

PLAN • IMPLEMENT • EXECUTE

The Perfect Plan for Your Practice's Success



AAPPAM FALL CONFERENCE

November 2–4, 2017

Sheraton Atlanta Hotel • Atlanta, Georgia



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Welcome!

The AAPPMM Board of Trustees invites you to join us to create:

The Perfect Plan for Your Practice's Success!

For over 50 years, the AAPPMM has partnered with podiatrists and their staff to create premier practices to serve their patients while also building their practices to be profitable businesses. Over the years, thousands of podiatrists have attended AAPPMM conferences to learn from their colleagues and practice management experts.

On November 2-4, 2017, the AAPPMM Fall Conference will be your next opportunity to attend and elevate your practice to the next level. Our conference features the latest content and new lecturers with new topics to enjoy and learn from. While our keynote speaker Dr. Brad Bakotic is known to everyone, he will speak on a topic you have not heard before...HIMSELF. Dr. Bakotic will discuss his journey from becoming a podiatrist, creating BAKO Integrated Physician Solutions and his quest to educate and support the podiatric profession.

For the first time ever, we are excited to offer an Advanced Practice Management Workshop. This workshop is designed for AAPPMM veterans looking to build on their knowledge. In addition, we are re-introducing a workshop focused solely on issues facing all New Practitioners.

AAPPMM Favorite Roundtables: We're shaking it up this time!! Join your colleagues with similar sized and structured practices to learn from one another. We will have moderators running the group and experts rotating through to offer advice. You asked for this...We are happy to deliver!!

This is just the tip of the iceberg! Don't miss workshops specialized for Marketing, Coding and Compliance, Human Resources, Interactive panels covering hot topics facing our profession and full-day tracks for Executive Managers and Medical Assistants.

This type of fellowship only comes from an AAPPMM meeting. Be sure to register today to take advantage of the early registration rate. You do not want to miss this unrivaled professional experience. We look forward to welcoming you in Atlanta!

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

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.

CONTINUING EDUCATION

The American Academy of Podiatric Practice Management (AAPPMP) is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education in Podiatric Medicine. This program has qualified for 19.5 continuing contact hours. Please note: attendees can only receive up to 15.75 continuing education contact hours. CECH approved hours will be listed by lecture in the detailed agendas on the AAPPMP website. No commercial interest provided financial support for this continuing education activity.

AAPPMP will be offering 9.0 CE credits for the Executive Manager CMOM-POD certification, with enrollment in Transforming the Front Desk Workshop. PMAC credits are currently pending with ASPMA. Please visit www.aappm.org for continued updates.

ACCOMMODATIONS

The Sheraton Atlanta Hotel is the venue for our Fall Conference and is located at 165 Courtland St. NE Atlanta, GA 30303. The hotel is offering a special guest room rate of \$165 for the AAPPMP attendees until October 11, 2017. After this date, the hotel will not offer the discounted rate and may no longer have rooms available. To make your reservation, call 404-659-6500 and mention you are with AAPPMP. To make hotel reservations online, visit www.aappm.org.



JOIN US! AAPPMP MEMBERSHIP MAKES SENSE

Members of the AAPPMP 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, e-mail: office@aappm.org, or call us at 517-484-1930. We look forward to welcoming you to the AAPPMP family!



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SCHEDULE

WEDNESDAY, NOVEMBER 1

CMOM-POD CANDIDATES

CMOM-POD REVIEW COURSE AND FINAL EXAM

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

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

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

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

THURSDAY, NOVEMBER 2

8:00 am – 9:00 am

KEYNOTE ADDRESS: FROM DPM TO BAKO MY JOURNEY AND THE LESSONS I'VE LEARNED

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!



WORKSHOP

9:30 am – 12:30 pm

TRANSFORM THE FRONT DESK STAFF

To ease your mind, PMI and AAPPMP have partnered to bring you a workshop that will ensure your teams level of competence and professionalism is top priority with each patient. Your office team makes or breaks the patient experience. Your patients spend the majority of their time with your staff, not you. When patients schedule an appointment, arrive at your office, are greeted and escorted to the exam room and receives initial explanations — these tasks are completed by your team. Once you've completed treatment your team takes care of any questions or concerns. Your team is vastly responsible for the patient experience. You need to be 100% certain that every task is completed to your standards every time. This amount of team member involvement is imperative to the success of your practice! Make this additional **one-time investment of \$179** into your team, your patients and your practice. Your return on this investment will be multifold!

3.0

ADDITIONAL HOURS OF CE FOR CMOM-POD CANDIDATES

HERE'S A PREVIEW

For detailed agendas with individual lecture descriptions and CECH hours, visit us at www.aappm.org

THURSDAY, NOVEMBER 2 CONTINUED

9:00 am – 5:30 pm

1.75 CECH

GENERAL SESSION

Attendees will all come together to hear a superb lineup of practice management experts sharing best practices that offer superior results. Come with an open mind to accept new ideas and a LOT of paper to capture all your top takeaways!

1:30 pm – 6:30 pm

4.75 CECH

LYMPHEDEMA, SWELLING, EDEMA, CVI — THE OVERLOOKED PATIENT

Every day, in our profession, patients seek out our assistance with swollen legs. Most physicians will breeze over this patient, as someone they cannot or do not know how to help. In this turn-key workshop we will teach you how to examine, test, diagnose, and treat patients with lower extremity edema. You will learn how to improve patient outcomes and your patient's quality of life. With the knowledge to treat these patients, you are adding more revenue to your practice.

7:00 pm – 9:00 pm

2.0 CECH

PRACTICE MANAGEMENT OF THE PEDIATRIC PATIENT

Louis DeCaro, DPM

This workshop has the nuts and bolts of building a thriving pediatric practice. From attracting pediatric patients to focusing on appropriate treatments for the child, you will leave this session with an enhanced understanding of treating this important demographic.

7:00 pm – 9:00 pm

2.0 CECH

INNOVATIVE IN-OFFICE STRATEGIES AND PROTOCOLS FOR TREATING FOOT AND VENOUS STASIS ULCERS

Jonathan Moore, DPM, MS

The audience will learn the latest in in-office wound care topical products including collagens, foams and graduated compression garments. Learn why graduated compression garments remain one of the most critical, yet often neglected, treatments toward healing and preventing venous stasis ulcers. Also, learn the latest in practice management strategies (employed by the lecturer) to help improve outcomes, customer satisfaction and practice growth.

FRIDAY, NOVEMBER 3

8:00 am – 9:30 am

BREAKFAST AND LEARN

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 challenges that are faced in practice. You will have takeaways and pearls that you can implement in your office immediately on Monday morning. We recommend separating your office, so all attendees can speak freely. All rooms will be covering the same questions provided by AAPPAM Board.

10:00 am – 10:30 am

BREAKFAST AND LEARN WRAP UP

All attendees will join in our general session and review the comments and concerns of the individual breakout rooms and the solutions provided.





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SCHEDULE

FRIDAY, NOVEMBER 3 CONTINUED

10:30 am – 5:30 pm

6.0 CMOM-POD

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! The day will conclude with an executive manager only roundtable discussion.

10:30 am – 5:30 pm

*PMAC CREDITS PENDING

MEDICAL ASSISTANT TRACK

This intensive one-day education and training program teaches your medical assistants 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. The day will conclude with a medical assistant only roundtable discussion.

PHYSICIAN SESSIONS:

10:30 am – 2:30 pm

2.0 CECH

INTERACTIVE GENERAL SESSION

Our panel discussions have become very popular and will be featured today, with three 1-hour sessions. Join our

panel of experts on topics including hot topics in coding, employee management, and more on MIPS, MARCRA and Alternate Payment Models.

2:45 pm – 3:30 pm

PUTTING WHAT YOU'VE LEARNED INTO ACTION!

Rem Jackson

By now we're at the midpoint of the conference and your head is probably exploding with information overload! Take some time to regroup and discuss how to process this information for implementation. After all, taking notes isn't going to help you unless you put them into action!

4:00 pm – 5:30 pm

MASTERMIND MASH SESSIONS

How many times have you heard, or said yourself, "You can learn just as much if not more from networking!" We happen to agree with you. Join your colleagues as each specialty group will address challenges that they face in practice and will receive suggestions and advice from the moderator and all attendees. Be sure to bring your most pressing concerns. Groups will be broken into solo and dual practitioners, small groups (3-6 physicians), and \$1 million practices.



WINE TASTING AND NETWORK AT BAKO PATHOLOGY HEADQUARTERS

Join us for a relaxing evening at Bako Integrated Physician Solutions in nearby Alpharetta, GA. Enjoy the evening with Dr. Bakotic and the BAKO Team, your colleagues, AAPPAM board members, and speakers. BAKO will provide round-trip motor coach transportation for a relaxing evening under the stars, good food, beverages, and tours of the BAKO laboratory facility. The students have always been important to Dr. Bakotic and AAPPAM. Our goal is to help raise money to support the educational work the AAPPAM 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.

HERE'S A PREVIEW

For detailed agendas with individual lecture descriptions and CECH hours, visit us at www.aappm.org

SATURDAY, NOVEMBER 4

7:15 am – 8:15 am

1.0 CECH

CODING 101

Gisele Saenger, BA, MISM, PM and Mary-Ellen Schimmoller
Prepare for our full-day Coding and Compliance Workshop by refreshing the basics of coding. Topics to be covered include proper E & M selection, modifier usage, correct coding initiative, and much more.

7:15 am – 8:15 am

OFFICE BASED SURGERY: THE PROFIT CENTER OF THE FUTURE

Sev Hrywnak, DPM

CMS and private insurance companies are using data to encourage, and pay better, for procedures done in the office. Learn the costs involved in setting up an OR suite in your office and maximize your reimbursement.

SPECIALTY WORKSHOPS:

8:30 am – 12:30 pm

ADVANCED TOPICS IN PRACTICE MANAGEMENT

You asked for it and we listened! Join us for a workshop dedicated to experienced practitioners. Topics will include effective management of your team, keeping your patients in the office, preventing physician burnout, and more!

8:30 am – 12:30 pm

1.0 CECH

PRACTICE MANAGEMENT FOR THE NEW PRACTITIONER

Here's the stuff you didn't learn in school or residency! Join our panel of experts for a "boot camp" focused on topics pertinent to the new practitioner. Topics will include contracts, coding basics, durable medical equipment (DME), ancillary services, regulatory requirements, marketing, and more!

8:30 am – 5:30 pm

5.0 CECH

CODING AND COMPLIANCE WORKSHOP: WHAT TO EXPECT IN 2018

A new year brings new challenges in coding and compliance. It is essential that you and your practice continue keep up. Everything you need to succeed in 2018 will be covered in these sessions. Don't lose valuable revenue to government penalties or lack of participation in programs like MIPS! Be on top of the changes to let you thrive in the new year!



1:30 pm – 5:30 pm

ATTRACTING THE RIGHT PATIENTS TO YOUR PRACTICE

It's a fact...Marketing is necessary to the health of your practice. Marketing is what will attract new patients to your office. Marketing is what will keep patients in your practice. Marketing is what encourages referrals from other doctors and your current patients. Marketing cannot be ignored! This workshop will demonstrate effective marketing ideas including online and offline means. Be ready for a multitude of great ideas!

1:30 pm – 5:30 pm

HUMAN RESOURCES 101

This workshop will take you through the ins and outs of a good human resources plan for your private practice. Topics include: Employee benefits packages, proper hiring and firing techniques, how to have an effective commendation and discipline program (and documentation) within your practice, employee wage law (including hourly employees, overtime, vacation time vs. sick time, etc.), Family and Medical Leave Act (FMLA) and does it apply to you as well as how to address and deal with the employee complaints.



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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: 609-799-5150
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 related business. The firm's practice focuses on reimbursement litigation, fraud and abuse defense, regulatory compliance, corporate transactions and risk management.

COLLABORATIVE PRACTICE SOLUTIONS

Contact: John Guiliana, 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: For over 20 years, Mary-Ellen Schimmoller and Independent Networking Group (ING) have been helping doctors just like you learn how to better manage the business-side of their practices. Mary-Ellen provides revenue cycle management services and practice management consulting so you can spend more time focusing on helping patients, instead of worrying about business concerns. Contact ING today for more information.

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.gotoppm.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.

DPM HIRING

Contact: Jay Henderson

6817 Falls of Neuse Rd #103

Raleigh, NC 27615

Phone: 919-518-2793

Email: jay@dpmhiring.com

Website: 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

Website: 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: Rem Jackson

12237 Lost Treasure Ave.

Las Vegas, NV 89138

Phone: 717-725-2679

Email: Rem@TopPractices.com

Website: 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 Rem is the author of "Why Most Podiatry Marketing Doesn't Work" which can be downloaded at www.TopPractices.com at no cost.



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EDUCATIONAL OBJECTIVES

After these continuing education programs, attendees will:

UNDERSTAND the proper way to communicate with and treat the pediatric patient.

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.

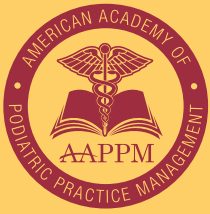
BETTER UNDERSTAND the clinical needs and applications for durable medical equipment and the impact these products can have on improving patient care.

LEARN the proper and compliant way to document and code for office visits and procedures.

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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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

Please complete one form per attendee. **Registration cut-off is October 25, 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 SEPTEMBER 20, 2017

AAPP MEMBER RATES

- \$699 DPM
- \$423 DPM
(in practice 4 years or less)
- \$399 AAPP 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 SEPTEMBER 20, 2017

AAPP MEMBER RATES

- \$799 DPM
- \$473 DPM
(in practice 4 years or less)
- \$449 AAPP 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 to attend the Transform the Front Desk Workshop for an additional \$179
- YES, I would like a Speaker Presentation Handout Book \$75: The AAPP will supply a complimentary link to all speaker presentations following the conference. For an additional fee, the AAPP 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 for details.*)

PAYMENT (Please make check payable to AAPP) 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 October 25, 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 October 16, 2017 to avoid penalty. Any cancellations received before this date will be charged a \$100 processing fee. No refunds will be granted after October 16, 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 St., 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@aappm.org | www.aappm.org



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