

2022 DMA Conference

PROGRAM and SPEAKER INFORMATION

for

Managers Track
Aesthetic Track
Office Staff Track

2022 DMA Conference

PROGRAM & SPEAKER INFORMATION

Managers Track

Keynote Address: Professional Burnout

☆ *Dr Rodney Agan CEO, Connexus Group*

2022 AAD Coding & Practice Updates

☆ *Cynthia Stewart, American Academy of Dermatology*

Branding & Marketing

☆ *Emily Scalise, Galderma*

Mastering MIPS in 2022

☆ *Randy Marsden, Marsden Advisers*

Shift Your Perspective – Maximize Technology to Evolve Your Practice

☆ *Tim Hebert, Medicus IT*

Dermatology FAQ

☆ *Jennie Hitchcock, Compass International Resources*

Cybersecurity is a Team Sport

☆ *Donna Grindle, Kardon*

Leadership is a Choice

☆ *Michele Simmons, Allergan Aesthetics*

2022 Labor and Employment Law, HR Trends & Updates (What Every Dermatology Practice Must Know)

☆ *Stuart Oberman, Oberman Law Firm*

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PROGRAM & SPEAKER INFORMATION

Aesthetic Track

Energy-based Devices

☆ *Patrick Clark, Medical Laser Dynamics*

Mastering the Consultation

☆ *Emily Scalise, Galderma*

Unlocking Secrets to a Successful Practice

☆ *Marguerite Germain MD, Germain Dermatology*

Office Staff Track

Is Your Patient Financial Policy Hurting Your Practice?

☆ *David Wiener, Cash Flow Strategies*

Protecting Patient PHI Requires More Than Logging Off

☆ *Donna Grindle, Kardon*

The Most Overlooked Area of Opportunity in Your Practice

☆ *Lauren Andreas, Practice Potential*

The Patient Experience

☆ *Emily Scalise, Galderma*

Programs & Speakers

Managers Track

Keynote Address: Professional Burnout

Do you ever feel like you have to drag yourself out of bed in the morning to get to work? What is Professional Burnout? What are the symptoms? Discover the keys to making real-time corrections instead of miscalculations as you navigate your story.

Dr. Rodney Agan, CEO Connexus Group

Dr. Rodney Agan is a Culture-Shaping, People-Encouraging, Team-Building, Thought-Provoking, High-Energy Leader. He is the Founder and CEO of Connexus Group, the creator of Personality Imprint™ Assessments, Launching Forward™ Leadership Academy and a number of other leadership tools and resources. He holds a PhD in Communications and a number of professional certifications. He is recognized for spending over 35 years leading growing organizations and non-profit groups.

Note: Rodney is an avid Georgia Bulldogs fan!



Programs & Speakers

Managers Track

2022 Coding and Practice Updates

During this session you will learn about the regulatory changes impacting dermatology in 2022. Understand the new/revised guidelines for reporting dermatologic services and procedures. Review and understand how to use the Medicare coverage database to help guide the medical record documentation in your practice to support encounter medical necessity to withstand payer claim audits and denials.

Cynthia Stewart, CPC, COC, CPMA, CPC-I **American Academy of Dermatology**

Cynthia Stewart has 30+ years of experience in the medical profession applying her knowledge and experience in many healthcare administrative, coding and revenue cycle management and training roles throughout multiple specialties.

Cynthia holds multiple coding and auditing certifications through the American Academy of Professional Coders and was the 2011-2013 AAPC National Advisory Board President. She is an ICD-10-CM/PCS Expert and National Trainer presenting on ICD-10 and other healthcare related topics across the nation and at Regional and National AAPC Conferences. She is a published author and a contributing author of multiple medical coding and healthcare administration texts and articles.

In her role as Manager of Coding Education Content in the AAD Practice Management Department, she is a contributing author of *DermCoding Consult* and *Member to Member Coding Community*. She is a presenter at the Association of Dermatology Administrators and Managers annual meeting and provides dermatology resident training programs and the Academy's on Coding-based webinars and webcasts.



Programs & Speakers

Managers Track

Branding & Marketing

Discover the value of a strong brand and how the best brands connect with customers. Define your brand story and leverage marketing channels to drive awareness, engagement and leads.

Emily Scalise

Galderma

Emily Anne Scalise is the Director of a three-location boutique dermatology practice in Connecticut. She has been the driver alongside Dr. Kim Nichols to help NicholsMD become a three-location boutique dermatology office with strong 'NYC-Luxury' branding and an impeccable white-glove operational flow with results-driven treatment packages and a women-operated staff. In 2019, Emily was awarded Connecticut's "Top 40 Under 40" for her leadership and influence as the director of NicholsMD.

Emily began her career in aesthetics in 2015. She has become known for her ability to host creative staff trainings, cultivate an exceptional work culture, plan high revenue-generating events, and for her ability to motivate and train staff members at every professional level.

Her passion and expertise for the aesthetic industry has been recognized on an international level. Emily is a frequent contributor of aesthetic magazines, Practical Dermatology and Modern Aesthetics. She is a speaker for global aesthetic companies like L'Oréal, Cutera, Galderma, and SkinCeuticals. She is a faculty member on aesthetic organizations like Vegas Cosmetic Surgery, Miami Cosmetic Surgery, and ADAM (the Association of Dermatology Association Managers). Some of her most notable talks and articles are: *"The Importance of Employee Engagement: The most valuable asset to your medical practice is not what you think"* and *"How to Run a Staff Meeting Like a Boss"*.

Emily is a mom of two, a lover of podcasts, and her favorite quote? *"We have the same number of hours in the day as Beyonce."*



Programs & Speakers

Managers Track

Mastering MIPS in 2022

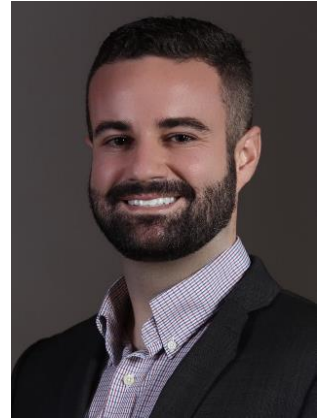
As the new year begins, so does a new set of rules for meeting the Medicare MIPS requirements. Learn the most important changes for 2022 and how to implement them in your dermatology practice as well as what to expect in the future.

Randy Marsden, President

Marsden Advisors

In 2016 Randy Marsden founded Marsden Advisors, a MIPS consulting firm. After working with a ophthalmology EHR vendor, he saw a gap between the services EHRs provided and what practices needed to report various quality programs and compliance measures.

Marsden Advisors has grown from 5 to 200 practices with 10 employees.



Programs & Speakers

Managers Track



Shift Your Perspective - Maximize Technology to Evolve Your Practice

Shift your perspective on how technology can influence decisions to help your healthcare organization stay aligned in a constantly-changing environment. Pivot from reactionary IT to proactive decisions to mitigate risk, improve operations, and optimize patient care. Gain a deeper understanding of your ROI of time, effort, and money and why it's important to stay aligned with market drivers.

- RUN - daily management of your network, IT infrastructure, and operations of the business
- GROW - developing and enhancing IT systems, processes, and people in support of growth
- TRANSFORM - focus on implementing the right technology for better outcomes

In this session, learn how to develop a plan to encourage business enablement and approach technology from a new perspective. Whether you find your practice experiencing ever-evolving crises, unplanned events such as a pandemic, or changing regulations, join a discussion on how to transform IT in a shifting competitive landscape.

Those practices that thrive are quick to act on signals of change. Be proactive. Learn how to leverage technology and make better decisions to keep your practice aligned with the trajectory of change and learn how to minimize inefficiencies, lessen patient turnover, and build a better future for your organization.

Take Aways:

- Learn how to stop managing the status quo, and understand that there is huge value in transforming your practice
- Understand the importance of technology as a driver for transformation
- Understand that healthcare is becoming patient empowered and what that means for your practice

Tim Hebert **Medicus IT**

A perennial entrepreneur, innovator and adventurer, Tim sees the opportunity to affect change everywhere and is passionate about helping others do the same. Tim loves creating, whether that's turning fledgling startups into behemoth powerhouses; evolving short-sighted bosses into next-generation leaders; or transforming tacticians into innovators. In short, he motivates the agents of change, the pioneers forever redefining leadership.

Programs & Speakers

Managers Track

Dermatology FAQ

This variety-packed session will address the most recent questions and issues that Compass encounters in its work with hundreds of dermatologists each year. Hot topics include advanced practice providers, scope of practice for aestheticians and other ancillary staff, laser safety and more. Most recently questions have arisen about worker and patient safety from airborne transmissible disease and good faith estimate requirements under the “no surprises” act.

Registered attendees in the Managers Track will be given an opportunity to submit their questions prior to the presentation.

Jennie Hitchcock, President Compass Healthcare Consulting

Jennie Hitchcock has served healthcare organizations in progressively sophisticated undertakings since 1986, excelling in executive, administrative and consulting roles. She has developed a unique depth and breadth of healthcare industry experience, particularly related to physician matters. With a focus on results, leadership and continuous learning, Jennie consistently delivers value to the organizations she serves.

Jennie is the co-founder and president of Compass Healthcare Consulting, working with healthcare organizations to improve coding, compliance, revenue cycle and operational performance.

Jennie has been a certified professional coder since 1998 and has performed coding, billing and clinical documentation review for thousands of medical records. She currently leads a team of professional coders reviewing thousands of records for services provided by Mohs surgeons, dermatopathologists and general dermatology providers.

Over the years Jennie has earned recognition as an industry expert and has presented numerous compliance, regulatory and practice management topics to national audiences, including presentations at the national American Health Information Management Association, the American Health Lawyers Association, MGMA and the National Summit on Physician Billing and Coding. She has written for and contributed to a number of national physician-related publications.

Jennie holds a bachelor’s degree in Organizational Behavior from Rollins College in Winter Park, Florida and is a Certified Coding Specialist-Physician from AHIMA and a Certified Medical Practice Executive from MGMA.



Programs & Speakers

Managers Track

Cybersecurity is a Team Sport

Cybercrime is a constant threat to the highly targeted healthcare sector. Cybercriminals can not only steal patient records but also interfere with the use of EHRs, access to data and the functions of medical devices even in the middle of a procedure. Preventing or limiting the impact these threats pose to your organization and your patients requires more than old school anti-virus and annual training. Let's learn some of the new plays where the whole team gets involved in defense.

Donna Grindle Kardon

Donna Grindle has been helping those in healthcare professions with their IT, security and privacy needs for over 30 years. Early in her career she worked in software development progressing through the ranks to management and executive positions before striking out on her own in 1998, specializing in consulting and technology support for a variety of businesses in the medical industry.

As founder and president of Kardon, Donna's extensive experience is focused on developing and maintaining effective privacy and security programs with a focus on those that must be HIPAA compliant.

Donna is a frequent - and highly entertaining - speaker at conferences, forums and webinars. She has a unique ability to make topics like HIPAA and cybersecurity interesting and fun. She does this every week on her podcast "Help Me With HIPAA".



Programs & Speakers

Managers Track

Leadership is a Choice

One of the key ingredients in a successful practice is Leadership. This session is focused on the “choice” of being a leader. You can change your organization and your life by learning to be a leader, and more specifically get yourself out of drama and negative energy.

Michele Simmons

Allergan Aesthetics an Abbvie Company

Michele Simmons is a Senior Management Consultant with the Allergan Practice Consulting Group of Allergan, Inc. She consults with dermatology, medical spas and plastic surgery practices in the areas of financial analysis, practice evaluations, human resource issues, internal and external marketing, leadership training and team building. After more than 16 years, she also advises on sales training, compensation and cosmetic practice development.

Michele has participated in corporate marketing initiatives that included planning and strategizing the launch of several new products and indications into the field of aesthetic medicine. Previously, she worked as a practice administrator and patient care coordinator for a private practice in the southeast.

Michele earned her bachelor of arts degree from Elon University in Elon, NC and her Masters of Arts in Organizational Communication from Queens University in Charlotte, NC. She currently lives in Richmond, VA.



Programs & Speakers

Managers Track

2022 Latest Employment Law, HR Trends and Updates (What Every Dermatology Practice Must Know)

This session will focus on:

- * 2022 Labor & Employment Law: The Latest Trends and Updates
- * Hot Topics in HR for Dermatology Practices
- * COVID-19: An Employer Update

Stuart Oberman Oberman Law Firm

Stuart Oberman is the founder and President of Oberman Law Firm. He received his laws degree from John Marshall Law School and has been practicing law for over 25 years.

Mr. Oberman is highly regarded on a national basis in the area of healthcare law which includes corporate business structures, mergers and acquisitions, regulatory compliance, advertising regulations, HIPAA compliance and employment law regulations. He represents and advises clients regarding many regulatory, credentialing, fraud and recoupment, and compliance investigations as well as complex regulatory healthcare matters.

[Click here to read more about Stuart Oberman.](#)



Programs & Speakers

Aesthetic Track

Energy-based Devices

This presentation covers the basic physics and safety using energy-based devices with an emphasis on the pearls to great outcomes. This program satisfies continuing educational units required by the State of Georgia for senior and assistant laser practitioners.

Patrick Clark, PhD, CLMSO Medical Laser Dynamics

Patrick Clark is the CEO and Director of Clinical Education at Medical Laser Dynamics. Numbers of internationally known facilities and organizations call upon Pat to assist in development, testing, application and safety of light on tissue worldwide. He has direct experience in complete hospital programs, outpatient and freestanding surgery centers, the beginnings of office and spa applications and the development of light applications for nonprofessional and home use.

Pat has run his own business, Medical Laser Dynamics, for independent consulting and education with energy-based and minimally invasive procedures since 2004. Often called upon by laser manufacturers and having given over 900 clinical and lay lectures in the last 30 years, Pat can bring a world of experience to your select needs.



Programs & Speakers

Aesthetic Track

Mastering the Consultation

Delivering optimal patient outcomes is anchored in the consultation process. Empower your team with tools and strategies necessary in providing comprehensive treatment planning and measure success with leading and lagging measures.

Emily Scalise

Galderma

Emily Anne Scalise is the Director of a three-location boutique dermatology practice in Connecticut. She has been the driver alongside Dr. Kim Nichols to help NicholsMD become a three-location boutique dermatology office with strong 'NYC-Luxury' branding and an impeccable white-glove operational flow with results-driven treatment packages and a women-operated staff. In 2019, Emily was awarded Connecticut's "Top 40 Under 40" for her leadership and influence as the director of NicholsMD.

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Programs & Speakers

Aesthetic Track

Unlocking Secrets of a Successful Practice

Program details coming soon!

Marguerite Germain MD

Germain Dermatology

Dr. Marguerite Germain is a board certified dermatologist providing clinical and cosmetic dermatology for patients all over South Carolina. After graduating from Sweet Briar College in Virginia with a major in Italian Studies and a minor in Science, Art, Language and Music, she lived in Italy for a year while working for the UN Food and Agricultural Organization.

Dr. Germain attended the School of Medicine at the University of Maryland and received a Navy Medical Scholarship. After an internship in general medicine at Bethesda Naval Hospital she was selected for Flight school, Flight Surgery, Helicopter Pilot Training and Survival Tactics at Pensacola Naval Air Station. After 3 years of dermatology training, Dr. Germain worked at the Charleston Naval Hospital until she opened her private practice in 2003 in Mount Pleasant., SC.

Dr. Germain has authored and published many research and scientific papers in major dermatology journals. She has become a national and international educator for lasers, injectable fillers and BOTOX® Cosmetic. She is a Board Certified Dermatologist and Mohs surgeon. Charleston City Paper has named Dr. Germain the Best Dermatologist in Charleston for the last 10 years.



Programs & Speakers

Office Staff Track

Is Your Patient Financial Policy Hurting Your Practice?

Many practices are using an ineffective or non-compliant Patient Financial Policy or have none at all. In this workshop we will look at the importance of having an up-to-date Patient Financial Policy, what should be included or excluded from the policy, and how to best utilize the policy in your practice. Your patients and your bank account will thank you for it!

David Wiener, CEO/President Cash Flow Strategies, Inc.

David Wiener, known as “Mr. Cash Flow”, is the Founder and CEO of Cash Flow Strategies, Inc. and is a Fellow of the American College of Healthcare Trustees. He is a recognized authority in improving cash flow and has been cited locally and nationally in print, radio and television.

David has been involved in the business of medicine and dentistry for almost 35 years. He conducts webinars and speaks regularly across the country at many conferences and seminars. He addresses the changing world of business cash flow, regulatory compliance, medical receivables and how practices can adapt to new realities while protecting the bottom line.



Programs & Speakers

Office Staff Track

Protecting Patient HPI Requires More Than Logging Off

It takes all of us to protect PHI and patient rights. We have to remember it takes a lot more than logging off your computer to do it right. Our jobs include protecting PHI from any impact to the Confidentiality, Integrity and Availability of the records. A single person at any single moment can be the difference between “we have it protected” and “we have a *BIG* problem”. Today is a good time to review what you can do to avoid being the one creating a PHI problem.

Donna Grindle Kardon

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Programs & Speakers

Office Staff Track

The Most Overlooked Area of Opportunity in Your Practice

We spend money on Marketing to make our phones ring, but then we don't always invest time into making sure those calls actually result in new patients. Is your team making the best first impression? Is your team scheduling efficiently? Can they answer questions in a way that results in a new patient? Are calls taking so long that the staff is overwhelmed by everything they have to get done in a day?

Learn a proven process for efficiently answering phones to convert more callers to booked appointments. This 6 Step process will help you maximize the ROI on your Marketing and make a great first impression to every caller.

Lauren Andreas **Practice Potential**

Lauren Andreas provides doctors with team training and business coaching to grow revenue, improve office morale, and great loyal patients. Over ten years of experience has equipped her for the unique problems that doctors face and a proven track record of finding the solutions. She has trained over 150 practices across the US and Canada and has worked with thousands of staff members. She holds a Marketing degree from the University of Florida and will graduate with a Masters in Management from Harvard University's Extension Studies program in May 2022.

Of note – Lauren realized she wanted to be a “coach” after starting her career as the Head Dance Coach for the University of Florida Gators where she mentored, taught, and prepared the team to perform for thousands of fans and on national television.



Programs & Speakers

Office Staff Track

The Patient Experience

The patient journey is about providing a great experience at each touchpoint along that journey. Follow the patient starting with the digital first impression to their post treatment follow-up appointment.

Emily Scalise Galderma

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