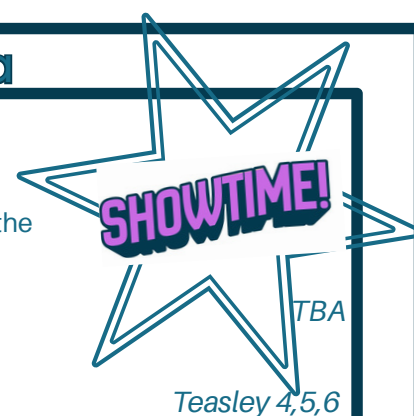


2026 DMA Conference Agenda

April 17-18, 2026

The Hotel Avalon, Alpharetta GA

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



Pre-Conference Session Thursday, April 16, 2026

6:00pm - 8:00pm ModMed AI Demo with Q&A Session

Managers Track Friday, April 17, 2026

Teasley 4,5,6

- 7:30 Registration & Breakfast
- 8:15 Welcome & Announcements
- 8:30 Keynote Speaker: All In! Betting on Yourself During Challenging Times - *Ken Okel, Leadership Expert*
- 9:30 Dynamic Reporting: Intricate KPI Analysis - *Andrew Harding, VP Customer Success, sponsored by Rivet*
- 10:15 Break with Exhibitors
- 10:45 Evolution of Privacy & Security Risk in Healthcare - *Raymond Ribble, CEO SPHER Inc*
- 11:45 Lunch with Exhibitors
- 12:45 Physician Panel: Pros & Cons of Increasing Cosmetics/Aesthetics in Your Practice - *Anna Paré MD, Michelle Juneau MD, Chynna Steele Johnson MD, Kim Gooden, CMOM, CPCD - moderated by Carrie Galpin, Galderma*
- 1:45 Training to Win: Patient Access Management - *Tommie Major BC, C-PAM3, sponsored by Dermsquared*
- 2:15 Break with Exhibitors
- 2:45 A Flawless First Impression: Onboarding for Lasting Results - *Christina Fiorenza, SPHR, Thread HCM*
- 3:40 Break with Exhibitors
- 4:00 Solutions Stacking - *Joseph Atzenbeck, MHA joined by Tara Gillespie, APRN-C & Trent Renta, COO*
- 5:05 Adjourn to 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 Okel, Leadership Expert*
- 11:00 Foundations of Lasers & Lights Certificate Program - *John Hoopman, CMLSO*
- 12:15 Lunch with Exhibitors
- 1:15 Foundations of Lasers & Lights Certificate Program (continued) - *John Hoopman, CMLSO*
- 2:30 Break with Exhibitors
- 3:00 Supervising Technicians in an Aesthetic Environment - *Kay Brasfield, MBA, CPHRM, sponsored by MAG Mutual*
- 3:45 Break with Exhibitors
- 4:15 Make Your Mark - *Erin Blackwell, LE, CLT*
- 5:05 Adjourn to Exhibitor Reception & Prize Drawings (5:05-6:30)

Office Track Saturday, April 18, 2026

Trammel Devore

- 7:30 Registration & Breakfast
- 8:25 Welcome & Announcements
- 8:30 Don't Sweat the Small Stuff - *Rick Crici, Ed.D*
- 9:30 Break
- 9:45 Creating a VIP Patient Experience - *Lawrence Kraska, CEO Aqua Dermatology*
- 10:30 Photodynamic Therapy Updates - *Kim Gooden, CMOM, CPCD, COO, sponsored by SunPharma*
- 11:00 Stay Ahead of the Curve: 2026 Dermatology Coding & Regulatory Update - *Faith McNicholas, Manager of Coding & Reimbursement at American Academy of Dermatology*
- 12:00 Adjourn with Closing Remarks

Managers Group Discussion Saturday, April 18, 2026

Teasley 4,5,6

- 7:30 Registration & Breakfast
- 8:25 Welcome & Announcements
- 8:30 Encore Discussion: Taking It to the Next Level - *Jonathan Banta MJur, MBA, Joe Atzenbeck MHA, Noah England MBA, CMPE*
- 9:45 Break
- 10:00 Mastering Insurance Denials & Appeals Process - *Jennie Hitchcock CMPE, CCS*
- 11:00 Zero Trust Done Right - *Mike Jann MBA, CCNA, MCP, Chris Malone MBA, CCNA, MCP, Jonathan Barnett, sponsored by Medicus IT*
- 12:00 Adjourn with Closing Remarks