



DERMATOLOGY MANAGERS ASSOCIATION

EDUCATION & NETWORKING RETREAT

14TH Anniversary

ATLANTA MARRIOTT BUCKHEAD HOTEL & CONFERENCE CENTER

APRIL 28 & 29, 2017

MOTIVATION, EDUCATION & CONNECTIONS FOR DERMATOLOGY ADMINISTRATORS, MANAGERS, FRONT OFFICE STAFF & AESTHETIC STAFF MEMBERS

7 CEU's

- MACRA & MIPS GROUND RULES
- EMERGING TRENDS IN DERMATOLOGY MALPRACTICE CLAIMS
- UNEMPLOYMENT POLICIES
- 2017 LEGAL UPDATES & CYBER SECURITY
- THE NEXT GENERATION
- 2017 CODING GUIDELINES & DOCUMENTATION

2 Aesthetic CEUs & Laser Certificates

- THE ABCs OF ENERGY-BASED AESTHETICS
- SUCCESSFUL MARKETING EVENTS
- AESTHETIC BUILDING BLOCKS IN YOUR PRACTICE

NEW! Track for Front Office Staff

- FIRST CLASS CUSTOMER SERVICE
- HIPAA FOR EMPLOYEES
- THE TEAM APPROACH
- DRESS FOR SUCCESS & BUSINESS ETIQUETTE

And much, much more! See inside for details...



DERMATOLOGY MANAGERS ASSOCIATION

Melinda Lomax, CMOM, CPCD
3530 Gleneagles Court
Snellville, GA 30039

DMA 2017 RETREAT



- COMPLETE REGISTRATION FORM TODAY! LATE FEES APPLY AFTER **APRIL 14TH**.
- MAKE HOTEL RESERVATIONS AT THE ATLANTA MARRIOTT BUCKHEAD HOTEL **BEFORE APRIL 7, 2017** TO ENSURE SPECIAL GROUP RATE AT \$129.

For more information, contact:
HOLLEY GARRETT
garrethty@aol.com

KIM GOODEN
kgooden@dermatologyconsultants.org

MELINDA LOMAX
millomax@bellsouth.net



DERMATOLOGY MANAGERS ASSOCIATION

REGISTRATION FORM

EVERY ATTENDEE MUST COMPLETE A REGISTRATION FORM WITH PAYMENT OPTION CHECKED!

EMAIL FORM TO [MILLOMAX@BELLSOUTH.NET](mailto:millomax@bellsouth.net) WHEN PAYING ONLINE AT WWW.DERMATOLOGYMANAGERSASSOCIATION.ORG (TIN #02-0694828)

Attendee: _____ Practice Name: _____

Company Address: _____

Email: _____ Phone: _____

GENERAL SESSION* - APRIL 28 & 29

Includes all general sessions for managers on Friday and Saturday with lunch, exhibitor reception and dinner.
(*General Sessions are all inclusive. Special rates are not available for single day attendance to the General Session.)

- DMA MEMBER**
- \$225 (*\$250 after April 14th*)
 - \$200 Additional Office Staff (*\$225 after April 14th*)

- DMA NON-MEMBER**
- \$300 (*\$325 after April 14th*)
 - \$200 Additional Office Staff (*\$225 after April 14th*)

AESTHETIC SESSION - APRIL 28

Includes all aesthetic sessions on Friday 29th and Laser Certificates. Friday lunch & dinner are NOT included but tickets can be purchased at registration.

- AESTHETIC SESSION ONLY**
- \$175 (*\$200 after April 14th*)

FRONT OFFICE SESSION - APRIL 29

Includes all staff sessions and continental breakfast. Non-managerial staff attending General Sessions on Friday can attend the Staff Sessions on Saturday.

- STAFF SESSION ONLY**
- \$100 (*\$125 after April 14th*)

PAYMENT OPTIONS

- Please check here if applying for CEUs and add \$10 to your total fee.
- CHECK # _____ (make payable to DMA of Georgia)

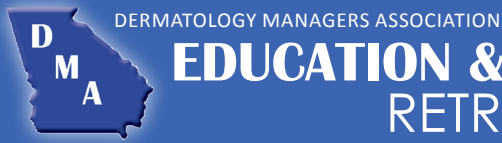
To pay by CHARGE CARD, go to: www.dermatologymanagersassociation.org and make your selections then click on the PAY HERE button. Payment must be made separately for each attendee so that payment can be linked to their registration.

HOTEL ACCOMMODATIONS

Atlanta Marriott Buckhead Hotel & Conference Center
3405 Lenox Road, NE, Atlanta, GA 30326
PH: 404-261-9250

Special DMA Group Rate \$129 before April 7, 2017. Must mention DMA of Georgia to receive this special rate.

>>>>>> EACH ATTENDEE MUST FILL OUT A REGISTRATION FORM! <<<<<<<<



EDUCATION & NETWORKING RETREAT

GENERAL AGENDA

Friday, April 28, 2017

- 8:30 Registration
- 8:55 Welcome
- 9:00 2017 Coding Guidelines to Improve Physician Clinical Documentation
- 10:30 Break with Sponsors
- 11:00 Emerging Trends in Liability
- 12:00 Lunch
- 1:30 MACRA, MIPS & Medicare Payments
- 3:30 Break with Sponsors (Get Raffle Card initialed for Door Prizes)
- 4:00 The Next Generation
- 5:00 Exhibitor Reception - Visit with Sponsors & Door Prize Drawings (Must be Present to Win)
- 6:30 Dinner & Networking

Lunch sponsored by



Dinner co-sponsored by GALDERMA



Exhibitor Reception Sponsored by



Saturday, April 29, 2017

- 7:20 Registration & Breakfast
- 7:50 Welcome
- 7:55 Insurance Credentialing & Contract Negotiations
- 8:50 Break
- 9:15 HIPAA 101 for Managers
- 10:10 Unemployment Insurance & Tax Benefits
- 11:10 2017 Legal Updates & Trends for Dermatology Practice Management
- 12:30 Adjourn

AESTHETIC AGENDA

Friday, April 28, 2017

- 12:30 Registration
- 12:55 Welcome
- 1:00 Aesthetic Building Blocks in Your Practice
- 2:00 Successful Marketing & Events
- 2:45 Break with Sponsors (Get Raffle Card initialed for Door Prizes)
- 3:15 The ABCs of Energy - Based Aesthetics
- 5:15 Exhibitor Reception - Visit with Sponsors & Door Prize Drawings (Must be Present to Win)

FRONT OFFICE STAFF AGENDA

Saturday, April 29, 2017

- 7:30 Registration
- 7:55 Welcome
- 8:00 HIPAA 101 for Employees
- 9:00 Break
- 9:30 First Class Customer Service
- 10:30 Dress for Success & Business Etiquette
- 11:30 The Team Approach
- 12:30 Door Prizes
- 12:45 Adjourn

PRESENTATIONS & SPEAKERS.....

HIPAA 101 FOR MANAGERS & EMPLOYEES

Managers will learn practice responsibilities under HIPAA, concerns in the office and how to monitor staff. Employees will cover HIPAA rules including their legal liabilities and how to reduce HIPAA concerns.

SPEAKER: LAURA HALL

Laura began safety education as a Paramedic Instructor/Firefighter 16 years ago. She has continued her education in Occupational Safety and Health for 10 years and has been certified in HIPAA for 6 years.

MACRA, MIPS, AND MEDICARE PAYMENTS

Let the fun (insanity?) begin! 2017 is the performance year for the government's new Medicare reimbursement system. It's business critical for Dermatology Practice Managers to understand the ground rules for successful participation in the Quality Payment Program.



SPEAKER: ELIZABETH WOODCOCK, MPA, FACMPE, CPC

Elizabeth is a sought-after experienced speaker, trainer and author in medical practice management focusing on medical practice operations for more than 20 years.

FIRST CLASS CUSTOMER SERVICE

Your physicians may provide the greatest service in the world, but if nobody can get what they need from your customer service team (all staff members), your practice will not be successful. "Wow" patients, focus on patient's wants, satisfy difficult people, and assure connections with potential new patients.

THE TEAM APPROACH

Learn how to welcome and value the opinions of your teammates and the skills that are necessary for you to be a great teammate. Engage in exercises that demonstrate the value of being part of a winning team.

AESTHETIC BUILDING BLOCKS IN YOUR PRACTICE

Gain insight to the tools that are necessary for building a thriving aesthetic component of your practice. Actual examples of practices with ultra-successful aesthetic centers will be shared. Learn the foundation for establishing a loyal aesthetic patient base.



SPEAKER: RICK CRICI, PRESIDENT RJ CRICI CONSULTING

Rick is President of RJ Crici Consulting advising dermatologists and plastic surgeons on various business needs including revenue enhancement strategies, expense reduction methods, human capital development and financially responsible marketing plans. His dynamic presentation style is sure to captivate and provide an experience you will never forget.

THE ABCs OF ENERGY-BASED AESTHETICS

Introduction and explanation of aesthetic devices including ablative and non-ablative lasers; as well as, IPL, RF, and Microwave for aesthetics. Gain insight to common aesthetic laser procedures and risks.

SPEAKER: PATRICK CLARK, PHD, CMLSO, ML DYNAMICS

Patrick Clark has been involved with clinical laser applications since 1988. In those 28 years he has established laser programs at many university hospitals. He is active with the ANSI Standards group, the CMLSO BLS Board, the FDA, and many state, local and professional associations for laser/IPL administration and use.

DRESS FOR SUCCESS & BUSINESS ETIQUETTE

Impress patients, clients, managers and physicians with your medical and business appearance, presentation and etiquette.



SPEAKER: LIZ GALASKA, AFFINITY BANK

Liz is a veteran in the dental industry with 16 years of business office management experience from one of the leading cosmetic offices in the country and now with the Affinity Bank team. She has been trained extensively on relationship management including "Ritz-Carlton Customer Service".

2017 LEGAL UPDATES AND TRENDS FOR DERMATOLOGY PRACTICE MANAGEMENT

Understand what your practice must know and implement in daily operations: OSHA Whistleblower Statute, Security and Risk Assessment Requirements, Cyber Security Breach and Medical Board Complaints.



SPEAKER: STUART J. OBERMAN, ATTORNEY

Founder and President of Oberman Law Firm, Mr. Oberman has been practicing law for over 25 years. He represents dermatology practice owners throughout the US in a wide range of areas including mergers, partnership agreements, real estate, employment law, intellectual property and HIPAA/OSHA compliance.

USING 2017 CODING GUIDELINES TO HELP YOUR PHYSICIAN IMPROVE CLINICAL DOCUMENTATION

Review 2017 CPT and ICD-10 guideline updates and Medicare LCD/NCD utilization and limitation policies. Apply these concepts for accurate and compliant reporting of services.



SPEAKER: PEGGY EIDEN, CPC, CCS-P, CPMA, CPCD

Peggy Eiden is a Coding & Reimbursement Senior Specialist for the American Academy of Dermatology's Advocacy/Payment Policy Department. Since 2004, she has worked with many practices as a Physician Coding Coordinator and Educator.

UNEMPLOYMENT INSURANCE TAX AND BENEFITS

Learn everything you want to know about Unemployment Insurance Policy and Procedures but were afraid to ask.

SPEAKERS: BRUCE MEDDERS & DEBRA WARDLOW, GEORGIA DEPARTMENT OF LABOR

Mr. Medders has over 19 years of experience in the UI program and provides technical assistance to external and internal customers with creating and updating UI policies and procedures. Debra Wardlow is a Systems Analyst with the Policy and Procedures Section of the DOL. For over 16 years, she has conducted internal audits and UI Tax training seminars and she is a matter expert for Tax Operations.

EMERGING TRENDS IN LIABILITY

A review of medical malpractice risk and strategies specific to dermatology specialties to mitigate risk.



SPEAKER: BILL KANICH, MD, JD

Dr. Kanich is the Chief Medical Officer for the MAG Mutual Patient Safety Institute and is responsible for leading all clinical risk management initiatives. He is Board Certified in Emergency Medicine receiving his degree from the Medical College of Virginia. He received his law degree from the University of North Carolina.

THE NEXT GENERATION

Discuss ways to promote staff satisfaction and retention in our changing workforce.

SUCCESSFUL MARKETING EVENTS

Discover how Dr. Germain has been voted #1 Dermatologist in Charleston, SC for the past 11 years! Learn about the most affective internal and external marketing techniques.



SPEAKER: MARGUERITE GERMAIN, MD, DERMATOLOGIST

Dr. Marguerite Germain is a board certified dermatologist providing clinical and cosmetic dermatology for patients all over South Carolina.

SPECIAL THANKS TO OUR AMAZING SPONSORS

MEETING BAGS SPONSORS: LUTRONICS BTL AESTHETICS

BROCHURE PRINTING BY: SHANDY CREATIVE SOLUTIONS

PLATINUM SPONSORS: MCMILLIAN & ASSOCIATES MEDICUS SOLUTIONS

GOLD SPONSOR: ALLERGAN

SILVER SPONSORS: SKINPATH SOLUTIONS CARTER-YOUNG

BRONZE SPONSORS: AFLAC ALASTIN AVERY PARTNERS CLARISONIC CLEAR CHOICE TELEPHONES CROWN TENANT ADVISORS

CYNOSURE GSG COMPLIANCE LLC IMAGEFIRST ISDIN KMN CPA LLC NEOCUTIS

NORTHSIDE HOSPITAL PIERRE FABRE-GLYTONE/AVENE PURACAP PHARMACEUTICAL REVISION SKINCARE SEACAP STAFFING SKINBETTERSCIENCE

SOLUTIONREACH STRATPHARMA INC THE MILLER GROUP AMERICA LLC

...many more to come!