



**AAPPAM FALL CONFERENCE**  
**November 11-13, 2021**  
The Woodlands Resort | Texas





# AAPP FALL CONFERENCE

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We are excited to announce your next opportunity to attend and elevate your practice, please join us for the AAPP Fall Conference, November 11-13, 2021, in The Woodlands, Texas. We know you have all been faced with new and ever-changing challenges over the last year and a half and there is a lot we can learn from one another. Register TODAY and take advantage of the early registration rate.

## GENERAL INFORMATION

### REGISTRATION

The registration fee includes all educational sessions as well as meals and refreshment breaks (excluding dinner) throughout the conference. For a list of all registration fees, please refer to the registration form on page 3. You can also register online at [www.aappm.org](http://www.aappm.org).

### PURPOSE

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

### INTENDED AUDIENCE

This conference will be of interest to podiatric physicians, executive managers, and medical assistants.

### 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.

### HEALTH AND SAFETY

American Academy of Podiatric Practice Management has implemented safety protocols for the 2021 AAPP Fall Conference in accordance with our commitment to provide an event that is consistent with best meeting practices. All conference attendees will be required to show proof of full

vaccination, OR a negative COVID-19 test taken within 72 hours of our conference start date, November 11, 2021. AAPP staff will be checking for one of these items when you arrive and check-in at our registration desk. Face masks will not be required. AAPP appreciates your cooperation and thanks you for joining us. *\*Subject to change based on CDC guidelines.*

The early bird rate expires October 22. Register before then to receive significant savings. See page 3 for more information.

### 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 qualifies for continuing education contact hours. CECH approved hours will be listed by lecture in the detailed agendas found on our website, [www.aappm.org](http://www.aappm.org). No commercial interest provided financial support for this continuing education activity.

AAPP will also offer CE credits for the Executive Manager CMOM-POD certification and PMAC credits. Approved hours will be listed by lecture in the detailed agendas found on our website, [www.aappm.org](http://www.aappm.org).

### PARKING

Complimentary self-parking is available.

### ATTIRE

The suggested dress is business or business casual.

### LOCATION & ACCOMMODATIONS

The Woodlands Resort is the venue for our Fall Conference and is located at 2301 N. Millbend Dr., The Woodlands, TX 77380. The resort is offering a special guest room rate of \$199 for AAPP attendees until October 11, 2021. After this date, the hotel will not offer the discounted rate and may no longer have rooms available. To make your reservation, call 281.367.1100 reference group name "American Academy of Podiatric Practice Management" and Booking ID: AAPP1110. To make hotel reservation online, visit [www.aappm.org](http://www.aappm.org).

# Registration Form

Register online at [aappm.org](http://aappm.org)

Complete one form per attendee. **Registration cut-off is November 5, 2021** after which you may register onsite.

**SPECIAL DISCOUNT:** Register 3 or more attendees at once and you'll receive a discount! 3-4 attendees is 10% off, 5-7 attendees is 15% off, 8-9 attendees is 20% off, 10+ attendees is 25% off!

## REGISTRANT INFORMATION

Name/Credentials (name as it appears on badge) \_\_\_\_\_

Practice Name/DPM Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Special Needs/Dietary Restrictions: \_\_\_\_\_

### ON/BEFORE OCTOBER 22, 2021

#### AAPPMM MEMBER RATES

- \$699 DPM
- \$423 DPM  
*(in practice 4 years or less)*
- \$399 AAPPMM Life  
*(categorized by APMA)*
- \$379 Executive Manager
- \$379 Medical Assistant/  
Staff
- \$199 Resident/Student

#### NON-MEMBER RATES

- \$1099 DPM
- \$623 DPM  
*(in practice 4 years or less)*
- \$549 Executive Manager
- \$549 Assistant/Staff

*Member rates are based on individual membership status.*

### AFTER OCTOBER 22, 2021

#### AAPPMM MEMBER RATES

- \$799 DPM
- \$473 DPM  
*(in practice 4 years or less)*
- \$449 AAPPMM Life  
*(categorized by APMA)*
- \$429 Executive Manager
- \$429 Medical Assistant/  
Staff
- \$199 Resident/Student

#### NON-MEMBER RATES

- \$1199 DPM
- \$673 DPM  
*(in practice 4 years or less)*
- \$599 Executive Manager
- \$599 Assistant/Staff

*Member rates are based on individual membership status.*

## ADD-ONS

YES, I would like a Speaker Presentation Handout Book \$75: The AAPPMM will supply a complimentary link to all speaker presentations following the conference. For an additional fee, the AAPPMM will print a bound book of any supplied speaker presentations for note taking for \$75.00 per book.

## WORKSHOP SELECTION

YES, I am attending the CMOM-POD review and testing course *(CMOM-Pod Candidates Only; must be enrolled in the program. Visit [aappm.org](http://aappm.org) for details.)*

**PAYMENT** (Please make check payable to AAPPMM) Total Due \$ \_\_\_\_\_

Select payment method:  Visa  MasterCard  American Express  Check # \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Address (if different from registrant address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Pre-conference registration cut-off date is November 5, 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 October 29, 2021 and will be charged a \$100 processing fee. No refunds will be granted after October 29, 2021.

**SEND COMPLETED REGISTRATION FORM AND PAYMENT TO: AAPPMM | 629 W. HILLSDALE ST., LANSING, MI 48933**  
**QUESTIONS? CALL 517.484.1930 | E-MAIL [office@aappm.org](mailto:office@aappm.org) | Fax: 517.485.9408**





# AAPP M FALL CONFERENCE

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## SCHEDULE

### THURSDAY, NOVEMBER 11



8:00am – 8:30am

#### CONTINENTAL BREAKFAST AND VISIT EXHIBITS

8:30am - 9:30am

#### MARKETING IS ALL ABOUT BUILDING TRUST AT SCALE AND DOING IT PROFITABLY

*Rem Jackson*

Marketing any business or professional practice is about generating trust in the market in your services. Great marketing builds that market trust and scales it even bigger. In this opening session you will learn; why this is such an essential business activity for your practice, how to significantly expand your trusted reputation using proven online and offline marketing techniques and how to manage this even though you are already too busy.

9:30am – 10:00am

#### THE BEST REFERRALS COME STRAIGHT FROM YOUR TREATMENT CHAIR!

*Melissa Lockwood, DPM*

Engaging with your existing patient list is a non-stop project that must be cultivated in order to yield the best results (more new patients or a reactivation of your existing patient with a new problem!) Let's discuss creative, unique ways to have that "list" work better for you!

10:00am – 10:30am

#### BREAK AND VISIT EXHIBITS

10:30am – 11:00am

#### USING YOUR WEBSITE TO ENHANCE YOUR ONLINE PRESENCE

*Jonathon Sibio*

Every practice needs a strong online presence to thrive. And with 93% of online experiences beginning with a search, patients are expecting much more than a basic website. In this program, Officite will give you industry insight on building the best website, utilizing social media, and optimizing search engine strategies to attract new and retain current patients.

### CMOM-POD CANDIDATES

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

8:30am–12:30pm

#### CMOM-POD REVIEW COURSE

Our experts will help you review all the material you have been studying and answer any of your questions to prep you for testing. We will be covering office compliance, practice administration, employee relations, financial management, managed care delivery system, medical marketing, DME, insurance and billing.

2:00pm–6:00pm

#### CMOM-POD CERTIFICATION EXAM

It's the moment you've been waiting for — testing for your certification! You can do it! Best of luck!

Visit [aappm.org](http://aappm.org) for full agenda details  
and session descriptions.

## SCHEDULE

### THURSDAY, NOVEMBER 11 *(continued)*

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11:00am - 11:30am

#### **USING AND REPURPOSING VIDEO TO MARKET YOUR PRACTICE**

*Andrew Schneider, DPM*

It's story time at AAPP! When it comes to consuming information online, some people like to read and others like to be read to. This is the power of video. But why stop there? Come and learn video strategies and setups that won't break the bank. You'll also learn what else you can do with your videos after they're posted on the internet.

11:30am - 12:00pm

#### **HOW TO MARKET YOUR PRACTICE EFFECTIVELY, EASILY, AND CHEAPLY**

*Peter Wishnie, DPM*

People think marketing has to be expensive in order for it to be effective. In this 30-minute presentation, we will break down this myth and show you ways to get your phone ringing off the hook.

12:00pm - 12:30pm

#### **ENHANCEMENTS YOU CAN MAKE TO YOUR WEBSITE TODAY FOR MAXIMUM IMPACT**

*Andrew Schneider, DPM (moderator) and Panel*

Is your practice website a brochure for you or a tool providing information to those who seek it? There are many enhancements that you can make to your website, no matter who runs your website, that will make you stand out from the rest of the podiatrists in your community.

12:30pm – 1:30pm

#### **LUNCH AND VISIT EXHIBITS**

1:30pm – 2:30pm

#### **PODIATRIC DERMATOLOGY PROTOCOLS FOR BETTER PATIENT OUTCOMES**

*Naghmeh Lilly Khavari, DPM*

This session will highlight the benefits of implementing podiatric dermatology protocols. Biopsy techniques will be reviewed, making note of indications, coding, and pearls to their application in podiatric medicine. Attendees will better understand how implementation of protocols will provide better patient outcomes, improve patient compliance, and maintain practice efficiency. The session will include a review of case studies, and treatment options.

2:30pm - 3:00pm

#### **EXITING PRACTICE: DO I SELL AND TO WHOM? DO I JUST WALK AWAY?**

*Mike King, DPM*

Leaving practice is an exciting, yet stressful time in our lives, after providing care for so many years. Selling a practice can be a real challenge in today's environment of the mostly employed physician. What are some of the things I should look at when contemplating leaving practice? Selling to a larger group, hiring a new associate to take it over, simply walking away? We will discuss some of the options out there and how one goes about finding out about them.

3:00pm – 3:30pm

#### **BREAK AND VISIT EXHIBITS**

3:30pm - 4:00pm

#### **BE CAREFUL WHEN YOU BLINDLY FOLLOW THE MASSES...SOMETIMES THE "M" IS SILENT!**

*John Guiliiana, DPM, MS*

This presentation will explore what compels us to participate in any and all insurances, despite their fee schedule. You will leave with a different perspective on your practice!

4:00pm - 4:30pm

#### **TBD LECTURE**

*John Leardi, Esq.*

4:30pm - 5:00pm

#### **WE ALL BREATHE THE SAME AIR**

*Rem Jackson*

Why do some podiatrists have so much success while others struggle? Their training is very similar, they all breathe the same air and have the same 24 hours in a day. The answer is, their mindset. In this session a roadmap to a better mindset is shared. Money does not make you happy, but being happy CAN make you a lot of money.

5:00pm – 7:00pm

#### **WINE AND HOSPITALITY**

*Sponsored by Top Practices*

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.



# AAPPM FALL CONFERENCE

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## SCHEDULE

### FRIDAY, NOVEMBER 12

6:00am – 8:00am

#### **AAPPM BOARD MEETING**

8:00am – 9:30am

#### **BREAKFAST AND LEARN**

*Charles Greiner, DPM and Luke Hunter, DPM*

Consistently an AAPPM 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 AAPPM leadership.

9:30am – 10:00am

#### **BREAKFAST AND LEARN WRAP-UP**

*Charles Greiner, DPM and Luke Hunter, 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 EXHIBITS**

10:30am – 12:00pm

#### **GENERAL SESSION**

We will continue this meeting with a superb lineup of practice management experts sharing best practices that offer superior results.

12:00pm – 1:00pm

#### **LUNCH AND VISIT EXHIBITS**

1:00pm - 5:00pm

#### **TECHNOLOGY IN THE PODIATRIC OFFICE**

The pandemic spurred on a number of technological advances that the podiatric office can capitalize on. From using diagnostic tools, to next-generation EHR, to preventing diabetic foot ulcers, you will find tools that you'll be ready to bring to your office to enhance your productivity and patient care.

2:30pm – 3:00pm

#### **BREAK AND VISIT EXHIBITS**

5:00pm – 7:00pm

#### **RECEPTION**

*Sponsored by PARE Coding & Compliance*

Join us on the Sunset Terrace for this networking event. Come and enjoy light hors d'oeuvres and cocktails.

### EXECUTIVE MANAGER TRACK

1:00pm-5:00pm

Are you a newly appointed executive manager looking for a crash course in podiatry practice management? Or, are you a seasoned veteran with years of experience looking to learn something new, stay up to date in the industry, or refine a specific skill set such as office culture, motivation, or teamwork? If you answered yes to any of these questions, you do NOT want to miss this track! The track is designed specifically for your distinct role within the office. Physicians, fellow managers, and industry professionals will teach you how to overcome common challenges you face as an executive manager including staffing, human resources, and employee relations.

### MEDICAL ASSISTANT TRACK

1:00pm-5:00pm

Medical assistants are an essential part of your office and if trained properly can help meet your goals and grow your practice. But who has time to train when our focus is on treating patients, finishing notes, and sending out claims? That's why the AAPPM has designed this track as a quick and convenient way to train your front and back-office team! Industry leaders will train your assistants on crucial clinical and administrative skills to increase patient satisfactions and compliance, improve office flow and efficiency, and decrease costly and time-consuming errors.



Visit [aappm.org](http://aappm.org) for full agenda details  
and session descriptions.

## SCHEDULE

### SATURDAY, NOVEMBER 13

7:30am – 8:00am

#### CONTINENTAL BREAKFAST AND VISIT EXHIBITS

8:00am – 9:30am

#### EVERYTHING YOU NEED TO KNOW ABOUT REMOTE PATIENT MONITORING

If ever there was a buzzword for the world of podiatry in 2021, it would be Remote Patient Monitoring. This extended session will let you know what is required, how to stay compliant, and the proper coding. We want to make sure that if you're doing it, you're doing it right!

9:30am – 10:00am

#### BREAK AND VISIT EXHIBITS

10:00am – 12:30pm

#### GETTING YOUR CODING AND COMPLIANCE READY FOR 2022

Every year there are changes in the coding world. Some years these changes are small, some years they are significant. Leave the conference with the information you need to start the new year fully prepared and ahead of the game.

12:30pm – 1:30pm

#### LUNCH AND VISIT EXHIBITS

1:30pm – 3:00pm

#### GETTING YOUR CODING AND COMPLIANCE READY FOR 2022 – CONTINUED

### EXECUTIVE MANAGER AND ASSISTANT TRACK: WE ARE ONE TEAM

8:00am – 3:00pm

Does your office suffer from running in too many directions? Is everyone on the same page? We all have strengths and weaknesses but are you one team? Join us for an integrative day filled with techniques, pearls, wisdom, and knowledge to unite both the Executive Manager and Medical Assistant as one team.

## COMPLIMENTARY CONSULTATIONS

Take advantage of a complimentary consultation with one of our experts! Please contact the consultants directly to schedule your appointment during the conference. Please visit [www.aappm.org/consultant-partners](http://www.aappm.org/consultant-partners) for more information.

#### BUTACCI, LEARDI & WERNER, LLC

John W. Leardi, Esq.  
[jwleardi@buttacilaw.com](mailto:jwleardi@buttacilaw.com)  
[www.buttacilaw.com](http://www.buttacilaw.com)

#### FOZ NETWORKS

Zac Childress  
[zac@foznetworks.com](mailto:zac@foznetworks.com)  
[www.digitalxraypodiatry.com](http://www.digitalxraypodiatry.com)

#### INDEPENDENT NETWORKING GROUP

Mary-Ellen Schimmoller  
[info@ingstrategies.com](mailto:info@ingstrategies.com)  
[www.ingstrategies.com](http://www.ingstrategies.com)

#### PARE CODING & COMPLIANCE

Contact: Alan Bass, DPM  
[alan@parecomplianceservices.com](mailto:alan@parecomplianceservices.com)  
[www.parecomplianceservices.com](http://www.parecomplianceservices.com)

#### PARADOCS MEDICAL REVENUE CENTER, INC.

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#### PRACTICAL PRACTICE MANAGEMENT

Tina Del Buono, PMAC  
[gotoppm@gmail.com](mailto:gotoppm@gmail.com)  
[www.gotoppm.com](http://www.gotoppm.com)

#### REAL TALENT HIRING

Jay Henderson  
[jay@topline-performance.com](mailto:jay@topline-performance.com)  
[www.realtalenthiring.com](http://www.realtalenthiring.com)

#### TLD SYSTEMS

Michael Brody, DPM  
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[www.tldsystems.com](http://www.tldsystems.com)

#### TOP PRACTICES

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[www.toppractices.com](http://www.toppractices.com)



American Academy of Podiatric Practice Management  
629 W. Hillsdale Street  
Lansing, MI 48933  
aappm.org

AAPP's mission at our conferences is to share experience, knowledge and in-the-trenches information that you need to be a successful podiatrist. Join your fellow podiatrists and their team members this November as we pay it forward and help our profession by helping you and your staff! Learn more at [www.aappm.org](http://www.aappm.org).



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