provides support to providers across the country, in accordance with applicable regulations, as part of the firm’s multijurisdictional practice.

A native of Georgia, Kevin worked his way through college and law school. After earning his law degree, he began his legal journey with consecutive Federal Judicial Clerkships (under Hon. John S. Dalis, Southern District of Georgia, from 1991 to 1993, and Hon. Dudley H. Bowen, Jr., Southern District of Georgia, from 1993 to 1995). He then gained valuable experience as a business litigation associate at a midsize law firm in Atlanta (Hicks Maloof & Campbell). For over 27 years, he has remained dedicated to private practice, focusing extensively on business and employment litigation in state and federal courts. This experience led to opportunities to represent physicians in business disputes, fostering his deep commitment to helping healthcare providers thrive in their practices. For more than a decade, Kevin has exclusively represented healthcare providers in various business, regulatory, and employment matters.

Kevin is proud to have been recognized by Super Lawyers and Best Lawyers. He has maintained Martindale Hubbell’s prestigious AV-rating for over twenty years and holds a “10” rating from AVVO. Original client and peer reviews can be found on AVVO.

Outside of his legal practice, Kevin enjoys boating, fitness activities, attempts at golf, traveling, rewatching Seinfeld episodes, and, most importantly, spending time with family and friends.

David McMillian, President
McMillian & Associates



Navigating & Demystifying Tax Credits: Essential Strategies for Dermatology Practices

Discover how you can reduce costs for your practice by leveraging available tax credits.

- A summary of both State and Federal tax credits
- The financial advantages of utilizing applicable tax credits
- Key strategies for claiming and maximizing tax credits

(CEUs pending)

David McMillian

David McMillian is the President of McMillian & Associates and the Founder of Taxploration. His firm, McMillian & Associates, specializes in delivering comprehensive tax credit solutions for businesses, ranging from small startups to Fortune 500 companies across the country. Taxploration, his startup, provides a thorough tax credit management service, both initiatives designed to help businesses discover new opportunities through tax credits.

In addition to his business endeavors, David is a Guest Speaker and Presenter, concentrating on Tax Credits and Incentives in economic development and industry organizations. He has also worked with the international non-profit organization, First Book, located in Washington, D.C. David is married to Jennifer and is a devoted father to three children: Maddy (10), Brooklyn (7), and David James (5). He is an active member of Grace Marietta Church, where he also offers his service.

Stuart Oberman, President
Oberman Law Firm



A Legal Update: What Dermatology Managers Need to Know

This session will cover the following topics:

- A comprehensive overview of practice risk management, focusing on employee hiring and firing
- Recent EEOC enforcement actions impacting dermatology practices
- Updates on the FTC’s ban on non-compete agreements and ongoing litigation
- Strategies for dermatology practices to steer clear of the latest cybersecurity scams (and avoid a costly HHS-OCR HIPAA investigation)
- Essential information about Artificial Intelligence (AI) for dermatology practices

(CEUs pending)

Stuart J. Oberman, Medical Attorney

Stuart Oberman is the founder and President of Oberman Law Firm. He earned his degree from Urbana University and obtained his law degree from John Marshall Law School. With over 25 years of legal experience, Mr. Oberman previously served as in-house counsel for a Fortune 500 Company before establishing his private practice.

Oberman is nationally recognized for his expertise in healthcare law, which encompasses DSO formation, corporate business structures, mergers and acquisitions, regulatory compliance, advertising regulations, HIPAA compliance, and employment law regulations impacting healthcare practices. His knowledge in the healthcare sector also includes advising and representing clients on administrative and regulatory compliance matters related to licensure applications, disciplinary investigations, Board complaints, credentialing and peer review, as well as Medicare/Medicaid fraud and recoupment investigations. Additionally, he handles State and Federal regulatory compliance investigations concerning healthcare fraud and abuse laws (including the Anti-Kickback Statute and relevant State Law) and risk management.

As a national speaker, Mr. Oberman has contributed articles in both the U.S. and Canada. He has also received the Martindale-Hubbell Client Distinction Award, which is based on client review ratings in communication skills, responsiveness, and service quality. This honor is awarded to less than 1% of the over 900,000 attorneys listed on martindale.com and lawyers.com.

Rodney Agan, PhD
Founder and CEO
Connexus Group



“Aesthetic Avengers”

Superpowers that transform the Client Experience

Get ready to unleash your inner superhero and transform the client experience! In this high-energy keynote, you will discover the secret powers that will take your customer service to new heights. Join us on a mission to create unforgettable experiences that leave a lasting impact on your patients and set your office apart from the competition.

(CEUs pending)

Rodney Agan, PhD

Rodney Agan is the Founder and CEO of Connexus Group, recognized as a Culture-Shaping, People-Encouraging, Team-Building, Thought-Provoking, and High-Energy Leader. He created the Personality Imprint™ Assessments, Launching Forward™, Leadership Academy, Team Insights™, and authored several resources, including The Journey: Personal Life Plan™ and Business Plan for a Minimalist.

Rodney is an Executive Coach certified by the International Coaching Federation and a certified Birkman® Consultant. With over 34 years of experience in leading growing organizations and non-profits, he has been a mentor to many leaders. As a Keynote Speaker, he enjoys collaborating with Executives and Organizations to help them achieve their maximum potential.

Rodney has been married to his wife Paula since 1985 and they have two married children and three grandchildren. He is also a passionate fan of the Georgia Bulldogs.

Erin Blackwell, LE, CLT
EnlightenU



Look & Listen

This session will concentrate on perfecting the consultation process. Explore ways to establish trust, create treatment plans, and nurture lasting relationships with your patients. Discover effective techniques for highlighting your work and generating enthusiasm for your brand on social media and through affiliate marketing. All of these elements connect to your ability to promote yourself during a consultation.

(CEUs pending)

Erin Blackwell, LE, CLT

With more than twenty years of experience, Erin Blackwell, LE, CLT, has devoted herself to exploring the field of aesthetics, focusing on emerging and evolving laser technologies. She has made a name for herself as an industry pioneer through her cutting-edge treatment methods and exceptional skin transformations. To date, her sales in laser treatments and products have exceeded 10 million dollars.

Throughout her career, Erin has received numerous accolades, including recognition as a Sciton key opinion leader, luminary, and the prestigious 2023 Educator Of The Year award from Sciton. Additionally, she contributes her expertise to the Revision skin care advisory board. In 2020, Erin launched EnlightenU, an advanced laser training program designed to share her insights and empower others to excel in their treatments and business endeavors.

Patrick Clark, PhD



An Insider's Guide to Aesthetic Energy-based Devices

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.

((CEUs pending) Laser Safety Certificate 3 hr course completion

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

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.

Marguerite Germain, MD
Germain Dermatology



Building Bridges



Marguerite Germain, MD

Dr. Germain is a board-certified dermatologist specializing in both clinical and cosmetic dermatology for patients throughout South Carolina. She earned her medical degree from the School of Medicine at the University of Maryland, where she received a Navy Medical Scholarship. Following an internship in general medicine at Bethesda Naval Hospital, she was chosen for flight school, flight surgery, helicopter pilot training, and survival tactics at Pensacola Naval Air Station.

After completing three years of dermatology training, Dr. Germain served at the Charleston Naval Hospital before establishing her private practice in Mount Pleasant, SC in 2003. She has gained recognition as a national and international educator in lasers, injectable fillers, and BOTOX[®] Cosmetic. Dr. Germain is a Board Certified Dermatologist and a skilled Mohs surgeon.

Anna Paré, MD
Dermatology Consultant PC



Discussions with Aestheticians



Anna Paré, MD

Anna Paré, MD is a board certified diplomat of the American Board of Dermatology with over 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.

David Wiener, CEO
Cash Flow Strategies, Inc



Maximizing Patient Collections in the Dermatology Office

This session will focus on ensuring the collection of patient accounts is both effective and compliant. It will also discuss the development and implementation of a compliant and efficient patient financial policy, the current regulations regarding collections, and strategies for effectively communicating with patients about their accounts. Additionally, it will cover the available options for managing accounts that fall past due.

(CEUs pending)

David Wiener, CEO

David Wiener, known as “Mr. Cash Flow” has been involved in the business of medicine and dentistry for over 40 years. His experience includes 10 years as a practice administrator, COO of a medical billing company, and years of consulting, speaking, and educating.

As the CEO of Cash Flow Strategies, Inc., David has worked to assist practices and businesses across the US to maximize their cash flow and become more efficient. He has spoken to groups across the US and internationally for over 35 years. Medical and dental Groups have included:

- The Medical Group Management Association (multiple times)
- The Academy of Dental CPAs (multiple times)
- American Association of Oral & Maxillofacial Surgeons (AAOMS) (multiple times)
- The Georgia Dental Association (multiple times)
- Dental Economics Magazine’s Profitable Practice Management Summit
- Morning Glory Women’s Dental Network
- The Dermatology Managers Association (multiple times)
- HealthSystems’ Southeastern User’s Conference (multiple times)
- Greenway Health’s Engage Conference
- The American Association of Professional Coders (multiple times)
- Many local and regional meetings and associations

His engaging style and quick wit have made him a favorite of audiences coast to coast, and has attracted many return engagements.

Kim Gooden
Representing for GAIN



The Patient Experience & Patient Retention

Program & Speaker Details



Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC
Manager, Lead Coding and Reimbursement Strategist
American Academy of Dermatology



2025 Dermatology Coding Unveiled: Key Updates You Need to Know

Stay at the forefront of your field by attending this vital session focused on the latest dermatology coding updates for 2025. Covering new codes, guidelines, and revised regulations, this coding specialist will explain the most important changes that affect dermatology practices. Participants will acquire essential knowledge on how these updates influence billing, compliance, and documentation, facilitating a seamless transition and maintaining precision in coding. This session is ideal for professionals eager to remain informed and compliant with the newest industry standards.

(CEUs pending)

Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC

Faith McNicholas boasts extensive experience across various medical specialties, including solo and group practice environments in fields such as cardiology, endocrinology, and her true passion, dermatology.

She serves as the Assistant Editor for Derm Coding Consult (DCC), a quarterly newsletter focused on coding and regulatory issues published by the American Academy of Dermatology (AAD). Additionally, she contributes regularly to the Association of Dermatology Managers/Administrators (ADA/M) Newsletter, the Journal of Dermatology Nurses Association (JDNA), the American Health Information Management Association (AHIMA) Journal, and the American Academy of Professional Coders (AAPC) Journal.

Faith acts as the AAD staff liaison to both the AMA CPT Editorial Panel and the ICD-10 Workgroup. She has authored numerous articles on coding, reimbursement, and regulatory changes, examining their impact on physician practices. As a speaker, she presents at the AAD Annual and Summer Meetings, as well as ADA/M, JDNA meetings, and AAD monthly webinars. As a member of the American Health Information Management Association (AHIMA), she participates in the Clinical Terminologies & Classifications Practice Council and is also a member of the American Academy of Professional Coders (AAPC).

Faith holds the credentials of Registered Health Information Technician (RHIT) and Certified Professional Coder (CPC), specializing in dermatology coding. She also possesses certifications in medical office management, medical coding, and billing for physician services. Currently, she serves as the manager of coding and reimbursement at the American Academy of Dermatology in Rosemont, Illinois.

Group Discussion

Taking Your Practice to the Next Level

Learning objectives include:

- Building through Culture
- Being Strategic v. Transactional
- Diversifying Revenue Streams and Patient Service Options
- Tech Stacking for Efficiency
- Compliance
- Risk Mitigation
- De Novo Growth Models

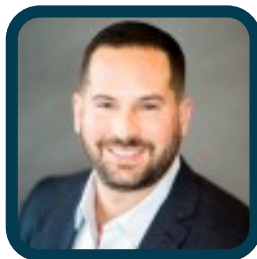
(CEUs pending)



Discussion Panel



Jonathan Banta, MJur, MBA



Joe Atzenbeck, LT, USN (Ret.) MHA

Noah England, MBA, CMPE, COE

Lawrence P. Kraska, CEO
AQUA Dermatology



Dermatology Practice Staffing Issues and Strategies

Address Your Staffing Challenges. During this group discussion, we will explore strategies and techniques for attracting and retaining top talent in a competitive landscape.

(CEUs pending)

Lawrence P. Kraska

Larry serves as the CEO of AQUA Dermatology, recognized as the leading provider of dermatology, vein care, and plastic surgery in the Southeast, with over 110 locations throughout Florida, Georgia, and Alabama. He brings more than 30 years of executive-level experience in healthcare services, encompassing hospital administration, physician group practice management, outpatient services, consulting, and healthcare staffing.

Throughout his career, Larry has held positions as a hospital administrator and CEO of a national healthcare staffing firm, along with various CEO roles in regional and national physician management companies. He also led an international healthcare organization with offices in the U.S., U.K., and Australia.

Larry has spoken at numerous regional and national healthcare conferences on subjects such as practice management, mergers and acquisitions, recruitment, and staffing.

In 1996, he was recognized as an "Up and Comer" by Modern Healthcare Magazine, a prestigious award given annually to 12 healthcare executives under 40 who are seen as future leaders in the industry.

He earned his B.S. and M.B.A. degrees from Kennesaw State University and currently serves on the Board of Trustees for the University.

Clint Bundy
The Bundy Group



Group Discussion

The Evolving Landscape of Dermatology: The Good, The Bad, and the Future

In this engaging session led by Dana Jacoby and Clint Bundy, participants will explore the evolving landscape of dermatology mergers and acquisitions (M&A). They will discuss the advantages, challenges, and emerging trends that are influencing the industry. As consolidation increases, dermatology practices are navigating a rapidly changing market where private equity, strategic buyers, and healthcare groups are redefining the practice of dermatology.

(CEUs pending)

Clint Bundy

Clint Bundy serves as the Managing Director of Bundy Group, a boutique investment bank with 35 years of expertise focused on the Dermatology and Aesthetics sector. The Bundy Group advocates for business owners and management teams in areas such as business sales, capital raising, and acquisitions. For more than a decade, they have been a preeminent advisor in mergers and acquisitions within the Dermatology and Aesthetics field, boasting a team with over 70 years of combined experience in the aesthetics industry. Before joining Bundy Group, Clint gained valuable experience at a corporate investment bank, where he specialized in advising healthcare services firms.

Dana Jacoby, CEO
Vector Medical Group LLC



Dana Jacoby

Dana is a national thought leader across numerous healthcare specialties and is passionate about helping providers and investors learn about valuations, mergers and acquisitions. She has experience not only guiding her personal companies through multiple merger and private equity transactions but also has consulted on billions of dollars of merger and acquisition deal flow, making her one of the most sought-after healthcare and business specialists in the country.

Dana's experience bridges both large corporate healthcare companies as well as individual providers. Her work has included project development, market analysis, design implementation, and service delivery in hospitals and health systems in nearly every state in the United States and internationally in Asia, Europe, and Canada.

Ms. Jacoby's expertise is specifically focused in in the areas of strategic planning, mergers and acquisitions, private equity and investment banking, alternative payment models, financial management, operational efficiencies, service line development, and process improvement.

Dana has also committed to a life practice of philanthropy. Her charity of choice is the international healthcare organization Project C.U.R.E. She invests her spare time as well as money by traveling to recipient hospitals in the developing world and personally helping to deliver medical supplies and equipment to the people who need it most.

Ms. Jacoby graduated from Louisiana State University, holds a Master of Management from Tulane University, and a Master of Health Systems from the University of Medicine and Dentistry of New Jersey. She is a Wharton Fellow Inductee from Wharton University, and the author of several books and numerous articles and white papers. She is regularly a featured keynote speaker, panelist, and moderator.

Dana makes her home in Denver, Colorado. An avid runner, Ms. Jacoby is a Boston Marathon qualifier and has run 68 marathons, one in each of the States in the United States and on each of the continents except for Antarctica.

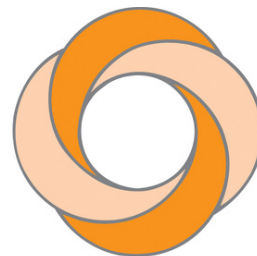
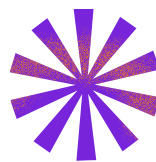
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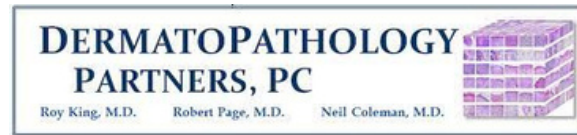
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