



AAPPAM Fall Conference
November 7-9, 2019 – Daytona Beach, FL

Thursday, November 7, 2019

8:30am-12:30pm

AAPPAM Practice Marketing Seminar

Marketing your practice is essential if you want to have a reception room filled with the right number and type of patients. The below workshops will help you learn the skills you need to be successful.

8:30am-9:30am

How to Create, Organize and Manage Your Marketing Plan

Rem Jackson and Andrew Schneider, DPM

Learn how to build your own marketing plan or rework your existing marketing plan.

9:30am-10:00am

Knowing Your Marketing Numbers

Rem Jackson and Peter Wishnie, DPM

Discover how to organize and understand the key metrics you need to track to know if your marketing is working and how to make necessary adjustments based on the data.

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

10:30am-11:00am

Knowing Your Marketing Numbers - Continued

Rem Jackson and Peter Wishnie, DPM

11:00am-11:30am

Introduction to Online Paid Advertising

Lori Hibma and Rem Jackson

Learn how to effectively buy and use advertising on major platforms such as Facebook and Google. Discover how these strategies can help build your practice, not just drain your bank account.

11:30am-12:30pm

Marketing Round Robin

Moderated by Rem Jackson

AAPPAM members who are successfully marketing their practices open up their marketing playbooks and share their best ideas and take your questions in this interactive session.

12:30pm–1:30pm Lunch and Visit Exhibitors



**AAPP Fall Conference
November 7-9, 2019 – Daytona Beach, FL**

**Thursday, November 7, 2019
General Session**

1:30pm-2:00pm

Your Practice's Key Financial Statements and How to Use Them for Critical Decision Making

John Guiliana, DPM, MS

Many of your business decisions should be based upon your practice's profit and loss statement and balance sheet. This program will help you understand how to use these key financial statements to make responsible decisions.

2:00pm-2:30pm

How to Have the Practice of Your Dreams While Not Giving Up the Things You Love and Matter Most

Peter Wishnie, DPM

You can have a thriving practice and the time to be with your family and loved ones while enjoying the life you so deserve. You worked hard to become a doctor, you endured long and hard hours during your residency, and now you should have a practice that feeds your lifestyle. This topic will go over how to manifest an extraordinary life you deserve and desire.

2:30pm-3:00pm

Review of Lower Extremity Skin Cancer and Onychodystrophy 0.5 CECH

Mike King, DPM

Overview of skin cancer, risk factors, basal cell carcinoma, squamous cell carcinoma, malignant melanoma, kaposi sarcoma, soft tissue sarcoma, monthly and yearly statistics, death rates, survivability, biopsy techniques, 10 year cancer report from 7,000 podiatrists diagnosing 15,000 lower extremity malignancies. In addition, this session will include a review of nail unit dystrophy including laboratory confirmation.

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

3:30pm-4:00pm

Forensic Podiatry: An Overlooked Practice-Building Opportunity 0.5 CECH

Michael Nirenberg, DPM

Forensic podiatry is an exciting, new sub-specialty that merges podiatric medicine with forensic science to help solve crimes. The lecturer, a forensic podiatrist, will explain how knowledge of forensic podiatry can be used by podiatrists to educate their community and local law enforcement and improve their clinical skills and ultimately grow their practices. The lecturer will present a case study of a homicide in which his analysis helped lead to a conviction and he will provide examples of simple ways that podiatrists can use forensic podiatry to generate local media attention and increase revenue.



**AAPP Fall Conference
November 7-9, 2019 – Daytona Beach, FL**

Thursday, November 7, 2019
General Session

4:00pm-4:30pm

Quality and Cash Flow...Are They Related?

John Guiliana, DPM, MS

This program will help you connect the dots between your practice's quality and cash flow relationship. In a bilateral way, they are very interdependent.

4:30pm-5:00pm

Using Non-Invasive Vascular Testing to Enhance Your Patient Care 0.5 CECH

Andrew Schneider, DPM

Often in practice we get too busy for our own good. By utilizing ancillary services, such as performing a simple ankle-brachial index (ABI), we are better able to serve our patients, recognize early warning signs, and even build our practices.



**AAPPAM Fall Conference
November 7-9, 2019 – Daytona Beach, FL**

Thursday, November 7, 2019

8:30 am – 6:00 pm

CMOM-POD Review and Certification Exam

**You must be enrolled in the CMOM-POD program to attend.*

Are you ready to take your career to the next step? Do you want to impress your physicians with your knowledge and training? Are you looking to further your education?

Become a certified podiatric office manager! The CMOM-POD program covers vital information necessary to operate a thriving podiatry practice including: Financial Management, Podiatric Medical Insurance and Billing, Valued Based Reimbursement, Employee Relations, Podiatric Medical Durable Medical Equipment, Podiatric Medical Office Compliance and Podiatric Medical Marketing.

The AAPPAM is the only organization to offers a podiatric specific office managers certification!

To enroll in the CMOM-POD program, visit us at www.aappm.org, once registered in the program, register for the conference to attend the CMOM-POD review course and take the examination.

8:30am – 9:00am

Section 1 Review, Financial Management

John Guiliana, DPM, MS

11:00am - 11:30am

Section 6 Review, HIPAA

John Leardi, Esq

9:00am - 9:30am

Section 2 Review, Insurance

John Guiliana, DPM, MS

11:30am - 12:00pm

Section 7 Review, Marketing

Sam Guillory, CMOM-POD, PMAC

9:30am – 10:00am

Section 3 Review, Employee Management

Sam Guillory, CMOM-POD, PMAC

12:00pm – 12:30pm

CMOM-POD Review Wrap Up

Sam Guillory, CMOM-POD, PMAC

10:00am - 10:30am

Section 4 Review, Durable Medical Equipment

John Guiliana, DPM, MS

12:30pm - 1:30pm Lunch

2:00pm - 6:00pm

CMOM-POD Certification Exam

*Administrators: Sam Guillory, CMOM-POD,
PMAC*

10:30am - 11:00am

Section 5 Review, OSHA

John Leardi, Esq



AAPPAM Fall Conference
November 7-9, 2019 – Daytona Beach, FL

Friday, November 8, 2019
General Session

8:00am–9:30am

Breakfast And Learn 1.5 CECH/1.5 CMOM-POD

Bill McCann, DPM

Consistently an AAPPAM 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 AAPPAM leadership.

9:30am–10:00am

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

Bill McCann, 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 1.5 CECH

Practical and Priceless Wound Care/Ancillary Service and DME Pearls to Enhance Outcomes and Your Bottom Line

Jonathan Moore, DPM

Dr. Jonathan Moore will discuss and provide the tools needed to dispense powerful and effective wound care products, including compression garments, in your office for both diabetic foot ulceration and venous leg ulceration, along with pearls to be compliant and more efficient in the creation of your own Diabetes Center of Excellence.

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

Join us at this event when we give away prizes generously provided by several of our corporate partners! All registered attendees are entered to win.



AAPPMM Fall Conference
November 7-9, 2019 – Daytona Beach, FL

Friday, November 8, 2019
General Session

1:00pm-2:45pm

Patient Presentations - Using Technology to Increase Efficiency, Patient Satisfaction and Bottom Line
1.5 CECH

Don Pelto, DPM

In this session you will work to; develop patient protocols for common podiatric conditions that include DME (durable medical equipment) and in-office dispensing, understand how to make your own patient presentations, increase your enjoyment treating complex conditions using checklists, reduce complexity with treatment options, increase ease of sharing patient educational information using technology, and increase online reviews for your practice automatically.

2:45pm-3:00pm

Board Introductions and AAPPMM News

AAPPMM Board of Trustees

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

3:30pm-4:30pm

What Would You Do? 0.5 CECH

Alan Bass, DPM

At the end of this session attendees will have the building blocks for properly coding some of the most common podiatric presentations.

4:30pm-5:00pm

MIPS: "Should I Participate?" 0.5 CECH

Alan Bass, DPM

At the end of this session attendees will be given another perspective on whether or not they should participate in the MIPS program or spend their time and effort elsewhere.

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.



AAPPAM Fall Conference
November 7-9, 2019 – Daytona Beach, FL

Friday, November 8, 2019
Medical Assistant Track

1:00pm-2:00pm

The PMA's Role In In-Office Surgery

Shannon Schnell, DPM

In-office surgical procedures are a great opportunity not just to expand your podiatric knowledge but also to increase your skills in assisting your physician. Come to this session to learn how you can maximize and enhance your role with in-office surgeries.

2:00pm-2:30pm

Compliance For The PMA

Michael King, DPM

Podiatric Medical Assistants play a vital role in an office's overall compliance through front end and behind the scenes work. Attend this session to make sure you're up to date with the latest compliance guidelines to protect your practice and yourself!

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

3:00pm-4:00pm

Fall Prevention and Treatment

Jonathan Moore, DPM

Of those over age 65, 1 in 3 fall each year. Falls in the senior population lead to many injuries, including death. Participants will learn what factors increase the risk of falls, how to conduct a fall risk examination, and treatment options to prevent the risk of falls.

4:00pm-4:30pm

Hands-On Vascular Testing Workshop

Scott Day

Vascular testing is a profitable ancillary service you can incorporate into your treatment protocols to increase your PVV. This interactive workshop will give you the opportunity to learn and improve your vascular testing skills.

4:30pm-5:00pm

Hands-On Laser Workshop

Scott Day

Laser therapy is one of the latest innovative treatments in podiatry. Attend this hands-on workshop to learn new ways to utilize laser therapy in your practice to increase revenue and more comprehensively treat patients.



**AAPP Fall Conference
November 7-9, 2019 – Daytona Beach, FL**

Friday, November 8, 2019
Executive Managers Track

1:00pm-5:00pm

Transforming Your Staff Into An A-Team 3.5 CMOM-POD

A Seminar for Executive Managers, Office Managers, and other leaders in podiatry practices

John Guiliana, DPM and Rem Jackson

Managing anything is difficult but managing a podiatry practice has its own unique issues. Without an A-Team Staff, who work together and support each other, it is often frustrating, stressful, or even impossible to manage a practice successfully. In this workshop you will learn:

1. How to recruit and hire the right people for the right jobs
2. How to train, coach, and mentor that staff
3. How to handle difficult personalities and break through to people who you haven't been able to reach before
4. How to manage communicating with the doctors and influence them to support your efforts and not inadvertently undermine them
5. How to fire someone that you can't reach
6. How to organize your job so instead of doing 'everything', you are doing the RIGHT things

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



**AAPP Fall Conference
November 7-9, 2019 – Daytona Beach, FL**

Saturday, November 9, 2019

8:00am-4:00pm

Getting Your Coding and Compliance Ready for 2020

Every year there are changes in the coding world. Some years these changes are small, some years they are significant. 2020 brings major changes in both ICD10 and CPT coding, including changes to our Evaluation and Management guidelines for the first time in 23 years. Leave Daytona with the information you need to start the new year fully prepared and ahead of the game!

8:00am-9:00am

DME From A to Z 1.0 CECH/1.0 CMOM-POD

Gisele Saenger, BA, MISM, PM, and Josh White, DPM

9:00am-9:30am

MIPS in 2020: Big Changes and Big Money on the Line! 0.5 CECH

Jeffrey Lehrman, DPM

9:30am-10:00am Break and Visit Exhibitors

10:00am-10:30am

Joining a Value Based Healthcare Network Through Practice Acquisition

Matt Pizzi

10:30am-11:00am

Get a Grip on Revenue

Mary-Ellen Schimmoller

11:00am-11:30am

ICD10 Changes for 2020 You Need to Know 0.5 CECH

Jeffrey Lehrman, DPM

11:30am-12:00pm

You Can Provide Better Quality of Care and Be More Successful – Here's How! 0.5 CECH

Mike King, DPM

12:00pm-12:30pm

Providing Good Quality Care in the Deductible Age 0.5 CECH

Mary-Ellen Schimmoller

12:30pm-1:30pm Lunch and Visit Exhibitors

1:30 pm-2:15pm

New CPT Codes for 2020 You Need to Know 0.75 CECH

Jeffrey Lehrman, DPM

2:15pm-2:45pm

Coding and Documentation That Will Make Your Biller More Efficient 0.5 CECH/0.5 CMOM-POD

Gisele Saenger, BA, MISM, PM

2:45pm-3:30 pm

The New PRC Codes and Why You Should Be Using Them and The Threat to Procedures with a Global Period and What You Can Do About It 0.75 CECH

Jeffrey Lehrman, DPM

3:30pm-4:00pm

Every Coding Question You've Ever Wanted to Ask 0.5 CECH

Panel Featuring All Coding and Compliance Presenter