



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

CONFERENCE ONLINE GUIDE with AGENDA & SPEAKERS



2026 DMA Annual Conference
& DermAesthetic Summit

April 17-18, 2026

The Hotel at Avalon
Alpharetta GA

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.

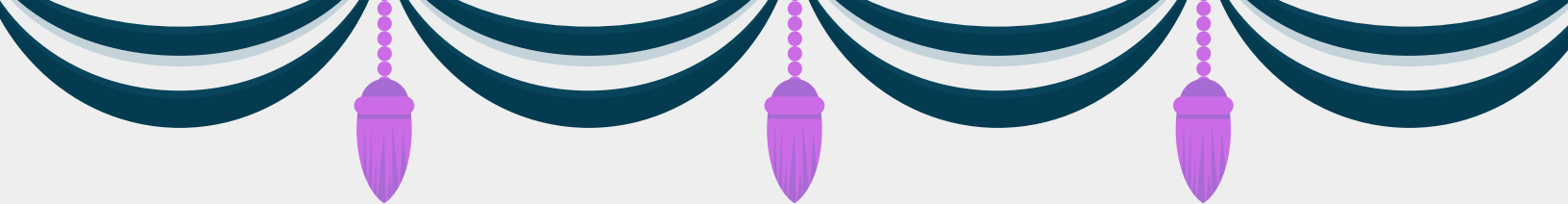
In 2014, the target audience was broadened to include aesthetic practices, and soon after, programs were introduced for non-managerial office staff. Each year, DMA hosts an annual conference that provides professional development opportunities for all personnel within Dermatology and Aesthetic practices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

Group Room Rate \$ 239 + taxes (available until 3/30/26 or until reserved room block exhausted)

Visit TheHotelatAvalon.com

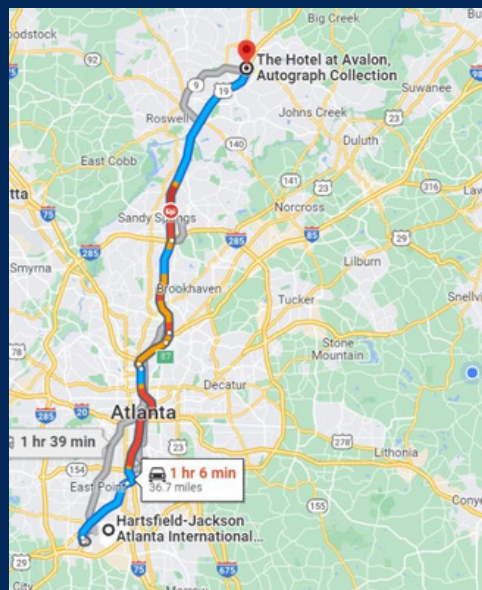
Click Here for Room Reservations
(Or call 678.722.3600 and request group rate for Dermatology Managers Association.)

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.

Meeting 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, 2026.

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.

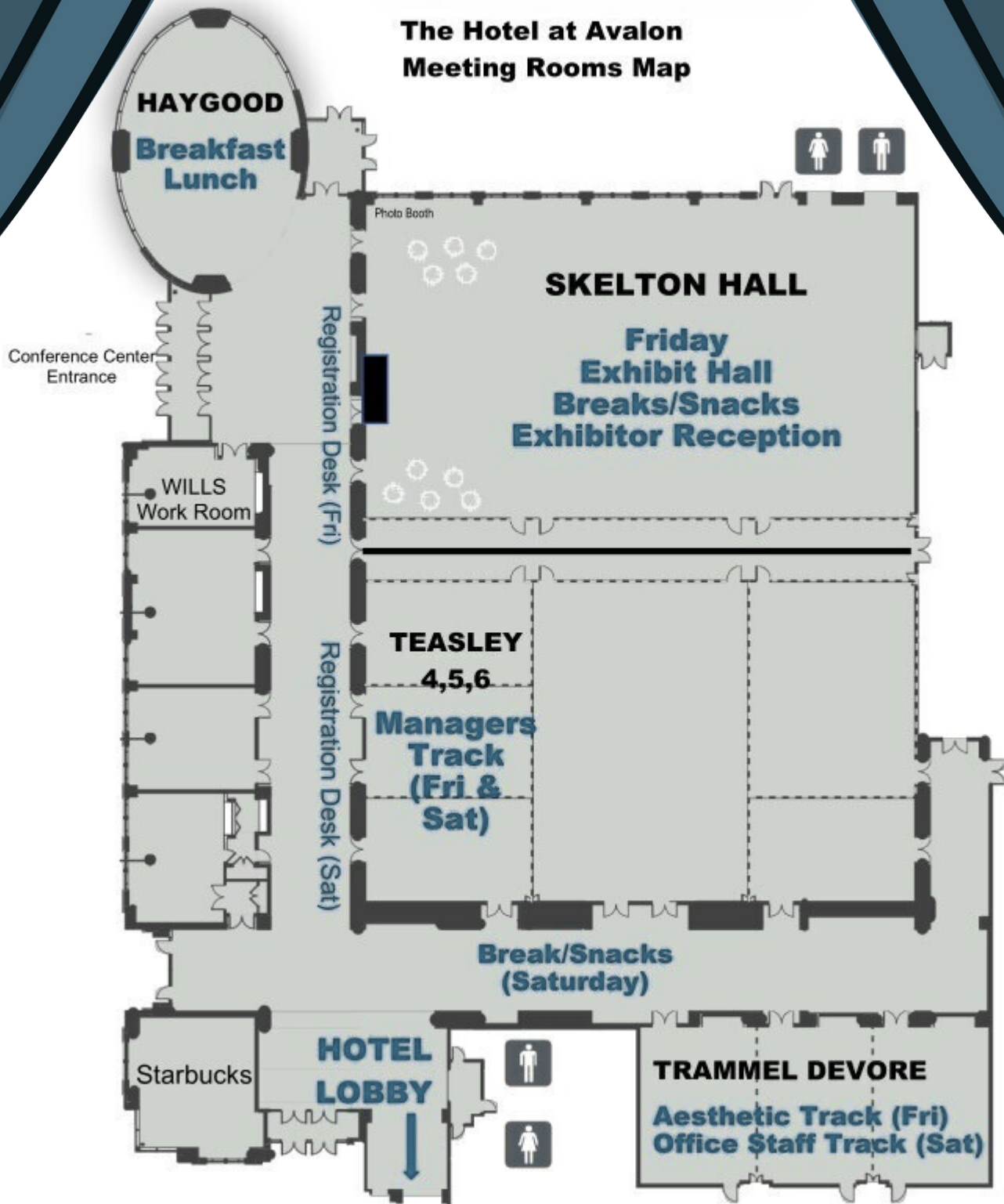


Cancellations

- Cancellation refunds must be requested by April 1, 2026. A \$20 administration fee will apply. Send cancellation requests to mllomax@bellsouth.net.
- If for any reason the 2026 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.

Register online at DermatologyManagersAssociation.org

**The Hotel at Avalon
Meeting Rooms Map**





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.

Important Registration Dates



March 30, 2026

Hotel special rate
deadline (or until room
block full).



April 1, 2026

Early bird registration
fees expire.

Deadline for
Cancellations with
refund of paid fees, less
\$20 processing fee.



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 Augment
- 9:30 Your Workflow with Automation - sponsored by Rivet
- 10:15 Break w/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 - 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 & 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 - Kim Gooden, CMOM, CPCD sponsored by SunPharma
- 11:00 2026 Dermatology Coding - Faith McNicholas, 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 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 cosmetic and aesthetic procedures to your practice.
-  **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 Managers Group Discussions



Group Discuss Track

Saturday, April 28, 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 older, and traditional perimeter-based security models are no longer enough. That’s why it’s time for Zero Trust.

CONFERENCE AGENDA

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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



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.

CONFERENCE AGENDA

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Program Summary for Office Staff Track



Staff Track

Saturday, April 18, 2026

Trammel Devore



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*

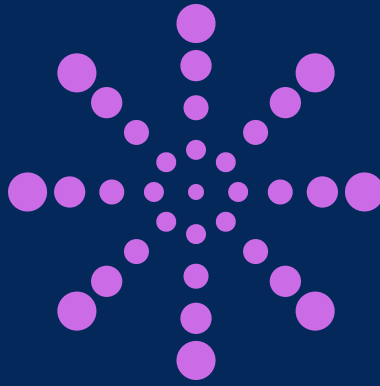
Everything you need to know about PDT in your practice.



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.



Programs & Speakers

Additional program and speaker information is added as it becomes available.

Your Keynote Speaker

All In! Betting on Yourself During Challenging Times



Ken Okel

Leadership & Performance Strategist

Imagine walking into work with the same confidence you'd have holding a winning hand in cards. This keynote will give you a mindset makeover for the moments that matter most.

In this energizing and motivational session, you will learn how to shift your perspective, rise to the moment, and lead with clarity in uncertain times. Through real-world insights and engaging storytelling, you'll discover how to stay focused, flexible, and confident, no matter what challenges come your way. Get insider strategies for staying composed under pressure and turning disruption into opportunity. You'll walk away with actionable takeaways to improve communication, inspire your team, and strengthen performance.

And don't be late, as this keynote includes a few surprises you won't want to miss. Get ready to go all in on yourself, your leadership, and your ability to thrive in today's every-changing healthcare landscape.

(CEUs pending)



Ken Okel

Ken Okel knows what it's like to face big challenges at work. Drawing from his high-pressure experiences in broadcast news, hurricane relief, and professional ballet, he shares priceless insider strategies to help you perform at your best.

Ken understands how the world can dare you to get out of your comfort zone. He knows what it's like, when there's no turning back and you have to take on a new challenge. Today, as a motivational keynote speaker, in person and virtual audiences enjoy his creative solutions to their problems.

Ken is the author of the book, *Stuck on Yellow*, hosts *The 2 Minute Takeaway Podcast*, and has marketed everything from global brands to a three legged kitten.

Ken is highly recommended with testimonials like, "Inspirational, thought-provoking, and deeply motivating, Ken delivered an outstanding presentation that challenged us to step outside our comfort zones and embrace the unknown with courage and determination. Through powerful storytelling and actionable insights, he reminded us that true growth happens when we accept the dare—whether in business, leadership, or personal life. Our membership left feeling empowered, ready to take bold risks, and confident in their ability to turn challenges into opportunities."

Evolution of Privacy & Security Risk in Healthcare



Raymond Ribble
President, Sphere, Inc

Under HIPAA guidelines, every comprehensive healthcare strategy must include Patient Privacy Protection and User Activity Monitoring.

Wherein the ongoing threat to practices, groups and clinics remains, the type of attacks occurring becomes much more sophisticated. Medical offices used to simply concern themselves with the rogue employee (still an issue), we now have increased threat vectors from Ransomware, Email Phishing attacks, Deepfake emails, and other electronic forms of security risks that can damage the financial health and reputation of a clinic.

Learn how to protect patient data and mitigate the risk of a major data breach, as well as to ease the burden of adhering to State and Federal privacy regulations.

(CEUs pending)



Raymond Ribble

Raymond is the Founder, President, and CEO of SPHER, Inc. He earned his B.S. degree in Aviation Technology and Management from Western Michigan University and a certificate in Asian cultural studies from UCLA.

With over 30 years of experience in the technology field, Raymond has succeeded in multiple industries including aerospace engineering, business consultation, and now healthcare. His expertise extends across the Asia-Pacific, having founded businesses in Japan, China, and Hong Kong prior to his business ventures in the U.S. Raymond has held senior roles in a number of technology start-ups, resulting in successful exits.

Raymond regularly shares his insight on EMR and EHR security at nationwide seminars and webinars.

Training to Win: Patient Access Management Certification



Tommie Major, BC, C-PAM-3
Dermsquared

Prior Authorizations have become a nightmare for many practices. This session will

- Discuss the importance of training for Prior Authorizations
- Describe training protocol and the value of certified prior authorization management
- Discuss how to implement certified prior authorization management into your practice training protocol

(CEUs pending)



Tommie Major, BC, C-PAM3

Tommie Major is a Biologic Coordinator with more than 23 years of experience at Georgia Skin & Cancer Clinic. She specializes in coordinating advanced biologic therapies, improving patient access, and supporting providers in delivering high-quality dermatologic care.

In addition to her clinical expertise, Tommie serves as a speaker for several pharmaceutical companies and contributes her insights on multiple dermatology advisory boards. She is also a founding member of the Patient Access Management Summit (PAMS) Steering Committee for Dermsquared, where she helps shape strategic initiatives that advance practice management and patient outcomes in dermatology.

Tommie played a key role in the development, launch, and ongoing management of the Certification for Patient Access Management (C-PAM) program in partnership with Dermsquared. She has mentored numerous aspiring biologic coordinators and continues to speak and serve on faculty for national meetings and professional events.

Outside of her professional commitments, Tommie enjoys spending time with her grandchildren and traveling with her husband.

A Flawless First Impression: Onboarding for Lasting Results



Christina Fiorenza, SPHR
HR Engagement Manager
Thread HCM

Bringing new employees into your practice the right way makes all the difference. This session will walk you through practical onboarding strategies that not only get staff up to speed quickly, but also improves retention, morale, and patient care. Learn how to structure onboarding for success, build engagement and retention, and sustain the momentum for long-term success.

- **Structuring onboarding for success:** Setting clear expectations and structure that employees need from day one.
- **Building engagement and retention:** Creating a welcoming, supportive experience that encourages loyalty and reduces turnover.
- **Sustaining momentum:** Keeping new hires engaged beyond the first week through check-ins, feedback, and continued development.

(CEUs pending)



Christina Fiorenza, SPHR

Christina Fiorenza is a seasoned HR professional with over two decades of experience helping organizations strengthen their people practices and cultures. A proud alumna of LSU, she has held roles ranging from HR Generalist to HR Director and currently serves as HR Engagement Manager at Thread HCM.

With deep expertise in compliance, employee relations, training and development, and HR strategy, Christina is recognized for her ability to guide teams with both knowledge and heart. She is valued by colleagues and clients alike for her approachable leadership style, her commitment to growth, and her belief that work should be both meaningful and enjoyable.

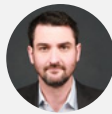
Strategie Stacking: Leveraging Technology and Expertise to Optimize Your Practice



Joseph Atzenbeck,
LT, USN (Ret.) MHA, CEO

In today's evolving healthcare landscape, dermatology practices face mounting demands—from regulatory complexity to operational inefficiencies and workforce challenges. Solution Stacking is a strategic approach that combines complementary technologies and external expertise to drive measurable improvements in performance, compliance, and profitability. During this panel discussion, industry leaders will share practical examples of how AI-driven tools can enhance scheduling, documentation, and patient engagement, while third-party consultants can elevate areas like MIPS reporting and compliance without adding internal overhead. Attendees will leave with actionable strategies for building their own customized solution stack to improve efficiency, outcomes, and overall ROI.

Panel participants joining Joe: Tara Gillespie, APRN-C, CEO Heartland Dermatology, Kansas



Trent Renta, COO Olansky Dermatology & Aesthetics, Atlanta

(CEUs pending)



Joseph Atzenbeck, LT, USN (Ret.), MHA, CEO

Joe is a founding member of The Clinic for Dermatology & Wellness and serves as the Chief Executive Officer and Clinic Administrator for a provider and employee team encompassing medical, surgical and aesthetic dermatology, as well as Mohs micrographic surgery.

He is an Honors Graduate from the prestigious United States Naval Academy at Annapolis, Maryland and holds a Bachelor of Science degree in Control Systems Engineering. He also holds a Master of Health Administration from Cornell University in Ithaca, New York.

Joe deployed on seven submarine missions vital to national security. With extensive experience and success at sea, he was selected for the position of Deputy Director of the National Security Agency (NSA) Hawaii field site Security Operations Center's 24/7 intelligence watch floor.

Joe is renowned for his extreme attention to detail and step-by-step planning processes to ensure seamless operations and minimal friction points. In his role at the NSA, which conducts operations on behalf of military and other intelligence agency customers, he also gained valuable insight into multi-agency, multi-faceted, multi-national, multiple product line, military, civilian, and contractor operations conducted in a highly classified environment.

Joe was medically retired from active duty in November of 2014 and although a disabled veteran, he remains a capable and determined leader. While no longer eligible for military service, he desires to be a productive member of society and a top-notch employer.

Joe's experience with customer service and leadership expectation management, employee concerns (military, civilian and contractor), staffing and scheduling of personnel, and dual-geographically separate campus operations on a 24/7 basis, make him an invaluable member to any team.

Foundations of Laser & Light Certificate Program



John Hoopman, CMLSO

This Foundations of Laser & Light course will take you from the History of Light through

- Physics
- Tissue interactions
- Controlling tissue effects
- Safety
- Ablative

and how to implement them in common procedures.

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



John Hoopman, CMLSO

John began his clinical experience at The University of Texas Southwestern Medical Center at Dallas in 1998. He served as the administrator of the UT program (now some 225-laser strong) including the disciplines of medical/surgical specialties including Cardio-Thoracic, Dermatology, Plastic Surgery, Ophthalmology, Obstetrics/Gynecology, Oral Surgery, Orthopedics, Otorhinolaryngology, Urology, and Neurologic Surgery until May 2019 when he retired after 21 years of service. With little time off, John came back to UT Southwestern in the Department of Plastic Surgery to further his research in the process of light tissue interactions and continue his passion of faculty and resident education.

John is nationally recognized as a leader in patient advocacy and is an active and guiding member of organizations like the ANSI Z136.3 Review Board (the guiding force in patient safety and control nationally), the American Society for Laser Medicine and Surgery (ASLMS), American Society for Aesthetic Plastic Surgeons (ASAPS) and the Laser Institute of America (LIA). With his academic and developmental involvement in light medicine John has a unique ability to gauge and review most of the new and emerging light and noninvasive technologies being brought to bear in today's ever changing surgical/clinical world. He has had the honor and pleasure to be involved with revolutionary new laser and light applications that significantly affected both the quality and duration of patient's lives.

John has also been privileged in co-authoring 45+ translational cornerstone research publications. In constant demand by the medical laser industry, John has a unique ability to bring clear and understandable terms to the most complicated of light procedures and methods.

Marketing



Erin Blackwell, LE, CLT

Program details



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.

Don't Sweat the Small Stuff: Harnessing the Power of Choice in Your Career



Rick Crici, Ed.D, MHA, CMPE
Crici Coaching & Consulting Services

In this inspiring session, Rick introduces his signature philosophy: *Life is all about choices*. With warmth and practical insight, he will show dermatology practice staff how to take ownership of their work, avoid overreactions, and reframe challenges with a calm, empowered mindset. Participants will also learn to recognize the difference between “just a job” and a fulfilling career path, and discover how the mantra *Don't Sweat the Small Stuff* can create less stress and more satisfaction - both in the office and beyond.

Practical takeaways you can apply immediately to improve teamwork, patient experiences, and your own sense of balance and fulfillment.

- **Recognize the Power of Choice in Daily Interactions:** Participants will understand how both conscious and unconscious choices shape their experience at work, and how adopting a “choice-first” mindset can reduce stress and create more positive patient and colleague interactions.
- **Take Ownership of Responsibilities:** Staff will learn strategies to shift from reactive responses to proactive ownership, understanding how personal accountability contributes to smoother practice operations and a more supportive team culture.
- **Develop Skills to Avoid Overreaction:** Participants will practice techniques to pause, reframe, and respond calmly in stressful situations, reducing conflict, improving communication, and fostering a calmer environment for patients and coworkers alike.
- **Distinguish Between a Job and a Career:** Staff will explore how reframing their role as a part of a bigger career path - rather than “just a job” - can increase motivation, pride, and fulfillment in their daily work.
- **Apply “Don't Sweat the Small Stuff” as a Practical Tool:** By identifying what truly matters versus what can be let go, participants will leave with actionable strategies to focus on high-impact tasks and let minor frustrations roll off their shoulders.

(CEUs pending)



Rick Crici, Ed.D

Rick Crici is an executive coach, consultant, and author of *Simply Life, Mastering the Tools for Everyday Success*. Since 1999, Rick has worked alongside physician owners, their managers, and healthcare teams to streamline operations, increase profitability, and build strong cultures of accountability.

Rick holds a Doctorate in Health Education from Columbia University, a Master's Degree in Health Education from Columbia, and a Master's degree in Health Administration from Hofstra University.

Dr. Crici has worked as a hospital administrator, private practice manager, and as a medical practice consultant. A sought after keynote speaker and motivational presenter, Dr. Crici has spoken on such topics as “The Power of Choice,” “How to Deal with Difficult People,” “The Art of Sales,” “First Class Customer Service,” and “Five Star Leadership.”

Rick's approach is deeply enriched by the philosophy that he has learned through his 20+ years of martial arts experience as both a student and instructor. His consulting firm, Crici Coaching & Consulting Services, also conducts workshops and provides coaching services. Additionally, Dr. Crici has been an educator at the collegiate level since 2000, having taught undergraduate and graduate-level courses for several universities.

A native of New York, Dr. Crici and his family currently reside in St. John's, Florida.

Difficult Patients

Program details



Lawrence P. Kraska, CEO
AQUA Dermatology



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.

PDT in the Physician Office



Kim Gooden, CMOM, CPCD
Dermatology Consultants PC, COO

What you need to know about PDT in your office:

- Managing Buy & Bill Reimbursement in Your Practice
- Setting Up PDT in Your Practice
- Pharmacy Benefit Process
- Payer Coverage Considerations
- Buy and Bill
- Understanding Allowables
- Collecting Patient Financial Responsibility
- Accurate Reporting
- Troubleshooting Claims
- Medical Benefit Support

(CEUs pending)



Kimberly H. Gooden, CMOM, CPCD

Kim Gooden is a certified medical office manager and certified professional coder in dermatology. She is also a consultant and COO in the field of dermatology. She considers one of her strongest contributions to the specialty of dermatology her ability to grow a company into a full-service dermatology practice, and develop leaders within the organization. She has also developed start up dermatology practices throughout her career.

Kim is a past president of the National Association of Dermatology Administrators and Managers (ADAM). During her presidency with ADAM, Kim led the initiative to develop a dermatology specific coding certification (CPCD) administered by the AAPC. She is also a founder and former president of Georgia's Dermatology Managers Association (DMA of Georgia) which is now a national organization continuing as DMA. Kim has published articles in various dermatology specific publications. Kim continues her consulting and speaking services across the country in the field of Dermatology.

In her spare time, Kim loves spending time with her family and especially her granddaughter. She also loves to sing and write poetry.

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



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

From new codes to evolving payer policies, 2026 is shaping up to be a big year for dermatology coding. Stay current with the evolving landscape of dermatology coding and reimbursement. Join our expert-led session for a fast-paced, practical update on everything you need to stay compliant, accurate, and ahead of the curve. This session provides an in-depth review of 2026 CPT, ICD-10-CM, and Medicare updates, with practical insights to help ensure compliance, accuracy, and to prevent inadvertent payer scrutiny and denials. Learn what's changing, what's staying, and how to apply the latest regulatory guidance in everyday dermatology practice.

After participating in this session, attendees should be able to:

- Decode the most important 2026 CPT, ICD-10-CM, and Medicare updates impacting dermatology.
- Recognize common coding pitfalls and implement best practices to strengthen your documentation and coding accuracy, which prevent inadvertent payer denials and optimize compliance.
- Navigate regulatory and payer changes with confidence using real-world dermatology scenarios.

(CEUs pending)



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

Faith McNicholas is a nationally recognized expert in medical coding and reimbursement with a passion for dermatology. As Senior Manager of Coding and Reimbursement at the American Academy of Dermatology Association, she serves as staff liaison to the AMA CPT Editorial Panel and ICD-10 Workgroup, and is Assistant Editor for Derm Coding Consult.

Faith's work is widely published in leading industry journals, and she is a sought-after presenter at national and state specialty meetings. With multiple certifications including RHIT and CPC with a dermatology specialization, she brings deep expertise and a proven ability to translate complex coding, reimbursement, and regulatory changes into practical guidance for physician practices.

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Jonathan Banta,
MJur, MBA, CEO



Joseph Atzenbeck,
LT, USN (Ret.) MHA, CEO



Noah England,
MBA, CMPE, COE, COO

Encore Presentation Taking Your Practice to the Next Level

Program details



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Encore Presentation Taking Your Practice to the Next Level



Jonathan Banta, M.Jur, MBA, CEO
The 44 Group

Jonathan "JB" Banta, MJur, MBA

In November 2021, Jonathan "JB" Banta took the helm as Chief Executive Officer and Co-Founding Partner of Bare Dermatology, bringing his passion for employee culture, clinical excellence, and patient satisfaction to Dallas, Texas and has since built on the belief that caring for people and building relationships is the secret of true success. That foundation belief has manifested into The 44 Group Healthcare Consulting Services.

Before joining Bare Dermatology, JB held pivotal leadership positions as the CEO of two prominent dermatology groups in Dallas, Texas, and Myrtle Beach, South Carolina. In these roles, he spearheaded scalable growth strategies, elevated clinical care, and expanded patient treatment options. His unwavering commitment to cultivating an exceptional workplace culture was a hallmark of his tenure.

JB is actively involved in various professional organizations and community outreach programs. He serves on the Executive Advisory Board for Dermatology at Modernizing Medicine and was a board member for the Association of Dermatology Administrators & Managers (ADAM). Additionally, JB is affiliated with organizations like the American College of Healthcare Executives (ACHE) and the Medical Group Management Association (MGMA).

A native of Cleveland, Ohio, JB earned a Bachelor of Business Administration degree from Kent State University and a Master of Business Administration degree from Cleveland State University. He also earned a Master of Jurisprudence degree from the Texas A&M School of Law, specializing in Health Law, Policy, and Management. The Texas A&M School of Law Graduate Program, sponsored by the Texas Health Law Council, selected him as the 2023 Texas Health Law Conference Scholarship Recipient.

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Encore Presentation Taking Your Practice to the Next Level



Noah England, MBA, CMPE, COE, COO
Piedmont Plastic Surgery & Dermatology

Noah England MBA, CMPE, CEO, COO

Noah England has a strong work experience in various organizations. He started his career at IBM as a Systems Administrator from December 2013 to June 2016. He then moved on to The Eye and Laser Center as a Practice Administrator from June 2016 to November 2020. After that, he joined Solinsky EyeCare as the COO / Executive Director from November 2020 to February 2023. Currently, Noah holds the position of Chief Operating Officer at Piedmont Plastic Surgery & Dermatology with multiple offices throughout North Carolina.

Noah has a Master of Business Administration (MBA) degree in Healthcare Administration from The George Washington University. In addition to his MBA, he holds certifications as a Private Aircraft Pilot, Multi-Engine Instrument Rated from the Federal Aviation Administration, as well as being a Certified Medical Practice Executive (CMPE) from the American College of Medical Practice Executives. Noah also holds a certification as a Certified Ophthalmic Executive from the American Society of Ophthalmic Administrators (ASOA).

Mastering Insurance Denials & the Appeals Process



Jennie Hitchcock, CMPE, CCS
Compass Healthcare Consulting

Insurance denials are a costly and time-consuming challenge for any medical practice. This session will address the most common denials for dermatology practices and how to address them, including:

- Frequent denials in dermatology practices and strategies for avoiding.
- Common denial and remark codes and what they mean.
- Differentiating between routine denials and more difficult challenges such as train, probe and educate (TPE) denials.
- Differentiating between a non-covered service and denied service and when to bill a patient for denied services.
- Understanding Medicare coverage determinations and commercial payer policies to avoid denials.
- Combatting automatic denials (e.g. downcoding of 99214 by commercial payers).
- References that can be used to defeat denials.
- Modifiers that can be used to avoid denials.
- Strengthening documentation for dermatology services to support services rendered for successful appeals.

(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.

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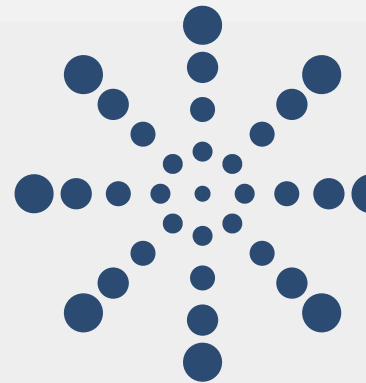
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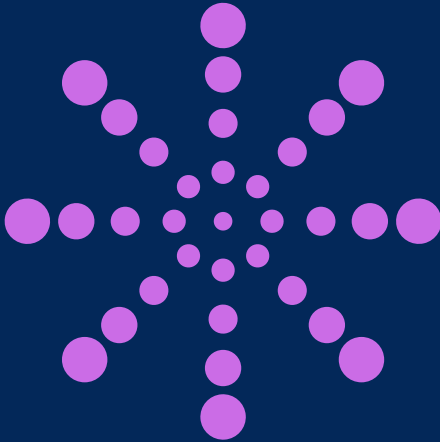
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