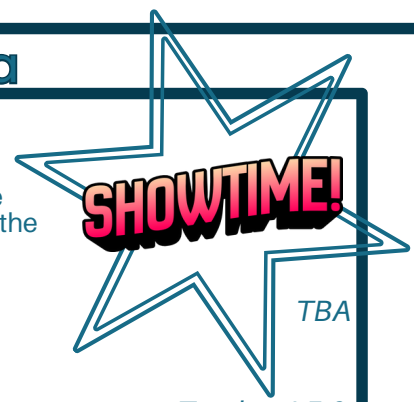


# 2026 DMA Conference Agenda

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
- 12:45 Physician Panel: Pros & Cons of Increasing Cosmetics/Aesthetics in Your Practice - *Anna Paré MD, Michelle Juneau MD, Marguerite Germain MD, Chynna Steele Johnson MD - moderated by Carrie Galpin, Galderma*
- 1:45 Training to Win: Patient Access Management - *Tommie Major BC, C-PAM3, sponsored by Dersquared*
- 2:15 Break with Exhibitors
- 2:45 A Flawless First Impression: Onboarding for Lasting Results - *Christina Fiorenza, SPHR, HRM Thread*
- 3:40 Break with Exhibitors
- 4:00 Solutions Stacking - *Joseph Atzanbeck, 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
- 1:15 Foundations of Lasers & Lights Certificate Program (continued) - *John Hoopman, CMLSO*
- 2:30 Break with Exhibitors
- 3:00 Supervising Technicians - *TBA, 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 Experience - *Lawrence Krask, CEO Aqua Dermatology*
- 10:30 Photo Dynamic Therapy Updates - *TBA, 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 in Healthcare - *TBA, sponsored by Medicus IT*
- 12:00 Adjourn with Closing Remarks

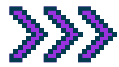
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## Program Summary for Managers Track



**SHOWTIME!**



*Managers Track*

Friday, April 17, 2026

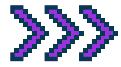
- ✖ **Keynote: All In! Betting on Yourself During Challenging Times**  
*Ken Okel, Leadership & Performance Expert*  
Build confidence, stay composed under pressure, improve communications, inspire your team, and strengthen performance.
- ✖ **Dynamic Reporting Starts Now: Intricate KPI Analysis**  
*Andrew Harding, VP of Customer Success, Rivet*  
Dive into key performance indicators that matter and what they mean for your organization, how to build dynamic reports, and how automation makes all the difference in revenue performance.
- ✖ **Evolution of Privacy & Security in Healthcare**  
*Raymond Ribble, CEO & Founder SPHER Inc*  
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, Chynna Steele Johnson MD*  
Considerations when adding cosmetics and aesthetic procedures to your practice. Panel discussion moderated by Carrie Galpin, US Head of Aesthetics Customer Education at Galderma.
- ✖ **Training to Win: Patient Access Management**  
*Tommie Major, BC, C-PAM3*  
Learn the importance of training protocol for prior authorizations. Sponsored by Dersquared.
- ✖ **A Flawless First Impression: Onboarding for Lasting Results**  
*Christina Fiorenza, SPHR, HRM Thread*  
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, MHA joined by Tara Gillespie, APRNC, 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 Managers Group Discussions



*Managers Group Discussions*

**Saturday, April 18, 2026**

### ✕ **Back by Popular Demand! Encore Discussion**

#### **Taking Your Practice to the Next Level**

*Jonatha Banta Mjur, 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 - sponsored by Medicus IT*

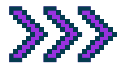
Healthcare data is under siege. Cyber threats are growing more advanced and more relentless. Cybercriminals are getting smarter, breaches are getting bolder, and traditional perimeter-based security models are no longer enough. That's why it's time for Zero Trust.

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## Program Summary for Aesthetic Track



### *Aesthetic Track*

Friday, April 17, 2026

✕ **Keynote: All In! Betting on Yourself During Challenging Times**  
*Ken Okel, Leadership & Performance Expert*

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 - sponsored by MAG Mutual*

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

✕ **Make Your Mark**  
*Erin Blackwell, LE, CLT*

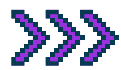
Explore how to market yourself as the professional behind the practice. Define what sets you apart, communicate your values with clarity and confidence.

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## Program Summary for Office Staff Track



### Office Staff Track

Saturday, April 18, 2026

#### ✕ Don't Sweat the Small Stuff

*Rick Crici, Ed.D*

Participants will learn to recognize the power of choice in daily interactions, how to take ownership of responsibilities, develop skills to avoid overreaction, how to distinguish between a job and a career, and apply "Don't Sweat the Small Stuff" as a practical tool.

#### ✕ Creating a VIP Experience

*Lawrence Kraska, CEO AQUA Dermatology*

The top physician practices combine the highest quality patient care together with outstanding patient satisfaction. Patients are looking for both. Examine companies outside of healthcare that are known for their great customer services. Attendees will also learn several practical strategies that they can apply in their practices to create a VIP experience for their patients.

#### ✕ Photo Dynamic Therapy

*TBA - sponsored by SunPharma*

Everything you need to know about offering PDT in your office including managing buy and bill reimbursement, payer coverage considerations and collecting patient financial responsibility, accurate reporting and troubleshooting claims, and medical benefit support.

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

*Faith McNicholas, Manager of Coding & Reimbursement, American Academy of Dermatology*

From new codes to evolving payer policies, 2026 is shaping up to be a big year for dermatology coding. After participating, attendees should be able to decode the most important 2026 CPT, ICD-10-CM, and Medicare updates impacting dermatology. Learn how to recognize common coding pitfalls and implement best practices to strengthen documentation and coding accuracy and navigate regulatory and payer changes using real-world dermatology scenarios.