



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

How to Get More Patients that YOU Want to See in Your Treatment Chair

1:00pm – 1:45pm

How to Get the Most Bang For Your Marketing Buck

Rem Jackson

Budgeting for marketing and growth can be daunting given that the most popular preference is to spend zero dollars. The bottom line is that it can cost you zero when it works. The trick is INVEST your dollars wisely. We start our marketing track with a look at smart ways to invest and benefit from your marketing spending.

1:45pm – 2:15pm

Why Digital Marketing?

Tom Foster

Digital marketing opens new avenues for podiatrists to connect with potential patients and grow their practices. By leveraging online platforms, you can showcase your expertise, build trust, and attract patients actively seeking foot and ankle care. Implementing targeted digital strategies allows you to reach more people efficiently, ultimately helping you serve your community better while expanding your professional footprint.

2:15pm – 3:00pm

Using AI to Market and Manage Your Practice

Andrew Schneider, DPM

AI is everywhere and Chat GPT seems to work for everything. Should you trust it for your coding, documenting, or marketing? This session will help you choose the right tools to assist you in marketing and managing your practice.

3:00pm – 3:30pm

Break & Visit Exhibits

3:30pm – 4:00pm

Navigating the OTC Market: Strategies for Effective Product Dispensing

Nicole Freels, DPM

This lecture will provide actionable insights on building effective relationships with doctors and patients, fostering trust and loyalty in the OTC market to improve product dispensing outcomes.



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4:00pm – 4:30pm

Building Profitable Cash-Pay Systems: 5 Steps to Increasing High-Profit Patients

Jessica Taveras

Discover a step-by-step guide to successfully selling cash services in your practice. Jessica Taveras will walk you through the entire process, showing you how to increase cash sales and sell cash services on autopilot using proven strategies she's personally implemented.

4:30pm – 5:00pm

Marketing Q & A

All Speakers