

APMA

American Podiatric Medical Association

2016 Practice Management Expo



May 21, 2016
Chicago

APMA

PM EXPO

Your Premier Practice Management Seminar

2016 APMA PM Expo



APMA's PM Expo is your premier practice management seminar! Created in response to numerous requests from young physicians for more practice management training, the PM Expo will help you take your career further.

This one-day, intensive educational program is designed for both physicians preparing for practice and those already in practice. DPMs, MDs, and DOs in practice or residency are encouraged to attend. No matter the nature of your practice setting, the PM Expo will help you navigate the tricky aspects of your job. Discuss the best practices for long-term financial viability, learn how to negotiate contracts with confidence, and consult with peers and industry experts for solutions to office management, while earning up to **6 CECH**.

Join us at the 2016 APMA PM Expo for invaluable resources to help you grow professionally and personally.

Invest in your career, Invest in your future!

Network with peers, vendors, and industry experts

Maximize your office staff and optimize your reimbursement and profits

Learn the basics of business, leadership, & management

Limited seating to 75

Earn up to 6 CECH

Program Overview

7:00 a.m.	<i>Breakfast in the exhibit hall</i>
8:00 a.m.	What's your value? -RVUs and How to Market to a Potential Employer (Jacob Wynes, DPM)
9:00 a.m.	Negotiate Private Payer Contracts (Paul W. Kim, JD, MPH)
10:00 a.m.	<i>Exhibit hall break</i>
10:15 a.m.	PQRS, Incentives, Penalties, and Meaningful Use (Jeffrey Lehrman, DPM)
11:15 a.m.	Creating and Keeping a High-Functioning Team (Tina Del Buono, PMAC)
12:15 p.m.	<i>Exhibit hall break</i>
12:30 p.m.	Lunch & Learn: Marketing Tactics for Social Media and Internet (Jeffrey Lehrman, DPM)
1:30 p.m.	Keys to a Successful Physician Employment Agreement (David Helfman, DPM)
2:30 p.m.	Optimizing Reimbursement through an Efficient Billing Department (Hadley Rakowski, MSOD)
3:30 p.m.	<i>Reception in the exhibit hall</i>
4:00 p.m.	Coding Update (Phillip W. Ward, DPM)



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Session Overview

What's Your Value? - RVUs and How to Market to a Potential Employer

Jacob Wynes, DPM, MS

In this session, Jacob Wynes, DPM, MS discusses RVUs and how to use your knowledge of them to your benefit

Objectives:

- Be able to define a “work RVU”
- Develop an understanding of the RVU system in an academic/multi-disciplinary practice setting
- Become familiar with the published MGMA guidelines
- Develop an understanding of how increasing RVU numbers can assist in contract negotiation
- Develop an appreciation of how RVUs equate to work productivity

Negotiating Private Payer Contracts

Paul W. Kim, JD, MPH

In this session, Paul W. Kim, JD, MPH, will cover the ins and outs of private payer contracts

Objectives:

- Understand your rights as a contracting physician
- Know the pros and cons of payer contracts
- Identify the key provisions in a payer contract
- Comprehend what you can and cannot negotiate
- Offer alternative contract language

PQRS, Incentives, Penalties, and Meaningful Use

Jeffrey Lerhman, DPM

In this session, Jeffrey Lehrman, DPM, FASPS, will outline the various CMS incentive programs, including potential penalties for non compliance.

Objectives:

- Discuss the incentives and penalties that exist for failure to participate in meaningful use and PQRS
- List the different reporting options for PQRS
- Highlight the 10 objectives for modified stage 2 of meaningful use

Creating and Keeping a High-Functioning Team

Tina Del Buono, PMAC

In this session, Tina Del Buono, PMAC, will discuss how to craft a high-functioning staff for your practice

Objectives:

- Identifying and hiring the right employee for your practice
- On-boarding a new employee
- Team building and creating a cohesive staff

Lunch & Learn: Marketing Tactics for Social Media and Internet

Jeffrey Lerhman, DPM,

In this session, Jeffrey Lehrman, DPM, will discuss how to use social media and the internet to market your practice

Objectives:

- The importance of having a social media and online presence
- Contrast different social media platforms
- Demonstrate examples of social media content
- Sharing information via social media that is valuable to your community

Keys to a Successful Physician Employment Agreement

David Helfman, DPM, FACFAS

In this session, David Helfman, DPM, will discuss the key elements involved in crafting a contract for a new employee.

Objectives:

- Learn what not to do when hiring an new associate
- Identify the most important elements of a employment agreement
- Discuss the key elements of a successful hire
- Highlight the effectiveness of personality assessments in the hiring process
- Learn to construct pre-interview questions that will weed out 99 percent of candidate

Optimizing Reimbursement Through an Efficient Billing Department

Hadley Rakowski, MSOD

In this session, Hadley Rakowski, MSOD, will discuss best practices for your billing department and how they can increase your reimbursement.

Objectives:

- Discuss the elements that impact a billing department
- Highlight strategies to engage the whole practice in cleaner claims
- Cover accountability, leadership, and communication techniques
- Explain the importance of compliance and reporting to monitor benchmarks and track trends

Coding Update

Phillip Ward, DPM

In this session, Phillip E. Ward, DPM will cover coding topics

Objectives:

- Learn current coding principles and E/M modifiers
- Answer questions related to coding



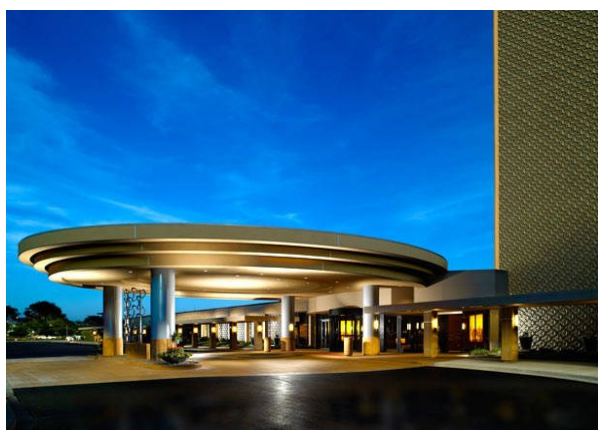
APMA is approved by the Council on Podiatric Medical Education as a provider of continuing education in podiatric medicine. APMA has approved this activity for a maximum of 6 continuing education contact hours.

Your Premier Practice Management Seminar

Hotel Information

APMA has negotiated a special room rate of \$148 for conference attendees. We appreciate your support in booking with the APMA room block. Take advantage of this discounted rate when you reserve your room by **April 29, 2016**.

APMA recommends that you fly into Chicago O'Hare International Airport. Chicago Marriott O'Hare is just 2.8 miles from this airport. A complimentary shuttle is provided to and from the airport and from the hotel to many local attractions.



Chicago Marriott O'Hare

8535 West Higgins Road

Chicago, Illinois 60631

777.693.444

Check in: 3:00 pm | Check out: 12:00 pm

Things to do near O'Hare

- Donald E. Stephens Convention Center
- Fashion Outlet of Chicago
- Rosemont Theatre
- MB Financial Park
- Allstate Arena
- Rivers Casino
- Brookfield Zoo
- Lake Park Gold Course
- Forest Preserves of Cook County
- The Ballpark at Rosemont

***Reserve by April 29,
2016, for APMA
group rate of \$148***

After April 29, reservations at the group rate will be unavailable. Rooms may be available at a higher rate based on hotel availability. **Don't wait to book your room!** Please contact Chicago Marriott O'Hare with any questions regarding room reservations, cancellations or shuttle service.

Registration Form



Your Premier Practice Management Seminar

2016 APMA PM Expo
Saturday, May 21

REGISTRATION FEES: (Please circle one)

Resident Member (DPM, MD, DO)	\$49
APMA Member (DPM, MD, DO)	\$99
Non-Member	\$179

ATTENDEE INFORMATION

APMA Member Number	
Name	
Address	
City/State/Zip Code	
Daytime Telephone	
Fax	
E-mail Address	
NPI Number	

METHOD OF PAYMENT: (Please circle one)

Check MasterCard Visa American Express Diners Club

Credit Card Number _____

Expiration Date & Security Code _____

Please make checks payable to the American Podiatric Medical Association.

Please note:

- Educational topics are subject to change as the program schedule develops.
- All registration fees must be paid in advance.
- Payment must be received with your registration form. Registration without complete payment will not be processed.
- Registration for the PM Expo includes educational sessions (unless otherwise noted), exhibit area, and refreshment breaks.
- A confirmation of registration will be sent to you by fax, mail, or e-mail.
- Written requests for registration refunds must be postmarked on or before **April 29, 2016**. All refunds will be issued after the meeting has occurred.
- No refunds will be made after **April 29, 2016**. Refunds are not granted to no-shows.



The deadline to register is April 29, 2016.
Register online at www.apma.org/PMExpo or
mail, e-mail, or fax your completed registration form to:

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APMA gratefully acknowledges the support of PICA, founding partner of the Young Physicians' Program, and our PM Expo sponsors and exhibitors:

