



Saturday Sessions

with the **Experts**

February 18, 2023

Foundation of Practice
Management - Back to Basics



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VIRTUAL
SERIES



Saturday Sessions with the Experts

February 18 | Foundation of Practice Management

Success is built on foundational principles which anyone can learn. Join an A-Team of presenters as AAPPM shares the Foundation of Practice Management: Back to Basics. Learn how best to harness those fundamental and basic practice management skills that will lead you and your team to success.

General Information

MISSION STATEMENT

The American Academy of Podiatric Practice Management's (AAPPM) mission is to positively change the lives, practices and communities of podiatric physicians and staff through leadership education, practice management education and sharing knowledge.

PURPOSE

The purpose of our virtual series is to provide information and education on the most up-to-date practice management procedures for your practice.

REGISTRATION

Registration cut-off for this event is 2:00pm ET on February 17, 2023. Each individual must register separately for this event.

- AAPPM Member \$25
- AAPPM Non-Member \$79

To register, click on the button below.

INTENDED AUDIENCE

The virtual conference will be of interest to podiatric physicians and executive managers.

SPONSORSHIP ACKNOWLEDGEMENT

AAPPM acknowledges some of its faculty may receive honorariums or compensation from a sponsoring company or may have financial interest in the products or services they are promoting or discussing. AAPPM requires all faculty and educators to properly disclose any conflicts of interest at the start of all presentations.

PRIVACY AND CONFIDENTIALITY POLICY

The AAPPM's Policy on Privacy and Confidentiality dictates the Association's handling of a learner's personal information. This policy is enforced in all areas of the Academy's business, including online communications, offline communications, direct marketing, and event registration.

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AAPPM will use personal information to fulfill registrations for events, orders for materials and services made online, and other requested services. For educational meetings (CME activities), AAPPM may share a list of registered attendees with the registered sponsors for that event.

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Agenda

10:00am – 10:05am ET

INTRODUCTION AND WELCOME

10:05am – 10:35am ET

FILLING YOUR DAYS WITH PATIENTS YOU WANT TO SEE

Rem Jackson

Your practice is meant to serve you. This means that your days should be filled with patients coming in with conditions or for services that you want to see and provide. No longer do you have to spin the roulette wheel to determine who walks through your door. Learn to market your practice to bring in the high-value cases that you want to see the most.

10:35am – 11:05am ET

HIRING & FIRING: WHAT WE ALL HATE TO DO

Tina DelBuono, PMAC

We always hear, “You need to hire the right person for the job,” but how is that done? It is not easy and often times when not done well the process can end up in a firing, either the employee fires you or you them. There are some ways that you can manage both the Hiring process and the Firing process and make them less stressful and make you feel more confident that you have done the best job for the best outcome. In this presentation we will cover the simple steps in making this process less difficult and stressful.

11:05am – 11:10am ET

AAPP CORPORATE PARTNER MESSAGES

11:10am – 11:40am ET

TRAINING YOUR TEAM TO INCREASE EFFICIENCY

Cindy Pezza, PMAC

While we all have our best intentions, how structured is the training of your team? We often think about training when a new team member is onboarded, but consistent and regular training will help your practice run as an efficient business.

11:40am – 11:45am ET

AAPP CORPORATE PARTNER MESSAGES

11:45am – 12:15pm ET

RUNNING YOUR PRACTICE WITH SYSTEMS AND PROTOCOLS

Andrew Schneider, DPM

Consistency and predictability are the keys to running an efficient practice. You should be able to predict what procedures you will perform and what products you will dispense before that patient even comes into the office. Having written systems and protocols allows you and your team to deliver comprehensive care in the most efficient manner possible. We will discuss different ways to structure your systems and protocols and how to implement them into your practice.

12:15pm – 12:20pm ET

AAPP CORPORATE PARTNER MESSAGES

12:20pm - 12:50pm ET

IS THE DIRECT CARE MODEL RIGHT FOR YOU?

Michele Kurlanski, DPM

Tired of insurance? Sick of the documentation just to keep the discounted amount you get paid? This session will discuss the Direct Care model of practice where you see patients who pay for your services. No insurance involved. Is this right for you and your practice? Learn from someone who made the move for her practice along with the ups and downs.

12:50pm – 1:00pm ET

QUESTIONS & ANSWERS

Save the dates for the next installments in our Virtual Series:

Saturday, March 25 | Coding and Compliance & Saturday, May 13 | Practice Management of the Diabetic Foot

Continue to check back at aappm.org for updates.

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