



**AAPP M Spring Conference**  
**May 16-18, 2019 - Baltimore, MD**

**Thursday, May 16, 2019**  
**General Session**

8:30am–9:00am

**Welcome**

*Ben Weaver, DPM and Jeffrey Frederick, DPM*

9:00am–12:00pm

**What It Takes To Be Successful In A Medical Practice 1.5 CECH/1.5 PMAC**

*John Guiliana, DPM, MS, Jeffrey Frederick, DPM and Rem Jackson*

How to design, measure, and implement what matters in a successful medical practice. Using “best practices,” learn how the most successful practices streamline their operations. Learn how to run your practice like a business by setting goals, understanding benchmarks, patient communication protocol, and providing great patient care all while elevating your practice to new heights. Navigate the risks, opportunities and behaviors that can make your practice great.

10:30am-11:00am Break and Visit Exhibitors

12:00pm–1:00pm Lunch and Visit Exhibitors

1:00pm-1:15pm

**Board Introductions And AAPP M News**

*AAPP M Board of Trustees*

1:15pm-5:00pm

**The First Steps To Overcoming Obstacles And Becoming A More Successful Doctor 1.5 CECH/1.5 PMAC**

*Moderated by John Guiliana, DPM, MS, Jeffrey Frederick, DPM and Rem Jackson*

In this interactive session attendees will be guided through discussions that help illuminate the road to improvement, “where the rubber meets the road”. Learn the basic building blocks to achieving greater success in practice. Through intense evaluation of your practice, your patient care, your protocols and compliance methods, you will be able to set your unique circumstances on the path to positive change.

2:30pm–3:00pm Break and Visit Exhibitors

5:00pm–7:00pm

**Fireside Chat 2.0 CECH/2.0 PMAC**

*Alan Bass, DPM*

Today’s healthcare system is making it more and more difficult to focus on providing the best patient care. It is important to examine all the proper tools practices can use to help us focus on patients. In this session we will share the best protocols, compliance procedures, and processes to help you be the podiatric physician providing quality patient outcomes.



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**The Game Of Clue (Medical Version) 1.5 CECH/2.5 PMAC**

*Moderated by John Guiliana, DPM, MS*

In this interactive and entertaining presentation, you will put on your detective hats, assume the role of possible suspects and solve the mystery of who and what is killing a medical practice. This presentation focuses on the metrics that lead to quality care along with strategies designed to improve patient compliance and quality outcomes.

10:30am-11:00am Break and Visit Exhibitors

12:00pm-1:00pm

**Lunch And Learn: How Managing Your Online Reputation Will Grow Your Practice**

*Caleb Manscill*

Online health information combined with social media channels like Twitter and Instagram has created a new generation of patients. They are empowered and driving a consumerism marketplace. Patients have a voice in their own care that they have never had before. Patients are using social media platforms and review sites to choose their doctor or medical practice. Given these stakes, you can't afford to leave your online reputation to chance. Come learn from Caleb Manscill on how to not only manage your online reputation but to grow your patient visits. In this session you will learn how to optimize your physician profile on major review sites; respond to patient reviews on the web; and leverage processes and technologies to grow your online influence and increase patient visits

1:00pm–2:00pm

**“Bad Boys” What You Gonna Do When They Come For You? 1.0 CECH/1.0 PMAC**

*Jeffrey Frederick, DPM and John Leardi, Esq.*

Today's medical practice comes with pitfalls, risk management, compliance and liabilities. Are you ready to do what is needed to protect your most valuable asset - your practice?

2:00pm–2:30pm

**Help! How Do I Get My Practice Benchmarks To Look Like They Should? 0.5 PMAC**

*Brooke Weaver, CMOM-POD*

Better understand what things you need to look at in your reports to start moving them closer to benchmark goals.



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**Friday, May 17, 2019  
General Session - Continued**

2:30pm-3:00pm Break and Visit Exhibitors

3:00pm-3:30pm

**Your Team And Your Time, How They Grow Together 0.5 PMAC**

*Andrew Schneider, DPM*

It's one thing to call your office staff a "team", it's quite another to function as a TEAM! When you have an office with a written mission and job descriptions to support that mission, you will get your office running like a well-oiled machine. This 30 minute session will put the pieces together and inspire you to make your team a TEAM.

3:30pm-4:00pm

**CPT Changes In 2019 And The Biggest Mistakes In Coding 0.5 CECH/0.5 PMAC**

*Mike King, DPM*

Several changes have occurred for 2019 especially in our biopsies section of CPT. Be ready for these and avoid coding mistakes.

4:00pm-4:30pm

**Biggest Success And Biggest Failure 0.5 PMAC**

*Ben Weaver, DPM*

Get ready to talk about the lessons learned from others' successes and failures during this session. Please come prepared to share your wisdom and knowledge where you will have two minutes to share your greatest success and biggest failure.

4:30pm-5:00pm

**Proper Coding For Footcare 0.5 CECH/0.5 PMAC**

*Alan Bass, DPM*

A review of the proper ICD-10 and CPT-4 codes in order to ensure that the practitioner is following the proper LCDs for at risk foot care and footcare in general.

5:00pm-7:00pm

**Wine, Cheese And Hospitality**

All are invited to attend this outdoor peer to peer exchange event. You don't want to miss it, some of the best ideas start here.



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**Friday, May 17, 2019  
Medical Assistant Track**

1:00pm-2:00pm

**Hands-On Wound Care Workshop 1.0 PMAC**

*Ben Weaver, DPM*

There are countless wound care products out there – which do you use?! Learn how to properly select wound care products matched to your patient’s wound in this interactive session. You’ll also learn how to head off the auditors with proper documentation and forms.

2:00pm-2:30pm

**CDFE’s, Shoe Fitting, And Paperwork 0.5 CECH/0.5 PMAC**

*Josh White, DPM, CPed*

The first section of this two-part series will review everything you need to know to complete a successful CDFE, accurately measure for and confidently recommend diabetic shoes and inserts, and how to easily manage the paperwork needed from start to finish.

2:30pm-3:00pm Break and Visit Exhibitors

3:00pm-3:30pm

**Hands-On Diabetic Shoe And Insert Workshop 0.5 CECH/0.5 PMAC**

*Josh White, DPM, CPed*

In the final part of this series we will put what you learned in the first session to the test in a hands-on workshop on measuring for shoes and casting for inserts.

3:30pm-4:30pm

**Hands-On AFO Workshop 1.0 PMAC**

*Greg Armstrong, CPed*

Come perfect your AFO casting skills! Whether you’ve never casted before or you’re a pro, you will learn tips and tricks to get the perfect cast in this hands-on experience. Attendees will also learn how to screen patients for AFO braces and which brace to recommend.

4:30pm-5:00pm

**Strapping And Padding Workshop 0.5 PMAC**

*Andrew Schneider, DPM*

Come learn how to make the most common padding and strappings used in podiatry and help boost your practice’s bottom line without seeing more patients!



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**Friday, May 17, 2019**  
**Executive Managers Track**

1:00pm-1:30pm

**Shades Of Grey: "Ethics In The Workplace"** 0.5 CMOM-POD/0.5 PMAC

*Tina Del Buono, PMAC*

Ethical standards seem to be talked about less and less in the workplace until something happens. It is the little things we do that can lead to the big act that compromises our ethical standards and many times these little things are brushed under the carpet. We need to be people with high ethical standards in our practices because it is expected. This presentation will review what those standards need to reflect in our everyday actions.

1:30pm-2:00pm

**How To Say It: Improving Non-Verbal Communication** 0.5 CMOM-POD/0.5 PMAC

*John Guiliana, DPM, MS*

Studies show as little as 7% of communication is transmitted verbally. Over half of our communication is body language, followed by tone and inflection. We may unintentionally exhibit non-verbal cues that do not match up with the message we are trying to get across. Attend this session to learn how to improve non-verbal communication to become a better communicator and leader.

2:00pm-2:30pm

**Working Through Other People** 0.5 CMOM-POD/0.5 PMAC

*Rem Jackson*

The job of a leader is to get the work done, but not to do it themselves. In this session we will explore the strategies and tools effective leaders use to make sure the tasks assigned to team members are accomplished.

2:30pm-3:00pm Break and Visit Exhibitors

3:00pm-3:30pm

**Tips From The Trenches** 0.5 CMOM-POD/0.5 PMAC

*John Leardi, Esq.*

Bring all your legal questions, concerns, and challenges to this interactive back and forth with AAPP M Legal Advisor, John Leardi, Esq., of Buttaci Leardi & Werner LLC. Mr. Leardi will share stories of what to do, and what not to do, when facing the most common legal challenges in your offices.



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**Executive Managers Track - Continued**

3:30pm-4:00pm

**Mastering And Understanding Insurance Identifications** 0.5 CMOM-POD/0.5 PMAC

*Gisele Saenger, BA, MISM, PM*

Misunderstanding medical insurance identifications is the #1 reason for reimbursement denials. During this session you will master understanding how to read an insurance ID and what to look for to decrease and avoid delayed or rejected reimbursement.

4:00pm-4:30pm

**Management 101: "Getting The Team To Buy In"** 0.5 CMOM-POD/0.5 PMAC

*Tina Del Buono, PMAC*

There is nothing more frustrating than having to "prod" staff members to fulfill the expectations of their positions. The best way to get the team to buy in to what the practice vision is, is to be NICE to them.

N: Nurture Them

I: Inform Them

C: Create an Open Environment

E: Educate Them Continually

4:30pm-5:00pm

**The Butterfly Effect: How 1 Small Thing Can Make A BIG Difference in Your Practice** 0.5 CMOM-POD/0.5 PMAC

*Brooke Weaver, CMOM-POD*

Come to this session to learn the small secrets that make big changes for your practice! And learn how to get your staff on board so they understand the results of seemingly small changes too!



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**Saturday, May 18, 2019  
General Session**

8:30am–9:30am

**Breakfast And Learn 1.0 CECH/1.0 CMOM-POD/1.0 PMAC**

Consistently an AAPP M favorite, these sessions will give you and your colleagues an opportunity to interact about top takeaways from the meeting so far, as well as compliance and patient challenges that our practices face. You will have takeaways and pearls that you can implement in your office immediately on Monday morning. We recommend separating your office staff, so all attendees can speak freely. All rooms will be covering the same questions provided by AAPP M leadership.

9:30am–10:00am

**Breakfast And Learn Wrap-Up 0.5 CECH/0.5 CMOM-POD/0.5 PMAC**

*Bill McCann, DPM and Charley Greiner, DPM*

All attendees will join in our general session and review the comments and concerns of the individual breakout rooms and the solutions provided.

10:00am-10:30am Break and Visit Exhibitors

10:30am–12:00pm

**How To Get Things Done Like A Top Performing Business 1.5 CECH/1.5 CMOM-POD/1.5 PMAC (pending)**

*Josh White, DPM*

Tired of meetings that have no outcomes? It's about time you learned the secrets of improving your patient outcomes and making your office more efficient. Get to the core of patient results by fine tuning your process. Get the TRACTION that you need and create value for your patients and your practice.