

Dermatology Managers Association of Georgia
15th Annual Retreat



**MOTIVATION, EDUCATION
& CONNECTIONS FOR
DERMATOLOGY & AESTHETIC
PRACTICES**

April 27-28, 2018

Atlanta Evergreen Marriott Conference Resort

Stone Mountain, GA

Registration & General Information



DMA

The *Dermatology Managers Association of Georgia* (DMA/GA) began over 15 years ago with practice managers coming together to cultivate changes in dermatology to build successful practices.

The purpose of DMA remains to promote the development of dermatology practice managers through continuing education, progressive business practices and professional networking avenues. The DMA agenda now includes development for office staff and aesthetic practices.

Our annual conferences are for learning, networking and developing relationships with dermatology and aesthetic practices and our many supporting sponsors. As we continue to grow, we now identify our national organization as *Dermatology Managers Association (DMA)*.

Our program agendas incorporate education for all practice staff members – clinical issues and OSHA, insurance and payment changes, HIPAA, current compliance and regulations, HR challenges, financial benchmarking, employment law, leadership and much more.

We now offer simultaneous sessions at our conferences for aesthetics and office staff. For practices with aesthetic services, we have sessions including marketing, social media platforms, inventory, and CEUs for laser technicians. Office staff members benefit from sessions on customer service, collections, and many more current topics.

We are a non-profit group. Our meetings are planned around the requests and needs of our members.

General Information

▶ **Educational Sessions**

- ▶ General Sessions structured for administrators, managers, providers, and key staff members.
- ▶ Aesthetic Sessions structured for aestheticians, laser technicians, cosmetic support staff, and providers.
- ▶ Office Staff Sessions structured for all staff members.

▶ **Exhibit Hall**

- ▶ Visit with exhibitors during breaks, lunch, and at the Exhibitor's Reception to learn about the latest products and services. Register for great raffle prizes. You must be present to win.

▶ **Continuing Education Units**

- ▶ CEUs are available for most sessions and will be issued at the event. There is a \$25 fee to cover application processing and certificate costs.

General Information

▶ **Attire**

- ▶ Comfortable business casual appropriate for all conferences and dinner.

▶ **Cell Phone Policy**

- ▶ Please avoid disruption to our speakers and the audience by silencing your phone.

▶ **Session Materials**

- ▶ Handouts provided by the speakers will be posted on the DMA website two weeks prior to the event. Copies will not be available in the meeting unless distributed directly by the speakers.

▶ **Laptops**

- ▶ Laptops are encouraged for following the handouts and taking notes. Wi-Fi is available in the conference areas.

Hotel & Travel Information

▶ Meeting Venue

Atlanta Marriott Evergreen
Conference Resort
4021 Lakeview Drive
Stone Mountain, GA 30083
770-879-9900

▶ Park Entrance Fees

- ▶ Included in conference registration

▶ Uber and Lyft available from Atlanta Hartsfield-Jackson Airport

▶ Room Rate

- ▶ \$150 plus applicable taxes and fees
- ▶ Rate deadline April 12, 2018
- ▶ [Click here to book your group rate for Dermatology Manager Association 2018](#)



Registration Information

▶ Registration fees

- ▶ Fees are based on membership status and the date registration and payment are received.
- ▶ \$25 late registration fee applies after April 14, 2018.
- ▶ Regular fee applies to first office member registering for the General Session. Additional staff members registering for the General Session are at a reduced rate. See *Registration Fees*.

▶ Cancellations

- ▶ Cancellation refunds must be requested by April 14, 2018. A \$15 administration fee will apply. Send cancellation requests to mllomax@bellsouth.net.

- ▶ Register online at www.dermatologymanagersassociation.org.

Registration Fees

After April 14th

<p>Managers Session* – April 27-28 Includes all general sessions for managers on Friday 27th and Saturday 28th, Friday lunch & dinner, Saturday breakfast. <i>*Managers Session is all inclusive. Special rates are not available for single day attendance for the Managers Session.</i> 8.5 CEUs available</p>	<p><input type="checkbox"/> Member \$225</p> <p><input type="checkbox"/> Non-Member \$300</p> <p><input type="checkbox"/> Additional Staff, each \$200</p>	<p><input type="checkbox"/> \$250</p> <p><input type="checkbox"/> \$325</p> <p><input type="checkbox"/> \$225</p>
<p>Aesthetic Session – April 27 Includes all aesthetic sessions on Friday 27th. Friday lunch and dinner are <u>NOT</u> included but can be purchased in the restaurant. 3 CEUs available</p>	<p>\$175</p>	<p>\$200</p>
<p>Office Staff Session – April 28 Includes all staff sessions and continental breakfast. <i>(Non-managerial staff attending Managers Session on Friday will attend the Staff Sessions on Saturday without any additional charge.)</i> 4 CEUs available</p>	<p>\$100</p>	<p>\$125</p>

Add \$25 for CEUs application.

Cancellation refunds must be requested by April 14, 2018. A \$15 administration fee will apply.
Submit cancellation requests to mllomax@bellsouth.net.

2018 Meeting Schedule

Friday, April 27, 2018			
GENERAL SESSION		AESTHETIC SESSION	
7:30	8:30	Registration	
8:30	9:30	Untangle 2018 Dermatology Coding <i>Peggy Eiden, AAD</i>	
9:30	10:30	The Office Where Everyone Wants to Work <i>Rodney Agan, Connexus</i>	
10:30	11:00	Break with Exhibitors	
11:00	12:00	MIPS & MACRA 2018-2019 <i>Joy Rios, Robin Roberts, Miraca Life Sciences</i>	
12:00	1:30	Lunch with Exhibitors <i>Sponsored by Medicus Solutions</i>	
1:30	2:30	Benchmarking Your Practice Operations <i>Elizabeth Woodcock, Woodcock & Assoc</i>	
2:30	3:00	Break with Exhibitors	
3:00	4:00	Social Media Here & Now <i>Esi Glakpe Davis, Galderma</i>	
4:00	5:00	Cyber Security and Your Practice <i>Emma Cecil, MAG Mutual</i>	
5:00	5:05	Wrap-up & Adjourn	
5:05	6:00	Exhibitor Cocktail Reception <i>Sponsored by CloudTalk 360</i>	
5:45	6:00	Prize Drawings	
6:00	8:00	Dinner - Seafood & Prime Rib Buffet, <i>Sponsored by Sun Pharma</i> <i>(Followed by Networking at the Pool Tiki Bar)</i>	
11:30	12:00	Registration	
12:00	1:30	Laser, Light and Device Safety in Dermatology <i>Gilly Munavalli, MD</i>	
1:30	2:00	A Perfect Consultation <i>Kim Palmieri</i>	
2:00	2:30	Break with Exhibitors	
2:30	3:15	Utilization of PRP and Microneedling <i>Michelle Juneau, MD</i>	
3:15	4:15	Skincare Products Panel of Experts <i>Anna Paré MD, Leslie Gray MD, Rutledge Forney MD, Sylvia Wright MD</i>	
4:15	5:00	Laser Treatments for All Skin Types <i>Candance Kimbrough-Green MD</i>	
5:00	5:05	Wrap-up & Adjourn	
5:05	6:00	Exhibitor Cocktail Reception <i>Sponsored by CloudTalk 360</i>	
5:45	6:00	Prize Drawings	
Saturday, April 28, 2018			
GENERAL SESSION		OFFICE STAFF SESSION	
8:00	8:30	7:30	8:30
Registration & Breakfast		Registration & Breakfast	
8:30	9:30	8:30	9:30
Employment Law Update <i>Kirk Domesick, Adam Keeting, Duane Morris LLP</i>		Mastering Patient Flow - Volume to Value <i>Elizabeth Woodcock, Woodcock & Assoc</i>	
9:30	9:50	9:30	10:30
Break		Shaping the Team Culture & Patient Experience <i>Rodney Agan, Connexus</i>	
9:50	10:50	10:30	10:50
Attracting & Retaining Top Talent <i>Michelle Lee, Tower Leadership</i>		Break	
10:50	11:50	10:50	11:50
Leading the Person in the Mirror <i>Kevin Monroe, X Factor Consulting</i>		Forecast: Cloudy with Slight Chance of Payment <i>Rainey Thompson, Venetia Roy, Med Mgmt Assoc</i>	
11:50	12:00	11:50	12:00
Wrap-up & Adjourn		Wrap-up & Adjourn	

Program & Speakers

General Session

Untangle 2018 Dermatology Coding

Unravel the ICD-10 revisions and new and revised CPT codes. Learn their clinical requirements and regulations to receive proper reimbursement. Distinctions between the new PDT codes, debridements, biopsies, excisions and destructions will be examined. Identify key documentation elements required to support your services at the highest level of specificity.

Speaker: Peggy Eiden, CPC, CCS-P, CPMA, CPCD is a Coding & Reimbursement Senior Specialist for the American Academy of Dermatology's Advocacy/Payment Policy Department since 2004. She is well versed in medical coding and reimbursement with small and multiple provider practice groups as a Physician Coding Coordinator and Educator.

5 Essentials to Leading the Person You Meet in the Mirror

The greatest leadership challenge for most leaders is self-leadership. If you don't lead yourself, no one else will. If you can't lead yourself, well, you've disqualified yourself from leading others. Explore some of the essential practices you can adopt to improve your self-leadership.



Speaker: Kevin D. Monroe has worked as a Leadership Consultant, Executive Coach and Keynote Speaker since founding X Factor Consulting in 2005. He hosts the Higher Purpose Podcast, a weekly show inspiring, encouraging and equipping people to live, work and serve with purpose.

General Session *Continued*

Benchmarking Your Practice Operations

Practice Operations must take a front seat in this competitive environment. It pays to develop a tool to define a strategy for performance improvement. Identify Key Performance Indicators (KPIs).



Speaker: Elizabeth Woodcock, MBA, FACMPE, CPC is a professional speaker, trainer and author specializing in medical practice management. She has focused on medical practice operations and delivered presentations at regional and national conferences to more than 150,000 physicians and managers for over 20 years. Learn how to apply innovative management principles to contain costs, improve patient flow and find overlooked revenue opportunities.

Social Media Here & Now

Social media is more than a trend, it's here to stay and is changing the way people live. Explore how and what practices should do in the realm of social media to stay relevant and build your customer base.

Esi Glakpe Davis, MBA is a Senior Brand Manager with Galderma directing marketing and sales strategies, overseeing consumer rewards and loyalty programs, and managing consumer and field marketing activities and digital presence. She is an experienced product innovator, passionate about consumers and connecting them to products designed to meet their needs.



Attracting & Retaining Top Talent

Learn how to create an environment for attracting and retaining top team members with interviewing and hiring skills.



Michelle Lee, CPC has assisted hundreds of medical and dental practice managers for 29 years with building successful teams. Previously a leader of the Southeast's largest health care search firm, she is now the Managing Director of Practice Development and Training with the Tower Leadership Team.

General Session *Continued*

Employment Law Update: Recent Developments and What's Coming Next

This program will feature trending topics in employment laws and will provide a unique opportunity to understand the latest developments that will affect your responsibilities in the coming year. Duane Morris attorneys will provide practical advice to help you navigate difficult issues challenging employers in today's every-changing business environment.



Kirk Domescik is the managing partner of the Atlanta office of Duane Morris LLP. He concentrates his practice in the areas of healthcare and corporate law. He has substantial experience in advising physician practice groups and other healthcare providers on operational issues affecting their business and a variety of healthcare transactional and regulatory matters

Adam Keeting practices in the area of employment law and management labor relations at Duane Morris LLP. He has extensive experience with the WARN act as well as experience with union avoidance techniques, unfair labor practice charges, FLSA wage and hour actions and EEOC proceedings.



The Office Where Everyone Wants to Work and I Want to Lead

Organize your office so that each team member works where they are most competent and passionate. There are 9 competencies that make up an effective team and knowing how to fill the gaps with the right people are the key to its success. Learn how to measure effective team management and leadership to produce a high performance team.



Rodney Agan, PhD has a unique way to bring practical, straight-forward insights, ideas and solutions that help large corporations, small businesses, think tanks, non-profits, and individuals move beyond plateaus to their full potential. He is the Founder/CEO of Connexus Group specializing in the disciplines of Executive Coaching, Corporate Culture-Shaping and Leadership Development.

General Session *Continued*

MIPS & MACRA 2018-2019 – The Essential Roadmap Guide

Navigating MIPS in 2018-2019 for maximum success! Review what you should be doing now, what's ahead and how to move forward.



Joy Rios, Technical Director, Miraca Life Sciences is a health IT expert, author and nationally known speaker on topics of EHR incentives, MIPS, MU, PQRS and value-based modifier.

Robin Roberts, Product Director, Consulting Solutions, Miraca Life Sciences is a health IT and informatics expert with years of experience in physician practice management, MIPS, revenue cycle management, quality improvement, and implementing Health Information Exchanges.



Joy and Robin are talented health IT professionals with over 5000 combined successful attestations and quality data submissions and have passed hundreds of audits. Miraca Life Sciences is now Inform Diagnostics.

Cybersecurity and Your Practice

The odds of experiencing a data breach are as high as 1 in 4. The fallout can be disastrous often including hefty monetary penalties, individual and class-action lawsuits, legal fees, ransom payments, business disruption and lost revenue. Learn what you can do to reduce the risks of a data breach in your practice.



Emma R Cecil, JD is Senior Regulatory Attorney and Policyholder Advisor working in the Patient Safety Institute at MAG Mutual. She has defended physicians faced with healthcare regulatory investigations and litigation including alleged violations of the False Claims Act, Anti-Kickback Statute, Stark law and other federal civil and criminal laws.

Aesthetic Session

Laser, Light & Device Safety in Dermatology

The versatility of lasers and other devices commonly used in practice settings will be highlighted. Emphasis will be placed on safe usage from the perspective of the patient, ancillary staff and the operator. Best practices for safety and delegation of treatment will be discussed.



Gilly Munavalli, MD is the medical director and founder of Dermatology, Laser & Vein Specialists of the Carolinas in Charlotte, NC. He trained in dermatology at Emory University and has dermatologic surgery fellowships in Mohs, cutaneous oncology, facial reconstruction, cosmetic surgery and laser surgery.

Utilization of PRP and Microneedling

Learn more about microneedling: 1) the comprehensive approach, 2) who is the perfect candidate, 3) the vast array of treatment options, and 4) advances in PRP and microneedling.

Michelle Juneau, MD has a wide range of experience in the field of dermatology. She earned her medical degree from Louisiana State University School of Medicine and her bachelor's degree from the University of Georgia. Prior to joining Dermatology Consultants PC, she was a resident in the Department of Dermatology at LSU Health Sciences Center in New Orleans, where her areas of study included mycology (skin fungus).



A Perfect Consultation

Kimberly Palmieri, Aesthetic Specialty Centre, will present step by step, a full comprehensive consultation from start to finish. Asking correct questions and attentive listening will provide the patient a road map to achieve their personal goals.

Laser Treatments for All Skin Types

In this session attendees will be educated on laser usage specifically for skin of color and how to avoid hyperpigmentation and adverse events.

Candance Kimbrough-Green MD is highly experienced in general and surgical dermatology with a special interest in skin cancer treatment and prevention, pediatrics, pigment disorders, eczema, psoriasis and cosmetics. She joined Dermatology Consultants in 1998.



Aesthetic Session *Continued*

Skincare Products Panel of Experts

Four leading dermatologists in the Atlanta area coming together to give insight on the products they choose for their patients and why, as well as their own personal skin care. Attendees will have an opportunity to ask questions to this power panel of experts!

Anna Paré, MD, Dermatology Consultants, PC



Dr. Paré is a board certified diplomat of the American Board of Dermatology with 25 years of experience. She has a special interest in merging her expertise in cosmetic dermatology with a comprehensive approach of facial rejuvenation and anti-aging treatments. She co-founded Body Enhancing Solutions & Technologies, a center which uses innovative and non-invasive medical technologies to firm, tighten and sculpt the body. Dr. Paré is dedicated to designing revolutionary treatments for the face and body.

Leslie Gray, MD, Dermatology Center of Atlanta



Dr. Gray has built her practice, founded in 2000, on her belief of combining the highest quality dermatologic care with outstanding patient-centered customer service. She truly enjoys the relationships she has built with her patients, their families and the community. She is especially passionate about her cosmetic dermatology practice where she can combine art and science.

Sylvia Wright, MD, Peachtree Dermatology Associates



Dr. Wright is a 4th generation physician who feels a deep commitment to her profession and she brings that passion to every patient interaction. She joined Peachtree Dermatology after serving as chief resident at Harvard Medical School. She has a special interest in medical and cosmetic dermatology including skin cancer therapy, anti-aging therapy, laser treatments and injectable fillers.

Rutledge Forney, MD, Dermatology Affiliates



As founder of Dermatology Affiliates in 2004, Dr. Forney is dedicated to healthy, beautiful skin. She feels strongly about sun damage and its consequences. She develops treatment options by using her knowledge of the patient and medicine to create healthy skin for the long term.

Office Staff Session

Forecast: Cloudy with a Slight Chance of Payment

This presentation will focus on managing patient collections in 2018 with a focus on the challenges which ACA Plans have brought and the impact we can expect they will have in the future. Understand how to develop effective collections and pre-collections strategies and tools which will help to maximize your collections processes. Understand legal issues, utilize interfaces with third party vendors and handle complex patient account issues to achieve a healthier A/R.



Rainey L Thompson, MBA is Director of Practice Management Services with Medical Management Associates. She has worked in the healthcare field since 1980 as both a financial manager and as a consultant. Her areas of expertise include practice operations, reporting, mergers, practice start-ups and personnel recruitment.

Venetia M Roy, CPC, CMPE has been a Senior Associate with Medical Management Associates since 2009. She has worked in the medical field for over thirty years and specializes in revenue cycle management, software optimization, streamlining office processes and improving cash flow.



Mastering Patient Flow from Volume to Value

To make lasting improvements, you need to become a “patient flow master.” Innovate lean management principals to improve patient flow and reduce appointment no-shows. Learn the importance of practice capacity with patient access and increase quality and quantity of patient encounters.



Elizabeth Woodcock, MBA, FACMPE, CPC is a professional speaker, trainer and author specializing in medical practice management. She has focused on medical practice operations and delivered presentations at regional and national conferences to more than 150,000 physicians and managers for more than 20 years. Learn how to apply innovative management principles to contain costs, improve patient flow and find overlooked revenue opportunities.

Office Staff Session *Continued*

Shaping the Team Culture & Client Experience that Makes Everyone Happy

Examine the competencies, motivations, strengths, blind spots and stress triggers every team faces. You are part of a team that is formed by values, habits, and accountability. Your team will set the atmosphere experienced by your patients. When everyone on your team is passionate about where and how they serve, not only will they be happy, so will your patients.



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Join Us for Our 15th Annual DMA Retreat



at www.dermatologymanagersassociation.org

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