

The logo for the Dermatology Managers Association features a teal diamond shape with a white border, set against a dark blue background. A white horizontal bar with a black border is positioned across the middle of the diamond, containing the text "DERMATOLOGY MANAGERS ASSOCIATION" in a bold, sans-serif font.

**DERMATOLOGY MANAGERS ASSOCIATION**

Dermatology Managers Association  
**16<sup>th</sup> Annual Conference**

**Program and Speaker  
Information**

**May 3-4, 2019**

**Atlanta Evergreen Marriott Conference Resort  
Stone Mountain, GA**

# 2019 Code Changes: A Mid-Year Review and Eliminating Documentation Woes – Is Your EHR Keeping Up?

Review the 2019 CPT and ICD code changes. Discuss top questions from across the AAD membership and learn solutions relating to these updates.

Understand Medicare's documentation requirements for several common dermatology services and discuss ways to incorporate these requirements in documentation templates.



**Cynthia Stewart, CPC, CPMA, COC, CPC-1**

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

She is certified through the American Academy of Professional Coders (AAPC) as a Certified Professional Coder and Instructor, Certified Outpatient Coder, and Certified Professional Medical Auditor. She was the 2011-2013 AAPC National Advisory Board President after serving four years on the board. Cynthia 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 contributing author of multiple medical coding and healthcare administration text and articles.

Cynthia served four years on the AAPC National Advisory Board prior to becoming its 2011-2013 President, advising the AAPC leadership on issues, trends and member needs for the betterment of the of its 100,000+ members.

She is the Manager of Coding and Reimbursement Resources in the AAD Policy and Advocacy Department. She is a contributing author of DermCoding Consult and Member to Member Coding Community. She is a presenter at Association of Dermatology Administrators and Managers (ADAM) annual, Dermatological Society meetings, provides dermatology resident training programs, the Academy's Coding based webinars and webcasts.

# The Insanity Continues: Navigating Year Three of MACRA

2019 represents the third performance year for the government's Quality Payment Program, formulated by MACRA (Medicare Access to Care and CHIP Reauthorization Act). With a 7% penalty on the line, it's business critical for Dermatology Practice Managers to understand the changes to the Quality Payment Program. Speaker Elizabeth Woodcock, MBA, FACMPE, CPC gives you the skinny on what the program entails, and how to successfully participate. During this session, you will learn:

- The minimum (and easiest) reporting options to avoid the penalty
- The Ins and Outs of "Promoting Interoperability" - how to file for an exemption, if you represent a small practice (according to CMS, 15 or less clinicians)
- Dermatology specialty set revised for 2019
- The four pillars of Merit-based Incentive Payment System, and pitfalls to look out for



**Elizabeth W. Woodcock, MBA, FACMPE, CPC**

Elizabeth Woodcock is an experienced speaker, trainer and author in medical practice management. Her focus has been on medical practice operations for more than 25 years. Combining innovation and analysis to teach practice operations, she has delivered presentations at regional and national conferences to more than 200,000 physicians and managers. Elizabeth is a Fellow in the American College of Medical Practice Executives and a Certified Professional Coder. In addition to a Bachelor of Arts degree from Duke University, Elizabeth completed a Master of Business Administration in healthcare management from The Wharton School of Business of the University of Pennsylvania. A mother of three children, she is an avid scuba diver and a Crossfit enthusiast.

# Secret Sauce for Better Performing Practices

Ever wonder why some practices succeed or outperform other practices? How do some practices retain their employees for longer than others? What does great look like? These are some of the most common questions studied revealing the 5 key ingredients that are referred to as the Secret Sauce.



**Michele Simmons**

Michele Simmons is a senior management consultant with the Allergan Practice Consulting Group of Allergan, Inc., a specialty pharmaceutical company based in Irvine, California.

Mrs. Simmons consults with dermatology, medical spa, and plastic surgery practices in the areas of financial analysis, practice evaluations, human resource issues, internal and external marketing, leadership training and team building, sales training, compensation, and cosmetic practice development.

Mrs. Simmons has more than sixteen years of business operations, consulting, sales, sales management, and training experience. Prior to joining the Allergan Practice Consulting Group, Mrs. Simmons served in a number of sales and management positions, including senior sales representative, and northeast field trainer. She 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. Before that, Mrs. Simmons worked as a practice administrator and patient care coordinator for a private practice in the southeast.

Mrs. Simmons earned her Bachelor of Arts degree from Elon University in Elon College, NC and her Masters of Arts in Organizational Communication from Queens University in Charlotte, NC. She currently lives in Richmond, VA with her husband Jeremy.

# Ring of Fire (Managers Track)

Conflict is part of human nature—and consequently plays a big role in the professional world, particularly in industries like healthcare that are in the process of rapidly evolving. But conflict doesn't always have to be negative—and can actually be a catalyst for idea generation, innovation, and positive change. One thing for certain: conflict doesn't need to damage relationships that we depend on in order to succeed.

After 30 years in the industry, one thing I've learned is that if you don't have a few battle scars, you're probably not at the top of your game and fully engaged in the battle to begin with!

Within the organization, the ability to sense when a “third degree” conflict is coming down the pike—and how to effectively manage it is essential for both everyone's mental sanity and the practice's bottom line.

Although this topic is serious, it will be discussed using a mix of humor, real-life experiences, and battle-tested examples of success.

# Teamwork and Communication Facelift (Office Staff Track)

Effective communication—including written, verbal, and body language—is a key foundation of success within any organization. However, communication is often underappreciated and misunderstood. For example, do you ever wonder why you “connect” with some people but not with others? Why do some people give you energy and ignite enthusiasm, while others drain your spirit and agitate your soul?

As you know, the relationship you have with your customers, providers, leadership team, and rank-and-file is key to your day-to-day productivity and success. As a result, it's important to give your soul a “facelift” on occasion, in order to prevent unnecessary communication-related wrinkles. This session will provide you with a valuable communication tool and information — which will maximize your effectiveness, save your organization time and money, using the **Fascinate Advantage tools** and ensure that you are presenting your best self. Please feel free to go online and take the Free Fascinate test or contact Joanne at [stadnik@minn.net](mailto:stadnik@minn.net) for a link for a more in-depth fascinate profile.



**Joanne Stadnick**

## **Ring of Fire Teamwork & Communication Facelift (continued)**

Joanne D. Stadnik, FACMPE, is a successful healthcare industry leader – with 30 years of hands-on experience driving profitable clinic operations, growth management, and patient experience strategies amid significant industry change.

Since 2004, Joanne has been the Executive Director of North Clinic – one of the Minneapolis-St. Paul metropolitan area’s largest and most successful independent healthcare organizations. Under Joanne’s leadership, North Clinic has grown significantly in both size and scope – and is now a \$70 million medical powerhouse with 11 core specialty groups, 300+ employees (including 80+ physicians), and five different locations. Prior to joining North Clinic, Joanne built valuable skills and relationships across the Twin Cities healthcare community – as Clinic Administrator for Associated Skin Care Specialties, Clinic Manager for Northwest Family Physicians, and Camden Physicians.

As a pioneer of new ideas, Joanne is continually sought after for her keen insight and creative recommendations, and is a popular presenter at industry conferences across the country. Her unique blend of healthcare industry expertise includes:

Joanne recently obtained her Executive coaching certification from the Hudson Institute of Santa Barbara, is a Certified Fascinate advisor and has had case studies published via the American College of Medical Practice Executives (FACMPE) in regard to a variety of hot-button industry topics such as Board governance, evolution of the Hospitalist role, and aligning the Physician Assistant role with both medical team and patient needs. Joanne obtained a Mini-MBA in Healthcare Administration from the University of St. Thomas, after the RN Nursing Program at Anoka-Ramsey Community College.

A proven leader with a contagious enthusiasm, Joanne is also actively involved in a multitude of organizations.

# Reasonable Accommodations under the American with Disabilities Act & Immigration Law Update for Employers

This presentation will explain the reasonable accommodation requirements under the Americans with Disabilities Act as well as best practice techniques for employers. The presentation will then review immigration-related requirements for employers, including the Form I-9 and E-Verify, and provide an update on the status of immigration law and policies in the United States and their potential impact on employers.



**Erin Easley**

Erin Easley, a partner with the law firm Morgan Easley, specializes in advising and representing businesses in labor and employment issues, including drafting handbooks, conducting internal investigations, disciplining and terminating employees, and defending employers against administrative proceedings, investigations, and lawsuits based on discrimination, harassment, retaliation, and unpaid wages.

Erin Atlanta Business Chronicle's January 2018 article on the #MeToo movement and sexual harassment cases. She has multiple articles published on labor and employment issues, including Titles I and III of the Americans with Disabilities Act.

# Attracting and Retaining Key Employees with Company Retirement Plans

One of the biggest challenges for dermatology practices is attracting and retaining high-quality employees. A customized company retirement plan strategy is a key tool for practice managers to develop a talented and loyal workforce while providing a tax-efficient platform for doctors and staff to save for retirement. Wealth Advisor Annika Cushnie and Actuarial Consultant Jared Hollands will help practice managers answer the following questions:

1. What are the types of retirement savings plans typically used and how do they work?
2. What are the roles and responsibilities with setting up and managing a retirement plan?
3. How do you design a retirement plan to attract and retain talent?
4. What tools are available to incent participation and make the practice manager's responsibilities easier when managing retirement plans?
5. What do you need to know about investments and fees?

**Annika Cushnie, CFP, CIMA**



Annika's decade of experience and passion for working with busy professionals and women make her uniquely positioned to help her clients reach their financial and lifetime goals.

Annika is a Partner and Wealth Advisor at Brightworth, where she provides comprehensive wealth advice that includes investment, tax, executive compensation, retirement income strategies and estate planning to high net-worth individuals and families. She specializes in financial planning for women and working with executives, physicians and attorneys.

She is a CERTIFIED FINANCIAL PLANNER™ practitioner, has completed the Investment Management Consultants Association's Investment Analyst Program at the Wharton School of Business and is a Certified Investment Management AnalystSM. Annika earned her Master in Business Administration with an emphasis in personal financial planning from Georgia State University and graduated with honors from the University of Colorado with bachelors degrees in business administration, information technology and biology.

She is a member of the fee-only National Association of Personal Financial Advisors (NAPFA), the Atlanta Estate Planning Council, and the Fernbank Corporate Leadership Council.

Annika has been published in the Journal of Retirement Planning, The Wall Street Journal's Marketwatch.com, CNBC.com, and Atlanta Life Magazine. She has also spoken at the Financial Planning Association of Georgia's Regional Conference, ICLE's Basic Fiduciary Practice, Women's Forum of Georgia, and Coca-Cola Women's Linc. Annika has presented retirement seminars at several large law firms in Atlanta and has been quoted in U.S. News & World Report, InvestmentNews, Financial Planning, Financial Advisor, The Atlanta-Journal Constitution, and Bankrate.com.

Annika and her husband live in Decatur with their three sons and she enjoys tennis, golf, travel and scuba diving.

# Attracting and Retaining Key Employees with Company Retirement Plans *(continued)*



**Jared Hollands, EA, CPC, MSPA**

Jared joined the PenSys team in 2014. He is an expert in ERISA, as well as administration and consultation of all types of qualified retirement plans. He is an enrolled actuary and specializes in Defined Benefit and combo plan designs. Jared's goal is to design quality retirement plans that work for small and medium sized businesses and provide the highest level of service in order to help his clients understand and utilize their retirement plans to achieve their retirement goals.

Jared received his Bachelor of Science in Business Administration. He majored in Finance with a minor in Economics from Central Michigan University in 2004. He has plan design expertise in 401(k), profit sharing, defined benefit and cash balance. He is an Enrolled Actuary, Member of the Society of Pension Actuaries, Qualified Pension Administrator, Qualified 401(k) Administrator and Certified Pension Consultant.

PenSys is a nationally recognized Third Party Administration and Recordkeeping firm specializing in the design, implementation, administration, and recordkeeping of all types of qualified retirement plans. Their team works cohesively to deliver the highest quality services at competitive fees, providing an attractive choice for advisors and other financial partners in need of recordkeeping and administrative solutions.

# Keys to Aesthetic Energy-based Devices

This comprehensive program brings both basics and advanced concepts with aesthetic energy into focus - from selection of a device to the consultation and treatment of patients/clients. Combinations of therapies and ancillary components like cosmeceuticals will be reviewed showing how to achieve the best and safest outcomes in the fewest treatments.

This presentation is for all skill and experience levels discussing energy-based aesthetics and their application, control, and combination. Three hours of CEU credits are approved for this program meeting Georgia State qualifications for laser practitioners.



**Patrick Clark, PhD, CLMSO**

Dr. Clark is the CEO/Director of Clinical Education with 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. Pat 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.

His commercial experience includes being Vice President of Clinical Affairs and Product Development for both a national publically held mobile laser-surgical services company, Medical Alliance, and with the device division of an international pharmaceutical company, ICN. 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, Mr. Clark can bring a world of experience to your select needs.

# New! Aesthetic Industry Conversion Benchmarks & Secrets from the Top 10%

The top 10% of medical aesthetic practices are each consistently doing some key things that have helped them zero in on the most important factors necessary to be successful in today's fast-paced environment. The perfect balance of warm and authentic engagement with a process that is metric based and replicable across practice locations and teams is possible with the right planning and focus. This talk explores the possibility of unlocking unmet potential by simplifying a process that often feels impossibly complicated.



**Glenn Morley**

Glenn Morley is a senior consultant for BSM Consulting based in Boston. She is a nationally recognized thought leader, educator, speaker. She advises physicians, health care managers, and support staff about the challenges and trends impacting the practice of medicine. Her areas of expertise include change management, governance, strategic planning, performance improvement, customer relationship management, customer experience, financial management, operational efficiency, online reputation management, social media strategy, public speaking, and training. In addition to working with practices on operational excellence, she has helped nationally distinguished practices recruit and retain top management and leadership talent. Ms. Morley's outside-the-box thinking and practical, action-oriented style inspires people to apply common sense and business rigor to improve efficiency, profitability, and the patient experience. Her wisdom comes from decades of consulting, training, and coaching thousands of managers, physicians, and staff across the nation.

Prior to joining BSM Consulting in 2017, Ms. Morley was an educator and practice management consultant with KarenZupko & Associates for five years. In addition, she filled several important leadership roles including senior practice consultant during 10 years with Allergan,

# The Importance of the Ongoing Consultation

Where are you now and where do you want to go? How will you get there? Why sometimes it's good to sweat the small stuff. Getting back to the basics and the importance of the ongoing consultation will focus on building treatment plans, referral networks, goal setting and creating lasting relationships with patients.



**Kimberly Palmieri**

Kim is the Practice Administrator and Director of Marketing for Aesthetic Specialty Centre in Roswell, Georgia. Kim has over 20 years' experience in management, human resources, marketing, branding, training and consulting in the medical skin care industry. Bringing with her a portfolio of success stories of ongoing growth and personal development, Kim has a special interest in staff development, client retention, marketing and overall business growth and development.

She started her career studying nursing, but changed directions and found her passion to be in the field of practice management for medical aesthetics, plastic surgery & dermatology. She is the former co-owner and operator of three medical day spas in and around the metro-Atlanta area.

Kim is a certified laser tech, medical aesthetician and a member of the Dermatology Managers Association of Georgia & Society for Human Resource Management.

# Busting Barriers

In this session, Dr. Agan will help you Identify key obstacles limiting your personal and professional success. Learn how to develop strategies that you need to propel yourself and your office to the next level.



**Rodney Agan**

Rodney Agan, PhD has spent over 34 years leading growing organizations and non-profits being a leader of leaders. He is a Keynote Speaker and has facilitated leadership training and coaching in many states across the US. He has also trained leaders internationally in countries including Mali & Senegal Africa, India, Brazil, Portugal, Mexico, Honduras, El Salvador, Nicaragua, Viet Nam, & Cambodia. Dr. Agan is the author of The Personality Imprint™, The Journey: A Personal Life Plan™, Career Shaping™, and Launching Forward™ an online leadership development pipeline.

Dr. Agan holds a PhD in Communications and is the Founder/CEO of Connexus Group specializing in the disciplines of Executive Coaching, Corporate Culture-Shaping and Leadership Development. He brings practical, straight-forward ideas and solutions that can help you and your organization realize your potential.

# Successful Telephone Conversations

This presentation focuses on engaging the caller and creating excitement about what your practice has to offer. Identify how excellent telephone and communication skills can result in improved appointment rates and lead to increased practice revenue. During this session, you will examine the basic elements of a telephone call, the exchange of information, how to qualify your practice and providers and what steps to take next before saying goodbye.



**Elizabeth Beck**

Elizabeth Beck is a management consultant with the Allergan Practice Consulting Group of Allergan. She consults with medical aesthetic practices in the areas of financial analysis, practice management issues, practice efficiencies, internal and external marketing, leadership coaching and team building, consult conversion training, compensation methodology, and aesthetic practice development.

Ms. Beck has 20 years of experience in consulting, sales management, field-based sales, training, marketing, customer service, advisory boards, and development of aesthetic business. Prior to joining the Allergan Practice Consulting Group, she held the prestigious title of Executive Business Development Manager for Allergan including focus on strategic planning, corporate marketing initiatives, and new hire development.

She has earned several significant business awards including Leadership Council, Customer Support Excellence Award, Above and Beyond Club, and many, many more. She earned a Bachelor of Science degree in Biological Sciences from Clemson University.

# Join Your Colleagues at the 16<sup>th</sup> Annual DMA Conference

- ▶ Continue to check the website for updates as they become available.
- ▶ Handouts provided by the speakers will be posted on the website two weeks prior to the event. Copies will not be available in the meeting unless distributed directly by the speaker.

[www.DermatologyManagersAssociation.org](http://www.DermatologyManagersAssociation.org)