



**AAPP Annual Conference  
Friday, November 8, 2024**

**Executive Manager Track**

10:30am-11:30am

**Navigating Modern Retention - Changing Outdated Mindsets and Thriving Within a New Norm**

*Jamie Carter, DPM, ABPM-D, CPed & Cody Meier, MHA*

Presenters share how they are embracing, adapting to, and overcoming the employee retention plague through objectivity and accountability. Attendees will be granted a unique perspective on Modern HR management and tasks to take home. Define and understand established and new terminology related to turnover.

11:30am-12:00pm

**How to Use AI and Automation to Increase Online Reviews**

*Don Pelto, DPM*

Using AI to display and summarize online reviews on your website, using Automation to request online reviews and how to record video reviews during The Patient Encounter.

12:00pm-1:00pm

**Lunch & Visit Exhibits**

1:00pm-2:00pm

**Managing Practice Financial Health and Guarding Against Embezzlement**

*Johnathan Purdy, DPM*

Attendees will obtain skills in practice financial evaluation, optimization of practice income and guarding against income loss.

2:00pm-2:30pm

**The Sorting Hat - How to Evaluate and Assess Team Members' Skills and Assets to Put the right Person in the Right Seat on Your Team**

*Melissa Lockwood, DPM*

Utilizing basic skill set assessment to determine both the best position and how to communicate with team members as they deploy goals. Using GROW model for feedback to further enhance team members goals. What/Where/When to Performance Improvements – how these improvement conversations can help you determine the best fit for your team members.

2:30pm-3:00pm

**Break & Visit Exhibits**



## **AAPPAM Annual Conference**

**Friday, November 8, 2024**

3:00pm-3:30pm

### **Is There Still No "I" In Team?**

*Tina Del Buono, PMAC*

Adapting to Workforce Changes. Discussion on how the pandemic has reshaped the office environment with fewer employees and the rise of virtual work. This presentation will highlight the importance of flexibility and adaptability in managing these changes in the following areas: Building and Maintaining Team Morale, Enhancing Employee Engagement and Effective Communication Strategies.

3:30pm-4:30pm

### **The Rudy Complex – Getting Out of Your Own Way**

*Nicole Freels, DPM, FACPM, CPed & Cody Meier, MHA*

Presenters will discuss how identifying their own strengths while portioning out their weaknesses has led to success and mental freedom. Attendees will utilize a simple tool to understand strengths and passions, while also uncovering where they need help. Go home with a new outlook on your practice and how to assign responsibilities.

4:30pm-5:30pm

### **How to Love Your Job While Surviving Your Week**

*Rem Jackson*

In our final session we will learn how others have cracked the code of enjoying their work despite the unique challenges of working in a medical office. The old saying "The week is long, but life is short" perfectly encapsulates the difficulties in facing the daily "grind" of medical work, while, at the same time, loving the joys of serving our patients and improving their lives, working with each other to improve our own lives, and looking forward to coming to the office each and every day. Prepare to leave inspired.