

CONFERENCE AGENDA

2026 DMA Conference Agenda

April 17-18, 2026

The Hotel at Avalon, Alpharetta, GA

Programs, times, and speakers are subject to change. Updates will be added to website regularly. Any modifications will be announced at the start of the conference.



Managers Track Friday, April 17, 2026

Teasley 4,5,6

- 7:30 Registration & Hot Breakfast Buffet
- 8:15 Welcome & Announcements
- 8:30 Keynote Speaker - All In! Betting on Yourself During Challenging Times - Ken Ofel
- 9:30 Augment Your Workflow with Automation - sponsored by Rivet
- 10:15 Break w/Exhibitors
- 10:45 Evolution of Privacy & Security Risk in Healthcare - Raymond Ribble
- 11:45 Lunch
- 12:45 Physician Panel: Pros & Cons of Increasing Cosmetics/Aesthetics in Your Practice - Anna Paré MD, Michelle Juneau MD, Marguerite Germain, MD - moderator Carrie Galpin, Galderma
- 1:45 Training to Win: Patient Access Management - Tommie Major, BC, C-PAM3, sponsored by Dermsquared
- 2:15 Break w/Exhibitors
- 2:45 Flawless First Impressions: Onboarding for Lasting Results - Christina Fiorenza, SPHR
- 3:40 Break w/Exhibitors
- 4:00 Solution Stacking - Joseph Atzenbeck, MHA, joined by Tara Gillespie, APRN-C, CMPE & Trent Renta, COO
- 5:05 Exhibitor Reception & Prize Drawings (5:05-6:30)



Aesthetic Track Friday, April 17, 2026

Trammel Devore

- 9:15 Registration
- 9:45 Welcome & Announcements
- 10:00 Keynote Speaker - All In! Betting on Yourself During Challenging Times - Ken Ofel
- 11:00 Foundations of Lasers & Light Certificate Program - John Hoopman, CMLSO
- 12:15 Lunch
- 1:15 Foundations of Lasers & Light Certificate Program (continued) - John Hoopman, CMLSO
- 2:30 Break w/Exhibitors
- 3:00 Supervising Technicians - sponsored by MAG Mutual
- 3:45 Break w/Exhibitors
- 4:15 Marketing - Erin Blackwell, LE, CLT
- 5:05 Exhibitor Reception & Prize Drawings (5:05-6:30)



Office Track Saturday, April 18, 2026

Trammel Devore

- 7:30 Registration & Hot Breakfast Buffet
- 8:25 Welcome & Announcements
- 8:30 Don't Sweat the Small Stuff - Rick Crici, Ed.D
- 9:30 Break
- 9:45 Handling Difficult Patients - Lawrence Kraska CEO, sponsored by AQUA Dermatology
- 10:30 PDT Updates - sponsored by SunPharma
- 11:00 2026 Dermatology Coding - Faith McNicholas, Manager of Coding & Reimbursement AAD
- 12:00 Adjourn



Managers Only Group Discussions

Saturday, April 18, 2026

Teasley 4,5,6

- 7:30 Registration & Hot Breakfast Buffet
- 8:25 Welcome & Announcements
- 8:30 Encore Discussion: Taking It to the Next Level - Jonathan Banta, Joe Atzenbeck, Noah England
- 9:45 Break
- 10:00 Mastering Insurance Denials & Appeals Process - Jennie Hitchcock, CMPE, CCS
- 11:00 Zero Trust in Healthcare - sponsored by Medicus IT
- 12:00 Adjourn

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Program Summary for Managers Track



Managers Track

Friday, April 17, 2026

Teasley 4,5,6



Keynote: All In! Betting on Yourself During Challenging Times *Ken Okel*

Build confidence, stay composed under pressure. improve communications, inspire your team, and strengthen performance.



Augment Your Workflow with Automation *TBA - Rivet Sponsored*

How to use AI in your practice.



Evolution of Privacy & Security in Healthcare *Raymond Ribble*

Threats to your practice are becoming more sophisticated. Understand the risks that can damage the financial health and reputation of your practice.



Physician Panel: Pros & Cons of Increasing Cosmetics/Aesthetics in Your Practice

Anna Paré MD, Michelle Juneau MD, Marguerite Germain MD, another physician TBD

Considerations when adding cosmetics and aesthetic procedures to your practice. Panel discussion moderated by Carrie Galpin, Galderma.



Training to Win: Patient Access Management *Tommie Major, BC, C-PAM3*

Learn the importance of training protocol for prior authorizations.



A Flawless First Impression: Onboarding for Lasting Results

Christina Fiorenza, SPHR

Learn how to set clear expectations and structure for new employees from day one. Build engagement and retention while sustaining momentum.



Solution Stacking *Joseph Atzenbeck, LT, USN (Ret), MHA, CEO*

joined by Tara Gillespie, APRN-C, CMPE, CEO Heartland Dermatology, Kansas and Trent Renta, COO Olansky Dermatology, Atlanta

The strategic approach that combines complementary technologies to drive measurable improvements in practice performance, compliance, and profitability.

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Program Summary for Group Discussions



Group Discussion Track

Saturday, April 18, 2026

Teasley 4,5,6



Back by Popular Demand! Encore Discussion Taking Your Practice to the Next Level

Jonathan Banta MBA, CEO, Joseph Atzenbeck, LT, USN (Ret), MHA, CEO and Noah England, CMPE, COE, COO

Continue the conversation on elevating from Good to Great. What qualities do leaders require to excel in creating a financially stable and flourishing practice? Listen to the experts that have “been there and done that.”



Mastering Insurance Denials & the Appeals Process Jennie Hitchcock, CMPE, CCS

Insurance denials are a costly and time-consuming challenge for any medical practice. Understand the most common denials for dermatology practices and how to address them.



Zero Trust in Healthcare in an Evolving Threat Landscape

TBA - Medicus Sponsored

Healthcare data is under siege. Cyber threats are growing more advanced and more relentless. Cybercriminals are getting smarter, breaches are getting bolder, and traditional perimeter-based security models are no longer enough. That’s why it’s time for Zero Trust.

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Program Summary for Aesthetic Track



Aesthetic Track

Friday, April 17, 2026

Trammel Devore



Keynote: All In! Betting on Yourself During Challenging Times *Ken Okel*

Build confidence, stay composed under pressure. improve communications, inspire your team, and strengthen performance.



Foundations of Laser & Light - Laser Certificate Program *John E Hoopman, CMLSO*

Learn laser safety by understanding the physics of light, tissue interactions, and controlling tissue effects. Eligible for 3-hour laser safety certificate.



Supervising Technicians in an Aesthetic Environment *TBA-MAG Mutual Sponsored*

With the demand for cosmetic medical procedures on the rise and patients increasingly seeking treatment in a variety of settings by non-physicians, it's not surprising that technician supervision is a top driver of risk for physicians.



Aesthetic Marketing *Erin Blackwell, LE, CLT*

Understand how to market cosmetic and aesthetic procedures in your office.

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Program Summary for Office Staff Track



Staff Track

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Don't Sweat the Small Stuff *Rick Crici, Ed.D*

Recognize the power of choice in daily interactions, understand personal accountability, develop skills to avoid overreacting.



How to Deal with Difficult Patients *Lawrence Kraska, CEO*

Understand customer service in all situations.



PDT Updates *Kim Gooden, CMOM, CPCD, COO*

Everything you need to know about PDT in your practice.



Stay Ahead of the Curve: 2026 Dermatology Coding & Regulatory Update

Faith McNicholas, RHIT, CPC, CPCD, PSC, CDC

From new codes to evolving payer policies, 2026 is shaping up to be a big year for dermatology. Stay current with the landscape of dermatology coding and reimbursement.