

CONFERENCE AGENDA

April 23-24, 2027, Alpharetta, Georgia



FRIDAY | April 23, 2027

- 7:30 AM Registration & Networking Breakfast
- 8:15 AM Opening Welcome & Announcements
- 8:30 AM Keynote Presentation: Champions Rise Together *presented by* Sam Patel, MD, MBA
- 9:30 AM Transition Break in Exhibit Hall

MANAGERS TRACK

- 10:00 AM "Can We Do That?" Employment Law Essentials *presented by* Christina Fiorenza, Thread HCM
- 11:00 AM Break in Exhibit Hall
- 11:15 AM Beyond the P&L: Building a Financial Dashboard *presented by* Jonathan Montoya, VMG Health
- 12:15 PM Lunch *including* Lunch Rounds with Exhibitors
- 1:15 PM Choosing an AI Vender: How to Do It Right *presented by* Pete Shalek, Valerie Health
- 2:00 PM Break in Exhibit Hall
- 2:20 PM Medical Assistant Scope of Practice *presented by* Kevin Little, Little Health Law
- 3:05 PM Break in Exhibit Hall
- 3:30 PM Value of Certifying Staff for Prior Authorization Management *presented by* Tammy Bragg, University Dermatology & Skin Cancer Center
- 4:00 PM Credentialing Providers *presented by* Bailey Porter, CRI
- 5:00 PM Exhibitor Reception & Door Prizes (5:00-6:30)

AESTHETIC TRACK

- 10:00 AM Social Media without Waves *presented by* Marguerite Germain, MD, Germain Dermatology
- 10:30 AM Regenerative Treatments & Services *presented by* Anna Paré, MD, Dermatology Consultants
- 11:00 AM TBA *presented by* Michelle Juneau, MD, Dermatology Consultants
- 11:30 AM TBA
- 12:00 PM Lunch *including* Lunch Rounds with Exhibitors
- 1:00 PM Laser Safety with Certificate *presented by* Patrick Clark, PhD, CMLSO, Medical Laser Dynamics
- 2:00 PM Break in Exhibit Hall
- 2:30 PM Laser Safety (*continued*)
- 3:30 PM Break in Exhibit Hall
- 4:00 PM Laser Safety (*continued*)
- 5:00 PM Exhibitor Reception & Door Prizes (5:00-6:30)

SATURDAY | April 24, 2027

MANAGERS TRACK - GROUP DISCUSSIONS

- 7:45 AM Registration & Networking Breakfast
- 8:45 AM Welcome & Announcements
- 9:00 AM TBA *presented by* Jonathan Banta, Joe Aztenbeck, Noah England
- 10:00 AM Break
- 10:15 AM Tight Margins: Scaling with AI *presented by* Pete Shalek, Valerie Health
- 11:00 AM Dermatology Under the Microscope: Coding, Compliance, & Audit Readiness in 2027 *presented by* Pam D'Apuzzo, VMG Health
- 12:00 PM Adjourn

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SATURDAY | April 24, 2027

OFFICE STAFF TRACK

7:45 AM	Registration & Networking Breakfast
8:45 AM	Welcome & Announcements
9:00 AM	Brand Differentiating Service/Delivering an Elevated Experience presented by The RITZ-CARLTON Leadership Center
10:45 AM	Break
11:00 AM	RITZ-CARLTON Customer Service Program continued
12:00 PM	Adjourn

Brand Differentiating Service | Delivering an Elevated Experience (3-hour program)

At The Ritz-Carlton, creating guests for life is an inherent part of doing business because every Lady and Gentleman is educated in the emotional and psychological aspects of service. With this program, you will learn how our time-tested methodologies foster a culture of personalized service and genuine care. Demystifying the legendary Ritz-Carlton Mystique, we will show you exactly how to anticipate and fulfill unexpressed needs, pivot quickly to customize interactions, and create indelible impressions.

Distinctive Topics

- **Emotional Connection:** A discussion about the difference between functional and emotional benefits and why this distinction is critical to brand loyalty.
- **The Ritz-Carlton Key Service Principles:** An overview of the service principles that lead to authentic connections and the importance of psychology in service.
- **Optimizing Every Interaction:** The five components that customers need and want in a service industry professional, regardless of organization or customer.
- **A Written Service Strategy:** It is critical to offer a consistent customer experience. One of the ways this is achieved at The Ritz-Carlton is through the Three Steps of Service.
- **Creating a Legendary Experience:** A review of how to anticipate customer needs through their service journey, including how to stay-in-the-moment to increase perception, customer relationship management best practices, and how to leverage surprise and delight techniques.