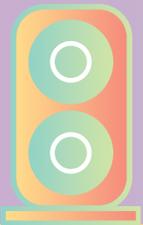




AAPPM WINTER VIRTUAL CONFERENCE





AAPP WINTER VIRTUAL CONFERENCE

Please join us January 9-10, 2021 for the AAPP Winter Virtual Conference. This is a great opportunity to hear from industry leaders on valuable and relevant topics.

GENERAL INFORMATION

MISSION STATEMENT

American Academy of Podiatric Practice Management's mission is to positively change the lives, practices and communities of podiatric physicians and staff through leadership education, practice management education and sharing knowledge.

PURPOSE

The purpose of our virtual conference is to provide information and education on the most up-to-date practice management procedures for your practice.

REGISTRATION

Each individual must register separately for this event. Webinar log in information will be provided via email the day before the event. For a list of all registration fees, please refer to the registration form at the end of this brochure.

INTENDED AUDIENCE

The virtual conference will be of interest to podiatric physicians and executive managers.

SPONSORSHIP ACKNOWLEDGEMENT

AAPP acknowledges some of its faculty may receive honorariums or compensation from a sponsoring company or may have financial interest in the products or services they are promoting or discussing. AAPP requires all faculty and educators to properly disclose any conflicts of interest at the start of all presentations.

PRIVACY AND CONFIDENTIALITY POLICY

American Academy of Podiatric Practice Management's (AAPP) Policy on Privacy and Confidentiality dictates the Association's handling of a learner's personal information. This policy is enforced in all areas of the Academy's business, including online communications, offline communications, direct marketing, and event registration.

AAPP maintains a comprehensive database of information on its learners in accordance with the general needs and expectations of the organization and its learners. This information is intended exclusively for

purposes related to official Academy business and to facilitate interaction between the Academy and its learners. Directory information in the database may include home or work addresses, telephone numbers, fax numbers, e-mail addresses, and activity registrations/online purchases.

AAPP will use personal information to fulfill registrations for events, orders for materials and services made online, and other requested services. For educational meetings (CME activities), AAPP may share a list of registered attendees with the registered sponsors for that event.

CONTINUING EDUCATION

American Academy of Podiatric Practice Management (AAPP) is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education in Podiatric Medicine. This program has qualified for 3.5 continuing contact hours. CECH approved hours will be listed by lecture in the detailed agenda included in this brochure. No commercial interest provided financial support for this continuing education activity. Attendees must view CME lectures live, in their entirety, and participate in two attendance verifications, to receive CME contact hours.

AAPP will be offering 7.0 credits for the Executive Manager CMOM-POD certification.

CONTINUING EDUCATION CERTIFICATE AND EVALUATION

AAPP will provide online access to your continuing education certificate following the webinar. Your certificate will be available by January 29, 2021. To access your certificate, you will need to complete our conference evaluation. Once completed, you will be provided a link to download your certificate. From this page, enter your last name into the search field, select this event from the drop-down menu and press submit. When your name appears in the certificate area, click on it to download a copy of your certificate. Please print a copy for your records. It is your responsibility to obtain your certificate on or after the date available. This is the only process to obtain your certificate.



AGENDA: 21 IDEAS TO THRIVE IN 2021

SATURDAY, JANUARY 9, 2021

10:00 am – 12:00 pm

2.0 CMOM-POD

MARKETING YOUR PRACTICE IN 2021: THE FUNDAMENTALS AND PRO-TIPS

Rem Jackson, Melissa Lockwood, DPM, Andrew Schneider, DPM, Chad Barth, Denise Harshbarger

2021 is rife with possibility. Podiatrists in private practice have an opportunity to grow their practice and extend their offerings. This virtual meeting is designed to support you in that effort and this two-hour marketing workshop will assist you in communicating to your market, both online and off. Topics include:

- Marketing online: A Master's Class in simply planning and posting on social media that makes sense and extends your brand
- Marketing/customer service in your office that builds raving fans, not just satisfied patients
- How you and your existing staff can produce compelling content that fills your office with patients without breaking the bank or losing focus on patient care.

12:00 pm – 1:00 pm

BREAK

1:00 pm – 1:30 pm

0.5 CMOM-POD

LEADING PODIATRIC PERFORMANCE – HOW TO GET THE BEST FROM YOUR TEAM

Jay Henderson

In this presentation Jay Henderson will cover:

- The HyperFormance Hypothesis
- The Only Four Conversations You Should Ever Have
- How to Get Accountability Without Confrontation
- How to Train Your Team 24/7 Without Shutting Down The Practice

1:30 pm – 2:00 pm

0.5 CME/0.5 CMOM-POD

THE VALUE AND RATIONALE FOR PROVING YOUR PATIENTS WITH WOUND CARE MATERIALS: LOOKING BEYOND THE DOLLAR

Jonathan Moore, DPM

Getting patients involved in their own wound care is essential for compliance and long term outcomes. While dispensing wound care products has long been validated as an outstanding way to enhance revenues for healthcare professional, there is more value in dispensing than just economics. In this session, Dr. Jonathan Moore will review the ways in which there can be value in dispensing to improve patient outcomes and treatment protocols.

2:00 pm - 2:30 pm

0.5 CME/0.5 CMOM-POD

CHART LIKE YOUR LIVELIHOOD DEPENDS UPON IT...IT DOES!

John Guiliiana, DPM

Medical charting has become one of the most daunting and risky parts of practicing medicine. Despite physicians spending inordinate amounts of time trying to keep up, audits are reaching an all-time high and losses are costly. This brief presentation will explore what a good chart note consists of, as well as discuss all options of improving your charting experience.

2:30 pm - 3:00 pm

0.5 CME/0.5 CMOM-POD

REMOTE PHYSIOLOGIC MONITORING IS HERE!

Jeffrey Lehrman, DPM

Remote Physiologic Monitoring is proven to improve outcomes. This relatively new service can not only benefit patients, but also improve the success of your practice. Learn about the benefits of this service along with its coding, compliance, and documentation guidelines in this session.



AAPP WINTER VIRTUAL CONFERENCE

AGENDA: 21 IDEAS TO THRIVE IN 2021

SATURDAY, JANUARY 9, 2021 *(continued)*

3:00 pm – 3:30 pm **0.5 CMOM-POD** **ASSOCIATE COMPENSATION AND BUY-INS IN THE AFTERMATH OF COVID**

John Leardi, Esq.

One curious development in the wake of a spring and summer full of shutdowns and related interruptions was a palpable uptick in associate hiring, compensation adjustments, and buy-ins. Much of this was driven by a desire to mitigate or share risk. But the upside of these moves, more often than not, is that they can strengthen the capacity and bottom line of practices that want to remain independent. This lecture will identify common compensation and buy-in methodologies successfully implemented by thriving independent practices both before and after the onset of COVID.

3:30 pm – 4:00 pm **0.5 CME/0.5 CMOM-POD** **HOW TO PREPARE FOR AN AUDIT**

Alan Bass, DPM

While most physicians provide excellent clinical care, insurance company audits are always a possibility. While 2020 was a slow year for audits due to COVID-19, many insurance companies are ramping them up again for 2021, so let's get you prepared. This talk will let you know what you need to do to be prepared should you be audited.

SUNDAY, JANUARY 10, 2021

9:30 am – 10:00 am **0.5 CME** **PEDIATRIC FLATFEET: THE TREATMENT IMPERATIVE!**

Louis DeCaro, DPM

Children are in tremendous need of podiatric care, both preventatively and proactively, as a result of the foot type they inherited and the long-term damage it WILL cause. Pediatric flatfoot is an easy to recognize, easy to treat condition. It's time to learn how and when to treat them!

10:00 am – 10:30 am **0.5 CME** **FAT PAD RESTORATION: WHO, WHY, HOW?**

Jodi Schoenhaus, DPM

Fat Pad Restoration is gaining traction in the treatment of atrophied adipose tissue of the foot. It is being used to treat various conditions in an effort to decrease pain with walking and improve the quality of life needed to remain healthy and active in today's world. Here you will learn how to implement cushion restoration into your practice.

10:30 am – 10:45 am **DID YOU UPDATE YOUR EMR FOR THE NEW E&M CODING? EFFECTIVE JANUARY 1, 2021**

Mike King, DPM

January 1st started the new system of using medical decision making OR time as the parameters for how notes are to be valued and audited. Have you adjusted your templates accordingly? I will briefly discuss the key points to hit in making sure your new templates are up to date with the changes.

10:45 am – 11:00 am **15 PEARLS FOR A NEW PRACTITIONER, FROM A NEW PRACTITIONER**

Luke Hunter, DPM

After 6 years of building a successful private practice, here are the top 15 Pearls on what I've learned and what I wish I knew when I started.



AGENDA: 21 IDEAS TO THRIVE IN 2021

SUNDAY, JANUARY 10, 2021 *(continued)*

11:00 am – 11:15 am

DETERMINING THE LIFETIME OF A PATIENT

Tina DelBuono, PMAC

The flow of patients will continue to grow when patients are shown that they are cared for by you and your staff. This presentation will teach how we can C.A.R.E. better for our patients so they will not only will become loyal they will refer their family and friends to your practice.

11:15 am – 11:30 am

INTRODUCING NEW SERVICES IN A PROFITABLE WAY

Andrew Schneider, DPM

When you bring in a new product or service to your practice, you need to let everyone know about it. This talk will break down an effective launch of a new ancillary service to the practice.

11:30 am – 11:45 am

HOW TO GROW YOUR PRACTICE USING TIKTOK

Eji Shobowale, DPM

TikTok is a social media platform known for short, viral, dancing videos. Even so, you shouldn't ignore the power of this platform to build your practice. No dancing required... well, maybe a little.

11:45 am – 12:00 am

DISPENSING SURGICAL DRESSINGS AS DME

Andy Bhatia, DPM

As reimbursements go down, its essential to find areas where we can increase the bottom line. At the same time, we must continue to provide exceptional care to our patients. Dispensing surgical dressings is a way to address both issues. Join us and you will learn how to provide your patients with the dressings they need to heal their wounds, all while receiving reimbursement for the dressings you dispense.

12:00 pm – 12:30 pm

BREAK

12:30 pm – 12:45 pm

CONTINUING TO GROW YOUR AFO BUSINESS, DESPITE THE HURDLES OF SAME AND SIMILAR

Jonathan Moore, DPM

The Same and Similar Rules have hindered, and in some cases completely stopped, many doctors from continuing to utilize AFOs in their practice, which is exactly what Medicare was aiming for. Over the course of the last six months, we have developed several techniques and protocols that have been effective at getting paid despite Same & Similar conditions. In this presentation, Dr. Moore will lay out a proven strategy for overcoming denials from S&S. More than ever, revenues from DME and other ancillary services are essential to growth and patient outcomes.

12:45 pm – 1:00 pm

GETTING YOUR ASSOCIATE TO THINK AND PRODUCE LIKE AN OWNER

Peter Wishnie, DPM

The relationship between the doctor/owner and the associate is vital for your practice's growth. In this talk, we will be discussing how you can optimize this relationship to scale your practice while decreasing your overall stress.

1:00 pm – 1:30 pm

CUSTOM ORTHOTICS: WHY MANY PRACTITIONERS AVOID THIS TREATMENT PLAN AND WHY YOU SHOULD NOT!

Tracey Toback, DPM

In this session, we will discuss the misconceptions of orthotics. Discussion will include why the doctor is prescribing a patient treatment plan and NOT simply selling a product. With a better understanding the practitioner can begin to increase their patient outcomes and improve their practice from day one!

0.5 CME



AAPPAM WINTER VIRTUAL CONFERENCE

REGISTRATION

Complete one form per attendee. **Registration cut-off is January 7, 2021.**

REGISTRANT INFORMATION

Name/Credentials DPM Executive Manager Medical Assistant/Staff

Practice Name/DPM Name

Address

City State Zip Code

E-mail Address (confirmation sent via e-mail only)

Phone Fax

AAPPAM MEMBER REGISTRATION RATES

- 2-Day Conference \$129
- Sat Jan 9 ONLY \$99
- Sun Jan 10 ONLY \$49

NON-MEMBER REGISTRATION RATES

- 2-Day Conference \$179
- Sat Jan 9 ONLY \$149
- Sun Jan 10 ONLY \$99

PAYMENT

Select payment method: Visa MasterCard American Express Check payable to AAPPAM

Card Number Exp. Date CVV

Cardholder Name

Signature

Billing Address

City State Zip Code

Pre-conference registration cut-off date is January 7, 2021. Prior to the conference we must receive both your registration form and payment. Registrations cannot be taken via telephone. CANCELLATION POLICY: All cancellation requests must be received in writing by January 7, 2021 and will be charged a \$10 processing fee. No refunds will be granted after January 7, 2021.