

## 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

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

## Exhibitors

*Premier Sponsors* Allergan, SUN PHARMA, GALDERMA

*Contributing Speakers*

CONNEXUS GROUP, DERM PRO, E3Healthcare, KARDON

*Platinum* CLOUDTALK INTERACTIVE, BENEVO, REFINEUSA, shandy creative SOLUTIONS

## 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 Updates
- 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, CARTER-YOUNG, Silver aesthetic solutions, AQUA DERMATOLOGY, AVERY PARTNERS, Crown Tenant Advisors, DERMATOPATHOLOGY PARTNERS, PC, KMN CPA LLC, Lumenis, Network 1, Newmedical TECHNOLOGY, Nextech, RVL PHARMACEUTICALS, SkinPath SOLUTIONS, SKNV, société CLINICAL SKINCARE, New Warren Averett CPAs AND ADVISORS

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 Michael Finch

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.



Chynna Steele Johnson, MD, Anna Paré, MD, Marguerite Germain, MD, 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 AI in Healthcare** - Casey 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) April 26-27, 2024

DMA Member	\$300
Non-Member	\$375
Additional Staff Members each (same office)	\$225

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

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

CEUs /Laser Certificate \$25  
(CEUs available in all tracks)

**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.



**The Hotel at Avalon**  
9900 Avalon Boulevard  
Alpharetta, GA 30009

**\$229 Room rate before**  
**April 4, 2024**

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

SEE EVENT  
INFORMATION  
& REGISTER  
ONLINE AT  
DermatologyManagers  
Association.org

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*Learning opportunities for dermatology & aesthetic staff members!*

Dermatology Managers Association  
3530 Glen Eagles Ct  
Snellville, GA 30039



DERMATOLOGYMANAGERSASSOCIATION.ORG



# DMA

*2024 Annual Conference*

## April 26-27, 2024

The Hotel at Avalon, Alpharetta GA

**Education and Networking  
for Dermatology &  
Aesthetic Practices**

CEUs & Laser Certificate Available