

# MID-WINTER PRACTICE RENEWAL

RENEW, REINVENT AND REVIVE YOUR PRACTICE



FEBRUARY 23-25, 2017  
GRAND HYATT TAMPA BAY | TAMPA, FLORIDA

**Renew, Reinvent and Revive Your Practice**  
The future of podiatry is brighter than ever. Come in from the cold this February and join your colleagues and dozens of practice management experts to renew, reinvent, and revive your practice. Register today at [www.aappm.org](http://www.aappm.org) or see page 11.





MID-WINTER PRACTICE  
**RENEWAL**  
RENEW, REINVENT AND REVIVE YOUR PRACTICE

# WELCOME

## RENEW, REINVENT, AND REVIVE YOUR PRACTICE WITH AAPPM!

Plan now to attend the AAPPM Mid-Winter Renewal Conference in Tampa, Florida! Once again, we have assembled the experts in podiatric practice management to put together our **best conference to date!**

As promised at our last several events, this conference will feature **NEW** workshops, **NEW** content, **NEW** experts, and a brand-new experience whether this is your first conference with us or you are a seasoned AAPPM veteran.

What's new this time, you ask? For starters, we will be hosting a workshop specifically designed to allow you to add dermatological services to enhance your practice. For the first time ever, we will have a cadaver lab for hands-on training! The **Dermatology Workshop is limited to the first 50 doctors**, so be sure to sign up NOW!

So often, **surgery and practice management** are considered to be mutually exclusive. This could not be farther from the truth. Even the most high-powered surgical practice would benefit from the principles of practice management. We are partnering with the American Society of Podiatric Surgeons (ASPS) at our Midwinter Conference for an extraordinary half-day workshop on surgical practice management pearls.

We are honored to welcome **Dr. Dock Dockery as our keynote speaker**. Dr. Dockery is well known to many of you as the Founder and President of the International Foot & Ankle Foundation, one of the leaders of Podiatric Education Conferences. We look forward to welcoming Dr. Dockery to the AAPPM for the first time and are excited for him to share his knowledge with us!

What is an AAPPM conference without an awesome destination? Due to popular demand, we are returning to the beautiful Grand Hyatt, which received accolades from all our attendees last year. It's a perfect setting to **Renew and Revive YOURSELF** after the extensive learning during your time with us.

For those who have attended an AAPPM conference in the past, you know how the **interactive and relaxed environment** enables you to immerse you and your team in topics that are pertinent to you on a daily basis. For those who have yet to experience an AAPPM conference, you don't know what you're missing...this is a great place to start!

We are proud to continue to offer our **Certified Medical Office Manager - Podiatry Certification (CMOM-Pod)**. This endeavor with the Practice Management Institute is the first specialty certification available exclusively through AAPPM. The online course will culminate in Tampa for a review and examination on Wednesday. The feedback from the first graduating class was overwhelmingly positive. This, of course, is in addition to our **already superior tracks for Executive Managers and Podiatric Medical Assistants** taking place on Friday.

If you haven't registered, what are you waiting for? **Register NOW** for early bird pricing and look forward to an unrivaled professional experience. We look forward to welcoming you in Tampa!



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## 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 at the end of this brochure. This conference will be of interest to podiatric physicians, executive managers, and medical assistants.

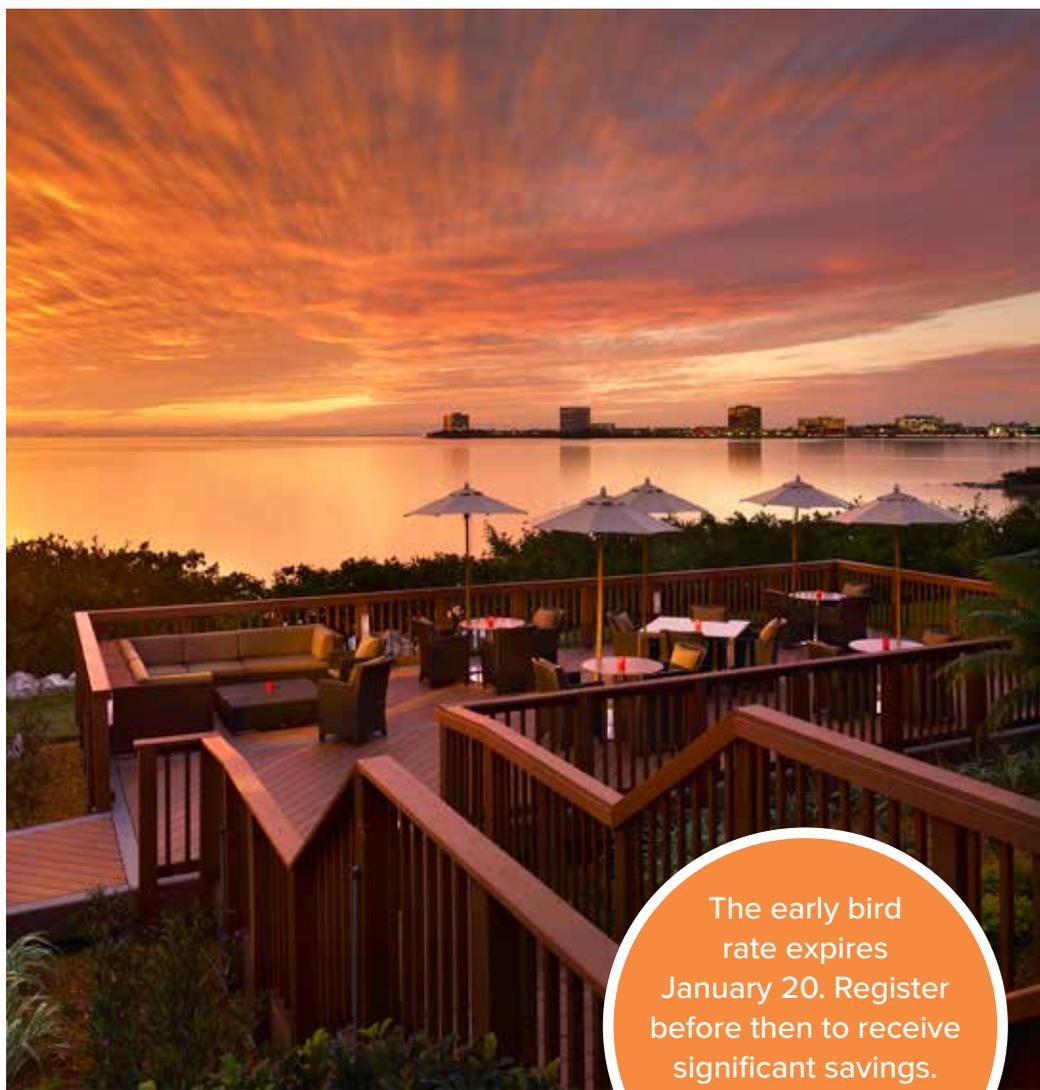
### ACCOMMODATIONS

The Grand Hyatt is the venue for our Midwinter Renewal Conference and is located at 2900 Bayport Dr, Tampa, Florida 33607. The hotel is offering a special guest room rate of \$219 for the AAPP attendees until **February 1, 2017**. After this date the hotel will not offer the discounted rate and may no longer have rooms available. To make your reservation, call 1-813-874-1234 and mention you are with AAPP. To make hotel reservations online, visit [www.aappm.org](http://www.aappm.org).

### CONTINUING EDUCATION

The American Academy of Podiatric Practice Management (AAPP) is approved by the Council of Podiatric Medical Education (CPME) as a provider of continuing education in Podiatric Medicine. AAPP has approved this activity for a maximum of 15.75 continuing education contact hours. CECH approved hours will be listed by lecture in the detailed agendas on the AAPP website. No commercial interest provided financial support for this continuing education activity.

AAPP will be offering 6.0 CE credits for the Executive Manager CMOM-POD certification. PMAC credits are currently pending with ASPMA. Please visit [www.aappm.org](http://www.aappm.org) for updates.



The early bird rate expires January 20. Register before then to receive significant savings. See page 11 for more information.

## JOIN US!

### AAPP MEMBERSHIP MAKES SENSE

Members of the AAPP will recoup their investment through a multitude of discounts on products, services, conference fees, and practice enhancement programs. Find out firsthand how the positive, sharing attitude, of our leadership and members, along with our unique practice management meetings, mentoring programs, and many other educational resources can help you change your practice and change your life. For membership information, visit us online at [www.aappm.org](http://www.aappm.org), e-mail: [office@aappm.org](mailto:office@aappm.org), or call us at 517-484-1930. We look forward to welcoming you to the AAPP family!

## SCHEDULE

## WEDNESDAY, FEBRUARY 22

**CMOM-POD REVIEW COURSE AND FINAL EXAM**

Before the main conference begins in earnest on Thursday, practice managers applying for CMOM-Pod certification have the opportunity to review course materials, and then will take their final certification exam.

8:00 am – 12:00 pm

**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.

2:00 pm – 6:00 pm

**CMOM-POD CERTIFICATION EXAM**

Testing for your certification! You can do it! Best of luck!

## THURSDAY, FEBRUARY 23

7:00 am – 8:00 am

1.0 CECH

**CODING BOOT CAMP**

Join this extra preparatory session for the full-day Coding and Compliance Workshop to refresh on the basics of coding. We'll cover proper E & M selection, modifier usage, correct coding initiative, and much more.

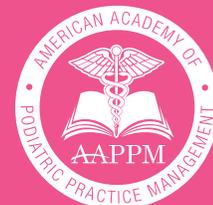
8:30 am – 12:30 pm

**HOW TO ENSURE YOUR MARKETING IS DONE CORRECTLY, BE ABLE TO EVALUATE IF IT'S WORKING, AND FIX IT IF IT'S BROKEN**

In this session, AAPPM Marketing experts and your colleagues will show you how you can have an expertly marketed practice even if you don't know where to start right now. No matter where your office is located, there are more than enough prospective patients to ensure your success. But do they know how to find you? This workshop will introduce the tools and strategies you need to market your practice and teach you how to use them effectively, evaluate them accurately, and fix them if they aren't working.



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8:30 am – 12:30 pm 0.5 CECH

### **SUCCESS WITH DURABLE MEDICAL EQUIPMENT (DME)**

DME is an essential adjunct to your patients' treatment. Whether you wish to dispense wound care products, therapeutic shoes, custom AFOs, or more, DME can greatly improve patient compliance and outcomes. Yet many doctors are abandoning DME because they "can't get paid." This workshop covers types and use of DME for many conditions, how to code and bill them, and ensure you comply with regulations to pass any audits.

8:30 am – 5:30 pm 4.5 CECH

### **CODING AND COMPLIANCE**

A new year brings new challenges in coding and compliance. It is essential that you and your practice keep up. Everything you need to succeed in 2017 will be covered in these sessions. Don't lose valuable revenue to government penalties! Be on top of the changes to let you thrive in the new year!

8:30 am – 5:30 pm

### **CERTIFICATION FOR DIABETIC SHOE FITTING**

This full-day class and certification course, sponsored by Dr. Comfort, will teach medical staff how to fit diabetic shoes and non-custom inserts, make diabetic shoe modifications, and how to order and use these items. A certified staff member with this knowledge will fit their patients better and improve outcomes. It also frees up valuable time and energy for the doctor, improving efficiency and profitability!

1:30 pm – 5:30 pm 3.5 CECH

### **PRACTICE MANAGEMENT IN THE SURGICAL PRACTICE**

This workshop is focused on effective practice management as it relates specifically to the surgical practice. Basic success relies on setting expectations, ensuring the best possible outcome, and following up effectively. Superior practices also rely on surgical patients spreading the word!



This workshop is presented in conjunction with American Society of Podiatric Surgeons.



1:30 pm – 5:30 pm 3.5 CECH

### **ADDING DERMATOLOGICAL PROCEDURES TO ENHANCE YOUR PRACTICE: A WORKSHOP AND CADAVER LAB**

Dermatology is often an overlooked area of podiatric medicine but the opportunities are tremendous. This doctors-only workshop will focus on proper techniques for skin and nail biopsies, use of dermatoscope, skin flaps, and much more. For the first time at an AAPPMM meeting, this workshop will feature a hands-on cadaver lab to be able to perform each procedure and be ready to bring them back to your office to implement. *This workshop requires an additional fee and is restricted to 50 participants—first come, first served, see registration form for details.*

6:00 pm – 8:00 pm 2.0 CECH

### **MIPS, MACRA, AND ALTERNATIVE PAYMENT MODELS: WHAT YOU NEED TO KNOW**

It is on everyone's mind and it is here. It is going to impact how we all practice. It is going to impact how we get reimbursed. Join this evening workshop to get a better handle on what these payment models mean, how they will affect how you practice, how to comply, and how to navigate them successfully.

### **HERE'S A PREVIEW**

For detailed agendas with individual lecture descriptions and CECH hours visit us at [www.aappm.org](http://www.aappm.org)

## SCHEDULE

## FRIDAY, FEBRUARY 24

7:15 am – 8:15 am

1.0 CECH

**EVERYTHING YOU'D EVER NEED TO KNOW ABOUT BIOMECHANICS IN AN HOUR!**

In podiatric practice management, nothing is more important than understanding biomechanics. This lecture will help identify basic biomechanical principles and recognize how pathological foot conditions affect gait. Practitioners will learn how to select the appropriate orthotic design based on an accurate assessment of foot type.

7:15 am – 8:15 am

**A REVIEW OF CONTRACT LAW FOR IN NETWORK INSURANCE PLANS, HOSPITAL EMPLOYMENT AND ASSOCIATE CONTRACTS**

In a contract the large print giveth and the small print taketh-away. We will review all traps in employment contracts and how to protect the employer and also how the employee can be protected. Health Insurance contracts, are a land mine for reimbursement. Know how to negotiate a price, identify land-mines, and maximize your reimbursement.

8:30 am – 5:30 pm

1.25 CECH

**GENERAL SESSION**

All conference attendees can come together for the general session, featuring an exceptional lineup of practice management experts sharing their best practices and top advice. Make sure you're ready to take notes so you don't miss any key takeaways!

9:15 am - 5:30 pm

**EXECUTIVE MANAGER TRACK**

The Executive Managers track will address and overcome the common challenges you face on an everyday basis including staffing, communication, team work, and employee relations! Whether you're newly appointed to the position or established within your practice, attend this revitalizing track to enhance your leadership skills!

9:15 am - 5:30 pm

**MEDICAL ASSISTANT TRACK**

This intensive one-day education and training program teaches essential clinical, and administrative skills to increase patient satisfaction and compliance, improve office flow and efficiency, and decrease costly and time consuming errors. A panel of practice management leaders will teach attendees through hands on training and interaction how to perform to a new level of competence and proficiency.

7:00 pm – 9:00 pm

2.0 CECH

**CREATING VALUE, TRUST AND QUALITY THROUGH COMPREHENSIVE EVIDENCE BASED PROTOCOLS, PRODUCTS AND ANCILLARY SERVICES**

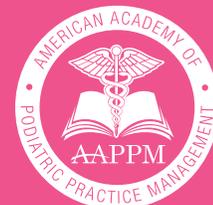
Learn cutting edge approaches to comprehensiveness within the diabetic and geriatric patient populations. Compliance tools, templates and much more will be provided.

EVENING EVENT | 6:00 pm – 8:00 pm

**WINE TASTING AND CIGARS UNDER THE STARS**

This is a social event with your colleagues, AAPP board and speakers. You will be able to try different wines and/or cigars. Our goal is to help raise money to support the educational work the AAPP supplies to the student practice management clubs at podiatry schools. These funds support practice management curriculum and initiatives, scholarships, leadership and development. Donations of \$25 or more are encouraged, however, all donations are welcome and very much appreciated.

*This event is sponsored by BAKO Pathology, Top Practices and SureFit.*



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## SATURDAY, FEBRUARY 25

7:00 am – 8:00 am 1.0 CECH  
**INCREASING PATIENT COMPLIANCE AND OUTCOMES  
WITH IN-OFFICE DISPENSING**

While many podiatrists have embraced dispensing medical and convenience products from their office, some still are resistant. Adding In-Office Dispensing products to your treatment protocols will help to ensure that your patients have the best products as adjuncts to their treatment and will also increase their compliance.

7:00 am – 8:00 am  
**TRANSITIONING TO A CASH PRACTICE: IS IT POSSIBLE?**  
Is dropping insurance altogether a realistic alternative? While it's not for every practice, our panel of national experts will grapple with the issues and help you determine if this transition is right for you.

8:15 am – 9:30 am  
**BREAKFAST AND LEARN**  
The AAPPM favorite returns! Grab something to eat and take some time to interact with your colleagues, share top takeaways from the conference so far, and discuss questions and challenges you're facing in your practice.

10:00 am – 10:30 am  
**BREAKFAST AND LEARN WRAP UP**

10:30 am – 2:30 pm 2.0 CECH  
**INTERACTIVE GENERAL SESSION**

Do you enjoy open dialogue discussions? We'll be featuring an interactive panel general session. Talk with the experts about practice marketing, growing your business, the upcoming value-based payment models, changes in the world of health care, and more.

2:30 pm - 3:30 pm  
**INFORMATION OVERLOAD!!**  
Putting What You Learned into Action

4:00 pm – 5:30 pm  
**PRACTICE MANAGEMENT ANSWER FORUMS**  
What intractable issues is your practice facing? Bring on your toughest, biggest questions! Then, hear what AAPPM experts and your colleagues have to say. Each forum will focus on different topics, such as DME, marketing, compliance, coding, and more. Rotate through the sessions or stay in one if you prefer. Choose your own adventure!



### HERE'S A PREVIEW

For detailed agendas with individual lecture descriptions and CECH hours visit us at [www.aappm.org](http://www.aappm.org)

## 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.

### ADVANCED CAPITAL ADVISORY GROUP, LLC

Contact: R. Paul Wilson, CRPC  
7672 Montgomery Rd #240  
Cincinnati OH 45236  
Phone: 866-432-6229  
Email: paul@advancedcapitaladvisory.com  
Website: www.advancedcapitaladvisory.com  
Product or service: Corporate structure for building a business, not just a practice; personal and corporate asset protection strategies; getting the most from your qualified and non-qualified retirement plans; what to do next when you've already "done everything."

### BUTACCI, LEARDI & WERNER, LLC

Contact: John W. Leardi, Esq.  
103 Carnegie Center, Suite 323  
Princeton, NJ 08540  
Phone: 609-297-5942  
Email: jwleardi@buttacilaw.com  
Website: www.buttacilaw.com  
Product or service: A progressive, multi-service law firm that caters exclusively to health care providers and provider-related entities. Specialists in health care business transactions, risk management, compliance, Medicare and Medicaid, defense, and litigation.

### COLLABORATIVE PRACTICE SOLUTIONS

Contact: John Guilliana, DPM, MS  
28819 Franklin Road  
Southfield, MI 48034  
Phone: 844-430-6675  
Email: john@collaborativepracticesolutions.com  
Website: www.collaborativepracticesolutions.com  
Product or service: A full-scale podiatric consulting company that helps podiatrists understand and optimize their practice.

### INDEPENDENT NETWORKING GROUP

Contact: Mary-Ellen Schimmoller  
317 West 7th Street  
Auburn, IN 46706  
Phone: 260-927-1266  
Email: info@ingstrategies.com  
Website: www.ingstrategies.com  
Product or service: A billing service and more!

### PARADOCS MEDICAL REVENUE CENTER, INC.

Contact: Gisele Saenger, BA, MISM, PM  
737 126th Street  
College Point, NY 11356  
Phone: 718-888-0841  
Email: gisele@paradocsmrc.com  
Website: www.ParaDocsMRC.com  
Product or service: ParaDocs Medical Revenue Center Inc. provides medical billing and practice management services specialized in Podiatry. ParaDocs was established with the mission of assisting its clients in complying with the complexity of billing requirements associated with the submission of insurance claims, patient billing, and practice management, with the goal of creating a long-term partnership leading to the continued growth and success of its clients.

### PRACTICAL PRACTICE MANAGEMENT

Contact: Tina Del Buono, PMAC  
990 Sonoma Ave #8  
Santa Rosa, CA 94505  
Phone: 707-578-1222  
Email: gotopppm@gmail.com  
Website: www.gotopppm.com  
Product or service: Knowing what you envision your practice to be and getting it there can be challenging. With GPS – Global Practice Systems creating the road map to get your practice from where it is now to where you want it to be can be done in small practical, achievable steps. Specializing in Complete Practice Efficiencies, Team building, Staffing issues, Physician/staff communications, Manager mentoring, AR, /collection forensics, and Practice building protocols. Maximizing your practice to fulfill your vision is doable. If you would like to schedule a free consultation go to www.gotopppm.com and fill out the pre-consultation survey to schedule a time to review your practice needs.

### PROVIDER RESOURCES, LLC

Contact: Mike Crosby, MBA  
518 Shenandoah Drive  
Brentwood, TN 37027  
Phone: 615-414-6355  
Email: mcrosby518@gmail.com  
Website: www.providerresources.com  
Product or service: Provider Resources, LLC is a healthcare services firm focused on provider based solutions. More than 20 years of working with physicians, practices and hospitals to meet the challenges of today's changing environment. Leading services include: Remote practice management, strategic analysis and consultation Practice valuation, Associate buy-ins and buy-sell transactions



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#### REAL TALENT, INC.

Contact: Jay Henderson  
6817 Falls of Neuse Rd #103  
Raleigh, NC 27615  
Phone: 919-518-2793  
Email: jay@dpmhiring.com

Website: [www.dpmhiring.com](http://www.dpmhiring.com)

Product or service: Discuss people performance strategies including how to get through to your most difficult employee. Jay is a people performance expert who teaches Podiatrists how to know exactly who to hire, how to get the best out of staff: how to give feedback, hold them accountable, coach them to high performance and deal with difficult staff all in a way that is non-confrontational, super simple and your employees will actually appreciate.

#### TLD SYSTEMS

Contact: Mike Brody, DPM  
PO Box 674  
Southold, NY 11971  
Phone: 631-403-6687  
Email: [mbrody@tldsystems.com](mailto:mbrody@tldsystems.com)  
Website: [www.tldsystems.com](http://www.tldsystems.com)

Product or service: TLD Systems is a team of specialists in the world of Medicine, Law and Technology who have come together with the intention of making HIPAA compliance affordable for the sole or small practitioner.

#### TOP PRACTICES

Contact: Dave Ryan  
12237 Lost Treasure Ave.  
Las Vegas, NV 89138  
Phone: 717-725-2679  
Email: [Dave@TopPractices.com](mailto:Dave@TopPractices.com)  
Website: [www.toppractices.com](http://www.toppractices.com)

Product or service: Marketing a podiatry practice can be a difficult and frustrating undertaking. Top Practices removes the uncertainty in marketing for podiatrists. Since 2007 Top Practices has been guiding its members and enabling them to grow and manage their practices using the unique Top Practices marketing and management programs and extensive services. Find out more at [www.TopPractices.com](http://www.TopPractices.com) Rem is the author of "Why Most Podiatry Marketing Doesn't Work" which can be downloaded at [www.TopPractices.com](http://www.TopPractices.com) at no cost.



## EDUCATIONAL OBJECTIVES

After these continuing education programs, attendees will:

**UNDERSTAND** the important role of dermatological testing and procedures in diagnosing and treating the most common foot and ankle dermatological conditions more effectively.

**IMPROVE** their knowledge of how to effectively perform a biomechanical examination, prescribe custom orthotics, and improve patient acceptance 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.

**UNDERSTAND** MIPS, MACRA, and Alternate Payment Models to properly perform and report measures and ensure any financial penalty can be avoided.

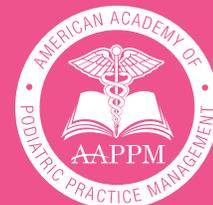
**BETTER UNDERSTAND** the clinical needs and applications for durable medical equipment and the impact these products can have on improving patient care.

**LEARN** how incorporating In-Office Dispensing into practice treatment protocols helps to produce better clinical outcomes and improves patient compliance.

**UNDERSTAND** the critical role that developing and implementing clinical treatment protocols plays in enhancing patient care and compliance

**BETTER UNDERSTAND** the effective clinical use of various durable medical equipment, and products, including AFOs.





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Please complete one registration form per attendee. **Registration cut-off date is February 15, 2017** after which you may register onsite.

### 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 JANUARY 13, 2017

##### AAPPMP MEMBER RATES

- \$699 DPM
- \$423 DPM  
*(in practice 4 years or less)*
- \$399 AAPPMP 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 JANUARY 13, 2017

##### AAPPMP MEMBER RATES

- \$799 DPM
- \$473 DPM  
*(in practice 4 years or less)*
- \$449 AAPPMP 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 am attending the Dermatology and Cadaver Lab Workshop • Thursday, Feb. 23 \$40 *(Limited to 50 DPM attendees)*

YES, I would like a Speaker Presentation Handout Book \$75

The AAPPMP will be supplying a complimentary link to all speaker presentations following the symposium. For an additional fee to your registration, the AAPPMP 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 Diabetic Shoe Fitting Certification Course • Thursday, Feb. 23

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

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

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

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

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

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

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

Pre-conference registration cut-off date is February 15, 2017. Prior to the conference we must receive both your registration form and payment. Registrations cannot be taken via telephone. CANCELLATIONS: All cancellations must be received in writing by February 3, 2017 to avoid penalty. Any cancellations received before this date will be charged a \$100 processing fee. No refunds will be granted after February 3, 2017.

Fax registration with credit card information to 517.485.9408 or mail your registration form with check to American Academy of Podiatric Practice Management | 1000 West St. Joseph Hwy, Suite 200, Lansing, MI 48915. If you have any questions or concerns, please do not hesitate to contact us at Phone: 517.484.1930 | Fax: 517.485.9408 | E-mail: [office@aappmp.org](mailto:office@aappmp.org) | [www.aappmp.org](http://www.aappmp.org)



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