

DMA 2025 CONFERENCE

Late registration fees apply April 1, 2025

MANAGERS TRACK (1½ days)	April 25-26	
DMA Member		\$300
Non-Member		\$375
Each Additional Staff Member (same office)		\$250
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AESTHETIC TRACK (1 day)	April 25	\$250
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OFFICE STAFF TRACK (½ day)	April 26	\$125
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CEUs/Laser Certificate		\$35

Cancellation Policy: Registration fees will be refunded for cancellations received in writing by April 1st, less a \$20 processing fee. If for any reason DMA has to cancel this event, registration fees will be refunded in full.

The Hotel at Avalon

9900 Avalon Boulevard
Alpharetta, GA 30009



\$239 Room rate expires April 3, 2025

Reservation link online at

DermatologyManagersAssociation.org
or call 678.722.3600 (ask for DMA group rate).

**SEE EVENT
INFORMATION &
REGISTER ONLINE AT
DermatologyManagersAssociation.org**

Visit DMA website!



Learning Opportunities for dermatology & aesthetic staff members!

Dermatology Managers Association
3530 Gleneagles Ct
Snellville, GA 30039

THRIVE 2025



DMA Annual Conference & DermAesthetic Summit

April 25-26, 2025

The Hotel at Avalon, Alpharetta GA

Education & Networking for
Staff Members of
Dermatology & Aesthetic
Practices

CEUs & Laser Certificate Available

Friday, April 25

Managers Track

See details on website:
DermatologyManagersAssociation.org

- 7:30 Registration & Hot Breakfast Buffet
- 8:20 Welcome & Announcements
- 8:30 Keynote: **Authenticity in Leadership**
Betsy Wernli, MD
- 9:30 **Growing Pains in Your Practice?**
Organizational Development
Steve Ieraci, Consultant
- 10:30 Break in Exhibit Hall
- 11:00 **HHS-OIG Voluntary Compliance**
Including Refunds & Incident-to Rules
Jennie Hitchcock, CMPA, CCS-P
- 12:00 Networking Lunch
- 1:00 **Aesthetic Compliance in Dermatology**
Kevin Little, Attorney
- 1:45 Break in Exhibit Hall
- 2:15 **The Future of AI in Dermatology**
Paul Wolfe, Account Executive
- 2:45 **Navigating Tax Credits**
David McMillan, President
- 3:30 Break in Exhibit Hall
- 4:00 **A Legal Update**
Stuart Oberman, Attorney
- 5:00 Wrap-up & Adjourn to Reception
- 5:05 to 6:30 Exhibitor Reception,
Drinks, Snacks & Door Prizes



Aesthetic Track

Exciting Update! The Aesthetic Track has been extended to a full day, providing you with enhanced educational opportunities!

- 7:45 Registration & Hot Breakfast Buffet
- 8:35 Welcome & Announcements
- 8:45 Keynote: **"Asthethic Avengers"**
Dr. Rodney Agan
- 9:30 **Look & Listen**
Perfect the Consultation
Erin Blackwell, LE, CLT
- 10:15 Break in Exhibit Hall
- 10:45 **An Insider's Guide to Aesthetic Energy-based Devices**
Patrick Clark, PhD
- 12:15 Networking Lunch
- 1:15 **Laser Safety (cont'd)**
Laser Certificate Program
- 2:15 Break in Exhibit Hall
- 2:45 **Building Bridges to the Next Level**
Marguerite Germain, MD
- 3:45 Break in Exhibit Hall
- 4:15 **New Challenges & Therapies in Aesthetic Dermatology**
Michelle Juneau, MD & Anna Paré, MD
- 5:00 Wrap-up & Adjourn to Reception
- 5:05 to 6:30 Exhibitor Reception,
Drinks, Snacks & Door Prizes



Saturday, April 26

Office Staff Track

- 7:30 Registration & Hot Breakfast Buffet
- 8:25 Welcome & Announcements
- 8:30 **Maximizing Patient Collections**
"Mr. Cash Flow" David Wiener, CEO
- 9:30 Break
- 9:45 **The Patient Experience**
- 10:30 **PDT in the Physician Office**
Kim Gooden, CMOM, CPCD
- 11:00 **2025 Dermatology Coding Unveiled**
Faith McNicholas, AAD
- 12:00 Adjourn



* Managers Only *

Group Discussions

- 7:30 Registration & Hot Breakfast Buffet
- 8:25 Welcome & Announcements
- 8:30 **Taking Your Business to the Next Level**
Expert panel discussion on how to advance your practice
Jonathan Banta, Joe Atzenback, Noah England
- 9:45 Break
- 10:00 **Staffing Issues & Strategies**
Recruit and maintain the best talent
Lawrence Kraska, CEO
- 11:15 **The Evolving Landscape of Dermatology**
Dana Jacoby & Clint Bundy
- 12:00 Adjourn



Exhibitors

Platinum Level

Silver Level

and more to come...

Premier Sponsors

Elite Sponsors

Diamond Sponsors