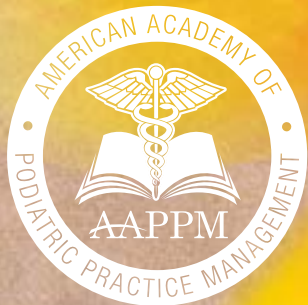




Annual Conference

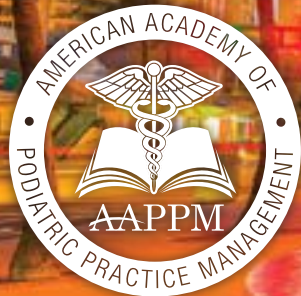
NOVEMBER 3-5, 2022

**LAGO MAR BEACH RESORT
FORT LAUDERDALE, FLORIDA**



Conference Information

Click here to register



Annual Conference

General Information

We are excited to announce AAPPM's return to Lago Mar Beach Resort in sunny Fort Lauderdale, Florida, for your next opportunity to attend and elevate your practice. We have an exciting lineup of lectures and interactive sessions planned for you and your staff. Register TODAY and take advantage of the early registration rate.

Registration

The registration fee includes all educational sessions as well as meals and refreshment breaks (excluding dinner) throughout the conference. [Click here to register online.](#)

Rates

On/Before October 10, 2022

DPM Member	\$699
DPM Non-Member	\$1,099
DPM Member (in practice 4 years or less).....	\$423
DPM Non-Member (in practice 4 years or less).....	\$623
AAPPAM Life Member	\$399
Executive Manager Member	\$379
Executive Manager Non-Member	\$549
Medical Assistant/Staff Member.....	\$379
Medical Assistant/Staff Non-Member	\$549
Resident/Student.....	\$199

After October 10, 2022

DPM Member	\$799
DPM Non-Member	\$1,199
DPM Member (in practice 4 years or less).....	\$473
DPM Non-Member (in practice 4 years or less).....	\$673
AAPPAM Life Member	\$449
Executive Manager Member	\$429
Executive Manager Non-Member	\$599
Medical Assistant/Staff Member.....	\$429
Medical Assistant/Staff Non-Member	\$599
Resident/Student.....	\$199

Purpose

The purpose of this conference is to provide information and education on the most up-to-date practice management procedures for your practice.

Intended Audience

This conference will be of interest to podiatric physicians, executive managers, and medical assistants.

Privacy and Confidentiality Policy

American Academy of Podiatric Practice Management's (AAPPAM) Policy on Privacy and Confidentiality dictates the Association's handling of a learner's personal information. This policy is enforced in all areas of the Academy's business, including online communications, offline communications, direct marketing, and event registration. AAPPAM maintains a comprehensive database of information on its learners in accordance with the general needs and expectations of the organization and its learners. This information is intended exclusively for purposes related to official Academy business and to facilitate interaction between the Academy and its learners. Directory information in the database may include home or work addresses, telephone numbers, fax numbers, e-mail addresses, and activity registrations/online purchases. AAPPAM will use personal information to fulfill registrations for events, orders for materials and services made online, and other requested services. For educational meetings (CME activities), AAPPAM may share a list of registered attendees with the registered sponsors for that event.

Consent To Use Photographic Images

Registration and attendance or participation in the AAPPAM Annual Conference constitutes an agreement providing permission for the use of the registrant's image or voice in photographs or recordings at the event without compensation. AAPPAM can use the images for promotions in any and all media. AAPPAM or its successors are exempt from any liability for the use of photographic images. You may revoke this authorization at any time by notifying AAPPAM at office@aappm.org.

NOVEMBER 3-5, 2022

LAGO MAR BEACH RESORT, FORT LAUDERDALE

General Information

Continuing Education

American Academy of Podiatric Practice Management (AAP-PM) is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education in Podiatric Medicine. This program has qualified for a maximum of 10.5 continuing education contact hours. CECH approved hours will be listed by lecture in the detailed agendas on the AAPPM website. No commercial interest provided financial support for this continuing education activity.

AAPPM will also be offering PMAC CME credits. The Commission on Accreditation of Podiatric Assisting Certification has approved this program for a maximum of 8.0 PMAC continuing education hours. See pages 12 and 18 for more information.

Attire

The suggested dress for all events is business or business casual.

Location & Accommodations

Lago Mar Beach Resort is located at 1700 South Ocean Lane, Fort Lauderdale, FL 33316. Lago Mar is offering a special rate of \$195 for single or double occupancy for reservations made by October 8, 2022. To make reservations, call 1-855-829-2923 and ask for the "AAPPM". This is the only method to reserve your discounted room. Please be aware that rooms are limited so reserve yours early!

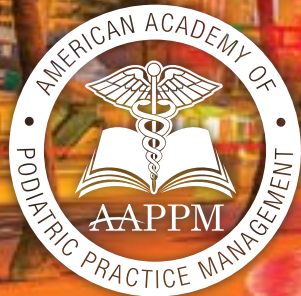
Educational Objectives

After the final program, attendees will:

- UNDERSTAND the important role of dermatological testing and procedures in diagnosing and treating the most common foot and ankle dermatological conditions more effectively.
- IMPROVE their knowledge of how to effectively perform a biomechanical examination, prescribe custom orthotics and AFOs and improve patient acceptance and compliance.
- 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.
- HOW TO document and code office visits and procedures in compliance with CMS guidelines
- BETTER UNDERSTAND the clinical needs and applications for lower extremity compression garments and the impact these products can have on improving patient care.
- UNDERSTAND the need for a comprehensive diabetic foot examination (CDFE) and best practices for patient acceptance.
- UNDERSTAND the critical role that developing and implementing clinical treatment protocols plays in enhancing patient care and compliance
- UNDERSTAND the unique considerations and challenges to treating the pediatric patient.
- APPRECIATING the changes seen on imaging studies involving diabetic foot complications.
- LEARN the legal and compliance considerations involved in running a podiatric practice.

Early bird rates
expire October 10.
Register before then
to receive significant
savings.





Annual Conference

Schedule-At-A-Glance

Thursday, November 3, 2022

7:30am - 8:00am

Breakfast

8:00am – 12:00pm

- **Pediatrics: How to Cater to Kids in Your Practice** | 2.5 CECH 
see page 6 for session descriptions
- **Human Resources (HR) and Your Practice** 
see page 7 for session descriptions
- **CMOM-POD Review Course** 
see page 7 for session description

12:00pm – 1:00pm

Lunch

1:00pm – 5:00pm

- **The ABC's of DME** | 2.5 CECH 
see page 8 for session descriptions
- **Practice Marketing Seminar** 
see page 9 for session descriptions
- **CMOM-POD Test** 
see page 9 for session description

5:00pm – 6:30pm

Wine, Cheese & Hospitality Reception

Sponsored by Top Practices

Friday, November 4, 2022

6:45am – 7:45am

Walk With A Doc

Josh White, DPM, CPed

Meet for a short walk to learn about promoting “Walk with a Doc” in your practice. The program offers a way to improve the health of your patients and the culture of your practice. It entails scheduling a short monthly walk preceded by a brief health talk. The goal is to encourage patients to engage in daily moderately active exercise. Promote the program to your sedentary, overweight and diabetic patients; it can also be a great talking point to your referring physicians.

A participation RSVP form will be shared with all conference registrants on October 17th. Those who RSVP and attend, will receive a free pair of walking shoes donated by OrthoFeet.

Sponsored by OrthoFeet

8:00am – 9:30am

Breakfast and Learn

Do you hate feeling like you don't know anyone at these conferences? Or like you're the only one who has challenges in your practice? Attend Breakfast and Learn and get to know your fellow conference attendees in a relaxed setting. By the end of Breakfast and Learn, you'll have made new friends, learned about what others are working on, and be ready to collaborate. Bring your biggest challenges and greatest successes to share. You'll leave with pages of notes...guaranteed!

9:30am – 10:00am

Breakfast and Learn Wrap Up | 0.5 CECH

Moderated by Luke Hunter, DPM

No need to have FOMO about missing a pearl in another Breakfast & Learn room! We'll all come together to discuss the highlights of each session.

CLICK
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November 3-5, 2022

Lago Mar Beach Resort, Fort Lauderdale

Schedule-At-A-Glance

Friday, November 4, 2022 *(continued)*

10:00am – 10:30am
Break

10:30am – 12:00pm

- **Roundtables** 
see page 10 for session descriptions
- **Executive Manager Track** 
see page 11 for session descriptions
- **Medical Assistant Track** 
see page 12 for session descriptions

12:00pm – 1:00pm
Lunch

1:00pm – 5:30pm
General Session | 1.0 CECH 
see pages 13-14 for session descriptions

- 1:00pm – 5:00pm
- **New Practitioner Track** 
see page 15 for session descriptions
 - **Executive Manager Track** 
see page 11 for session descriptions
 - **Medical Assistant Track** | 5.0 PMAC 
see page 12 for session descriptions

5:45pm – 6:45pm
Talus Tank 
see page 16 for session description

Saturday, November 5, 2022

6:00am – 8:00am
AAPPM Board Meeting

7:30am – 8:00am
Breakfast

8:00am – 12:00pm
Getting Your Coding & Compliance
Ready for 2023 | 2.5 CECH 
see page 17 for session descriptions

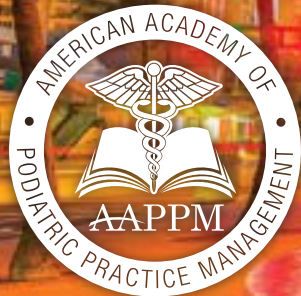
8:30am – 12:00pm
Medical Assistant Track | 3.0 PMAC 
see page 18 for session descriptions

12:00pm – 1:00pm
Lunch

1:00pm – 3:00pm
Getting Your Coding & Compliance
Ready for 2023 (Continued) | 1.5 CECH 
see page 19 for session descriptions

3:00pm – 3:15pm
Break

3:15pm – 4:00pm
The “No Question Left Unanswered” All-Star Panel 
Moderated by: Andrew Schneider, DPM
Ask us anything, don't leave this conference with any of your burning questions left unanswered.



Annual Conference

Pediatrics: How to Cater to Kids in Your Practice

Thursday, November 3 | 8:00 a.m. – 12:00 p.m.

PICK A
TRACK

8:00am – 8:10am

Introduction

Tracey Toback, DPM

This program will reinforce your knowledge of podopediatrics and share many new insights to strengthen and expand your practice. This valuable segment of the AAPPMPM program offers information for most practices and one can quickly learn how to utilize this program to generate revenue and bring in new patients.

8:10am – 8:40am

Creating Your Podopediatric Niche | 0.5 CECH

Louis DeCaro, DPM

Learn the incredible opportunity of podopediatrics that surrounds your practice and why children are in tremendous need of podiatric care. Review how you can utilize your current adult base to link the genetics of their condition to encourage them to bring their kids in for an office examination.

8:40am – 9:20am

Clinical Correlation of Sever's Disease and Equinus Deformity | 0.5 CECH

Nick Pagano, DPM

This presentation will focus on the pathology of Sever's and Equinus deformity as it relates to the child athlete. Recognition and treatment will be explored with a focus on in-office direct care. Conservative and surgical options will be reviewed as well as patient education and protocols to motivate your patient to succeed in your treatment plan.

9:20am – 10:00am

Creating a Successful Pediatric Custom Orthotic Program | 0.5 CECH

Tracey Toback, DPM

Learn the advantages of utilizing custom orthotics in lieu of OTC products to maximize results in your pediatric patient plan. Recognize that most parents are interested in results for their child regardless of out-of-pocket cost. Review techniques to bring your pediatric patient back to your office long term.

10:30am - 11:00am

The Often Overlooked Forefoot Varus Deformity in the Pediatric Patient | 0.5 CECH

Roberta Nole, MA, PT, CPed

Understanding the impact of forefoot position and mobility is critical to the success of your pediatric patient. This lecture will review the differences between rigid (congenital) forefoot varus and flexible (acquired) forefoot supinatus and their impact on gait and clinical symptomatology. Learn how simple modifications of your current orthotic prescription can be crucial to the success of your treatment plan.

11:00am - 11:40am

Understanding the Role of the Foot in Early Intervention Treatment | 0.5 CECH

Louis DeCaro, DPM

This presentation will focus on the pediatric age group of 3 years and younger. Understand the most common foot and ankle pathologies of this age group and the importance of balance, coordination, posture, stability and core strength. Learn how to perform a quick and easy 5-minute functional assessment to justify early intervention. The pediatric flat-foot in children 3 years and younger and when treatment should be rendered will also be reviewed.

11:40am - 12:00pm

Pediatrics Questions & Answers Panel

Louis DeCaro, DPM, Roberta Nole, MA, PT, CPed, Nick Pagano, DPM, Tracey Toback, DPM

NOVEMBER 3-5, 2022
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Human Resources and Your Practice 🦶

Thursday, November 3 | 8:00 a.m. – 12:00 p.m.

8:00am – 8:45am

Leading the Team with Clear Communication and Understanding

Peter Wishnie, DPM

Leadership. The difference between a good practice vs. a great practice. It is the one thing that will take your business to the next level. Stephen Covey said, first seek to understand before being understood. This means that as a leader, you need to be a great communicator. In this talk, we will discuss how you can become a better communicator which will in the long run lead to greater profits and a practice with a less stressful environment.

8:45am – 9:15am

What Type of Manager Does Your Practice Need? Or Does It?

Tina Del Buono, PMAC

There are many different management types and duties that go along with them. Managers are not a “one type fits all needs.” Certain practices may not need a “manager” at all, but how do you know? This lecture will cover all the areas, job tasks, and needs a practice has to determine what type of manager it needs or doesn’t.

9:15am – 10:00am

How to Bonus Your Employees

Rem Jackson

Does money motivate higher performance? As with most things, “it depends.” In this session, learn a simple system for performance-based compensation your employees will love.

10:30am - 11:00am

Developing a Solid Training Program

Peter Wishnie, DPM

As business owners, we love it when our practice has a team of trained individuals knowing what to do without being told. That sometimes appears to be more rare than commonplace. In this talk, we will be discussing how to develop a training program that makes your staff take ownership of their job.

11:00am - 11:30am

How to Find High-Quality Employees Post Pandemic

Rem Jackson

In the last two years, the labor market has been upended. It’s much harder to find high-quality people than ever before and yet, podiatry practices are doing just that. Find out how.

11:30am - 12:00pm

Developing Your Stay Interview

Tina Del Buono, PMAC

The “Stay Interview” is a conversation that should be happening in your practice with the people who work there. Usually, an “Exit Interview” is done when an employee leaves to determine why and what the practice could have done to keep them, if anything. Wouldn’t it be better to find out why an employee would stay? This way you can continue to improve your relationships and create engaged staff members.

CMOM-POD Candidates 🦶

You must be enrolled in the CMOM-POD program to attend. This will be the final offering of the certification exam.

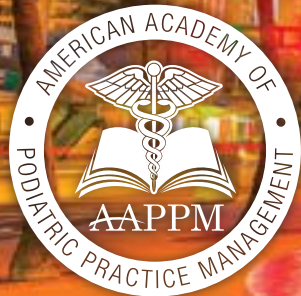
8:00am – 12:00pm

CMOM-POD Review Course

Our experts will help you review all the material you have been studying and help answer any of your questions.

EXECUTIVE
MANAGERS

ALL ATTENDEES



Annual Conference

The ABC's of DME 🦶

Thursday, November 3 | 1:00 p.m. – 5:00 p.m.

PICK A
TRACK

1:00pm – 1:30pm

The Fundamentals of Supplying DME: How to Get Started | 0.5 CECH

Paul Kesselman, DPM

Understand the fundamental differences in enrollment between regular Medicare Part B and a DME supplier. Appreciate those agencies involved in DMEPOS. Understand policies and procedures, where to find them and how to get rolling. And understand how to code and where to send your claims.

1:30pm – 2:00pm

Dispensing Wound Care Products the Correct Way | 0.5 CECH

Jonathan Moore, DPM, MS, MA

In this session you will learn how to dispense wound care dressings in a way that is compliant, efficient, and easy for your patients, learn how to effectively utilize your staff to efficiently dispense dressings to your patients. You will also learn how to dispense dressing in a way that will maximize wound healing for many types of wounds and the proper coding and compliance for wound care dispensing.

2:00pm – 2:30pm

Prefabricated AFOs to Keep Athletes Active | 0.5 CECH

Matt Werd, DPM

Treating athletes entails striking the right balance between helping injured structures to heal while enabling as much activity as possible. There are condition and activity specific supportive devices available both by prescription and over the counter that can help keep your athletic patients active, healing and happy. Learn from one of podiatry's most preeminent endurance athletes who will share what has worked best on himself and on the many athletes he treats.

2:30pm – 3:00pm

Clinical Indications for Use of Custom AFOs | 0.5 CECH

Don Peltó, DPM

In this lecture we will go over clinical decision-making on different types of custom ankle foot orthotics, as well as fitting tips and pearls. Learning objectives will include: determining the proper patient for a custom AFO device, how to work a patient up to getting an AFO device, getting AFOs to fit in shoes, troubleshooting common problems with AFOs and developing confidence in casting for AFOs and dispensing in private practice.

3:30pm – 4:00pm

Correct Coding for Custom and Non-Custom DME

Gisele Saenger, BA, MISM, PA

Do not allow DME billing complexity to stop you from providing exemplary patient care while increasing your practice's revenue. Learn to comply with rules and guidelines and enjoy the financial rewards that DME devices can bring to your practice.

4:00pm – 4:30pm

DME Compliance: Documentation Essentials to Withstand Any Audit | 0.5 CECH

Josh White, DPM

Providing shoes, AFOs and wound care products offers a convenient, effective way of improving patient care. Documentation compliance requires appropriate clarification of the DPM's role as a DME "prescribing physician" and as a "providing supplier". Learn the general concepts that apply to all forms of durable medical equipment and the intricacies of specific applications.

4:30pm – 5:00pm

DME Questions & Answers Panel

Paul Kesselman, DPM, Jonathan Moore, DPM, MS, MA, Don Peltó, DPM, Gisele Saenger, BA, MISM, PA Matt Werd, DPM, Josh White, DPM

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The AAPPM Practice Marketing Seminar

Thursday, November 3 | 1:00 p.m. – 5:00 p.m.

Rem Jackson, Andrew Schneider, DPM, Melissa Lockwood, DPM, Natalie Domek, DPM, Carol Hackman, Jon Sibio

Without an effective marketing program, running a podiatry practice is difficult. Marketing translates into treatment rooms filled with the patients you prefer to see engaged, compliant, profitable patients. When your marketing is working, everything else is easier. This workshop will be extremely interactive -almost no lecturing. You will work with your fellow participants, marketing experts, and AAP-PM members who are marketing their practices extremely well. We will cover:

- All that is involved in digital, online marketing including websites, social media, email, paid ads, analytics, scheduling, content and more. Bring your questions to this meeting and get the answers to all of them.
- All that is involved in developing and nurturing referring relationships with medical and non-medical referral sources in your geographic area. Bring your challenges and questions. Some of the most accomplished podiatrists in the country will be present to show you where you need to improve.
- All that is involved in significantly increasing your patient referrals. This is a key and it doesn't happen automatically, we need to guide it. Find out how and ask even more questions.
- Any questions you have about podiatric marketing. Bring them all and hear the other attendees ask theirs and benefit.
- Marketing is the most important business function you must master, because the profits from good marketing make investing in your practice and your people possible. Bring those questions!

CMOM-POD Candidates

You must be enrolled in the CMOM-POD program to attend. This will be the final offering of the certification exam.

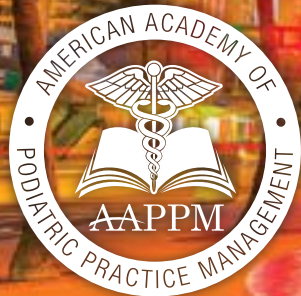
1:00pm – 5:00pm

CMOM-POD Certification Exam

It's the moment you've been waiting for – testing for your certification. Best of Luck!

EXECUTIVE
MANAGERS

ALL ATTENDEES



Annual Conference

Roundtables – Bringing Back an AAPPAM Classic

Friday, November 4 | 10:30 a.m. – 12:00 p.m.

Roundtables provide the perfect opportunity to get all your questions answered and concerns addressed. Speakers, platinum-level corporate partners, and AAPPAM leaders, will facilitate the group session, so you'll get firsthand knowledge and insights. This is a unique opportunity to get the most out of your conference experience! Come with questions and concerns, leave with answers and solutions.

There will be three, 30-minute sessions, so you can attend whichever suits your needs. Just move to the next session when it's time to rotate (or don't, up to you!) Topics will include:

- Marketing
- Treating the Diabetic Patient
- Biomechanics and Pediatrics
- Dermatology: Best Practices and Treatments
- Coding and Compliance



NOVEMBER 3-5, 2022
LAGO MAR BEACH RESORT, FORT LAUDERDALE

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Executive Manager Track 🦶

Friday, November 4 | 10:30 a.m. – 5:00 p.m.

10:30am – 11:00am

Languages of Appreciation in the Workplace: How to Keep Employees Motivated

Cindy Pezza, PMAC

Executive Managers will have a better understanding/defining of workplace languages, determining your team members' languages, responding to those languages, and motivating employees to perform at their best and work towards practice goals.

11:00am – 12:00pm

Using High-Tech Tools to Make Practice Easier

Don Pelto, DPM

Managers will obtain knowledge, tips, and tricks, on using Gatekeeper to avoid logging in to every computer, using OhMD to use texting and reducing phone volume, getting content for social media, and reusing content over different channels. Making YouTube videos to grow your presences. Implementing videos for staff training and recording team meetings and reusing them for training.

1:00pm – 1:30pm

Winning Patient AR Battle

Gisele Saenger, BA, MISM, PA

Many practices take no action regarding the Patient AR, allowing it to keep rolling and growing. Others contract with collection agencies that increase the cost of their practice attempting to recover some payments. In contrast, others take a preventive approach. Learn secrets to increase your revenue, have happier patients, and eliminate collection agency costs.

1:30pm – 2:00pm

The Directors Chair "Creating Great Performers and Performances Everyday"

Tina Del Buono, PMAC

Great directors embrace three small words that inspire those that are working to do their best on stage. They instruct, guide, and inspire. In this session we will discuss how to master the director's chair and create great performances each day.

2:00pm – 2:30pm

Round Table Discussion

Tressea Harvey, PMAC, CMOM-POD

In this interactive roundtable discussion, be prepared to kick back, relax, have fun and learn new ideas to take back to your practice, physician(s) and team. We will all learn from another and help each other excel within our profession.

3:00pm – 3:30pm

Are You Frustrated and Burned Out as an Office Manager?

Peter Wishnie, DPM

As a manager, you want to do right by your employees and support them through intense work periods so they don't get burned out. This can be a challenge when you're already at your limits. The fact is, you can't help your team members manage *their* stress if *you're* burnt out. We will discuss how to prevent burnout, develop a healthy response, establish boundaries, take time to recharge and how to relax.

3:30pm – 4:30pm

How to Manage "Up"

Rem Jackson

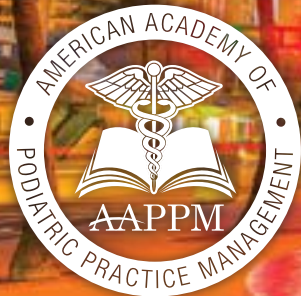
Executive Managers do not have institutional authority to manage their doctor/practice owners. That's just how it works. But the need to communicate with someone who has more institutional authority than you is vital for the practice's success. Executive Managers and the entire staff are closer to much of the work and have more information than the lead doctors often do. How do you "speak truth to power" and manage your boss? Learn communication strategies to facilitate tough conversations, discuss tools that can facilitate communication to your direct report and share leadership concepts that enhance your ability to be heard.

4:30pm – 5:00pm

Overseeing Day-to-Day Operations Within Your Practice

Brooke Weaver Headford, CMOM-POD

As a Practice Manager you are responsible for overseeing every aspect of the practice, which at times can be hectic, stressful, tiresome, and a bit overwhelming. Attendees will gain knowledge on how to manage and prevent these things from happening and still have a prosperous practice.



Annual Conference

Medical Assistant Track 🦶

Friday, November 4 | 10:30 a.m. – 5:00 p.m.

10:30am – 11:00am

HIPAA Demystified | 0.5 PMAC

John Leardi, Esq.

Attendees will have a better understanding of the basics of HIPAA/HITECH Privacy and Security Requirements and how you can help ensure your practice adequately protects confidential patient information.

11:00am – 11:30am

The Art of Conflict Management to Achieve a Better Work Environment | 0.5 PMAC

Tina Del Buono, PMAC

When we think of conflict, we usually think of getting mad or angry with someone which is why we try to avoid conflict. In this lecture we will learn what conflict really is, how we can learn to handle it better with our coworkers and understand the benefits of it and how it can improve our office function and how we handle ourselves.

11:30am – 12:00pm

Advanced Therapy for Verruca's and IPKs | 0.5 PMAC

Zahid Ladha, DPM

Assistants will explore skin immunity and the condition profile for warts and understand the current treatment landscape. We will learn about microwave therapy as a treatment option and review the practice management implications and impact.

1:00pm – 1:30pm

Effectively Communicating with the Patient | 0.5 PMAC

Tracey Toback, DPM

Attendees will have a better understanding of how to effectively communicate the prescribed protocols set forth by their provider to treat the patient and review why Non-Covered services is NOT a bad thing and should never be avoided in your treatment plan.

1:30pm – 2:00pm

Unlocking the Value of Remote Patient Monitoring Technologies to Reduce Foot Complications | 0.5 PMAC

Brock Liden, DPM, ABPM, FAPWCA

Join Dr. Liden as he discusses the benefits of RPM wearable technology for DFU prevention. Dr. Liden will explore

how current RPM solutions are helping clinicians and staff provide better care with real-world patient data to prevent and manage foot complications.

2:00pm – 2:30pm

How to Enjoy Your Work Despite It All | 0.5 PMAC

Rem Jackson

Life is hectic, complicated, frustrating, blessed, and beautiful, all at the same time. In this session we will discuss how every day can be a great day for you no matter what is happening around you. Understand the power of the present moment and learn a tool to sleep better, and be happier.

3:00pm – 3:30pm

Best Documentation Practices for the Podiatric Office | 0.5 PMAC

Alan Bass, DPM, CPC

Today, podiatrists are being audited more than ever. Their billing practices are monitored by insurance carriers, and they need to ensure that their documentation is sufficient and able to pass an audit. This presentation will cover the best practices when it comes to general documentation, at risk foot care and wound care.

3:30pm – 4:00pm

The Surprising Science Behind a Highly Effective Physician-Dispensed Drug | 0.5 PMAC

Rachel Martinez

Attendees will have a better comprehension of Onychomycosis and the science behind treating it. We will discuss a noninvasive way to treat this condition, along with the science behind Tolcyclen and its clinical efficacy, how Tolcyclen compares to other treatment options and application tips for best patient outcomes.

4:00pm – 5:00pm

Advanced Technology and Methods of Orthotic and AFO Scanning | 1.0 PMAC

Greg Armstrong, CPed

This is a hands-on workshop for attendees to learn advanced technologies being used to scan patients for custom orthotics and AFOs and increase productivity in your practice with fast, easy solutions.

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General Session

Friday, November 4 | 1:00 p.m. – 5:30 p.m.

1:00pm – 1:30pm

Three Keys to Running a Successful, Prosperous Podiatry Practice

Rem Jackson

Owning and operating a podiatry practice can be a daunting task. It's truly not easy. Owning and operating any business is very challenging, which is why most small businesses fail in the first five years. Every day, every month, and every year, paperwork, record keeping, finances, and marketing just keep coming like endless waves crashing upon the shore of your happiness. There is so much work to be done and seemingly very little time to accomplish the work. Many people find themselves barely surviving much less thriving. In this session you will learn the keys to overcoming these challenges to not only survive but thrive.

1:30pm – 2:00pm

Preparing for an Exit (Now or Later): Associates, Buy-Ins, Partnerships, Acquisitions, and Divestments.

John Leardi, Esq.

There has been a flurry of podiatry practice transactions in 2022, ranging from something as simple as bringing on an associate physician to more complex transactions involving the "roll-up" of multiple independent groups into a larger practice entity. This lecture will discuss how these transactions are typically structured, where pitfalls may lie for doctors and practices considering such arrangements, and how to prepare your practice for when an opportunity presents itself.

2:00pm - 2:30pm

Wound Care Ancillary Services That Will 'Move the Dial' Clinically and Financially

Jonathan Moore, DPM, MS, MA

1. Learn how important topical wound care products that heal wounds effectively are.
2. Learn the ABCs & key compliance pearls to dispense wound dressings and DME related items for wound care patients.
3. Learn how and under what circumstances compression garments and off-loading devices are reimbursable for you diabetic/ wound patients.

4. Learn how providing outstanding and comprehensive diabetic-related services and or products to your patients pays amazing dividends clinically and to your bottom line.

3:00pm - 3:30pm

Onychomycosis and Emerging Antifungal Resistance | 0.5 CECH

Darren Harris, MD

This presentation will provide an overview of onychomycosis and the increasing incidence of antifungal resistance, onychodystrophy vs onychomycosis, treatment challenges, literature review of antifungal resistance in nails, advantages of early identification, and molecular PCR assay testing for onychomycosis and terbinafine resistance.

At the end of this lecture you will:

1. Understand how and why onychomycosis treatments may fail.
2. Identify the role terbinafine plays in treating onychomycosis.
3. Clarify the mechanism of action of terbinafine and development of antifungal resistance.
4. Analyze laboratory testing for onychomycosis, PCR clinical utility, and predicting antifungal resistance.

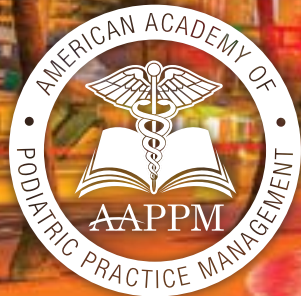
3:30pm - 4:00pm

Imaging of Diabetic Foot Infections | 0.5 CECH

William Morrison, MD

This lecture will address common manifestations of diabetic foot infection including ulceration, cellulitis, abscess, sinus tracts, septic arthritis and osteomyelitis. Imaging characteristics will be presented on MRI and other modalities. Advantages and disadvantages of different modalities for diagnosis will be discussed. Evaluation of the complicated patient (post-amputation, underlying Charcot arthropathy) will be presented.

DPM General Session agenda continued on page 14



Annual Conference

General Session (continued)

Friday, November 4 | 1:00 p.m. – 5:30 p.m.

4:00pm – 4:15pm

Leveraging Innovations to Effectuate Patient Outcomes and Practice Profitability

Jonathan Moore, DPM, MS, MA

In this lecture we will discuss, the overall mindset of comprehensive care and its roadblocks, the relationship between patient outcomes, patient-centric innovations, and your per visit revenue (PVR), and mindfulness of the diabetic foot and the financial impact of diabetic foot complications.

4:15pm – 4:30pm

What Does It Mean to Do a Comprehensive Diabetic Foot Exam?

Jonathan Moore, DPM, MS, MA

In this lecture we will discuss, why most CDFEs being performed in Podiatry are NOT comprehensive, the value of performing a CDFE using tools that engage and educate, and why performing an ARCHE CDFE can save limbs and financially recharge your practice.

4:30pm – 5:00pm

Incorporating Recall Lists into Your Practice

Natalie Domek, DPM

Recall lists are a great way to ensure that your practice is maximizing the patients that are already established within your practice. Learning how to effectively create, track and use recall lists is a valuable tool to help ensure appropriate follow up.

5:00pm – 5:30pm

The Confluence of Digital Workflows, New Manufacturing Technologies and DME Dispensing in the Podiatric Practice

Jason Kraus and Jonathan Moore, DPM, MS, MA

Learn how interoperable digital workflow improve patient care and the financial performance of clinical practices. Learn how 3D printing will advance orthotic designs and improve patient outcomes.

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November 3-5, 2022
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New Practitioners Track 🐾

Friday, November 4 | 1:00 p.m. – 5:00 p.m.

1:00pm – 1:20pm

Reviewing LCDs

Luke Hunter, DPM

One of the most commonly asked questions is, “is it covered?”. Learn how to Navigate the Medicare LCD’s website and look it up yourself.

1:20pm – 1:40pm

Levels of Medicare Appeals and How to Navigate Them

Amber Brooks

This presentation will help educate and guide office managers, billers, and physicians on the ever changing field of DME Medicare Appeals. We will be tackling each step in the upward progression of appeal levels from Redeterminations to ALJ, to Federal Court.

1:40pm – 2:00pm

Making the Leap from Associate to Owner

Natalie Domek, DPM

Deciding on becoming a practice owner can be an overwhelming decision. This lecture will address key factors to keep in mind when taking the leap from associate to owner.

2:00pm – 2:15pm

Hiring an Associate – When Is It Time, and Is It Worth It?

Luke Hunter, DPM

There’s no secret formula to determine when it is time and is it worth it to hire an associate. In this lecture we will discuss things to consider when looking at bringing on your first associate. Be able to evaluate the financial impact as well as the intangible benefits and costs.

2:15pm – 2:30pm

Your First Lawsuit: What to Expect and How to Prevent It

John Leardi, Esq.

Operating a medical practice in the 21st is often not for the faint of heart. Unfortunately, the potential liabilities facing practices extend far beyond mere malpractice risk. But these risks are manageable. The first step, of course, is to identify and define those risks. This lecture will walk new practitioner attendees through the four principal areas of exposure that practices face and provide practical guidance on the best strategies for effectively insulating their practices.

3:00pm – 3:40pm

The Future is Fast Approaching, What Will You Do With It?

Cindy Pezza, PMAC

In this interactive session we will discuss post residency options such as fellowship, joining a well-established private practice (and potential of lack there-of for future partnership/ownership), hanging your own shingle, hospital system employment and the pros and cons of each. We will also review timelines: when to start planning, how long it may take to start your own practice and all the checkboxes you need to start marking off now in order to succeed in the future.

3:40pm – 4:10pm

Understanding and Responding to Your Ancillary Care Weaknesses

Cindy Pezza, PMAC

See how easily you and your team can increase patient satisfaction, compliance, outcomes and practice revenue by offering the services and treatments so many of your patients need.

4:10pm – 4:30pm

What I Wish I Had Been Told as a New Practitioner

Amber Brooks, Luke Hunter, DPM, John Leardi, Esq., Cindy Pezza, PMAC

We will share advice from practitioners at different stages in their career. New Practitioners will better understand the career values during the different stages of practice and learn from advice based on past experiences.

4:30pm – 4:40pm

Avoiding Bad Advice

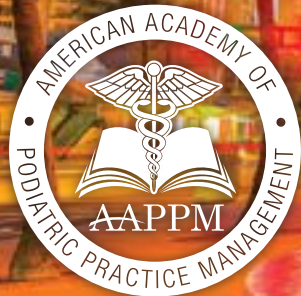
Amber Brooks, Luke Hunter, DPM, John Leardi, Esq., Cindy Pezza, PMAC

Bad Advice is everywhere. Be able to evaluate advice and determine if it’s legitimate.

4:40pm – 5:00pm

New Practitioners Questions & Answers

Amber Brooks, Luke Hunter, DPM, John Leardi, Esq., Cindy Pezza, PMAC



Annual Conference

Talus Tank

Friday, November 4 | 5:45 p.m. – 6:45 p.m.

Sev Hrywnak, DPM

The Talus Tank features a panel of investors who decide whether to invest as entrepreneurs make business presentations on their company or product. The Talus Tank investors often find weaknesses and faults in an entrepreneur's product, business model, or valuation of their company.

The Talus Tank investors may all join in together to invest in a company or product, or a single investor may decide to in-

vest. If no investor is interested, then the entrepreneur leaves with nothing. Investors have a ceiling of \$250,000 per product or company but may increase the amount of their own volition. Entrepreneurs must first qualify to be accepted as presenters of their product or company and have 15-minutes once accepted to make a presentation. Rules and regulations must be accepted before making a presentation.

HAVE AN IDEA OR INVENTION THAT NEEDS FUNDING?

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By October 15, 2022

NOVEMBER 3-5, 2022
LAGO MAR BEACH RESORT, FORT LAUDERDALE

Get Your Coding & Compliance Ready for 2023

Saturday, November 5 | 8:00 a.m. – 12:00 p.m.

8:00am – 8:30am

Coding 2022/2023: What You Should Be Doing and What's Coming | 0.5 CECH

Alan Bass, DPM, CPC

Evaluation and Management coding for the office changed in 2021, in this session we will review those changes and updates. There are changes coming to other areas other than the office in 2023. This session will cover the anticipated changes on the horizon.

8:30am – 9:00am

Ensuring Your Documentation Stands Up to a \$600,000 Audit | 0.5 CECH

Paul Kesselman, DPM

Dissection of a novel audit based on a true case with some changes. Fundamental errors made by the doctor and then discuss how this case was eventually won. Learn what to do, and more importantly, not do when notified of an audit. Learn steps in the audit process from the medical audit perspective and how to win or lose a case easily. And most importantly, how to reduce your odds of being audited.

9:00am – 9:30am

Where Do Level 4&5 Visits Fit into Your Practice | 0.5 CECH

Danielle Butto, DPM

In this lecture you will gain an understanding of what types of visits can qualify as level 4 or 5 E&M codes and what documentation is necessary to support higher level visits.

9:30am – 10:00am

Confronting Emerging Risks Head On: Proactively Addressing the Most Common Compliance Risks | 0.5 CECH

John Leardi, Esq.

This workshop will provide critical information and effective mitigation strategies for the most common compliance risks threatening podiatry practices. The focus of this workshop will be risk management and liability avoidance through identifying the sources of regulation that apply to your practice, developing internal policies and procedures to establish a baseline of compliance, self-auditing adherence to compliance policies and other regulatory mandates, and other proactive risk prevention strategies.

10:30am – 11:00am

Are you Being Reimbursed for all You're Doing?

Ruby O'Brochta-Woodward, BSN, CPC, CDEO, CPMA, CPB, CPC-I, CPCO, COSC, CSFAC, RCC

Podiatrists routinely perform injections, apply casts, obtain x-rays. Are you billing for these services? Are you being reimbursed and capturing the revenue you deserve? We will look at some detail to help you capture potential lost revenue.

11:00am - 11:30am

It's Bundled, Can I Bill It?

Ruby O'Brochta-Woodward, BSN, CPC, CDEO, CPMA, CPB, CPC-I, CPCO, COSC, CSFAC, RCC

In this session we will review the guidelines for the appropriate use of the elusive modifier 59, EPSU and 25 modifier and discuss the meaning behind those "separate procedures". Understanding the proper application as well as how to approach denials will help to improve your bottom line revenue.

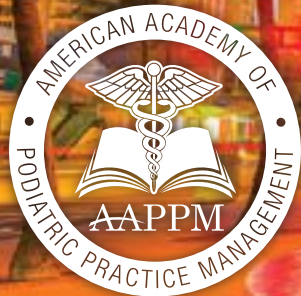
11:30am – 12:00pm

Coding & Compliance Questions & Answers | 0.5 CECH

Alan Bass, DPM, CPC, Danielle Butto, DPM, Paul Kesselman, DPM, Ruby O'Brochta Woodward, BSN, CPC, CDEO, CPMA, CPB, CPC-I, CPCO, COSC, CSFAC, RCC

Hear from our expert panelists as they dive into common questions from attendees. Together they will discuss and provide you with the answers you need.

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Annual Conference

Medical Assistant Track 🦶

Saturday, November 5 | 8:30 a.m. – 12:00 p.m.

8:30am – 9:00am

Protecting and Preventing Your Doctor from a Lawsuit | 0.5 PMAC

John Leardi, Esq.

Operating a medical practice in the 21st is often not for the faint of heart. Unfortunately, the potential liabilities facing practices extend far beyond mere malpractice risk. But these risks are manageable. The first step, of course, is to identify and define those risks. This lecture will walk assistant attendees through the four principal areas of exposure that practices face and provide practical guidance on the best strategies for how they can play a role in prevention.

9:00am – 10:00am

Mastering the Art of Patient Evaluation | 1.0 PMAC

Cindy Pezza, PMAC

In this interactive presentation, participants will learn to discover the true reason more accurately for visit and in multiple complaint situations, determine the most pressing issue. They will also acquire advanced knowledge of the appropriate questions to ask (based on chief complaint in both initial and follow up visits) and how to effectively redirect patients who are easily distracted.

10:30am – 11:00am

X-Rays for the Medical Assistant | 0.5 PMAC

Tracey Toback, DPM

We will discuss, learn, and review the most standard radiographic views, how each view specifically targets different conditions to diagnose the problem; and why we adjust the KV and MA to create an optimal radiograph.

11:00am – 12:00pm

Major E&M Changes In 7 Weeks | 1.0 PMAC

Jeffrey Lehrman, DPM, CPC

During this session we will: List three places of service where the 2023 E&M changes apply, differentiate between how to select a nursing facility E&M level in 2022 versus how to select a nursing facility E&M level in 2023, and differentiate between how to select a hospital E&M level in 2023 based on medical decision making versus how to select a hospital E&M level in 2023 based on time.

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November 3-5, 2022
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Get Your Coding & Compliance Ready for 2023 🦶

Saturday, November 5 | 1:00 p.m. – 3:00 p.m.

1:00pm - 1:30pm

Collections Issues: Best Practices, Tip and Traps

Brooke Weaver Headford, CMOM-POD

Collections begin at the time an appointment is scheduled. Preparing from beginning with insurance verification, collecting at time of service, statements and ending with collections. Learn some tips, tricks, and ideas to help manage collections. Bring any ideas you would like to share that you have found beneficial.

1:30pm - 2:00pm

The Top 10 Unknown Codes to Boost Your Surgical Revenue | 0.5 CECH

Danielle Butto, DPM

In this session we will discuss top codes most practitioners don't know that can be utilized during surgery and we will discuss when it's appropriate and when it's not appropriate to use those codes. We will also discuss what makes those codes not bundled and scenarios where they are.

2:00pm – 2:30pm

The Anatomy of a Payer Audit: How and Why Payers Scrutinize Your Claim Submissions | 0.5 CECH

John Leardi, Esq.

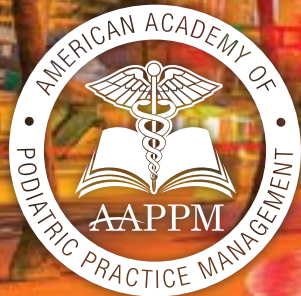
As if securing third-party reimbursements on the front end was not difficult enough, the looming shadow of payer audits makes holding onto those payments in the future all the more tenuous. But payer audits are here to stay – both post-payment and pre-payment audits. So, successful practices must know how to navigate payer audits to survive. This lecture will walk through a typical payer audit and then provide practical guidance on how to both prepare for an audit proactively and to effectively respond to an audit once initiated.

2:30pm – 3:00pm

What Exactly is a Significant and Separately Identifiable E&M? | 0.5 CECH

Jeffrey Lehrman, DPM, CPC

The hottest topic in all of coding right now, regardless of specialty, is when it is appropriate to submit CPT® coding for both an evaluation and management and a procedure at the same encounter. This session will, define a significant and separately identifiable evaluation and management, cite the source for the definition of a significant and separately identifiable evaluation and management and specify an example of an encounter for which it would be appropriate to submit CPT® coding for both an evaluation and management and a procedure.



Annual Conference

Complimentary Consultations

Take advantage of a complimentary consultation with one of our experts! Please contact the consultants directly to schedule your appointment during the conference.



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