



AAPP M Annual Conference
November 3-5, 2022
Fort Lauderdale, FL

Thursday, November 3, 2022

Pediatrics: How to Cater to Kids in Your Practice

7:30am – 8:00am **Breakfast & Visit Exhibits**

8:00am – 8:10am

Introduction

Tracey Toback, DPM

This program will reinforce your knowledge of podopediatrics and share many new insights to strengthen and expand your practice. This valuable segment of the AAPP M program offers information for most practices and one can quickly learn how to utilize this program to generate revenue and bring in new patients.

8:10am – 8:40am

Creating Your Podopediatric Niche

Louis DeCaro, DPM

Learn the incredible opportunity of podopediatrics that surrounds your practice and why children are in tremendous need of podiatric care. Review how you can utilize your current adult base to link the genetics of their condition to encourage them to bring their kids in for an office examination.

8:40am – 9:20am

Clinical Correlation of Sever's Disease and Equinus Deformity

Nick Pagano, DPM

This presentation will focus on the pathology of Sever's and Equinus deformity as it relates to the child athlete. Recognition and treatment will be explored with a focus on in-office direct care. Conservative and surgical options will be reviewed as well as patient education and protocols to motivate your patient to succeed in your treatment plan.

9:20am – 10:00am

Creating a Successful Pediatric Custom Orthotic Program

Tracey Toback, DPM

Learn the advantages of utilizing custom orthotics in lieu of OTC products to maximize results in your pediatric patient plan and serve as a tremendous practice builder. Recognize that most parents are interested in results for their child regardless of out-of-pocket cost. Review techniques to bring your pediatric patient back to your office long term along with their entire family as future patients.

10:00am - 10:30am **Break & Visit Exhibits**



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Pediatrics: How to Cater to Kids in Your Practice - Continued

10:30am - 11:00am

The Often Overlooked Forefoot Varus Deformity in the Pediatric Patient

Roberta Nole

Understanding the impact of forefoot position and mobility is critical to the success of your pediatric patient. This lecture will review the differences between rigid (congenital) forefoot varus and flexible (acquired) forefoot supinatus and their impact on gait and clinical symptomatology. Learn how simple modifications of your current orthotic prescription can be crucial to the success of your treatment plan.

11:00am - 11:40am

Understanding the Role of the Foot in Early Intervention Treatment

Louis DeCaro, DPM

This presentation will focus on the pediatric age group of 3 years and younger. Understand the most common foot and ankle pathologies of this age group and the importance of balance, coordination, posture, stability and core strength. Learn how to perform a quick and easy 5-minute functional assessment to justify early intervention. The pediatric flatfoot in children 3 years and younger and when treatment should be rendered will also be reviewed.

11:40am - 12:00pm

Questions & Answers

Pediatrics Speaker Panel

12:00pm – 1:00pm **Lunch**

Human Resources (HR) and Your Practice

7:30am – 8:00am **Breakfast & Visit Exhibits**

8:00am – 8:45am

Leading the Team with Clear Communication and Understanding

Peter Wishnie, DPM

Leadership. The difference between a good practice vs. a great practice. It is the one thing that will take your business to the next level. Stephen Covey said, first seek to understand before being understood. This means that as a leader, you need to be a great communicator. In this talk, we will discuss how you can become a better communicator which will in the long run lead to greater profits and a practice with a less stressful environment.



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Human Resources (HR) and Your Practice – Continued

8:45am – 9:15am

What Type of Manager Does Your Practice Need? Or Does It?

Tina Del Buono, PMAC

There are many different management types and duties that go along with them. Managers are not a "one type fits all needs." Certain practices may not need a "manager" at all, but how do you know? This lecture will cover all the areas, job tasks, and needs a practice has to determine what type of manager it needs or doesn't.

9:15am – 10:00am

How to Bonus Your Employees

Rem Jackson

Does Money Motivate Higher Performance? As with most things, "it depends." In this session, learn a simple system for performance-based compensation your employees will love.

10:00am - 10:30am **Break & Visit Exhibits**

10:30am - 11:00am

Developing a Solid Training Program

Peter Wishnie, DPM

As business owners, we love it when our practice has a team of trained individuals knowing what to do without being told. That sometimes appears to be more rare than commonplace. In this talk, we will be discussing how to develop a training program that makes your staff take ownership of their job.

11:00am - 11:30am

How to Find High-Quality Employees Post Pandemic

Rem Jackson

In the last two years, the labor market has been upended. It's much harder to find high-quality people than ever before and yet, podiatry practices are doing just that. Find out how.

11:30am - 12:00pm

Developing Your Stay Interview

Tina Del Buono, PMAC

The "Stay Interview" is a conversation that should be happening in your practice with the people who work there. Usually, an "Exit Interview" is done when an employee leaves to determine why and what the practice could have done to keep them, if anything. Wouldn't it be better to find out why an employee would stay? This way you can continue to improve your relationships and create engaged staff members.

12:00pm – 1:00pm **Lunch**



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The ABC's of DME

1:00pm – 1:30pm

The Fundamentals of Supplying DME: How to Get Started and Get Paid

Paul Kesselman, DPM

1:30pm – 2:00pm

Dispensing Wound Care Products the Correct Way

Jonathan Moore, DPM

2:00pm – 2:30pm

Prefabricated AFOs to keep Athletes Active

Matt Werd, DPM

2:30pm – 3:00pm

Clinical Indications for Use of Custom AFOs

Don Pelto, DPM

3:00pm - 3:30pm **Break & Visit Exhibits**

3:30pm – 4:00pm

Correct Coding for Custom and Non-Custom DME

Gisele Saenger

4:00pm – 4:30pm

DME Compliance: Documentation Essentials to Withstand Any Audit

Josh White, DPM

4:30pm – 5:00pm

Questions & Answers

DME Speaker Panel

5:00pm – 6:30pm **Wine, Cheese & Hospitality**

Sponsored by: Top Practices



AAPPMM Annual Conference
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The AAPPMM Practice Marketing Seminar

1:00pm – 5:00pm

Break 3:00pm – 3:30pm

Practice Marketing Seminar

Rem Jackson, Andrew Schneider, DPM, Melissa Lockwood, DPM, Natalie Domek, DPM, Randy Rosler, (Officite Rep)

Without an effective marketing program, running a podiatry practice is difficult. Marketing translates into treatment rooms filled with the patients you prefer to see engaged, compliant, profitable patients. When your marketing is working, everything else is easier. This workshop will be extremely interactive -almost no lecturing. You will work with your fellow participants, marketing experts, and AAPPMM members who are marketing their practices extremely well.

We will cover:

- All that is involved in digital, online marketing including websites, social media, email, paid ads, analytics, scheduling, content and more. Bring your questions to this meeting and get the answers to all of them.
- All that is involved in developing and nurturing referring relationships with medical and non-medical referral sources in your geographic area. Bring your challenges and questions. Some of the most accomplished podiatrists in the country will be present to show you where you need to improve
- All that is involved in significantly increasing your patient referrals. This is a key and it doesn't happen automatically, we need to guide it. Find out how and ask even more questions.
- Any questions you have about podiatric marketing. Bring them all and hear the other attendees ask theirs and benefit.
- Marketing is the most important business function you must master, because the profits from good marketing make investing in your practice and your people possible. Bring those questions!

5:00pm – 6:30pm **Wine, Cheese & Hospitality**

Sponsored by: Top Practices

CMOM-POD Review Course and Exam

8:00am – 12:00pm **Review Course**

1:00pm – 5:00pm **CMOM-POD Certification Exam**

**Must be enrolled in the CMOM-POD program and pre-register for the exam*



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Friday, November 4, 2022

General Session

6:45am – 7:45am

Walk With A Doc

Josh White, DPM, CPed

Meet for a short walk to learn about promoting “Walk with a Doc” in your practice. The program offers a way to improve the health of your patients and the culture of your practice. It entails scheduling a short monthly walk preceded by a brief health talk. The goal is to encourage patients to engage in daily moderately active exercise. Promote the program to your sedentary, overweight and diabetic patients; it can also be a great talking point to your referring physicians. A participation RSVP form will be shared with all conference registrants on October 17th, those who RSVP and attend will receive a free pair of walking shoes donated by OrthoFeet.

8:00am – 9:30am

Breakfast & Learn

Do you hate feeling like you don't know anyone at these conferences? Or like you're the only one who has challenges in your practice? Attend Breakfast and Learn and get to know your fellow conference attendees in a relaxed setting. By the end of Breakfast and Learn, you'll have made new friends, learned about what others are working on, and be ready to collaborate. Bring your biggest challenges and greatest successes to share. You'll leave with pages of notes...guaranteed!

9:30am – 10:00am

Breakfast & Learn Wrap Up

No need to have FOMO about missing a pearl in another Breakfast & Learn room! We'll all come together to discuss the highlights of each session.

10:00am – 10:30am **Break & Visit Exhibits**

10:30am – 12:00pm

Roundtables – Bringing Back an AAPP M Classic

Roundtables provide the perfect opportunity to get all your questions answered and concerns addressed. Speakers, platinum-level corporate partners, and AAPP M leaders, will facilitate the group session, so you'll get firsthand knowledge and insights. This is a unique opportunity to get the most out of your conference experience! Come with questions and concerns, leave with answers and solutions.

There will be three, 30-minute sessions, so you can attend whichever suits your needs. Just move to the next session when it's time to rotate (or don't, up to you!) Topics will include:

- Marketing
- Treating the Diabetic Patient
- Biomechanics and Pediatrics
- Dermatology: Best Practices and Treatments
- Coding and Compliance

12:00pm – 1:00pm **Lunch**



AAPPAM Annual Conference
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Executive Manager Track

10:30am – 12:00pm More Information Coming Soon

Medical Assistant Track

10:30am – 12:00pm More Information Coming Soon

General Session

1:00pm – 1:30pm

Three Keys to Running a Successful, Prosperous Podiatry Practice

Rem Jackson

Owning and operating a podiatry practice can be a daunting task. It's truly not easy. Owning and operating any business is very challenging, which is why most small businesses fail in the first five years. Every day, every month, and every year, paperwork, record keeping, finances, and marketing just keep coming like endless waves crashing upon the shore of your happiness. There is so much work to be done and seemingly very little time to accomplish the work. Many people find themselves barely surviving much less thriving. In this session you will learn the keys to overcoming these challenges to not only survive but thrive.

1:30pm – 2:00pm

Revenue vs. Cost...Which Should You Be Focusing On?

John Guiliana, DPM

Entrepreneurs who focus strictly on revenue might find themselves working harder without reaping much benefit. Today, a medical practice CEO needs to understand concepts related to reimbursements, contribution margin, cost accounting, and strategy building to maintain profitability. This crash course will likely be eye-opening for you.

2:00pm - 2:30pm

Wound Care Ancillary Services That Will 'Move the Dial' Clinically and Financially

Jonathan Moore, DPM

1. Learn how important topical wound care products that heal wounds effectively are.
2. Learn the ABCs and key compliance pearls to dispense wound dressings and other DME related items for wound care patients.
3. Learn how and under what circumstances compression garments and off-loading devices are reimbursable for you diabetic/ wound patients.
- 4 Learn how providing outstanding and comprehensive diabetic-related services and or products to your patients pays amazing dividends clinically and to your bottom line.

2:30pm – 3:00pm **Break & Visit Exhibits**



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General Session - Continued

3:00pm - 3:30pm

Onychomycosis and Emerging Antifungal Resistance

Darren Harris, MD

This presentation will provide an overview of onychomycosis and the increasing incidence of antifungal resistance, onychodystrophy vs onychomycosis, treatment challenges, literature review of antifungal resistance in nails, advantages of early identification, and molecular PCR assay testing for onychomycosis and terbinafine resistance.

At the end of this lecture you will:

1. Understand how and why onychomycosis treatments may fail.
2. Identify the role terbinafine plays in treating onychomycosis.
3. Clarify the mechanism of action of terbinafine and development of antifungal resistance.
4. Analyze laboratory testing for onychomycosis, PCR clinical utility, and predicting antifungal resistance.

3:30pm - 4:00pm

Imaging of Diabetic Foot Infections

William Morrison, MD

This lecture will address common manifestations of diabetic foot infection including ulceration, cellulitis, abscess, sinus tracts, septic arthritis and osteomyelitis. Imaging characteristics will be presented on MRI and other modalities. Advantages and disadvantages of different modalities for diagnosis will be discussed. Evaluation of the complicated patient (post-amputation, underlying Charcot arthropathy) will be presented.

4:00pm – 4:30pm

Incorporating Recall Lists into Your Practice

Natalie Domek, DPM

Recall lists are a great way to ensure that your practice is maximizing the patients that are already established within your practice. Learning how to effectively create, track and use recall lists is a valuable tool to help ensure appropriate follow up.

4:30pm – 4:45pm

Leveraging Innovations to Effectuate Patient Outcomes and Practice Profitability

Jonathan Moore, DPM and John Guiliana, DPM

In this lecture we will discuss, the overall mindset of comprehensive care and its roadblocks, the relationship between patient outcomes, patient-centric innovations, and your per visit revenue (PVR), and mindfulness of the diabetic foot and the financial impact of diabetic foot complications.

4:45pm – 5:00pm

What Does It Mean to Do a Comprehensive Diabetic Foot Exam?

Jonathan Moore, DPM and John Guiliana, DPM

In this lecture we will discuss, why most CDFEs being performed in Podiatry are NOT comprehensive, the value of performing a CDFE using tools that engage and educate, and why performing an ARCHE CDFE can save limbs and financially recharge your practice.



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General Session - Continued

5:00pm – 5:30pm

The Confluence of Digital Workflows, New Manufacturing Technologies and DME Dispensing in the Podiatric Practice

Jason Kraus and Jonathan Moore, DPM

Learn how interoperable digital workflow improve patient care and the financial performance of clinical practices. Learn how 3D printing will advance orthotic designs and improve patient outcomes.

5:30pm – 5:45pm **Break**

New Practitioner Track

1:00pm – 1:20pm

Reviewing LCDs

Luke Hunter, DPM

1:20pm – 1:40pm

Levels of Medicare Appeals and How to Navigate Them

Amber Brooks

1:40pm – 2:00pm

Making the Leap from Associate to Owner

Natalie Domek, DPM

2:00pm – 2:15pm

Hiring an Associate – When Is It Time, and Is It Worth It?

Luke Hunter, DPM

2:15pm – 2:30pm

Positive Practice Culture

Paula Rivadeneria PhD

2:30pm – 3:00pm **Break & Visit Exhibits**

3:00pm – 3:20pm

Your First Lawsuit: What to Expect and How to Prevent It

John Leardi, Esq.

3:20pm – 3:40pm

Getting on Panels and Negotiating Insurance Contracts

Cindy Pezza



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New Practitioner Track - Continued

3:40pm – 4:10pm

Ancillary Services – Cash is King

Cindy Pezza

4:10pm – 4:30pm

What I Wish I Had Been Told as a New Practitioner

Panel Discussion

4:30pm – 4:40pm

Avoiding Bad Advice

Panel Discussion

4:40pm – 5:00pm

Final Remarks and Q & A

Panel Discussion

5:00pm – 5:45pm **Break**

Executive Manager Track

1:00pm – 5:00pm More Information Coming Soon

Medical Assistant Track

1:00pm – 5:00pm More Information Coming Soon

Talus Tank

5:45pm – 6:45pm

Talus Tank

Sev Hrywnak, DPM

The Talus Tank features a panel of investors who decide whether to invest as entrepreneurs make business presentations on their company or product. The Talus Tank investors often find weaknesses and faults in an entrepreneur's product, business model, or valuation of their company.

The Talus Tank investors may all join in together to invest in a company or product, or a single investor may decide to invest. If no investor is interested, then the entrepreneur leaves with nothing. Investors have a ceiling of \$250,000 per product or company but may increase the amount of their own volition. Entrepreneurs must first qualify to be accepted as presenters of their product or company and have 15 minutes once accepted to make a presentation. Rules and regulations must be accepted before making a presentation.



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Saturday, November 5, 2022

Getting Your Coding and Compliance Ready For 2023

7:30am – 8:00am **Breakfast & Visit Exhibits**

8:00am – 8:30am

Coding 2022/2023: What You Should Be Doing and What's Coming

Alan Bass, DPM, CPC

8:30am – 9:00am

Ensuring Your Documentation Stands Up to a \$600,000 Audit

Paul Kesselman, DPM

9:00am – 9:30am

Where Do Level 4&5 Visits Fit into Your Practice

Danielle Butto, DPM

9:30am – 10:00am

Why Coding Matters

John Leardi, Esq.

10:00am – 10:30am **Break & Visit Exhibits**

10:30am – 11:00am

Are you Being Reimbursed for all You're Doing?

Ruby Woodward, CPC, CSFAC

11:00am - 11:30am

It's Bundled, Can I Bill It?

Ruby Woodward, CPC, CSFAC

11:30am – 12:00pm

Questions & Answers

Entire Coding Panel

12:00pm - 1:00pm **Lunch**

1:00pm - 1:30pm

Collections Issues: Best Practices, Tip and Traps

Brooke Weaver Headford, CMOM-POD



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Getting Your Coding and Compliance Ready For 2023 - Continued

1:30pm - 2:00pm

The Top 10 Unknown Codes to Boost Your Surgical Revenue

Danielle Butto, DPM

2:00pm – 2:30pm

How to Prepare for an Audit

John Leardj, Esq.

2:30pm – 3:00pm

What Exactly is a Significant and Separately Identifiable E&M?

Jeffrey Lehrman, DPM, CPC

Medical Assistant Track

8:30am – 12:00pm More Information Coming Soon

General Session

3:00pm – 4:00pm

The “No Question Left Unanswered” All-Star Panel

Ask us anything, don't leave this conference with any of your burning questions left unanswered.

Moderated by: John Guiliana, DPM

4:00pm – 6:00pm

AAPPAM Board Meeting