

2022 DMA Conference

**PROGRAM  
INFORMATION  
COMING SOON!**

**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 Coding & Practice Updates

☆ *Cynthia Stewart, American Academy of Dermatology*

#### Dermatology FAQ

☆ *Jennie Hitchcock, Compass International Resources*

#### Mastering MIPS in 2022

☆ *Randy Marsden, Marsden Advisers*

#### Leveraging Technology to Revolutionize Patient Care and Transform Your Practice

☆ *Nelson Gomes, Medicus IT*

#### Brand Marketing

☆ *Galderma*

#### 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*

# 2020 DMA Conference

## PROGRAM & SPEAKER INFORMATION

### Aesthetic Track

#### Energy-Based Devices

☆ *Patrick Clark, Medical Laser Dynamics*

#### Mastering the Consultation

☆ *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

☆ *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

### **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

### **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

### **Leveraging Technology to Revolutionize Patient Care and Transform Your Practice**

The role and importance of technology for patient care was already on the rise before COVID. Now there are several technologies quickly becoming more than just “nice-to-haves” for practices looking to remain competitive and meet the evolving needs of their patients and staff.

Among them: telehealth and remote patient monitoring, collaboration, artificial intelligence, data analytics and patient engagement, VoIP, and cloud solutions.

In this program, you will learn about these technology options and their importance for today’s care delivery system. In addition, attendees will gain insight into how to make sound purchasing and implementation decisions for their practices, common mistakes and strategies to avoid missteps.

#### **Nelson Gomes** **Medicus IT**

An information technology veteran with 30-plus years of IT experience, Nelson Gomes serves as Senior Vice President of Business Development and General Manager (New Jersey) for award-winning, healthcare-focused managed services provider Medicus IT (MIT). As the Healthcare IT Expert, MIT serves technology-dependent healthcare practices in ways that align with the ways they work: proactively, preventively, and with a sense of forethought that supports growth and business continuity in addition to compliance.

Nelson brings impressive healthcare industry knowledge and experience to his position at MIT, where he focuses on enhancing client relations, bolstering the company’s healthcare industry visibility, and helping more practices get preventive with their IT rather than triage it.

Frequently called upon for his healthcare IT expertise by professional groups, associations, Nelson is recognized as an industry thought leader. He speaks regularly at national, state and local healthcare events and is also a frequent source and contributor to well-known publications.

Outside of giving back to the healthcare industry via his work, philanthropy is important to Nelson. He serves on the St. Joseph's Regional Medical Center Foundation Board, as an officer for the New York chapter of Ingram Micro Trust X Alliance NY, and oversees MIT’s participation in numerous community service activities throughout the New York/New Jersey metro area.



# Programs & Speakers

# Managers Track

**Brand Marketing**

*Program details coming soon!*

## 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**

*Program details coming soon!*

## 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**

*Program details coming soon!*