

PODIATRY IS POSITIONED TO
GROW AND
THRIVE!
...are you?

AAPPM SPRING PRACTICE MANAGEMENT WORKSHOP



Register online at
www.AAPPM.org



The AAPPM would like to thank
our featured Champion Sponsor

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.

WORKSHOP HIGHLIGHTS | The AAPPm member registration fee to attend the entire conference is \$649. 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 is the best meeting value in podiatry!

Visit the Corporate Partner exhibitors featuring a wide variety of podiatric products and services that can build your practice and save you hundreds or even thousands of dollars thanks to AAPPm member discounts.

REGISTRATION/ACCOMMODATIONS | The hotel is located at 777 Aten Rd. Coraopolis, PA 15108. Please 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 April 12, 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, e-mail 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 5.25 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 5.25 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
Andy Bhatia DPM
Ned Bohra
Ron Broadway
Lori Cerami CPODCS
Zac Childress
Tina DelBuono PMAC
Neal Frankel DPM
Jeff Frederick DPM
Valerie Gregory MSPT
Charley Greiner DPM
John Guiliana DPM, MS
Richard Harris
Meg Heim
Holly Hill
Mitch Hulbert
Rem Jackson
Jessica King
David Klein CHC, CPC
John Leardi, Esq.
Katherine Lee
Melissa Lockwood DPM
Jonathan Moore DPM, MS
Scott Nelson DPM
Hal Ornstein DPM
Cindy Pezza PMAC
Ray Posa MBA
Jon Purdy DPM
Mary Ellen Schimmoller
Andrew Schneider DPM
Nathan Schwartz DPM
Chad Schwarz
Ben Weaver DPM
Josh White DPM, CPed
R. Paul Wilson CRPC
Peter Wishnie, DPM

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.

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

RON BROADWAY, Fox Lasers
Portable, Podiatric lasers
tel 727.776.2798 | foxlasers@gmail.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

MARY-ELLEN SCHIMMOLLER
Executive Director
Independent Networking Group, Inc.
Discuss your specific issue or concerns in any area of coding, billing, insurance issues and related activities with an experienced professional.
tel 260.927.1266 | ing@mchsi.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 at no cost. tel 717.626.2025
rem@TopPractices.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. Learn how to find, train, continually educate and manage a “Practice Representative” for your podiatry practice.
chads@integratedmedreps.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

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

CINDY PEZZA, PMAC
CEO Pinnacle Practice Achievement, LLC
Bring your questions and concerns relating to staff members, office flow, patient compliance and maximizing visits. 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 308.369.1845 | cpezzapmac@yahoo.com

THURSDAY 9 MAY

MORNING LECTURES

Optimizing Ancillary Opportunities for Your Podiatry Practice: Integrating Physical Therapy (repeated Friday morning)

Ned Bobra; Richard Harris; David Klein, CPC, CHC; Valerie Gregory, MSPT and John Leardi Esq.

This introductory seminar presents the basics of integrating physical therapy into your podiatry practice from three different perspectives, legal, clinical, and financial; each of which is essential to successfully starting a physical therapy program.

Lasers in Podiatry Workshop | 2 CE

Scott Nelson, DPM

A hands on workshop with a historic perspective of lasers in Podiatry. Focused on how they work (laser physics) and why they work, a review of the current peer reviewed literature on lasers treating Onychomycosis: Includes results of a two year clinical experience.

Morning Huddle

John Guiliana, DPM, MS and Melissa Lockwood, DPM

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



FULL DAY WORKSHOPS

Billing and Coding Program DAY 1 0.5 CE

Jeff Frederick, DPM; Cindy Pezza, PMAC; John Guiliana, DPM, MS; John Leardi, Esq.; Mary-Ellen Schimmoller; David Klein, CHC, CPC and Andy Bhatia, DPM

Our panel of experts will take you through the ins and outs of E/M codes, J codes, modifiers and ways to professionally collect what is owed to you from insurance companies and patients. And if that isn't enough...Stay tuned for day 2!

One Day Assistants Program

Cindy Pezza, PMAC; Jon Purdy, DPM and Tina DelBuono, PMAC

No matter if you are a front desk coordinator, back office assistant or a little bit of both, this is the program for you. Back by popular demand, this fast paced, interactive and intensely diverse

program will give you a "head to toe" (literally) view of the roles we play as podiatric assistants and the integral part we play in our practices.

The Fortune 500 Practice and Beyond

John Guiliana, DPM, MS (Moderator); John Leardi, Esq.; Cindy Pezza, PMAC; R. Paul Wilson, CPRC; Rem Jackson; Tina DelBuono, PMAC and Mary-Ellen Schimmoller

Today, quality patient care and outcomes are dependent upon our practices' financial stability. This all day workshop will unveil the key ingredients you need to develop a Fortune 500 medical practice.

Included in this unique workshop will be a custom Practice Report Card, privately and securely revealing your practices' strengths and weaknesses compared to industry benchmarks.

Compliance Workshop | 0.75 CE

This one day workshop will give you the knowledge and tools needed to implement a comprehensive podiatric practice compliance program. Our team of compliance experts will provide the latest updates on the ever changing regulatory rules.

Marketing Workshop DAY 1: Preparing Your Practice for Growth

John Guiliana, DPM, MS; Peter Wisbnie, DPM; Cindy Pezza, PMAC and Chad Schwarz

Practice growth is something we are all eager and motivated to achieve, but it is crucial that a solid foundation be in place to prepare you and your staff for that growth. Our experts will provide invaluable knowledge and instruction to prepare for the practice growth to follow.

EVENING LECTURES

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 1.5 CE

Jonathan Moore, DPM, MS

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.

Bringing Diagnostic Ultrasound to a New Level Workshop | 0.5 CE

Nathan Schwartz, DPM

- + Updated technology
- + Current imaging protocols—includes basic and advanced scanning
- + Interventional techniques and products
- + Defining pathology vs. normal structures
- + Diagnostic coding—how to utilize 76881

How to Recruit, Hire, Integrate/ Train, and Market an Associate

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

In this session, participants will be guided through a process that will enable them to recruit (using innovative and proven methods), successfully hire, and then train an associate first and a partner second. Do it right the first time and save hundreds of thousands of dollars and years of struggle.

SOCIAL EVENT

Networking and Hospitality

FRIDAY 10 MAY

MORNING LECTURES

Time Management Workshop

John Guilian, DPM, MS; Meg Heim; Rem Jackson; Chad Schwarz; Tina DelBuono, PMAC and Cindy Pezza, PMAC

Thriving in a Difficult Economic Environment: Corporate Structure & Tax Reduction for the 2013 Physician (repeated in General Session)

R. Paul Wilson, CPRC

This presentation includes the following discussion topics:

- + 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 lawsuits
- + Managing Market Volatility

Optimizing Ancillary Opportunities for Your Podiatry Practice: Integrating Physical Therapy (repeated from Thursday)

Ned Bobra; Richard Harris; David Klein, CPC, CHC; Valerie Gregory, MSPT and John Leardi Esq.

This introductory seminar presents the basics of integrating physical therapy into your podiatry practice from three different perspectives, legal, clinical, and financial; each of which is essential to successfully starting a physical therapy program.

Advanced Laser Treatments in Podiatry Practice | 1 CE

Ron Broadway

This workshop will cover the effective use of laser treatments for multiple indications.

FULL DAY WORKSHOPS

Billing and Coding Program DAY 2

John Guilian, DPM, MS; Cindy Pezza, PMAC; Neal Frankel, DPM; Andy Bhatia, DPM and Hal Ornstein, DPM

Day one was just the beginning. Now join us as we look further into getting paid for what you do within your practice walls and in outside facilities. Learn from the experts who live and breathe proper billing and coding and are aware of the changes as they happen.

Marketing Workshop DAY 2: Exploding your Practice Growth

Rem Jackson; Andrew Schneider, DPM; Jessica King; Chad Schwarz and Katherine Lee

With a solid foundation in place to handle and sustain the growth you're striving for, the next step is to "explode your practice growth." Engaging each of the four pillars of marketing (referral-based, web-based, internal and external), we will discuss proven marketing strategies that you can bring back to your practice and implement upon return.

MORNING GENERAL SESSION

Success in Tropical Pittsburgh... Strategies to Change Paradigm for Personal and Professional Success

John Guilian, DPM, MS

This program is designed to prepare your mind for what this program will train it to do...stay afloat, avoid running aground, and navigate the turbulent waters of healthcare reform. By the time you disembark on Saturday, you will all be Captains of your own destiny, ready to battle and defeat the world's challenges!

Ignite

Cindy Pezza, PMAC

Beyond the Silver Bullet: Ensuring Patient and Employee Satisfaction

Tina DelBuono, PMAC

Learn innovative methods to achieve and sustain employee engagement and enthusiasm, which is the key to creating excellence in great patient service.

Leadership Approaches to Patient-Centered Care and Improved Outcomes

Peter Wisniew, DPM

Discuss ways to WOW your patients and make them feel greatly valued while increasing referrals to your office.

Ignite

John Leardi, Esq.

The Meaningful Use Crash Course and Update

John Guilian, DPM, MS

This title speaks for itself! Are you ready to become compliant and maximize your financial incentive? The clock is ticking and the incentive begins to erode after this year.

Economical and Efficient Solutions for Ridding Your Practice of Wasteful Habits

Cindy Pezza, PMAC

Take a closer look at what is really going on in your practice. Together we will learn ways to make the best use of office hours and the most economical methods of saving thousands of dollars a year, without sacrificing quality or care.

Becoming Accountable in the Age of Healthcare Reform

John Leardi, Esq.

Gain strategies and implementation tools to achieve the goals of accountable care and other efficiency-based delivery models, and adapt successful innovations from other healthcare organizations in order to prepare your practice.

Ignite

Rem Jackson

AFTERNOON GENERAL SESSION

APMA Regional Lecture Series: Acral Psoriasis and Lichen Planus: Defying the Textbooks

Brad Bakotic, DPM, DO

Optimizing Financial Returns and Clinical Quality: Using Analytics to Optimize Your Practice

John Guiliana, DPM, MS

Develop methods for identifying strengths, weaknesses and missed opportunities of your operational areas while prioritizing actions that drive financial improvements and quality performance

Student Report

Mitch Hulbert

New and Innovative Concepts in In-Office Dispensing

Andrew Schneider, DPM; Cindy Pezza, PMAC and Hal Ornstein, DPM

With the changing landscape in healthcare and strong focus on outcomes and quality, there is a significant role for in-office dispensing. Learn to maximize use of products and develop treatment protocols to increase patient satisfaction and add to the bottom line.

Advanced Strategic Planning to Transform Your Office and TEAM

Peter Wisbnie, DPM

Learn to make your strategic plans more targeted, gain necessary support and facilitate successful implementation through strategic management and long term planning.

Key Marketing Strategies That Maximize Your Revenue and Return

Rem Jackson

Marketing can be effective and lucrative if done correctly. In this session you will learn how to test, deploy, and measure your marketing to ensure it is working and is growing your practice.

Ignite

Chad Schwarz

Improving the Patient Experience to Build Customer Loyalty

Chad Schwarz

The potential for patients to refer new patients can be maximized when continuous improvement methods are practiced on a daily basis. Specific concepts will be presented that can easily be applied and implemented in any office.

You've Got to Be Believed to Be Heard

Andrew Schneider, DPM

Our patients are our partners in their care. It's not enough to simply instruct them, they must BELIEVE and TRUST in you and your treatment plan. We will discuss how to build and convey that trust.

Successful Leadership Skills: Become a Better Leader in 30 Days

John Guiliana, DPM, MS

Learn the traits required to build a framework to improve your organization's culture and accelerate success and effectiveness.

Achieving On-Time, On-Budget Projects

Rem Jackson

Every Practice is managed through systems and projects. Learn in this session how to organize, control, and complete the projects that have been languishing for months (even years) and get them out of your way permanently.

Where Strategy Begins for Your Office Culture, Process and Outcomes

Meg Heim

Examine your office and TEAM culture and how to produce buy-ins from all to implement strategies and changes to be prepared for healthcare changes.

Adapting to the Changing Healthcare Environment

Jeff Frederick, DPM

Change the way you do business and change your paradigm. This will lead to a newer, happier and more productive life and help you to adapt to the ever changing healthcare landscape. It all starts with your professional life and examination of the strategies driving the most successful practices.

Thriving in a Difficult Economic Environment: Corporate Structure & Tax Reduction for the 2013 Physician (repeated from Friday morning)

R. Paul Wilson, CPRC

This presentation includes the following discussion topics:

- + 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 lawsuits
- + Managing Market Volatility

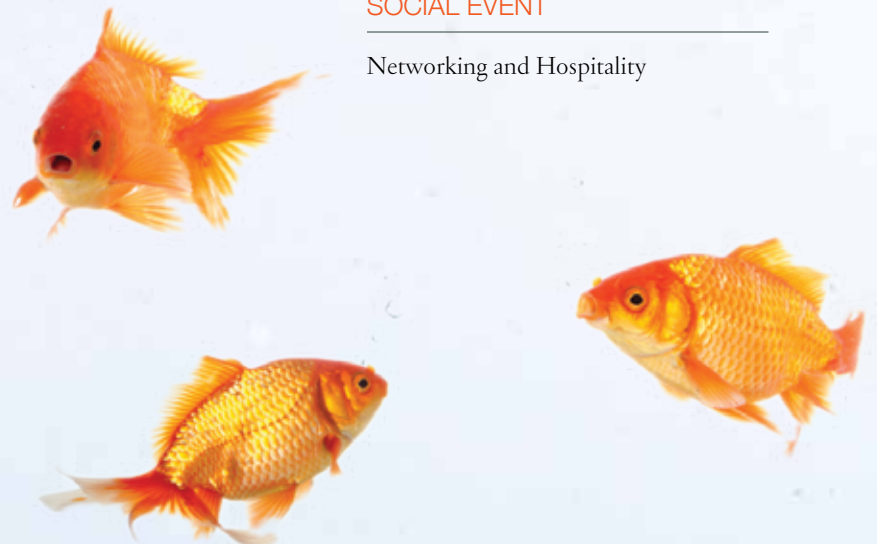
SOCIAL EVENT

Networking and Hospitality

LIVE JOB FAIR

Note: Participants will have the opportunity to reconnect at the hospitality suite.

Register for the job fair at www.podjobsuccess.com



SATURDAY 11 MAY

MORNING GENERAL SESSION

Breakfast and Learn—

An Academy Original and Favorite!

Join Breakfast and Learn Host Charley Greiner, DPM and his TEAM for breakfast in small roundtable discussion groups where 4 or 5 groups all discuss the same two questions and share what works and doesn't work in their practice and discuss their best pearls for success. Then everyone gets back together in a wrap up session where recording secretaries report a summary of their group's answers to the questions to the entire group. What you learn at this session will pay for the seminar several times over!! This portion of the program is always most informative and useful.

Morning Huddle

John Guiliana, DPM, MS and Melissa Lockwood, DPM

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

Wound Care Update

Andy Bhatia, DPM

A review of top wound care products, compliance, documentation and coding and billing.

Critical Financial Skills for Office Success

Peter Wisnie, DPM and John Guiliana, DPM, MS

Gain enhanced skills necessary to critically examine your financial reports to help mitigate shrinking profit margins and the escalating cost of providing high-quality patient care.

Ignite

Tina DelBuono, PMAC

Conflict Management, Alternative Dispute Resolution and the Cost-Effective Use of Legal Services

John Leardi, Esq.

Discover a valuable approach to manage disagreements and provide a cost-effective alternative to litigation, while also learning how to obtain comprehensive and consistent legal support without breaking the bank.

Strategic Planning: From Formulation to Action

Meg Heim

The strategic plans for a strong foundation and growth can in most cases be more focused with a target in mind. We will discuss ways to gain support and facilitate successful implementation through ongoing strategic management.

Health and Wellness

Cbad Schwarz

Ignite

Melissa Lockwood, DPM

AFTERNOON GENERAL SESSION

AAPPM Presentations

Jeff Frederick, DPM

Emerging Topic—What's Hot

Securing a Strong and Healthy Financial Future

R. Paul Wilson, CPRC

Discussion of best practices in building your financial wealth, options for asset protection, benefit planning and selection of retirement plans that best fit your needs. It is not always what we make but what we keep!

Ignite

Jeffrey Frederick, DPM

Believe ALL of What You Read!

Hal Ornstein, DPM, John Guiliana, DPM, MS and Rem Jackson

Believe half of what you see, a quarter of what you hear, ALL of what Hal and John recommend you to read and lessons taught and learned from each. Knowledge is power! Leave the meeting with ideas to set your course to take your practice and life to the next level.

GROW AND THRIVE!

AAPPM SPRING PRACTICE MANAGEMENT WORKSHOP

May 9–11, 2013

web001

REGISTRATION FORM

You may also register online at www.aappm.org

Please complete one registration form for each attendee. Registration cut off date is April 26, 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 AAPPM office at 517.484.1930.

2

CONFERENCE REGISTRATION RATES

PRICES INCLUDE ALL WORKSHOPS AND GENERAL SESSION FROM THURSDAY, MAY 9–SATURDAY, MAY 11, 2013.

Registration cut off date is April 26, 2013, after which you must register on site. Price includes all Workshops.

AAPPM MEMBER RATES

- | | |
|--|--|
| ☐ \$649 AAPPM DPM member | ☐ \$423 AAPPM DPM Associate Member in practice 4yrs or less |
| ☐ \$379 AAPPM Resident member | ☐ \$379 AAPPM Assistant/staff member* |
| * Assistant or staff member (non-DPM) must be a paid AAPPM member under their own name. | |
| ☐ \$399 AAPPM Life Member | |

NON-AAPPM MEMBER RATES

- | | |
|--|---|
| ☐ \$1049 non-member DPM in practice more than 4 years | ☐ \$603 non-member DPM in practice 4 years or less |
| ☐ \$529 non-member Assistant/staff member | |

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: April 12, 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 April 26, 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 #

NAME

PAGE 2/2

4

WORKSHOP SELECTION

THE FOLLOWING WORKSHOPS ARE INCLUDED IN YOUR REGISTRATION PRICE. PLEASE INDICATE WHICH YOU PLAN ON ATTENDING.

THURSDAY MAY 9**MORNING WORKSHOPS:**

- ☐ 7:00 am – 7:45 am Optimizing Ancillary Opportunities for your Podiatry Practice: Integrating Physical Therapy (repeated Friday morning)
- ☐ 8:30 am – 11:30 Lasers in Podiatry Workshop

FULL DAY WORKSHOPS:

- ☐ 8:00 am – 4:30 pm Billing and Coding Program Day 1
- ☐ 8:30 am – 5:00 pm One Day Assistants Program
- ☐ 8:30 am – 5:45 pm Marketing Workshop Day 1
- ☐ 8:30 am – 5:00 pm The Fortune 500 Practice and Beyond
- ☐ 8:30 am – 5:00 pm Compliance Workshop

EVENING WORKSHOPS:

- ☐ 7:00 pm – 8:30 pm 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
- ☐ 7:00 pm – 8:30 pm Bringing Diagnostic Ultrasound to a New Level Workshop
- ☐ 7:00 pm – 9:00 pm How to Recruit, Hire, Integrate/Train, and Market an Associate

FRIDAY MAY 10**MORNING WORKSHOPS:**

- ☐ 7:15 am – 8:45 am Time Management Workshop
- ☐ 7:45 am – 8:45 am Thriving in a Difficult Economic Environment: Corporate Structure & Tax Reduction for the 2013 Physician
- ☐ 7:45 am – 8:45 am Optimizing Ancillary Opportunities for Your Podiatry Practice: Integrating Physical Therapy
- ☐ 7:45 am – 8:45 am Advanced Laser Treatments in Podiatry Practice

FULL-DAY WORKSHOPS:

Please select one

- ☐ 8:00 am – 4:00 pm Billing and Coding Program Day 2
- ☐ 8:30 am – 5:45 pm Marketing Workshop Day 2

EVENING WORKSHOPS:

- ☐ 6:00 pm – 7:30 pm Thriving in a Difficult Economic Environment: Corporate Structure & Tax Reduction for the 2013 Physician

SATURDAY MAY 11**MORNING GENERAL SESSION:**

- ☐ 7:00 am – 8:15 am Breakfast and Learn

Registrations cannot be taken via telephone. Registration cut off date is April 26, 2013. All cancellations must be received in writing before this date. No refunds will be granted after April 26. Please note that we must receive both your registration form and payment by April 26, 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



THANK YOU FOR YOUR REGISTRATION!
WE LOOK FORWARD TO SEEING YOU AT THE
2013 SPRING CONFERENCE.



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



GROW AND **THRIVE!**

AAPP SPRING PRACTICE MANAGEMENT WORKSHOP