



2027 DMA Annual Conference

AGENDA

April 23-24, 2027

The Hotel at Avalon, Alpharetta, GA

Managers Track Friday, April 23, 2027 Location

7:30	Registration & Breakfast	Haygood
8:15	Welcome & Announcements	Teasley 1
8:30	Keynote: Office VIPS - Sam Patel, MD, MBA, Creative Strategist, Brand Builder & Patient Experience Futurist	Teasley 1
9:30	Break in Exhibit Hall	Skelton
10:00	Employment Law - Christina Fiorenze, Thread HCM	Teasley 1
11:00	Break in Exhibit Hall	Skelton
11:15	Benchmarking - Jonathan Montoya, VMG Health	Teasley 1
12:15	Lunch (Lunch Rounds with Exhibitors)	Haygood
1:15	Choosing an AI Vendor: How to Do It Right - Pete Shalek, Valerie Healath	Teasley 1
2:00	Break in Exhibit Hall	Skelton
2:20	Medical Assistant Scope of Practice - Kevin Little, Little Health Law	Teasley 1
3:05	Break in Exhibit Hall	Skelton
3:30	The Value of Certifying Staff for Prio Authorizatiion Management - Tammy Bragg, CMA, CPAM3, University Dermatology & Skin Cancer Center	Teasley 1
4:00	Credentialing Providers - Speaker	Teasley 1
5:00	Exhibitor Reception & Door Prizes (5:00-6:30)	Skelton

Aesthtic Track Friday, April 23, 2027 Location

7:30	Registration & Breakfast	Haygood
8:15	Welcome & Announcements	Teasley 1
8:30	Keynote: Office VIPS - Sam Patel, MD, MBA, Creative Strategist, Brand Builder & Patient Experience Futurist	Teasley 1
9:30	Break in Exhibit Hall	Skelton
10:00	Social Media without Waves - Marguerite Germaine MD, Germain Dermatology	Teasley 4,5,6
10:30	Regenerative Treatments & Services - Anna Paré MD, Dermatology Consultants	Teasley 4,5,6
11:00	Panel with Michelle Juneau MD, Dermatology Consultants	Skelton
11:30	Role Playing with Kim Palmieri	Teasley 4,5,6
12:00	Lunch (Lunch Rounds with Exhibitors)	Teasley 4,5,6
1:00	Laser Safety - Patrick Clark, PhD, CMLSO	Haygood
2:00	Break in Exhibit Hall	Teasley 4,5,6
2:30	Laser Safety continued - Patrick Clark, PhD, CMLSO	Skelton
3:30	Break in Exhibit Hall	Teasley 4,5,6
4:00	Laser Safety continued - Patrick Clark, PhD, CMLSO	Skelton
5:00	Exhibitor Reception & Door Prizes (5:00-6:30)	Teasley 4,5,6

Office Staff Track Saturday, April 24, 2027 Location

7:45	Registration & Breakfast	Haygood
8:45	Welcome & Announcements	Teasley 4,5,6
9:00	Brand Differentiating Service/Delivering an Elevated Experience - Presented by the RITZ-CARLTON Leadership Center	Teasley 4,5,6
10:45	Break	Teasley Hallway
11:00	Brand Differentiating Service/Delivering an Elevated Experience continued	Teasley 4,5,6
12:00	Adjourn	Teasley 4,5,6

Group Discussions Saturday, April 24, 2027 Location

7:45	Registration & Breakfast	Haygood
8:45	Welcome & Announcements	Teasley 1
9:00	Program - Banta, Atzenbeck, England	Teasley 1
10:00	Break	Teasley Hallway
10:15	Tight Margins: Scaling with AI - Panel with Pete Shalek, Valerie Health	Teasley 1
11:00	Dermatology Under the Microscope: Coding, Compliance, & Audit Readiness in 2027	Teasley 1
	<i>Pam D'Apuzzo, CPC, ACS-EM, ASC-MS, CPMA</i>	
12:00	Adjourn	Teasley 1