



**AAPPM Billing, Coding, and Business Seminar  
Chandler, AZ  
Saturday May 14, 2016**

**Assistants Program**

Day Two of the medical assistant track focuses on the ever important clinical aspect of medical assisting. 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 within the back office. Medical assistants will take away turnkey tips and systems to enhance clinical methods and procedures from routine care to surgical intervention.

9:00 am - 10:00 am

**Jeopardy!**

*Melissa Lockwood, DPM*

Do you understand those clinical terms your physician throws around? Do you know how many bones are in the foot? Are you familiar with the word “onychomycosis”? This session is a fun, interactive way to learn more about podiatric terminology and fun facts about podiatry.

10:00 am - 10:30 am

**Anticipating the Physician's Needs in the Treatment Room**

*Tina DelBuono, PMAC*

This lecture would discuss how to draft protocols for various patient types and how to have the room and patient prepared for when the doctor enters and then also how to work hand-in-hand with your doctor during the treatment room experience.

10:30 am - 11:00 am Break and Visit Exhibitors

11:00 am - 11:30 am

**Bunions and Hammertoes, Oh My!**

*Melissa Lockwood, DPM*

What is a bunion? How is it treated? Musculoskeletal chief complaints are a common part of any podiatric practice. We will dive into basic forefoot (ball of foot) musculoskeletal problems and their common treatments (conservative and surgical).

11:30 am - 12:00 pm

**Shoe Fitting Tips**

*Sam Fowler, PMAC*

Therapeutic shoes are not only an essential treatment to comprehensively care for patients, but can also generate a considerable amount of revenue for the practice. In this session you will learn tips from the trenches to achieve the right fit the first time and how to recommend the best shoe to even the most demanding patients!



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12:00 pm - 12:30 pm

**Wound Care for the Podiatric Medical Assistant**

*Ben Weaver, DPM*

Learn to properly select Wound care products matched to your patients wound. Head off the auditors with correct documentation and forms.

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

1:30 pm - 2:00 pm

**How to Sell Ice to an Eskimo**

*Sam Fowler, PMAC*

In this interactive session, learn how to effectively and successfully dispense and recommend products and services following a simple 6 step presentation technique. Implement these ideas to watch patient compliance, OTC product sales, and income grow.

2:00 pm - 2:30 pm

**Patient Intake**

*Tina DelBuono, PMAC*

Obtaining all of the information from the patient that the physician needs in order to for them to execute their exam and treatment plan in an efficient time span can be tricky and sometimes difficult. Learning to ask the right questions to get the information needed is skill.

2:30 pm - 3:00 pm

**Documentation for the Podiatric Medical Assistant**

*Andrew Schneider, DPM*

With the practice documentation requirements getting more and more specific as time passes, it is vital that the doctor and podiatric medical assistant work together to ensure it is thorough and complete to withstand any audit.

3:00 pm - 3:30 pm Break and Visit Exhibitors



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3:30 pm - 4:30 pm

**Quality Service the Disney Way**

*Sam Fowler, PMAC*

With over 90 years of world-renowned quality customer service, Disney understands what it takes to continuously impress customers and how to make them keep coming back, and bring their friends and family! While our offices may not have a castle or mouse we can certainly learn from the leader of customer service. Attend this interactive session to learn the Disney Difference and how to implement it into your practice including how to exceptional design quality service, flawless delivery, and service recovery when things don't go as planned.

4:30 pm - 5:00 pm

**The Importance of CDFE**

*Ben Weaver, DPM*

The assistant can be an intricate part of the annual diabetic foot exam. The proper use of forms can help drive the quality care of the diabetic patient in your office.

5:00 pm - 5:30 pm

**Onychomycosis Protocol**

*Sam Fowler, PMAC*

Attend this session to learn a step by step protocol for the treatment of onychomycosis. We will review each step of the comprehensive protocol from the new patient appointment to offering a 100% satisfaction guarantee on a self-pay treatment!