



**AAPPAM Annual Conference
Thursday, November 7, 2024**

Get a Pulse on It! Benchmarks To Monitor the Health of Your Practice!

Does it feel like you don't actually 'know' what is happening within your practice?
Do you have a 'feeling' that something might be off but can't quite figure out how and where to start getting a handle on the situation?

THIS workshop is for you.

Join Drs. John Guiliana, Peter Wishnie, Melissa Lockwood and special guest, Marketing Guru Rem Jackson as we walk through the top metrics YOU should know regarding your practice and put together a blueprint to take back with you Monday to get your ship into shape!

KEY BENCHMARKS that we will discuss during this MASSIVE 4 HOUR Interactive Session:

- FINANCIAL (the 'Holy Grail' of Numbers that will keep you from asking "where is my money?")
- MARKETING (where the new patients/reactivations are coming from, why is Per Visit Revenue no longer the gold standard in measuring productivity of a practice, how to use your patient list to 'mine for gold')
- HUMAN RESOURCES (Payroll 'oops', how to assess and implement a better compensation package)
- PROTOCOLS (How to measure if you are 'missing the boat' on popular chief complaints, what about when something is forgotten to be billed, how to build a business where patients pay for their treatments at time of service).

Bring your pencils and be ready to dive deep into these numbers to find out how YOUR PRACTICE measures up and how we can all improve – together!

8:00am – 10:00am

Session 1

Melissa Lockwood, DPM, John Guiliana, DPM, Peter Wishnie, DPM, Rem Jackson

10:00am – 10:30am

Break & Visit Exhibits

10:30am – 12:00pm

Session 2

Melissa Lockwood, DPM, John Guiliana, DPM, Peter Wishnie, DPM, Rem Jackson