

fort lauderdale
florida

The American Academy of Podiatric Practice Management

Meeting in
Paradise

November 4-7, 2010



Lago Mar
RESORT AND CLUB

American Academy of Podiatric Practice Management
1000 West Saint Joseph Hwy, Suite 200
Lansing, MI 48915
www.aappm.org



AAPPM FALL PRACTICE MANAGEMENT WORKSHOP



Join us at this private Florida resort, bring your family, and stay a few extra days! There will be hands-on optional workshops, “nuts and bolts” lectures with many of the country’s practice management experts and our unique, highly interactive, roundtables and the chance to share ideas with successful colleagues. Pair this practical practice enhancing information with a first-class oceanfront resort in one of Ft. Lauderdale’s best neighborhoods and you have the winning combination that makes our Fall Practice Management Workshop a sell-out every year.

COMPLIMENTARY THIRTY MINUTE CONSULTATIONS

These are not sales pitches and carry no additional obligations. They are available only to those who have not already had free consultations with these companies at one of our other meetings. Call or email to make an appointment.

Mike Crosby, CPA

Valuing Your Practice

mccrosby@providerresources.com
888-776-2430

Rem Jackson

Marketing Plan Review

rem@toppractices.com
717-626-2025

Nicole Potochar

Financial Options

nicole_protiar@yahoo.com
732-766-0880

Ray Posa, MBA

Office Technology and HIPPA Compliance

rposa2themantagroup.com

John Leardi, ESQ.

Post Payment Audit Defense, Practice Compliance

jwleardi@buttacilaw.com
609-916-6316

Glenn Lombardi

glombardi@officite.com
800-908-2483

Chad Schwarz

Marketing

chads@footdoctorsnj.com
732-850-5555

HOTEL INFORMATION

Lago Mar Resort and Club
1700 S. Ocean Lane
Fort Lauderdale, Florida 33316
Fax: 954-524-6627
Toll-Free: 1-800-524-6627
www.lagomar.com

Cut Off Date: October 7, 2010
Room Rate: 1 Bedroom Suite — \$185
2 Bedroom Suite — \$220

AAPPM FALL PRACTICE MANAGEMENT WORKSHOP

INVITED FACULTY

Jeffrey Frederick, DPM
Bill McCann, DPM
John Guiliana, DPM, MS
Andy Bhatia, DPM
Hal Ornstein, DPM
Barry Block, DPM, JD
Ben Weaver, DPM
Ray Posa, MBA
Jonathan Moore, DPM
Glenn Lombardi
Nicole Potochar
Marty Ellin, Esq.
Zac Childress
Josh White, DPM, CPed
Michael Brody, DPM
Wendy Ellin
Rem Jackson
Valerie Gregory, MSPT
Craig Conti, DPM
Chad Schwarz
John Leardi, Esq.
Andrew Schneider, DPM
Brad Bakotic, DPM, DO
Jon Segal, DC
Mike Crosby, CPA
Scott Kantro, DPM
Peter Wishnie, DPM
Fay Mushlin
Stu Wittner, CPed
Brooke Weaver
Peter Paicos, DPM
Hoda Henein
Matt Bauer
Lynn Homisak, PRT
MaryBeth Crane, DPM, MS
Jon Purdy, DPM
Nathan Schwartz, DPM
Tony Tyler
Ira Kraus, DPM
Charles Greiner, DPM
Jamie Russell
Neal Frankel, DPM
Nick Romansky, DPM
Alison DeWaters-LaBianca, DPM

EDUCATION TEAM CO-CHAIRS

Hal Ornstein, DPM
Charley Greiner, DPM

EDUCATION TEAM

Craig Conti, DPM
Jonathon Moore, DPM, MS
Ray Posa, MBA
Jon Purdy, DPM
Ben Weaver, DPM
Brooke Weaver
Kathe Biggs

EXECUTIVE MANAGEMENT PROGRAM TEAM CO-CHAIRS

Brooke Weaver
Fay Mushlin



AAPPM FALL PRACTICE MANAGEMENT WORKSHOP

THURSDAY :: NOVEMBER 4

2:00 pm – 5:00 pm **Basic and Advanced Concepts in Muscular Skeletal - Ultrasound in the Podiatric Practice and Patient Healing Using Autogenous Platelet Grafting. 2 CECH**

Nathan Schwartz, DPM; Matt Bauer

This workshop in musculoskeletal ultrasound will first go over the basics and the remainder of the course will be customized to the level of the attendees. Personal questions and techniques will be discussed and applied. At the completion of this course, you will have a good understanding of the application of diagnostic ultrasound in the Podiatric practice. You will be able to use this modality in an effective way, imaging the different structures of the foot and ankle. This session will be presented with a scientific lecture and a hands-on workshop.

3:00 pm – 5:00 pm **In Office Tools For Wound Healing That You Should Have In Your Office... Expediting Rapid Wound Healing While Expanding Your Scope of Services and Your Bottom Line (Optional Workshop). 2 CECH**

Jonathan Moore, DPM, MS

This unique two hour workshop will address three types of wounds that the podiatric physician sees on a daily basis. The post-surgical wound, the diabetic foot and ankle wound, and the Venous Stasis Wound. This workshop will streamline protocols and make it easier than ever to address these common wound types with easy to use products that you can dispense and bill for out of your office.

5:00 pm – 7:00 pm **Podiatric Dermatology as a Harbinger of Systemic Disease. 2 CECH**

Brad Bakotic, DPM, DO

Attendees will better understand podiatric dermatology as an indicator of systemic disease. Indications and appropriate biopsy techniques will be reviewed in the context of an interactive/audience participation workshop.

7:00 pm – 9:00 pm **Optional Workshop (repeated again Friday morning) Taming The Technology Tiger: De-clutter your E-clutter!**

Wendy Ellin

This workshop focuses on all the frustrations we all have with email, how to take control of your email instead of it controlling you! If you are ready to learn some tools and techniques that will free you from the chains that bind you to the computer and your outlook inbox - this workshop is for you!

7:00 pm – 9:00 pm **Successful EMR Implementation. 2 CECH**

Zac Childress

Are you struggling to get your EMR up and running? Purchasing an EMR does not mean you will be able to get it implemented in your office overnight. We will discuss best practices and strategies for maximizing your investment in EMR software packages.

FRIDAY :: NOVEMBER 5

7:00 am – 8:00 am **Registration and Continental Breakfast for Friday's Optional Workshops Only.**

Six Optional Workshops (one separate \$99 registration fee covers all six workshops)

Note: Those registering for these workshops must be registered for the entire conference to be able to attend. The registration fee of \$99 allows you to attend any, or portions of all, of these six optional workshops.

8:00 am – 10:00 am **Optional workshops listed below. A Virtual Staff Office Meeting**

Lynn Homisak, PRT

We invite you to actively participate in our mock staff meeting. Experience for yourself in "real time" how to conduct an outcome-focused staff meeting and encourage not only better communication and teamwork but also effective follow up. You will be asked to contribute 2 items to add to our morning's agenda based on challenging situations that currently exist (or have existed) in your own office. Then take part in the problem-solving discussion and creation of action plans that surrounds each item. It may be a "mock" meeting, but it's the real deal!



AAPPM FALL PRACTICE MANAGEMENT WORKSHOP

FRIDAY :: NOVEMBER 5 CONTINUED

8:00 am – 10:00 am **Workshop for Non-Custom DME, Custom DME, Wound Care Products, Biologic Wound Care Products and Ancillary Care Service. 2 CECH**

**Jonathan Moore, DPM, MS,
Josh White, DPM, C.Ped
Marybeth Crane, DPM, MS
Andy Bhatia, DPM**

A comprehensive discussion and hands on workshop to review the top OTC DME products that improve outcomes and have excellent reimbursement top Custom DME products that work well to enhance outcomes and revenue top Wound Care Products that should be found on your shelf top Biologic Wound Care products that heal wounds and improve your bottom line. Top Ancillary Care Services: Vascular Testing, Diagnostic Ultrasound and Physical Therapy

7:30 am – 10:00 am **Meet Mrs. Smith... Comprehensive Diabetic Foot Examinations (CDFEs). 1.75 CECH**

**Ben Weaver, DPM,
John Guiliana, DPM, MS,
Brad Bakotic, DPM, DO, and a CV
specialist.**

Physicians who perform Comprehensive Diabetic Foot Examinations (CDFEs) at least annually might help preclude the many devastating complications associated with diabetes. Through the CDFE protocol, thorough survey of the dermatological, neurological, vascular, and orthopedic systems of a patient with diabetes will help detect threatening changes early. As an integral part of this exam, the need for diabetic shoes, multi-density inlays, treatment for neuropathy, and potential vascular testing can also be assessed. This is not only good medicine, but connecting these entities through one comprehensive protocol (CDFE) could lead to substantial revenue production as value-added opportunities are less likely to be missed.

10:00 am – 10:30 am **BREAK, VISIT EXHIBITORS**

10:30 am – 12:20 pm **Designing a Marketing Plan for your Practice. 1.75 CECH**

**Rem Jackson, Tony Tyler and
Glenn Lombardi**

Using the Top Practices Marketing Guides and Checklists every participant will leave with a blueprint and an action plan that they can implement immediately that includes, Internet and Web-Based Marketing, Referral (shoe leather) Marketing, Internal Marketing, and External Marketing. In this workshop Rem will guide you through an interactive process so that you leave with a plan that works for your practice, your budget, and your future. 1.75 CECH



10:30 am – 12:20 pm **Clinical Protocols a Pathway for Efficiency. 1.75 CECH**

Ben Weaver, DPM

This session is for doctors and staff that want to increase efficiency, patient flow through the office, and improve patient outcomes. After this groundbreaking session, you will leave with working customized protocols to take back to your office. A customized protocol manual for your Office. ***** You must bring your lap top for this workshop.**

10:30 am – 12:20 pm **Integrating a Scribe into your Office: Practical Tools and Pearls to Improve Documentation, Efficiency and YOUR LIFE! 1.75 CECH**

**Jonathan Moore DPM, MS
Jamie Russell**

In this one hour workshop live demonstrations will be offered with practical suggestions, and easy to follow pearls designed to guide you toward developing the use of a scribe in your office. Sample office notes will be created with different patient scenarios for you to see an example of how using a scribe can improve efficiency and allow you to keep from getting buried by paperwork at the end of the day.

GENERAL SESSION

7:30 am – 1:00 pm **Increasing your Revenue Through Advanced Billing Solutions. (break 10:00 am – 10:30 am)**

**Neal Frankel, DPM, Ira Kraus, DPM,
Peter Paicos, DPM, and Hoda Henein**

In the workshop the participant will learn:

1. How to appeal and get paid for all of the following denials;
 - a. Pre-existing
 - b. Benefits denied after getting prior verification of coverage
 - c. Not "medically necessary"
 - d. Money taken way past reasonable period of time.
 - e. Claim not "timely filed".
 - f. Treatment is "experimental".

See website for more information on this topic
www.aappm.org

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FRIDAY :: NOVEMBER 5 CONTINUED

12:30 - 1:30 pm **What You Need to Know About Meaningful Use and Meeting the Requirements of Meaningful Use in Your Office. (WORKING LUNCH)**

Michael Brody, DPM

By meeting meaningful Use you can achieve a \$44,000 government incentive, but that means MUCH more than purchasing certified EMR software. Join us to understand how you will need to use the software to meet "Meaningful Use."

1:30 pm - 5:30 pm **Staff Training Session Training in Progress - Staff Members Only**

Lynn Homisak, PRT

Both new and seasoned staff members are invited to spend a quality 3.5 hours with Lynn to focus on effective training techniques, tips and strategies that will improve their awareness and help them become a more productive staff member. Sharing ideas is encouraged as we play "From the Files of..."; discussing every day common, problematic scenarios.

1:30 pm - 2:00 pm **The Other Side of the Rainbow.**

John Guiliana, DPM, MS

If you change your approach to the practice of podiatric medicine and surgery, you will change your life. This presentation will examine the clinical and economic effect of 5 simple changes that will enhance your outcomes and reward you with a pot of gold.

2:00 pm - 2:20 pm **The Diabetic Foot Exam (CDFE) Clinical and Economic Realities.**

Scott Kantro, DPM

Learn about the Comprehensive Diabetic Foot Exam (CDFE) and when performed on your patients with diabetes, you will be able to greatly enhance your practice by generating substantial incremental revenue, solidifying your physician referral base, and most importantly, providing outstanding patient care. This billable CDFE will ensure that you are capturing and documenting all the information required by new Medicare regulations and qualifying for the PQRI end of year bonus equal to 2% of your total billing to Medicare.

2:20 pm - 2:30 pm **AWARD AND PRESENTATIONS**

2:30 - 3:10 pm

Implementing Key Innovative New Ancillary Services for the Aging Population.

Jonathan Moore, DPM, MS

In this lecture learn 3 fundamental services that you don't want to be left without in the years to come: Balance Physical Therapy/ Fall Prevention Tools/ Vascular Testing. Learn the ABC's of getting your own P.T. program off the ground the right way. Learn about a new Balance AFO that will keep your seniors on their feet and more balanced. Learn how vascular testing and the implementation of EMR can work together to make your office the PAD detection center of excellence. As always, coding, compliance and pearls for success will be included.

3:10 pm - 3:45 pm **Kaposi Sarcoma: An Update. .75 CECH**

Brad Bakotic, DPM, DO

Attendees will better appreciate the wide array of potential clinical features of Kaposi sarcoma. The indications for biopsy and state of the art therapies will be reviewed.

3:45 - 4:35 pm

VISIT EXHIBITORS

4:35 pm - 4:55 pm

GIT-R-DONE.

Jeffrey Frederick, DPM

Being a successful Podiatrist encompasses many challenges. Learn how to change your work priorities to maximize success and your time. What you should be doing right now to make tomorrow your best day yet. What it really means to be a Podiatric Physician working in today's environment. **How to really GIT-R-DONE!**

4:55 pm - 5:35 pm

CONCENSUS

**Charley Greiner, DPM,
Mary Beth Crane, DPM,
Andrew Schneider, DPM,
Nick Romansky, DPM
and Jon Purdy, DPM**

Open and candid discussion of exchange of practice management winning tips and concepts

5:35 pm - 6:30 pm

Step Up To Your Plate.

Wendy Ellin

Conquering Procrastination Once and For All! Learn and understand why we procrastinate and how to kick this age-old habit and get those pesky tasks finally off your list forever! This hour includes an "eye-opening" exercise for kicking the procrastination habit one step at a time!

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6:30 pm – 6:45 pm **Maximize Your Vendor's Expertise.**
Stu Wittner, C.Ped.

Learn how to best utilize your vendors to assist you in building your practice. Learn what information your reps can provide and the key questions to ask them to assist you and your staff. Learn how to receive extra benefits and services from your suppliers.

6:45 pm – 7:05 pm **Website Can be Your #1 Marketing Tool.**
Andrew Schneider, DPM

Your website is the most vital marketing tool that you have. It serves as the first impression your patients will have of you and your office. You need to make sure that it is working for you. Google Analytics is the tool that will tell you how your website is working for you and direct the changes you need to make to take the leap towards Page 1 on Google.

7:15 pm – 9:00 pm **Welcome Buffet Dinner for All Registrants and Exhibitors on the Poolside Terrace at the Lago Mar Resort.**

6:30 pm – 9:00 pm **Children's festival hosted by Crocs.**

8:20 am – 8:50 am **The Employee Whisperer.**
Jon Purdy, DPM

Interpersonal office communication can be difficult. This lecture will discuss ways to deal with day to day employee issues and thought processes.

8:50 am – 9:10 am **Using TENS Units in Your Podiatric Practice.**
Jon Segal, DC

A Complete Guide to Getting Started TENS units can provide excellent pain relief for your patients, without medication, in addition to adding an additional revenue source for your practice. Learn about the benefits of using TENS, how to properly bill insurance companies and Medicare and the appropriate codes to use when billing for TENS and TENS supplies. We will also review how to properly dispense and document the prescribed equipment.

9:10 am – 9:35 am **Stress Free Management.**
Peter Wishnie, DPM

Running an office and being a full time physician can be very stressful. This presentation will teach you how to put order back into the practice so your days can be as stress free as possible.

9:35 am – 10:00 am **Conflict is Unavoidable.**
Marty Ellin, Esq.

We are human, and this is part of our condition. But conflict can be addressed successfully. Will discuss five things you can do before problems arise that will help when they do.

..... **SATURDAY :: NOVEMBER 6**

7:00 am – 8:00 am **Meet the Smiths - Maximizing Your Revenue, Billing, Coding, and Patient Outcome Opportunities While Enhancing Patient Satisfaction.**

**John Guiliana, DPM, MS and
Jonathan Moore, DPM, MS**

The most effective way to accomplish this is through "horizontal integration" of value-added services into a practice, with a thorough understanding how to code those services. This entertaining presentation will introduce you to Mrs. Smith, a fictional yet typical podiatric patient who presents a multitude of conditions. You will follow the treatment of Mrs. Smith through the eyes of two separate podiatric physicians: one who "gets it" and one who doesn't; one who understands the importance of proper coding and billing, and one who doesn't. You will be amazed at the difference in the quality of Mrs. Smith's care, as well as each practice's financial health as a result.

8:00 am – 8:20 am **Scheduling Options to Optimize Patient Flow.**
Mary Beth Crane

Description available on website:
www.aappm.com



AAPPM FALL PRACTICE MANAGEMENT WORKSHOP

SATURDAY :: NOVEMBER 6 CONTINUED

10:00 to 10:45 am **BREAK, VISIT EXHIBITORS**

10:45 am to 12:45 pm **ROUNDTABLE DISCUSSIONS**
(40 minutes each – choose three).
These roundtables have made Academy meetings famous. Led by experts, these roundtables give all attendees a unique opportunity to learn from the experts and to share their own winning strategies and ideas with their colleagues – true learning through sharing. It's the Academy way!

Coding and Billing

Neal Frankel, DPM, Ira Kraus, DPM, Peter Paicos, DPM, and Hoda Henein

Durable Medical Equipment, Wound Care and Ancillary Care

Jonathon Moore, DPM, MS, Andy Bhatia, DPM, Jon Segal DPM, and Josh White, DPM, CPed

Staff Management

Brooke Weaver, Fay Mushlin, and John Guiliana, DPM, MS

Associateships, Partnerships and Buy-in

Mike Crosby, CPA

Marketing and Public Relations

Mary Beth Crane, DPM, MS, Rem Jackson, DPM, Chad Schwarz, Andrew Schneider, DPM, Tony Tyler, and Glenn Lombardi

12:45 to 1:30 pm **Lunch and visit exhibitors (will do new practitioners carve out during lunch. Panel to include Alison DeWaters, DPM, Craig Conti, DPM, and Jonathan Moore, DPM, MS).**

1:30 pm – 2:00 pm **Building Awareness In and Educating Your Referring Physicians Offices.**

Chad Schwarz

The focus of this presentation will be to outline steps you can take to develop awareness in your referring and potential referring physicians offices. We will discuss things you can put in place in your practice that will directly impact your referring physicians. In addition, we will go through the process of meeting a referring physician/physicians office for the first time, scheduling and implementing lunch and learns with these offices, and once completed, how to continue to follow up and maintain a presence.

2:00 pm – 2:30 pm **Understanding the Medical Necessity Denial.**

Neal Frankel, DPM

Using the insurance companies Local Carrier Determination (LCD) and what to document to get your claims paid and how to do an effective peer-to-peer review.

2:30 pm – 2:55 pm **Thinking "Ahead-of-the Box" - Strategies to jump-start your practice in the new decade.**

Barry Block, DPM, JD

The secret to success in the new decade will be to stay ahead of the pack. This lecture will discuss some new technologies and marketing techniques designed to help take your practice to the next level.

2:50 pm – 3:20 pm **Pearl Jam...25 Winning Practice Strategies (twenty one-minute pearls) You Can Start Doing Right Away – Moderated by Ben Weaver, DPM.**

Panel of Podiatry's practice management experts share their personal top strategies to improve your practice and bottom line - including: marketing, staffing, communication, coding, billing and reimbursement efficiency, ancillary care, using technology, improving the bottom line, office design, operations and financial management.

3:20 pm – 3:30 pm **Putting it all Together.**

John Guiliana, DPM, MS

Description available on website: www.aappm.com

CONCURRENT MINI-SEMINARS

3:45 pm – 5:30 pm **Advanced Solutions to Handling Insurance and Billing Problems Optional Workshop.**

Neal Frankel, DPM

The workshop will help your office in a step by step fashion handle problems like Medical Necessity Denials, Stalled Claims, Recoupments and Non-covered or Experimental denials as well as handling problem cases brought from the attendees. This workshop is a must to turn your office into a collection machine. Bring your problem cases.

3:45 pm – 4:45 pm **Physical Therapy...Can it Work for Your Practice? 1 CECH**

Jon Segal, DC and Valerie Gregory, MSPT

Learn the appropriate phases of care and how to justify them and how to bill and collect for them. Through proper case management, diagnosis, coding, billing, providing

AAPPM FALL PRACTICE MANAGEMENT WORKSHOP

medical necessity and compliant documentation, you will have the opportunity to expand your practice and your billing. You will also learn the proper billing, coding, and compliance of dispensing home-going TENS and Ultrasound devices. Increasing stringency from insurance companies has created a need for podiatric doctors to address all their patient's needs and a new opportunity for this dynamic program to succeed.

5:30 pm - 7:00 pm **Cigars with the Stars.**

Organized by Ben Weaver, DPM

Opportunity to chill with option to smoke some fine cigars given to you courtesy of Brad Bakotic, DPM, DO of Bako Pathology Services and fine wine selection from Rem Jackson with open discussion on practice management.

**Donations of \$25 or more are encouraged; however, all donations are welcomed and appreciated to the AAPPM Education Fund.

EXECUTIVE MANAGERS TRACK

SATURDAY, NOVEMBER 6:

8:00 am - 9:00 am

Nicole Potochar

Credit Scores and Personal Finance - Nicole will discuss not only the business aspect but how these things effect you personally.

9:00 am - 10:00 am

Andrew Schneider, DPM

Social Marketing - expanding your practice through social marketing

10:00 am - 10:45 am

Visit Exhibitors

10:45 am - 12:45 pm

Hal Ornstein, DPM

12:45 pm - 1:30 pm

Lunch Break

1:30 pm - 2:30 pm

Bill McCann, DPM

Keeping your Dr. on Time

2:30 pm - 3:30 pm

Open forum

Question and answer time with your peers.

3:45 pm - 4:45 pm

John Guiliana, DPM, MS

Conflict and Resolution - how to identify and resolve conflict in your office.



SUNDAY :: NOVEMBER 7

8:00 am - 9:00 am

Continental breakfast

9:00 - 10:45 am

**Breakfast and Learn ...
An Academy Original!**

Join us for breakfast in small round table discussion groups where 4 or 5 groups all discuss the same three questions and share what works and doesn't work in their practice and their best pearls for success. Then everyone gets back together in a wrap up session where recording secretaries report a summary of their group's answers to the questions to the entire group. What you learn at this session will pay for the seminar several times over!! This portion of the program is always most informative and useful - catch a later flight home and stay for the pearls that can change your practice and change your life.

11:00 pm - 1:00 pm

Advanced Workshop for Top Practices.

Rem Jackson and John Guiliana, DPM

In this final session, we will lead you through a highly interactive workshop to solve your biggest challenges and roadblocks. There is great opportunity for podiatrists in the near term future and this session is designed to help you position yourself and your staff to take maximum advantage of it. This has been one of the most popular sessions at previous conferences so be sure to make your flight arrangements so that you can stay and participate and benefit from this powerful session.



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MAXIMUM OF 15.25 CONTINUING EDUCATION CONTACT HOURS

To earn Continuing Education Contact Hours (CECH) credits, see the schedule for the lectures and workshops that qualify. The majority of the credits will be for attending optional workshops on Thursday and Friday.

The American Academy of Podiatric Practice Management is an approved sponsor of courses by the Council on Podiatric Medical Education (CPME) and Chris Kindsvatter is the Director of Continuing Education. This program offers a maximum of 15.25 Continuing Education Contact Hours.

At the conclusion of these continuing medical education programs attendees will:

- Learn when and why biopsies and related procedures are clinically required and improve their ability to perform shave and punch biopsies.
- Achieve a better understanding of diagnostic ultrasound in order to better visualize, interpret, document and report soft tissue pathology of the foot and ankle.
- Become more familiar with the use of Electronic Medical Records and better understand how they can help the physician provide better patient care and improved patient protocols
- Learn how using a scribe allows the doctor to focus more on the patient resulting in better patient care.
- Understand the critical role that developing and implementing clinical, administrative and staffing patient treatment protocols plays in enhancing patient care and compliance.
- Improve their ability to assess which treatment options are best suited for wounds commonly seen by podiatrists; and increase understanding of the proper application of various wound care products, the importance of using wound care protocols and how dispensing wound care products can improve patient care and compliance.
- Better understand the clinical needs and applications for Durable Medical Equipment and the impact these products can have on improving patient care.
- Learn how to provide patients with DME products and treatments that enhance patient care and compliance
- Better understand the effective clinical uses of various Durable Medical Equipment products, including AFOs, after participating in small group discussion roundtables.



AAPPM FALL PRACTICE MANAGEMENT WORKSHOP REGISTRATION FORM

REGISTRATION FEES:

AAPPM Member Rates

- \$399 DPM member in practice more than 4 years \$449 if registering after October 11 or at the door.
- \$279 DPM Associate 1 to 4 member in practice 4 years or less. \$329 if registering after October 11 or at the door
- \$279 AAPPM Assistant/Staff Member. Assistant or staff members (non-DPMs) must be paid AAPPM members under their own name. \$329 if registering after October 11 or at the door

Non-AAPPM Member Rates

- \$599 Non AAPPM member DPM in practice more than 4 years \$629 if registering after October 11 or at the door
- \$479 DPM Associate 1 to 4 member in practice 4 years or less. \$529 if registering after October 11 or at the door
- \$479 Non AAPPM member Assistant/Staff \$529 if registering after October 11 or at the door

PAYMENT INFORMATION

All registrants must be paid in full prior to the conference in order to attend. Only registered attendees may participate in sessions and meal functions. However, guest may register for the Friday evening dinner buffet.

Registrants must be registered for full conference to attend any of the optional workshops



Check enclosed for \$_____. (US Funds Only). Make Payable to AAPPM and mail to address below.

Process payment on VISA or MasterCard credit card

_____ Expires ___/___

Name on Card _____

All cancellations must be received in writing. No refunds after October 11.

American Academy of Podiatric Practice Management • 1000 West Saint Joseph Hwy, Suite 200 • Lansing, MI 48915
Phone: 517-484-1930 • Email: office@aappm.org • www.aappm.org

Name		Name on Badge	
Phone		Fax	Email
Address	City	State	Zip

Registration Cut-off date: Friday, October 29, 2010 – after this date, you will have to register on-site

REGISTRATION FEES FOR OPTIONAL WORKSHOPS

THURSDAY OPTIONAL WORKSHOPS

Price of \$49 for Optional Workshops

Choose 1

- 2 pm - 5 pm** Basic and Advanced Concepts
- 3 pm - 5 pm** In Office Tools for Wound Healing

Check if Attending

- 5 pm - 7 pm** Podiatric Dermatology

Choose 1 from 7 pm - 9 pm

- Taming the Technology Tiger
- Successful EMR Implementation

FRIDAY OPTIONAL WORKSHOPS

must be registered for full conference to attend

Price of \$99 for Optional Workshops

- 7:30 am - 10 am** Meet Mrs. Smith... Comprehensive Diabetic Foot Examinations (CDFEs)
- 8 am - 9 am** A Virtual Staff Office Meeting (for Doctors only)
- 8 am - 9 am** Workshop for Non-Custom DME, Custom DME, Wound Care Products, Biologic Wound Care Products and Ancillary Care Services
- 10:30 am - 12:20 pm** Designing a Marketing Plan for your Practice
- 10:30 am - 12:20 pm** Clinical Protocols a Pathway for Efficiency
- 10:30 am - 12:20 pm** Integrating a Scribe into your Office: Practical Tools and Pearls to Improve Documentation, Efficiency and YOUR LIFE!

SATURDAY MINI SEMINARS

Choose 1

- I will be attending Advanced Solutions to Handling Insurance and Billing Problems
- I will be attending Physical Therapy...Can it Work for your Practice?

SATURDAY ROUND TABLE DISCUSSIONS

Choose 3

- ___ Coding and Billing
- ___ Durable Medical Equipment
- ___ Staff Management
- ___ Associateships, Partnerships and Buy-ins
- ___ Marketing and Public Relations

FRIDAY DINNER AND CHILDREN'S FESTIVAL REGISTRATION

- I will be attending the Friday Buffet Dinner
- I will bring ___ guests at \$50 per person \$_____ Adult Guest Name(s) _____
- ___ children will attend the Children's Festival during dinner Friday night. Child's Full Name _____ Age _____

SATURDAY WINE AND CIGARS WITH THE STARS

- I will be attending the Cigars with the Stars Donations of \$25 or more to be made out to AAPPM Education Fund

AAPPM FALL PRACTICE MANAGEMENT WORKSHOP REGISTRATION FORM

IF YOU ARE NOT ALREADY AN AAPPM MEMBER AND WISH TO JOIN, PLEASE FILL OUT THIS SECTION WITH YOUR MEMBERSHIP INFORMATION.

Please note: In order for a DPM to join AAPPM, he/she must be a member in good standing of the American Podiatric Medical Association. Please indicate type of practice:

- Solo
 - All Podiatrist Group of # _____
 - Hospital Based
 - Multi-Disciplined Group
- Number of years in practice _____

Membership types and fees

- \$169 Associate 1 to 4 APMA Member
- \$269 Active APMA Member

Required Authorizations

1. Information given on this application is accurate and complete to the best of my knowledge. I fully understand and agree that as a condition to making this application, any misrepresentation, misstatements or omissions, whether intentional or not, shall constitute cause for rejection of this application and/or membership.
Signature _____ Date ___/___/___

2. I authorize the American Academy of Podiatric Practice Management to contact me via the following fax number _____

I authorize the American Academy of Podiatric Practice Management to contact me via the following email address _____

Signature _____ Date ___/___/___

CALENDAR OF EVENTS

Million Dollar Summit

Lago Mar Resort, Fort Lauderdale, FL
January 7 - 9, 2011

Midwinter Seminar

Airport Marriott, Pittsburgh, PA
March 2-6, 2011

Spring Workshop

FireSky Resort, Scottsdale, AZ
May 19-22, 2011

New Pratifitioner and Summer Boot Camp

Airport Marriott, Pittsburgh, PA
August 10 - 14, 2011

Fall Workshop

Lago Mar Resort, Fort Lauderdale, FL
November 3 - 6, 2011



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