# **Managers Track**

#### Friday, April 26, 2024

- 7:30 Registration & Hot Breakfast Buffet
- 8:20 Welcome & Announcements
- 8:30 Keynote Address The 10¢ Decision
- 9:30 Healthy Practice Financial Benchmarks
- 10:30 Break in Exhibit Hall
- 11:00 Have You Checked Your Cyber Pulse?
- 12:00 Networking Lunch with Exhibitors
- 1:00 State of the Industry: 2024 Reimbursements
- 2:00 Break in Exhibit Hall
- 2:30 Customized On-boarding & Orientation
- 3:30 Break in Exhibit Hall
- 4:00 How to Leverage ECommerce
- 5:00 Wrap-up & Adjourn to Reception
- 5:05 to 6:30 Exhibitor Reception, Drinks, Snacks & Door Prizes

## **Aesthetic Track**

#### Friday, April 26, 2024

- Registration & Visit with Exhibitors
- Welcome & Announcements 11:55
- 12:00 **Patient Reward Programs**
- Devices 101 (Laser Safety Certification) 12:45
- Break in Exhibit Hall 1:30
- 2:00 Devices 101 (Laser Safety Certification) con't
- 2:55 Break in Exhibit Hall
- Devices 101 (Laser Safety Certification) con't 3:20
- Physician Panel: Skincare for Now & the Future 4:00
- Wrap-up & Adjourn to Reception 5:00
- to 6:30 Exhibitor Reception, Drinks, Snacks 5:05 & Door Prizes

# **Exhibitors**







Contributing Speakers

















# New! Combined Managers & Staff Track

#### Saturday, April 27, 2024

7:30	Registration & Hot Breakfast Buffet
8:25	Welcome & Announcements
8:30	Smooth Operators: Team Performance
9.25	2024 Dermatology Coding Undates

- 10:25 Break
- 10:40 The Future of AI in Healthcare
- 11:35 PDT in the Physician's Office
- 12:00 Door Prizes & Adjourn

# **Roundtable Discussions**

New for 2024! Saturday, April 27, 2024

- 9:25 Topic #1 New Technologies
- 10:25 Break
- 10:40 Topic #2 Revenue Cycle Pitfalls

# **Keynote Speaker**

The 10¢ Decision Laurie Guest

Want a new set of skills to immediately begin delivering better customer service? Discover how to turn things around on a dime. Excellent customer service is anything but an afterthought. Learn the four behaviors that keep your business growing.

# **Exhibitors**

Platinum MERZ AESTHETICS Gold SCITON



Crown













DERMATOPATHOLOGY PARTNERS, PC



société

KMN CPA LLC



Lumenis\*





and more to come...

# **Meeting Highlights**

#### State of the Industry/Reimbursement Landscape **Elizabeth Woodcock**

Walk away from this session armed with information and knowledge to understand how your practice can weather the storms and take advantage of the opportunities in the coming year.



# Customized On-boarding & Orientation

A formal program to inspire new employees for retention increases while teaching a supported, accepted, fulfilled and empowered environment.

### 2024 Dermatology Coding Updates **Faith McNicholas**

Learn how to easily identify appropriate dermatology codes and the correct application for accurate claim submission from the Manager of Coding & Reimbursement at the American Academy of Dermatology.







Michelle Juneau, MD

#### **Physician Panel:** Skincare for Now and the Future

Gain insights from leading dermatologists as they share their exceptional solutions for addressing patient-related challenges.

- Devices 101 (Laser Safety Certificate Program) -Patrick Clark, PhD
- \*Patient Reward Programs GAIN
- \* Healthy Practice Benchmarks Elizabeth Beck
- \*The Future of Al in Healthcare Casev Peters
- \* How to Leverage Ecommerce for More Than Just **Product Sales** - Jay Oyakawa
- \* Have You Checked Your Cyber Pulse? Donna Grindle
- Smooth Operators: Fine-tuning Personal & Team Performance - Rodney Agan, PhD

CEUs & Laser Certificate Available. Visit website for additional Program Information.



# **DMA 2024 CONFERENCE**

Late registration fees apply April 1, 2024

MANAGERS TRACK (1 1/2 days) Ap	oril 26-27, 2024
DMA Member	\$300
Non-Member	\$375
Additional Staff Members each <i>(sam</i>	e office) \$225

AESTHETIC TRACK (1/2 day) April 26, 2024 \$200

#### OFFICE STAFF TRACK (1/2/day) April 27th \$125

CEUs /Laser Certificate (CEUs availabe in all tracks)

\$25

Cancellation Policy: Registration fees will be refunded for cancellations received in writing by April 1st, less a \$20 processing fee. If for any reason DMA has to cancel this event, registration fees will be refunded in full.



\$229 Room rate before April 4, 2024

Reservation link online at DermatologyManagers Association.org or call 678.722.3600 (ask for DMA group rate)

Brochure design & printing by

The Hotel at Avalon 9900 Avalon Boulevard Alpharetta, GA 30009

**SEE EVENT** INFORMATION & REGISTER **ONLINE AT Dermatolgy Managers** Association.org

shandy creative SOLUTIONS



Learning opportunities for dermatology & aesthetic staff members!

Dermatology Managers Association 3530 Gleneagles Ct Snellville, GA 30039

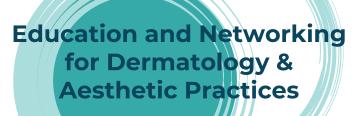


Dermatology Managers Association. ORG



April 26–27, 2024

The Hotel at Avalon, Alpharetta GA



CEUs & Laser Certificate Available