



Dermatology Managers Association of Georgia

EDUCATION & NETWORKING RETREAT

13TH ANNIVERSARY

EDUCATION FOR MANAGERS & MEDICAL STAFF

EMBEZZLEMENT | EMPLOYMENT LAWS
VALUE-BASED PAYMENTS & MIPS | LEADERSHIP | CMS
CPT & ICD-10 | CANCER REGISTRY | MU & PQRS
9 CEU'S AVAILABLE

EDUCATION FOR AESTHETICIANS

LIGHT APPLICATION, SAFETY & ADMINISTRATION
INCLUDING LASER SAFETY CERTIFICATE
CONSULTATIVE APPROACH FOR AESTHETICIANS
HOW TO MARKET & HAVE A SUCCESSFUL EVENT

**ATLANTA EVERGREEN MARRIOTT
CONFERENCE RESORT - STONE MOUNTAIN, GA**

APRIL 29 & 30, 2016



YOU CAN'T AFFORD TO MISS THIS YEAR!

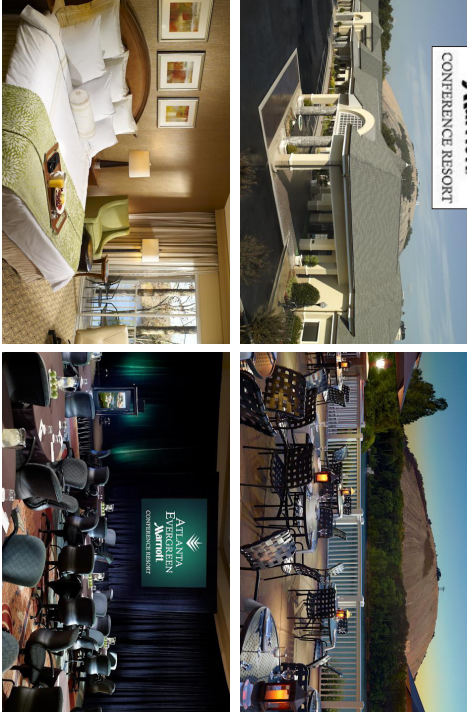
See program details inside...



Dermatology Managers Association of Georgia
Melinda Lomax, CMOM, CPCD
9900 Medlock Bridge Road
Johns Creek, Georgia 30097-2017



DMA 2016 RETREAT



- PLEASE COMPLETE & MAIL THE REGISTRATION FORM TO RESERVE YOUR SPACE AT THE DMA RETREAT **BEFORE APRIL 10, 2016.**
- MAKE YOUR HOTEL RESERVATION AT THE ATLANTA EVERGREEN MARRIOTT CONFERENCE RESORT FOR YOUR OVERNIGHT ACCOMMODATIONS.
- TO ENSURE THE SPECIAL GROUP RATE OF \$129, YOU MUST MAKE YOUR HOTEL RESERVATION **BEFORE APRIL 1, 2016.**

For more information, contact:

HOLLEY GARRETT
garrcthy@aol.com

KIM GOODEN
kgooden@dermatologyconsultants.org

MELINDA LOMAX
mlomax@dermatology-atlanta.com



Dermatology Managers Association of Georgia

REGISTRATION FORM

Attendee: _____ Practice Name: _____

Company Address: _____

Email: _____ Phone: _____

GENERAL SESSION* - APRIL 29 & 30

Includes all general sessions (Friday 29th & Saturday 30th), Friday lunch, and Friday dinner at 6pm.
**General sessions are all inclusive. Special rates are not available for single day attendance.*

DMA MEMBER

- \$225
- Additional office staff - \$200
(must fill out a registration form for each attendee)

DMA NON-MEMBER

- \$300 (includes DMA membership)
- Additional office staff - \$200
(must fill out a registration form for each attendee)

AESTHETIC SESSION - APRIL 29

Includes all aesthetic sessions on Friday 29th from 11:30-6pm.
Friday lunch & dinner are NOT included but can be purchased at restaurant.

AESTHETIC SESSION ONLY

- \$175 (includes Laser Certificate)
(must fill out a registration form for each attendee)

Personal Check #: _____ Total Amount Enclosed \$: _____

Unable to accept charge cards for this meeting.

MAIL COMPLETED FORM WITH CHECK TO: MELINDA LOMAX, 9900 MEDLOCK BRIDGE ROAD, JOHNS CREEK, GEORGIA 30097-2017



HOTEL ACCOMMODATIONS 888-670-2250

Atlanta Evergreen Marriott Conference Resort, Stone Mountain, GA

SPECIAL GROUP RATE \$129 *(must mention "DMA of Georgia" to receive this special rate & book before 4/1/16 - park admission included)*

EVERY ATTENDEE MUST COMPLETE A REGISTRATION FORM!

EDUCATION & NETWORKING RETREAT

GENERAL AGENDA

Friday, April 29, 2016

- 9:00 Registration
- 9:25 Welcome Session Begins
- 9:30 How to Navigate the Medicare System
- 10:30 CPT Coding Updates & ICD-10 Challenges
- 12:00 Lunch
- 1:15 Meaningful Use Update: 2016
- 2:30 Break ~ Visit with Sponsors *(get raffle card initialed for door prizes)*
- 3:00 Embezzlement - Could it Happen to You?
- 4:00 Roadmap to 2016: Value Based Care, MIPS, MU, MARCA, PQRS
- 5:00 Break ~ Visit with Sponsors *(get raffle card initialed for door prizes)*
- 5:45 Door Prize Drawings *(must be present to win)*
- 6:00 Dinner & Networking



Saturday, April 30, 2016

- 7:30 Registration & Breakfast *(buffet opens at 6:30am)*
- 8:00 Situational Leadership
- 9:30 Break
- 9:45 Georgia Cancer Registry
- 10:45 2016 Legal Updates & Trends for Dermatology Practice Management
- 11:45 Meeting Adjourns

AESTHETIC AGENDA

Friday, April 29, 2016

- 11:30 Registration
- 11:55 Welcome Session Begins
- 12:00 The Consultative Approach for Aestheticians
- 1:00 Light Application & Safety *(Certificate Program)*
- 2:00 Break ~ Visit with Sponsors *(get raffle card initialed for door prizes)*
- 2:30 Light-Based Administration *(Certificate Program)*
- 4:00 How to Market & Have a Successful Event
- 5:00 Break ~ Visit with Sponsors *(get raffle card initialed for door prizes)*
- 5:45 Door Prize Drawings *(must be present to win)*
- 6:00 Dinner & Networking
(dinner is NOT included but can be purchased at restaurant)

GENERAL FRIDAY SESSIONS

HOW TO NAVIGATE THE MEDICARE SYSTEM



**SERENA ROBERTSON, PROVIDER OUTREACH & EDUCATION
CAHABA – CMS**
Interactive opportunity to learn more about CMS and Medicare with Q&A session.

CPT DERMATOLOGY CODING UPDATES & ICD-10 CHALLENGES



**PEGGY EIDEN, CCS-P, CPC, CPCD, CPMA - AAD
CYNTHIA STEWART, CPC, CPMA, COC, CPC-I - AAD**
Catch up on CPT coding changes and rules with Peggy Eiden. She is a coding and reimbursement specialist for the AAD's Policy and Practice Management Department. She works with physicians and staff on E&M auditing, coding and compliance issues. Cynthia Stewart is a manager of Coding and Reimbursement Resources in the AAD Policy and Advocacy Department. She assists with health care administration, coding and revenue cycle management. She is a certified coder, a certified auditor and a published author. Cynthia is an ICD-10 CM/PCS Expert and National Trainer presenting many programs on ICD-10 and related topics.

MEANINGFUL USE UPDATE: 2016



**ELIZABETH WOODCOCK, MBA, FACMPE, CPC
WOODCOCK & ASSOCIATES**
Keep up-to-date with MU changes. Elizabeth Woodcock is a professional speaker, trainer and author specializing in medical practice management. For more than 20 years, Elizabeth has focused on practice operations through innovation and analysis and has helped keep many medical managers at the top of their game.

EMBEZZLEMENT - COULD IT HAPPEN TO YOU?



ZANE KINNEY, CFE
Zane has spent his entire adult life in the protection field. His background exceeds 25 years in Law Enforcement, Loss Prevention, Corporate Investigations, Physical Security, Private Investigations & Forensics. He is a Certified Fraud Examiner (CFE), Licensed Private Investigator in the State of Georgia, and the Principle Consultant for Astinel Security & Forensics. Learn everything you need to know about dishonesty in medical practices.

ROADMAP TO 2016: VALUE BASED CARE, MIPS, MU, MARCA, PQRS



**ROBIN ROBERTS - MIRACA LIFE SCIENCES
JOY RIOS - MIRACA LIFE SCIENCES
MIKE LACENERE - MIRACA LIFE SCIENCES**
Remember fee-for-service? Understand how payment systems are changing and why MU & PQRS compliance is so very important to your practice today. Robin Roberts is an expert in Health IT consulting and informatics, revenue cycle management, practice management and quality improvement. She has completed over 3,000 successful MU attestations and more than 275 passed audits. She is a Technical Director with Miraca Life Sciences and speaks frequently on PQRS and Value Based Care.



Joy Rios is a Health IT expert, author and nationally known speaker on topics of EHR incentives, PQRS and the value-based payment programs. She is a Technical Director at Miraca Life Sciences and a Certified Healthcare Technology Specialist with a focus in practice workflow.

GENERAL SATURDAY SESSIONS

SITUATIONAL LEADERSHIP



JONATHAN MONTOYA, MBA - ALLERGAN PRACTICE CONSULTING
Jonathan is a management consultant with the Allergan Practice Consulting Group. He consults with dermatology practices in areas of financial analysis, strategic initiatives, business planning, performance processes, human resources, marketing and other general practice management matters. The Situational Leadership Model is a powerful, yet flexible tool that enables leaders to more effectively influence others. This program will provide you with an understanding of the relationship between an effective style of leadership and the level of readiness that followers exhibit for a specific task.

POPULATION-BASED CANCER REGISTRIES, CANCER SURVEILLANCE AND CANCER RESEARCH IN GEORGIA



KEVIN C. WARD, PHD, MPH, CTR, DIRECTOR, GEORGIA CENTER FOR CANCER STATISTICS, RESEARCH ASSISTANT PROFESSOR, EMORY UNIVERSITY
Providers in Georgia who diagnosis or treat cancer patients can meet MU requirements by reporting cancer data. Dr. Ward will help you understand how these statistics are captured and used.

2016 LEGAL UPDATES FOR DERMATOLOGY PRACTICE MANAGEMENT STUART OBERMAN, ATTORNEY AT LAW

This presentation will include an overview of the essential elements of an employee manual, recent labor law trends, cyber security protocols, how to handle a Department of Labor Audit and Arbitration Agreements.

AESTHETIC FRIDAY SESSIONS

THE CONSULTATIVE APPROACH FOR AESTHETICIANS



JONATHAN MONTOYA, MBA - ALLERGAN PRACTICE CONSULTING
Jonathan is a management consultant with the Allergan Practice Consulting Group. He consults with dermatology practices in all business areas with a special focus on building your aesthetic practice through best practices and marketing skills. In this program you will learn the difference between selling and taking a consultative approach with patients. The Consultative Approach is broken down into six easy-to-follow steps with interactive questions posed to the audience along the way.

LIGHT APPLICATION & SAFETY / LIGHT-BASED ADMINISTRATION



PATRICK CLARK, PHD, CMLSO - MEDICAL LASER DYNAMICS
Patrick is CEO and Director of Clinical Education with Medical Laser Dynamics in Dallas, Texas. He has been involved with clinical laser applications since 1988. He has established laser programs in University hospitals and speaks around the world educating and consulting on laser administration and use.

Light Application & Safety *(Certificate Program)*

This program looks at best practices with the most popular laser and IPL procedures performed in your offices. This information is practical, down-to-earth and pertinent to any skill level. The program is based on procedure requirements and techniques not limited to specific devices.

Light-Based Administration *(Certificate Program)*

This presentation includes topics on Policy and Procedures, Standard Operating Procedures and management of the necessary reporting and logging forms and techniques. This program is important for those lost or neglected processes experienced by many offices in today's environment.

HOW TO MARKET & HAVE A SUCCESSFUL EVENT



**MARGUERITE GERMAIN, MD
GERMAIN DERMATOLOGY**
Dr. Germain will share her successful experiences growing her cosmetic practice in Charleston, South Carolina. Understand how to best use your marketing budget. Get valuable tips on how to plan and execute a successful event in your practice.

SPECIAL THANKS TO OUR AMAZING SPONSORS

(not all sponsors are listed due to printing deadline)



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