



**AAPP Fall Symposium
Atlanta, GA
Thursday November 2, 2017**

General Session

8:00 am - 9:00 am

Keynote: From DPM to BAKO - My Journey and the Lessons I've Learned

Brad Bakotic, DPM, DO

Brad Bakotic, DPM, DO serves as the Chief Executive Officer of BPA Holding Corporation and is a Principal Partner at Bako Integrated Physician Solutions. Board certified in anatomic pathology and clinical pathology, Dr. Bakotic is the only podiatrist in the nation to hold specialty board certification in dermatopathology. We will have an exclusive opportunity to hear him share his journey – from obstacles to outstanding accomplishments through to his success with BAKO. Come and be inspired to take similar steps that will take your practice to the next level and beyond!

9:00 am - 9:30 am – **0.5 CECH**

Data Breaches and How to Prevent Them??

Michael Brody, DPM

Google the term "Wall of Shame" and you will find a listing of all medical providers who have had a breach of 500 patients or more. This list includes breaches due to:

- Loss of Paper Records
- Loss of Servers
- Loss of Laptops
- Loss of Desktop Computers
- Loss of Backup Devices
- Email Hacks
- Cyber Attacks

Breaches have happened at

- Hospitals
- State Health Departments
- Health Insurance Plans
- Doctors' Offices
- Business Associates

Podiatrists are not immune. There are already a number of Podiatrists on the "Wall of Shame". A breach can be a very stressful and EXPENSIVE event. Join Dr. Brody to learn steps you can take to minimize the possibility of a breach at your practice.



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9:30 am - 10:00 am

Head Full of Doubt, Road Full of Promise: The Solo Practitioner's future is bright and here is how you do it!

Nick Pagano, DPM

Dr. Pagano will review from his personal experience critical steps in setting up our practice to thrive in the new medical world. With a look into patient management, scheduling, organizing staff roles, and marketing, a blueprint to success and how to execute will be discussed. When competing against large practices, it is the uniqueness and special treatments that can draw patients and allow your practice to thrive.

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

10:30 am - 11:00 am

To be determined

John Leardi, Esq.

11:00 am - 11:30 am

The Podiatry Practice Marketing Shift

Rem Jackson

We are experiencing a period of rapidly accelerating change in almost all facets of our lives and marketing a podiatry practice is no different. In this session, you will learn how podiatrists are marketing their practice online and in their communities. The times are changing, but for those who are willing to adapt, the opportunities for growth have never been better.

11:30 am - 12:00 pm

Risk Management and Asset Protection

Paul Wilson, CRPC

Learn how to protect everything you're working so hard to build. Your practice, income, assets, real estate and retirement can be protected in different ways, using both legal and financial tools. Strategies will vary, however, depending on your state of residence.



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The Business Mechanic

John Minahan

Topics for this talk will include:

- The business model – explain the simple math behind running a practice and gain an understanding of what a typical practice should look like with respect to expenses and wages
- Working with business partners - the difference between experience, equity and employee
- Marketing concept - easily understanding when you should or should not spend money on marketing, SEO and pay per click
- Options for exit - preparation, valuation, and how the game is played

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

1:30 pm - 2:00 pm – **0.5 CECH**

Footwear and Balance: How Can a Shoe Prevent a Fall and Why Does It Matter from a Practice Management Standpoint?

Jonathan Moore, DPM, MS

Description coming soon.

2:00 pm - 2:45 pm – **0.75 CECH**

Optimizing Your Practice for Quality Patient Care

John Guiliana, DPM, MS

This program will review methods of practice optimization that include concepts of efficiency, process design, and other value-ads to improve patient care and create a cost-effective delivery model.

2:45 pm - 3:15 pm

Substance Abuse in the Podiatric Practice

Harold Casey

Upon completion of this presentation the participant will be able to clearly understand the signs and symptoms of alcohol and illicit drug use/abuse. Participant will be able to identify prevalent illicit drugs of abuse and signs of drug use/abuse. In addition, participant will be able to understand issues related to medical marijuana identify drug seeking behavior, confront and set limits and provide referral options for appropriate Substance Use Disorder treatment.

3:15 pm - 4:00 pm Break and Visit Exhibitors

4:00 pm - 4:30 pm

To be determined

Jay Henderson



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4:30 pm - 5:00 pm

To be determined

Louis DeCaro, DPM

5:00 pm - 5:30 pm

Harnessing the Media to Strengthen Your Practice Message

Andrea Mullan

PR is an often misunderstood, but surprisingly accessible tool, for podiatrists who want to grow their practice and brand