The Dr. William M. Scholl College of Podiatric Medicine

PRESENTS

PRACTICE MANAGEMENT SYMPOSIUM

by the

American Academy of Podiatric Practice Management

Saturday, July 12, 2014, 8:30 a.m. - 5:00 p.m.
Centennial Room, CLC 2.068, Rosalind Franklin University

Description:
The Dr. William M. Scholl College of Podiatric Medicine and the American Academy of Podiatric Practice Management (AAPPM) present a one-day program on practice management strategies to improve the delivery of patient care. Topics to be addressed include wound care practices, coding and billing, durable medical equipment, maximizing staff, office efficiency, meaningful use, communication, building and protecting your practice while reducing stress and workload.

Schedule:
8:30-8:55 a.m. Registration – continental breakfast with exhibitors
8:55-9:00 a.m. Welcome
9:00-9:20 a.m. Teaming Training – Not Just for Sports! How to Engage Your Team on a Thoughtful Consistent Basis to Yield Greater and More Effective Results
9:20-9:55 a.m. How to Stand Out in the Crowded Medical Marketplace without Shouting
9:55-10:25 a.m. Protecting Your Future and Your Income
10:25-10:55 a.m. Break – view exhibits
10:55-11:15 a.m. Know What You Are Ordering – A Pathologist’s Perspective
11:15-11:45 a.m. Stop, Look, and Listen
11:45-12:15 p.m. Marketing Ideas You Can Implement Now
12:15-12:35 p.m. Work/Life Balance – How to Prioritize and Put “First Things First”
12:35-1:15 p.m. Lunch – will be provided
1:15-2:15 p.m. Your Office – A Mini-Wound Clinic
2:15-2:45 p.m. The Slight Edge
2:45-3:10 p.m. Break – view exhibits
3:10-3:40 p.m. You Are Not Alone
3:40-4:10 p.m. Paying Yourself First; Savings and Investments 101
4:10-4:50 p.m. Integrating Social Media into Your Practice
4:50-5:05 p.m. It’s All Up to You
Accreditation and Designation Statement:
The Dr. William M. Scholl College of Podiatric Medicine is approved by the Council on Podiatric Medical Education as a sponsor of continuing education in podiatric medicine. Attendee will receive the maximum of 4 CE contact hours for attendance at this event. Physicians may claim AMA PRA Category 2 Credits for this learning activity. Physicians should self-claim credit on their AMA PRA certificate application form.

Objectives:
Upon completion of the course, the participant will be able to:
- Apply practice pearls for better patient outcomes
- Discuss techniques of top effective and efficient patient oriented practices
- Engage his/her teams on a consistent basis to yield great and more effective results (Lockwood)
- Understand what you need to order from a lab for optimal diagnostic utility (Rudy)
- Communicate with his/her patient more efficiently and effectively (Pezza)
- Manage his/her health care facility more timely (Lockwood)
- Elevate his/her practice to the caliber of a wound clinic that offers cutting edge care with best practices and superior outcomes (Bhatia)
- Remove roadblocks brought on by new legislation and legal issues (Jackson)
- Regain control and improve practices at his/her health care facility (Pezza)
- Utilize social media into his/her practice for patient education (Schwarz)

Objectives (Non-CE credit lectures - 3 classroom hours):
Upon completion of the course, the participant will be able to:
- Use advertising techniques to attract new patients (Jackson)
- Protect the greatest threats to his/her master plan (Wilson)
- Develop a marketing plan he/she can implement immediately (Schwarz)
- Implement coding and billing aspects to his/her practice and add a niche practice growth area with additional revenue stream (Bhatia)
- Develop a basic investment plan regardless of market conditions (Wilson)
- Utilize social media into his/her practice’s online marketing strategy (Schwarz)

Faculty:
- Andy Bhatia, DPM, CWS, Medical Director, Columbus Podiatry and Surgery, Columbus, Gahanna, and Dublin, OH; Assistant Medical Director, Wound Clinic, Fairfield Medical Center, Columbus, OH; Board of Trustees, American Academy of Podiatric Practice Management (AAPPM)
- Rem Jackson, CEO and Founder, Top Practices LLC, Arlington, VA
- Melissa Lockwood, DPM, Owner, Heartland Foot and Ankle Associates, Bloomington and Normal, IL; Board of Trustees, American Academy of Podiatric Practice Management (AAPPM)
- Cindy Pezza, PMAC, Chair, Assistants Division of AAPPM; President and CEO, Pinnacle Practice Achievement, LLC, South Easton, MA; Executive Director, Podiatric Super Group Management, LLC, Adephia, NJ
- Stephen G. Ruby, MD, MBA, FCAP, Founder, President, Medical Director, 4Path Ltd, Pathology Services, Justice, IL; Chair, “Practice Management” Committee, College of American Pathologists, Northfield, IL
- Chad Schwarz, MBA, President and CEO, Integrated MedReps, LLC, Howell, NJ; Practice Administrator/Patient and Community Relations Director, Affiliated Foot and Ankle Center, Howell, NJ
- R. Paul Wilson, CRPC, President and Founder, Advanced Capital Advisory Group, LLC, Cincinnati, OH

Advisor and Planner:
- Hal Ornstein, DPM, FACFAS, Chair, American Academy of Podiatric Practice Management (AAPPM); Medical Director, Affiliated Foot & Ankle Center, Howell, NJ

Target Audience:
Podiatric and medical physicians and residents, podiatric and medical students, and allied health care providers.

Program Information:
- Program will be held in the Centennial Room at Rosalind Franklin University
- For travel directions, visit http://www.rosalindfranklin.edu/MapandDirections.aspx
- For further information on the program, call 847-578-8410, email Ellie.Wydeven@RosalindFranklin.edu, or fax 847-775-6521
- Parking is free in the north parking lot (left side of University)
- Use the Morningstar entrance (north parking lot)
- Breakfast and lunch will be covered in the tuition
REGISTRATION – PRACTICE MANAGEMENT SYMPOSIUM

Registration:

________________________________________________________________________________________________________________
Last Name                                                                                                                       First Name                                          Title
________________________________________________________________________________________________________________
Address                                                                                                                      __________________________________________________________________________________
City                                                                                                                                     State                                                  Zip
________________________________________________________________________________________________________________
Phone                                                                                                                                Email
________________________________________________________________________________________________________________
License#                                                                                                                             Podiatry School Graduated/Year
________________________________________________________________________________________________________________

Registration Fees:
___ $99 alumni
___ $69 alumni's office staff
___ RFUMS faculty and staff - FREE
___ Residents - FREE
___ Students – FREE

Registration Payment:
☐ AMEX  ☐ Discover  ☐ Visa  ☐ MasterCard -$ ___________ Total
There will be a 2.5% service fee for all credit card transactions

Card Number: ______________________________________________________________________________________________________
Expiration Date: _________________________________________________________________________________________________
CVV Code (on back of card): ________________________________________________________________________________________
Signature: ______________________________________________________________________________________________________

☐ Check Enclosed (Make check payable to Scholl College of Podiatric Medicine)

Complete and mail (or fax) with appropriate fee to:
Scholl College of Podiatric Medicine
RFUMS
Continuing Education, L619
3333 Green Bay Road
North Chicago, IL  60064
Phone 847-578-8410; fax 847-775-6521 (for credit registrations)
Email Address: Ellie.Wydeven@rosalindfranklin.edu


How did you hear about this program?
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