



**106th Annual Foot and Ankle Scientific Seminar
Assistant Program
Thursday, May 12 and Friday, May 13, 2022**

May 12, 2022

7:30 AM - 8:00 AM Registration

8:00 AM - 8:15 AM

Cindy Pezza, PMAC

The Early Bird Gets the Worm

Objective: Welcome and a brief sharing of the audience, roles within the practice and how long they have been in the field. *Prize for the team member with most experience! You won't want to be late.

8:15 AM - 9:00 AM

Richard Schilling, DPM & Cindy Pezza, PMAC

Anatomy of the Foot and Ankle

Objective: An educational and interactive presentation providing the podiatric assistant with an in-depth view of the anatomical structure and contents of the foot and ankle as it relates to the conditions that are treated every day in the office. Roll up your pant legs and get ready to learn!

9:00 AM - 10:00 AM

Richard Schilling, DPM & Cindy Pezza, PMAC

Reason for Visit/Most Pressing Issue (Mastering the Art of Patient Evaluation)

Objective: Does this ever happen in your practice? A patient calls to schedule an appointment and a "reason for visit" is noted. Upon arrival, a medical assistant evaluates the patient and discovers a much different chief complaint than previously recorded. Following the doctor's assessment however, it is determined that the patient's actual reason for visit is _____.

It happens all the time! So, what can we do to improve the level of accuracy in discovering the true reason for visit and in situations where multiple complaints are relayed, determining the most pressing issue? While this problem is one that can never completely be avoided, we can greatly reduce its frequency by training both administrative and clinical team members to ask the right/appropriate questions and to become proficient in redirecting patients who are easily distracted. Join us for a 60-minute interactive presentation where Cindy Pezza, PMAC utilizes her experience (and acting skills) to portray "colorful" patients and to teach improved methods of triage and evaluation.

10:00 AM - 10:30 AM

Break

10:30 AM - 11:00 AM

Cindy Pezza, PMAC

Preparation is Half the Battle

Objective: Preparing for the patient day can mean the difference between controlled chaos and mayhem! Join us as we discuss tips for both front and back office that will allow us to stay a step ahead of our patients, and two ahead of the doctor!

11:00 AM – 11:30 AM

Cindy Pezza, PMAC

Director of First Impressions, Collections and Customer Service

Objective: The role that assistants play in the podiatric practice, and how they can make or break the patient experience. Collecting what is owed from our patients takes the right combination of empathy, gumption and creativity. As the healthcare world evolves, patients find themselves paying more and more out of pocket. Join us as we share customer service techniques proven to increase collections.

11:30 AM – 12:30 PM

Lunch (on your own)

12:30 PM – 1:15 PM

N. Lilly Khavari, DPM

Diagnosing Nail, Skin, Bone and Nerve Pathology

Objective: Upon completion of this session, attendees will better understand the significance of the biopsy procedure as a powerful diagnostic tool. Pathology services as well as the various biopsy techniques and specimen handling will be reviewed. Assistants will learn how their role during podiatric exams can help to improve patient outcomes.

1:15 PM – 2:00 PM

Cindy Pezza, PMAC

Keeping Doctors Moving and Schedules Running on Time

Objective: Join us as we dissect the “bottlenecks” that keep doctors and patients waiting and the solutions that will assure increased efficiency and decreased stress (for our fellow team members and DPMs).

2:00 PM – 2:45 PM

Carol Hackman of Podiatry Content Connection with Cindy Pezza, PMAC

Attracting the “Right” Patients and Managing your Practice Reputation

Objective: Join us as we discuss effective marketing techniques that allow doctors to attract the types of patients and conditions they want to treat while staying connected to existing patients and maintaining a positive reputation.

2:45 PM – 3:15 PM

Break

3:15 PM – 5:00 PM

Interactive Hands-On Workshop

Objective: Stations will be spaced throughout the room. Exhibiting vendors (to be coordinated ahead of time) will provide a formal introduction to the room prior to “manning” their individual stations. Each station will allow attendees to learn and try for themselves for a set period of time (unna boot application, proper fitting and dispensing of pre-fabricated DME and custom orthotics, AFO casting/Orthotic scanning, proper measurement and selection of diabetic shoes and inserts, strapping techniques, etc.)

May 13, 2022

7:00 AM – 7:30 AM Registration

7:30 AM - 9:00 AM

Brooke Bisbee, DPM and Mike King, DPM

APMA Presents – Coding and Documentation

9:00 AM – 9:30 AM

Break

9:30 AM - 11:30 AM

Brooke Bisbee, DPM and Mike King, DPM

APMA Presents – Coding and Documentation *Continued*

11:30 AM – 1:00 PM

Exhibitor Marketplace Luncheon – Easton Ballroom

1:00 PM – 1:30 PM

Michael Brody, DPM

Incorporating Quality Reporting Into Your Practice (MIPS)

Objective: This session will describe how you can incorporate quality reporting into your workflow. Discussion will include how to apply quality reporting to improve quality of care in your practice, and implement methods of capturing quality reporting in your practice.

1:30 PM – 2:30 PM

Michael Brody, DPM

Understand How the OSHA Regulations Translate Into Protecting Yourself, Your Staff and Your Patients

Objective: This session will discuss how to implement a process of identification of potential chemical hazards in your office. The session will describe methods of transmission of Blood Borne Pathogens, and attendees will understand the risks associated with Ionizing Radiation in your office.

2:30 PM – 3:00 PM

Break

3:00 PM – 4:00 PM

Cindy Pezza, PMAC

Responding to Ancillary Care Weaknesses/You Can Almost Always Get it on Amazon

Objective: A frank discussion about the importance of branding your practice and having the answers to your patients' difficult questions in response to the cash pay and billable products and services you are recommending and providing.

4:00 PM – 5:00 PM

Cindy Pezza, PMAC

Cost Containment and Overlooked Revenue Loss

Objective: The key to growing a successful practice is simple. In fact, you can equate it to what you learned in 10th grade accounting class. Increase assets (credits) and decrease costs (debits). Why then is it so difficult to improve practice financial health when you have tried year after year to see more and more patients and to cut corners wherever possible? The secret is discovering your "magic numbers" and understanding what is truly happening in your practice. Together we will examine the side effects of increasing patient volume without maximizing visits and the areas in which dollars are being unnecessarily thrown away. Get ready to do the math and be amazed at the potential within your practice walls.