

PODIATRY IS POSITIONED TO  
**GROW AND**  
**THRIVE!**

...are you?



The AAPPD would like to thank  
our featured Champion Sponsors

**AAPPD 2013 MIDWINTER CONFERENCE**

The entire landscape of Healthcare is rapidly changing, you can't sit this out on your own. You need the shared expertise and experience of your peers to ensure your career as a podiatrist is enjoyable and profitable in the near term.

**WE HAVE THE ANSWERS** and we hold nothing back! Learn how to solve the problems you face including declining reimbursements, smaller profits and financial concerns, difficulty in getting everyone on your staff to work effectively as a team, billing and coding mistakes, and much more. Bring your key staff members so they will be ready to work with you to make 2013 the year your frustrations are replaced with successes. This conference always sells out. Sign up now to guarantee your seat.

**REGISTRATION/ACCOMMODATIONS** | The AAPPm member registration fee is \$649 for the entire conference – from Wednesday, February 27 through Sunday, March 3. We must receive both your registration form and payment before the conference to complete your registration. Be sure to indicate on the registration form which Workshops you plan on attending, this will ensure that enough meals will be provided.

Call the Marriott Pittsburgh Airport Hotel at 800-328-9297 or 412-788-8800 and ask for the special AAPPm group rate of \$99 single or double occupancy by February 1, 2013 to ensure you will receive this special rate. You must make your own airline and hotel reservations.

**MEMBERSHIP MAKES SENSE** | If you are a new practitioner in the first four years of practice, a staff member or a resident, it's more financially advantageous to join AAPPm to come to this conference since it's actually less expensive to join than it is to come as a non-member. For complete membership information visit us online at [www.aappm.org](http://www.aappm.org), e-mail [office@aappm.org](mailto:office@aappm.org), or call us at 517-484-1930.

**CONTINUING EDUCATION** | To earn Continuing Education Contact Hours (CECH) credits, see the schedule for the lectures and workshops that qualify. This conference has qualified for 21.5 continuing education contact hours (Category 1) with the AAPPm CME Chairman, Christian Kindsvatter. The American Academy of Podiatric Practice Management (AAPPm) is approved by the Council of Podiatric Medical Education as a sponsor of continuing education in Podiatric Medicine. NOTE: The maximum that attendee could receive is 21.5 CPME hours. Medical Assistant credits are pending with ASPMA.

Come join your colleagues as they share everything they know so you can look back at these last five years and know you did it right.

## INVITED FACULTY

Brad Bakotic DPM, DO  
Alan Bass DPM  
Andy Bhatia DPM  
Lori Cerami CPDPCS  
Zac Childress  
Mary Beth Crane DPM, MS  
Louis DeCaro DPM  
Tina DelBuono PMAC  
Nancy Diaz PMAC  
Sam Fowler PMAC  
Neal Frankel DPM  
Jeff Frederick DPM  
Brandt Gibson DPM  
Bob Goldstucker Esq.  
Valerie Gregory MSPT  
Charley Greiner DPM  
John Guiliana DPM, MS  
Mitch Hulbert  
Rem Jackson  
Jessica King  
David Klein CHC, CPC  
Elizabeth Kurtz DPM  
John Leardi Esq.  
Katherine Lee  
Melissa Lockwood DPM  
Glenn Lombardi  
Rick Mann DPM  
Aleks Manos  
Erica Masloski  
Bill McCann DPM  
Jonathan Moore DPM, MS  
Fay Mushlin  
Hal Ornstein DPM  
Nicholas Pagano DPM  
Robert Parker DPM  
Cindy Pezza PMAC  
Ray Posa MBA  
Jon Purdy DPM  
John Romans  
Andrew Schneider DPM  
Chad Schwarz  
Seth Steber DPM  
Sally Stump  
Ross Taubman, DPM  
Craig Thomajan DPM  
Tracey Toback DPM  
Tony Tyler  
Ben Weaver DPM  
Brooke Weaver CMOM  
Chris White  
Josh White DPM, CPed  
R. Paul Wilson CRPC  
Peter Wishnie DPM  
Stu Wittner

## EDUCATIONAL **OBJECTIVES** After these continuing medical education programs, attendees will:

- + **LEARN** new treatment modalities for patients with peripheral neuropathy and review existing modalities and their clinical efficacy.
- + **BECOME** more familiar with the use of Electronic Medical Records and better understand how they can help the physician provide better patient care and improved patient protocols.
- + **GAIN** new knowledge and understanding of the healing/repair cascade through application of growth factors and understand the process of procurement of autologous platelet concentrate (APC) and applications for this new technology.
- + **UNDERSTAND** the important role that ancillary services such as vascular testing, diabetic/nerve tissue programs and imaging in diagnosing and treating many of the most common foot and ankle conditions more effectively.
- + **IMPROVE** their ability to assess which treatment options are best suited for wounds commonly seen by podiatrists; and increase understanding of the proper application of various wound care products, the importance of using wound care protocols and how dispensing wound care products can improve patient care and compliance.
- + **BETTER** understand the clinical needs and applications for Durable Medical Equipment and the impact these products can have on improving patient care.
- + **LEARN** how incorporating in office dispensing into their practice helps produce better clinical outcomes and improves patient compliance.
- + **IMPROVE** their knowledge of how to effectively prescribe custom orthotics and improve patient acceptance and compliance.
- + **IMPROVE** their understanding of why and when footpads and strapping should be used for sports related injuries and commonly seen conditions and be able to instruct patients on their use.
- + **UNDERSTAND** the critical role developing and implementing clinical, administrative and staffing patient treatment protocols plays in enhancing patient care and compliance.
- + **BETTER** understand the effective clinical use of various Durable Medical Equipment, and products, including AFOs, after participating in small group discussion roundtables.
- + **IMPROVE** their physical therapy case management and diagnosis for patients including new treatments of neuropathies and rehabilitation exercises.
- + **IMPROVE** their surgical skills in performing biopsies of cutaneous lesions and better diagnose malignant lesions on the foot and ankle.

## COMPLIMENTARY **CONSULTATIONS** Contact the consultants directly to schedule an appointment.

### JAY HENDERSON

Jay is a people performance expert who teaches Podiatrists how to know who to hire; how to get the best out of staff, how to give feedback, hold staff accountable, coach them to high performance, and deal with difficult staff all in a non-confrontational way.  
tel 919.518.2793 | Jay@DPMHiring.com

### CHRIS WHITE

Professional EOS Implementer  
If you're the owner, leader or manager of a podiatry practice who wants to see your business consistently run better and grow faster, Chris White and EOS can help you simplify, clarify and achieve your vision.  
tel 941.929.3815 | cwhite@eosprocess.com

### RAYMOND POSA, MBA

President, The Manta Group  
Have your HIPAA Policies and Procedures reviewed. Discuss your office technology and identify ways to increase office productivity thru the use of technology.  
tel 732.919.0944  
rposa@themantagroup.com

### GLENN LOMBARDI, Officite

Website Development  
tel 800.908.2483 | glombardi@officite.com

### REM JACKSON

Founder/CEO – Top Practices, LLC  
Top Practices is dedicated to helping podiatry practices grow and reach their full potential using innovative marketing plans and practice management systems. Rem is the author of “Why Most Podiatry Marketing Doesn’t Work” which can be downloaded at [www.TopPractices.com](http://www.TopPractices.com) at no cost. tel 717.626.2025  
rem@TopPractices.com

### DAVID KLEIN, CPC, CHC AND VALERIE GREGORY, MSPT

Advanced Provider Solutions  
Integrating a lower extremity physical therapy practice into your podiatric office.  
tel 888.306.1256 | dklein@dkcoding.com

### JOHN W. LEARDI, ESQ.

Buttaci & Leardi, LLC  
Post-payment audit defense, corporate transactions, statutory/regulatory compliance, and general consultations.  
tel 609.759.0570 | jwleardi@buttacilaw.com

### CHAD SCHWARZ

President and CEO  
Integrated MedReps, LLC  
Integrated MedReps, LLC offers the service of integrating a “Practice Representative”, otherwise known

as a marketing person, into a podiatric practice. You will learn how to find, train, continually educate and manage a “Practice Representative” for your podiatry practice.  
[chads@integratedmedreps.com](mailto:chads@integratedmedreps.com)

### JOSH WHITE, DPM, CPed

Medicare DME Compliance: Compliance + Convenience-Cash. Fitting shoes and AFOs using “WorryFree DME” promotes practice growth by increasing office efficiency while ensuring Medicare compliance. If SafeStep creates documentation forms and you fail a Medicare audit, SafeStep will reimburse up to \$10,000 of loss due to insufficient documentation.  
tel 866.712.STEP | [joshwhite@safestep.net](mailto:joshwhite@safestep.net)

### CINDY PEZZA, PMAC

CEO Pinnacle Practice Achievement, LLC  
Bring your questions and concerns relating to staff members, office flow, patient compliance and maximizing visits to see how a little effort can change the entire dynamic of your practice and your life. With over a decade of experience working with DPMs and their staff, I will get you off the treadmill and reaching the top of that mountain.  
tel 508.369.1845 | [cpezzamac@yahoo.com](mailto:cpezzamac@yahoo.com)

## WEDNESDAY 27 FEBRUARY

### MORNING HUDDLE

Twenty minute opening session to explain what the meeting entails and reviewing daily events.

### FULL-DAY WORKSHOPS

#### Marketing Workshop Day 1

*Cbad Schwarz (Moderator) and others*

#### Learn the Tools Needed to Implement a Comprehensive and Personalized Medical Practice Compliance Program | 7.0 CE

The latest updates on the ever changing regulatory rules.

*Jon Purdy, DPM (Moderator) with others.*

### EVENING WORKSHOPS

#### PADnet Training Workshop | 4.0 CE

##### Optimize Your Practice Through E.H.R. and Billing Expertise

Understand the benefits of utilizing billing experts in your practice to effectively manage your billing, claims and collections to maximize your revenue.

*Aleks Manos*

#### Speaker Development Workshop

*John Guiliana, DPM, MS*

#### In Office Tools For Wound Healing That You Should Have In Your Office—Expediting Rapid Wound Healing While Expanding Your Scope of Services and Your Bottom Line | 2.0 CE

Learn about the post-surgical wound, the diabetic foot and ankle wound, and the Venous Stasis Wound.

Streamline protocols and make it easier to address these common wound types with easy to use products that you can dispense and bill for out of your office.

*Jonathan Moore, DPM, MS*

## THURSDAY 28 FEBRUARY

### FULL-DAY WORKSHOP

#### Marketing Workshop Day 2

*Rem Jackson, Andrew Schneider, DPM; Peter Wisbnie, DPM; Sally Stump; Anil Malik; Erica Masloski; Cbad Schwarz; Katherine Lee; Cindy Pezza, PMAC; Jessica King; Hal Ornstein*

### MORNING WORKSHOPS

#### Bring In An Associate to Your Practice or Long Term Success of the Relationship and Practice Health

Prepare a practice management and business development plan that will enable you to manage your practice.

Opportunity to learn the tools and strategies that will enable the participants to control their own destinies.

*John Guiliana, DPM, MS; Rem Jackson; John Leardi, Esq. and Peter Wisbnie, DPM*

#### Building Your Pedopediatrics Practice

Start to finish workshop from getting your practice ready for an influx of kiddos, building pediatric referrals and following specific pediatric protocols when treating these special patients.

*Mary Beth Crane, DPM, MS; Louis DeCaro, DPM; Nicholas Pagano, DPM and Cbad Schwarz*

#### Implementing a Diabetes and Heel Pain Center of Excellence Into Your Practice | 4.0 CE

Focus on taking our care to a higher level and providing comprehensive care to transform your practice into a center of excellence.

*Andrew Schneider, DPM; Jonathan Moore, DPM, MS; Brandt Gibson, DPM; Andy Bhatia, DPM; Rem Jackson, Stu Wittner; Cindy Pezza, PMAC and Tina Del Buono, PMAC*

#### Your Practice's SWOT: Strengths, Weaknesses, Opportunities and Threats

Explore what your practice data is trying to tell you. You will learn not only what data to measure but also how to interpret the results of the data.

*John Guiliana, DPM, MS*

#### In-Office Dispensing

*Bill McCann, DPM; Sam Fowler, PMAC and Andrew Schneider, DPM*

### AFTERNOON WORKSHOPS

#### Accounts Receivable: Getting Paid Consistently FAST!

Learn how to create an AR Plan that is effective, improve your patient intake process, develop a time of service collection process to increase your cash flow, and build a team of people that will help you collect more than ever!

*Lori Cerami, CPODCS and David Klein, CPC, CHC*

#### Biomechanics: The Cornerstone (or Outcast?) of Podiatry

Conservative measures often provide a complete resolution of symptoms for our patients and (re)introduce biomechanics as an integral profit center of your practice.

*Andrew Schneider, DPM; Tracey Toback, DPM; Louis DeCaro, DPM; Seth Steber, DPM; Marybeth Crane, DPM, MS and Cindy Pezza, PMAC*

#### Your Practice's SWOT: Strengths, Weaknesses, Opportunities and Threats, *continued*

Private, problem-focused consultations from the "SWOT TEAM" in order to explore the specific needs revealed in their practice data analysis.

*John Guiliana, DPM, MS; Cindy Pezza, PMAC; Josh White, DPM, CPed; John Leardi, Esq.; Peter Wisbnie, DPM; Rem Jackson and Andrew Schneider, DPM*

## FRIDAY 1 MARCH

### MORNING WORKSHOPS

---

#### Thriving in a Difficult Economic Environment: Corporate Structure and Tax Reduction for the 2013 Physician

Ideal corporate structures for tax reduction and asset protection, including protecting accounts receivable

Best practices in benefit planning for medical practices

Captive insurance arrangements

Shielding personal assets from lawsuit Managing Market Volatility

*R. Paul Wilson, CRPC®*

#### Avoiding the Million Dollar Mistake: The NPP, the Heart of HIPAA Privacy

Discuss things you should look for in your practice so as to avoid costly enforcement actions.

Cover the Federal requirements of the HIPAA privacy rule.

*Ray Posa, MBA*

#### Podiatric Dermatology: What are We Missing? | 4.0 CE

This morning session will consist of dermatology lectures centered on dermatological manifestations of both systemic disease, and localized neoplastic conditions, which often go undiagnosed in podiatric practices.

*Bradley W. Bakotic, DPM, DO*

#### Advanced Coding and Billing

How to appeal and get paid for several different denials.

*Neal Frankel, DPM*

#### DME, Wound Care, Physical Therapy, Orthotics and Ancillary Care

Importance of offering your patients all of the services needed to build a true center of healthcare excellence.

*Cindy Pezza, PMAC; Jonathan Moore, DPM, MS; Sam Fowler, PMAC; Valerie Gregory, MSPT; Andy Bhatia, DPM; John Leardi, Esq.; Stu Wittner and Andrew Schneider, DPM*

#### Phraseology: An Impactful and Powerful Means of Patient, Office and Life Communications

Provide the practitioner with specific phrases they can use to help convey a message.

*Jon Purdy, DPM; John Guiliana, DPM, MS; Rem Jackson and Tina Del Buono, PMAC*



### AFTERNOON WORKSHOPS

---

#### Creating a Diabetic Neuropathy Center of Excellence

Basics of pathophysiology of diabetic neuropathy, diagnostics, diagnosis, and treatment options both basic and advanced.

*Ben Weaver, DPM; Andrew Schneider, DPM; Rem Jackson; Brandt Gibson, DPM; Brad Bakotic, DPM, DO and Robert Parker, DPM*

#### How to Make Sure You Control Your Future Instead of It Controlling You—Successfully Integrating an Associate into Your Practice

Participants will be guided by the presenters to begin to prepare a practice management and business development plan that will enable them to manage their practice and build it at the pace they wish in preparation for adding associates.

*John Guiliana, DPM, MS; Rem Jackson; John Leardi, Esq. and Paul Wilson, CPCR*

#### Leadership: The Five Leadership Abilities

Share the exact tools you'll need to immediately begin to implement the Five Leadership Abilities into your practice.

*Chris White; John Guiliana, DPM, MS; Peter Wisniewski, DPM; John Romans; Tina Del Buono, PMAC and Chad Schwarz*

### EVENING WORKSHOPS

---

#### Top 10 Reasons for Lawsuits

Primary risk issues associated with podiatric medical malpractice claims based upon frequency and severity, and suggest behaviors podiatrists can incorporate into their practices to reduce those risks.

*Bob Goldstucker, Esq.*

#### In Office Tools For Wound Healing That You Should Have In Your Office—Expediting Rapid Wound Healing While Expanding Your Scope of Services and Your Bottom Line | 2.0 CE (repeated from Wednesday)

Learn about the post-surgical wound, the diabetic foot and ankle wound, and the Venous Stasis Wound.

Streamline protocols and make it easier to address these common wound types with easy to use products that you can dispense and bill for out of your office.

*Jonathan Moore, DPM, MS*

## SATURDAY 2 MARCH

### MORNING HUDDLE

---

Twenty minute opening session to explain what the meeting entails and reviewing daily events.

### MORNING WORKSHOP

---

#### 12 in 5, Five Minute Pearls for Practice Success from the Experts

*John Guiliana, DPM, MS; Paul Wilson, CPRC; Tina DelBuono, PMAC; Peter Wisbnie, DPM; Chad Schwarz; Cindy Pezza, PMAC; Rem Jackson; Ben Weaver, DPM and Nancy Diaz, PMAC*

### MORNING GENERAL SESSION

---

#### Breakfast and Learn

Join us for breakfast in small round table discussion groups where groups discuss the same questions and share what works and doesn't work in their practice and their best pearls for success.

#### Teach, Show and Watch Them Go

Take the time to educate and train your TEAM. Join us as we use the adapted techniques of your favorite childhood coach to create the efficient, productive practice you have always dreamed of.  
*Cindy Pezza, PMAC*

#### Strategies for Effective Networking

How your practice can benefit, and specific strategies that will help your efforts be effective and successful. Networking is essential to the success and growth of your practice.  
*Katherine Lee, Erica Masloski, Jessica King*

#### The Secrets to Top Rate Neuropathy Care | 0.5 CE

Using The Gibson Method, an evidence based protocol for peripheral neuropathy, better diagnosis and treatment options can be utilized in the care of our patients. Through this method, secrets to neuropathy care will be provided that you can immediately start using with your patients.  
*Brandt Gibson, DPM*

#### How to Plan and Implement a Marketing Plan

Learn how to plan, budget, build, and profit from your marketing investments. Done correctly, marketing should be an investment, but never a cost.  
*Rem Jackson*



### AFTERNOON GENERAL SESSION

---

#### AAPPM Presentations

*Jeff Frederick, DPM and Hal Ornstein, DPM*

#### Finding a Practice (Marketing) Representative for Your Practice—How and Why

Discuss the integration of a "Practice (Marketing) Representative" into your practice. In detail, we will discuss where to look for this individual and then benefits he/she will bring to your practice.  
*Chad Schwarz*

#### Creating Great Employees Begins With You

Learning the key elements of leadership, evaluation, communication and motivation will begin to maximize your own potential as an employee. By becoming a great employee yourself you will begin to cultivate an environment where others can grow and become great employees too.  
*Tina DelBuono, PMAC*

#### Ensuring Your Practice is "Ready for Takeoff" Each Day

A checklist seems brutally simple but this basic tool can keep your practice humming along with consistent results.  
*Andrew Schneider, DPM*

#### Student and Postgraduate Report

*Mitch Hulbert*

#### 2014—What's On The Horizon?

Provide insight into changes that will take place next year with Stage II Meaningful Use.  
*John Guiliana, DPM, MS*

#### RED, YELLOW, GREEN

Teach the STOP, THINK & GO philosophy: Learn to evaluate priorities, Decision making should never be hasty, Empower your staff to utilize this technique.  
*Nancy Diaz, PMAC*

#### The Top 5 Ancillary Services You Want To Have In Place for Survival and Success: The Essential Services, Tools and Mindset to Succeed

Two concepts: Diversification and passive ancillary income. Learn how MRI, Physical Therapy, AFO's, Diabetic and Geriatric Ancillary Care can pave a path to success in an uncertain environment.  
*Jonathan Moore, DPM, MS*

#### Bringing It All Together—Now It's All Up to YOU!

Guided construction of your Action Plans which will hold you accountable for making changes in your personal and professional lives.  
*Hal Ornstein, DPM; John Guiliana, DPM, MS and Rem Jackson*

#### Residents Session

If you are a resident or student, we invite you to join us for this session focusing on giving you a competitive edge when contemplating associate positions or starting your own practice. Learn about the benefits and pitfalls of starting, buying or entering a practice.

*Melissa Lockwood, DPM; Ben Weaver, DPM; and others*

## SATURDAY 2 MARCH continued

### EVENING WORKSHOPS

#### Is Your Website as Healthy as You Think? Understanding Google Analytics

Having a website is an important first step to your marketing puzzle, but far from the last step.

*Andrew Schneider, DPM; Chad Schwarz; and Rem Jackson*

#### Thriving in a Difficult Economic Environment: Corporate Structure & Tax Reduction for the 2013 Physician

Ideal corporate structures for tax reduction and asset protection, including protecting accounts receivable, best practices in benefit planning for medical practices, insurance arrangements, shielding personal assets from lawsuits, managing market volatility.

*R. Paul Wilson CRPC*

### EXECUTIVE MANAGERS TRACK

#### Breakfast and Learn

Join us for breakfast in small round table discussion groups where groups discuss the same questions and share what works and doesn't work in their practice and their best pearls for success.

#### Getting the Most Out of Benefit Options and What You Need to Know About Investing

*Paul Wilson, CRPC*

#### The Super Manager

Take Your Management to the Next Level With This Great 2 hour workshop (book included)

*Tina DelBuono, PMAC*

#### How to Use Goals to Transform Your Professional and Personal Life

*Rem Jackson*

#### Do You Know All of the Products PICA Has to Offer? What to Do and What Not to Do If Your Practice or Doctor Are Ever Involved In a Malpractice Case

*Ross Taubman, DPM*

#### The Importance of the Office Manager and Physician Relationship

*Sam Fowler, PMAC*

#### Embezzlement 101 – The Need for Checks and Balances

*Brooke Weaver, CMOM*

#### In Office Marketing Using Customized DVD's

*Fay Musblin*

### ROUNDTABLES

#### Roundtable Discussions

- + Answering Your Billing and Coding Questions
- + Improving Patient Outcomes with Ancillary Services, DME, Orthotic devices, Physical Therapy, Wound Care, Physician Extenders and In-Office

- + Effectively Marketing Your Practice
- + Understanding HIPAA, HITECH, EHR, Practice Management Systems and Meaningful Use
- + Contracting, Compliance, Associateships, and Other Legal and Regulatory Issues
- + Personal and Professional Financial and Investment Issues

#### New Practitioner Roundtable

### HOSPITALITY SUITE

After the lectures finish, what better way to continue your learning? Enjoy a relaxed setting, refreshments, and your colleagues. Networking is an invaluable and powerful resource!

## SUNDAY 3 MARCH

### MORNING GENERAL SESSION

#### How to Build Your Practice MUCH BIGGER AND MORE SUCCESSFULLY Than You Have Ever Imagined is Possible

Learn a potential business model that extends your existing practice and enables you to build a significantly larger practice than a traditional podiatry practice while creating an obvious and specific exit plan.

*John Guiliana, DPM, MS; Peter Wisnie, DPM; Rem Jackson; John Leardi, Esq. and Paul Wilson, CRPC*

#### What to Do With All You Learned

*John Guiliana, DPM, MS*



# GROW AND THRIVE!

## REGISTRATION FORM

You may also register online at [www.aappm.org](http://www.aappm.org)

Please complete one registration form for each attendee. Registration cut off date is February 15, 2013 after which you must register on site. An additional \$75 fee will be charged to your registration after the cut-off date.

1

### REGISTRANT INFORMATION

Name/Credentials

Name on Badge

Practice Name/DPM Name

Address

City

State

Zip Code

E-mail (confirmation sent via e-mail only)

Phone

Fax

If you do not receive confirmation e-mail within 3 business days please contact the AAPP office at 517.484.1930.

2

### CONFERENCE REGISTRATION RATES

Prices include all workshops and General Session from Wednesday, February 27 – Sunday, March 3, 2013

Registration cut off date is February 15, 2013, after which you must register on site. Price includes all Workshops.

#### AAPP MEMBER RATES

☐ \$649 AAPP DPM member

☐ \$379 AAPP Resident member

**\* Assistant or staff member (non-DPM) must be a paid AAPP member under their own name.**

☐ \$423 AAPP DPM Associate Member in practice 4yrs or less

☐ \$379 AAPP Assistant/staff member\*

☐ \$399 AAPP Life Member

#### NON-AAPP MEMBER RATES

☐ \$1049 non-member DPM in practice more than 4 years

☐ \$529 non-member Assistant/staff member

☐ \$603 non-member DPM in practice 4 years or less

#### Speaker Presentations Book

☐ Yes, I would like to reserve a printed book of the available speaker presentations for an additional \$30 (book will be received at registration) CUT OFF DATE: February 1, 2013. **NOTE:** All attendees will receive a digital link after the conference containing all available speaker presentations.

3

### PAYMENT All registrations must be paid in full by February 15, 2013

Card Number

Exp. Date

Cardholder Name

Signature

Billing Address for card (if different from registrant address):

Address

City

State

Zip Code

**Total Amount Due \$**
☐ Visa

☐ MasterCard

☐ American Express

☐ Check #

## WORKSHOP SELECTION

The following workshops are included in your registration price. Please indicate which you plan on attending.

### WEDNESDAY FEBRUARY 27

#### FULL DAY WORKSHOPS:

- ☐ 8:30 am – 5:00 pm Compliance Workshop
- ☐ 8:30 am – 5:00 pm Marketing Workshop Day 1

#### EVENING WORKSHOPS:

- ☐ 5:00 pm – 9:00 pm PADnet Training Workshop
- ☐ 6:00 pm – 7:30 pm Speaker Development Workshop
- ☐ 6:00 pm – 8:00 pm In Office Tools For Wound Healing That You Should Have In Your Office
- ☐ 6:00 pm – 9:00 pm Optimize your Practice through E.H.R. and Billing Expertise

### THURSDAY FEBRUARY 28

#### FULL DAY WORKSHOPS:

- ☐ 8:30 am – 5:30 pm Marketing Workshop Day 2

#### MORNING WORKSHOPS:

- ☐ 7:30 am – 8:30 am Bring in an Associate to Your Practice for Long Term Success of the Relationship and Practice Health
- 8:30 am – 12:30 pm (please select one)
- ☐ Building Your Podopediatric Practice
- ☐ Implementing a Diabetes and Heel Pain Center of Excellence Into Your Practice
- ☐ Your Practice's SWOT
- ☐ 12:30 pm - 1:30 pm In-Office Dispensing Workshop (working lunch)

#### AFTERNOON WORKSHOPS:

- 1:30 pm – 5:30 pm (please select one)
- ☐ Accounts Receivable: Getting Paid Consistently FAST!
- ☐ Biomechanics: The Cornerstone (or Outcast?) of Podiatry
- ☐ The SWOT TEAM (continued)

Registrations cannot be taken via telephone. Registration cut off date is February 15, 2013. All cancellations must be received in writing before this date. No refunds will be granted after February 15. Please note that we must receive both your registration form and payment by February 15, 2013. Only paid registered attendees may attend sessions or meal functions.

Fax registration with credit card information to 517.485.9408 or send with check made payable to AAPPM: American Academy of Podiatric Practice Management 1000 W St. Joseph Hwy, Ste 200, Lansing, MI 48915 tel 517.484.1930 | fax 517.485.9408 office@aappm.org | www.aappm.org

NAME

PAGE 2/2

### FRIDAY MARCH 1

#### MORNING WORKSHOPS:

- 7:30 am – 8:30 am (please select one)
- ☐ Thriving in a Difficult Economic Environment: Corporate Structure and Tax Reduction for the 2013 Physician
- ☐ Avoiding the Million Dollar Mistake—The NPP, the Heart of HIPAA Privacy

8:30 am – 12:30 pm (please select one)

- ☐ Podiatric Dermatology—What are We Missing?
- ☐ Advanced Coding and Billing Workshop
- ☐ DME, Wound Care, Physical Therapy, Orthotics and Ancillary Care
- ☐ Phraseology: An Impactful and Powerful Means of Patient, Office and Life Communications

#### AFTERNOON WORKSHOPS:

- 1:30 pm – 5:45 pm (please select one)
- ☐ Creating a Diabetic Neuropathy Center of Excellence
- ☐ How to Make Sure You Control Your Future Instead of It Controlling You
- ☐ Leadership—The Five Leadership Abilities

#### EVENING WORKSHOPS:

- ☐ 6:00 pm – 7:00 pm Top 10 Reasons for Lawsuits
- ☐ 7:00 pm – 9:00 pm In Office Tools For Wound Healing That You Should Have In Your Office (*repeated from Wednesday*)

### SATURDAY MARCH 2

#### MORNING WORKSHOP:

- ☐ 7:30 am – 8:30 am 12 in 5, Five Minute Pearls for Practice Success from the Experts

#### MORNING GENERAL SESSION:

- ☐ 8:30 am – 10:00 am Breakfast and Learn

#### EXECUTIVE MANAGERS:

- ☐ 10:00 am – 6:00 pm Executive Manager's Track

#### AFTERNOON GENERAL SESSION:

- ☐ 1:30 – 4:30 Residents Session

#### EVENING WORKSHOPS:

- ☐ 7:00 pm – 8:00 pm Thriving in a Difficult Economic Environment: Corporate Structure & Tax Reduction for the 2013 Physician (*repeated from Friday*)
- ☐ 7:00 pm – 9:00 pm Is Your Website As Healthy As You Think?
- ☐ 8:30 pm Yes, I will be attending the Hospitality Suite

### SUNDAY MARCH 3

#### MORNING GENERAL SESSION:

- ☐ 8:00 am – 10:30 am How to Build your Practice
- ☐ 10:30 am – 10:40 am What to Do with All You Learned



American Academy of Podiatric Practice Management  
1000 West St. Joseph Hwy, Suite 200  
Lansing, Michigan 48915

PRSRT STD  
US POSTAGE  
PAID  
LANSING MI  
PERMIT 515

AAPP 2013 MIDWINTER CONFERENCE

# GROW AND THRIVE!

Pittsburgh Airport  
Marriott Hotel  
Coraopolis, PA  
Feb 27-March 3  
2013