

# REGISTRATION FORM

Name \_\_\_\_\_

Practice Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Experienced Practitioner (6+ years)  New Practitioner

Resident  Student  Office Team Member

Please complete a registration form for each attendee. If paying by check, please make check payable to IPED and send to **IPED, 9 Bartlet Street, Suite 325, Andover, MA 01810**. You may also register online at [www.podiatricexcellence.org/meeting](http://www.podiatricexcellence.org/meeting)

Experienced Practitioner (6+ years)	\$399 _____
New Practitioner	\$299 _____
Resident, Student	\$189 _____
Office Team Member	\$199 _____

### OPTIONAL WORKSHOPS: Thursday, September 12

Billing, Coding & Compliance (1 – 5:30 pm)	\$85 _____
Biomechanics (6 – 9 pm)	_____

Total \$ \_\_\_\_\_

### FOR CREDIT CARD PAYMENTS:

Please charge my:  American Express  Visa  Master Card  Discover

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Credit card no. \_\_\_\_\_

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Signature \_\_\_\_\_

**No Meeting Refunds after Aug.31,2019**



9 Bartlet Street, Suite 325  
Andover, MA 01810



photo by Pittsburgh Airport Marriott Hotel

**PITTSBURGH AIRPORT MARRIOTT HOTEL**  
777 Aten Road, Coraopolis, PA 15108

### RESERVATIONS

Please call (800) 228-9290 or (412) 788-9880  
Group Name: **IPED 2019 Meeting**  
Rate of \$112/per night plus applicable taxes  
To reserve this special rate, book your room  
no later than **Aug.30, 2019**

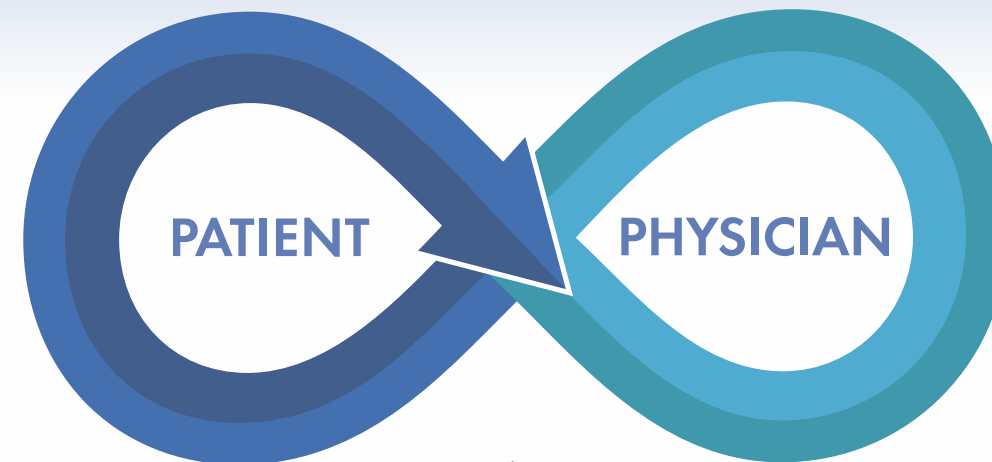


**MAKE RESERVATION ONLINE!**



**Thursday, Sept. 12 –  
Saturday, Sept. 14, 2019**  
*Pittsburgh Airport Marriott Hotel*

# TAKING A CLOSER LOOK AT THE ENTIRE PATIENT EXPERIENCE



**“The Patient Experience** is the sum of **all interactions**, shaped by an **organization’s culture**, that influence patient perceptions across the **continuum of care.**”

– Beryl Institute

INSTITUTE FOR PODIATRIC EXCELLENCE & DEVELOPMENT

9 Bartlet St., Suite 325 Andover, MA 01810

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## THURSDAY, SEPTEMBER 12

... Half day Optional Bonus Workshops & Panels

### 1 p.m. OPENING REMARKS

Welcome from Hal Ornstein, DPM and Cindy Pezza, PMAC

### 1 – 2:30 p.m.

#### BILLING, CODING AND COMPLIANCE

Bob Weatherford and Mike Demi (Medical Compliance Associates)

### 2:30 – 3 p.m.

#### INSURANCE CONTRACTS AND CREDENTIALING MISHAPS

Terri-Lyn Davis (1st Assistant Credentialing)

### 3 – 3:30 p.m.

#### BMAD AND CPT ANALYSIS – Hal Ornstein, DPM

### 3:30 – 4 p.m. BREAK

### 4 – 4:30 p.m.

MIPS UPDATE: THE CHANGES THAT AFFECT YOUR PRACTICE – Ken Katz (ICS Software)

### 4:30 – 5:15 p.m.

OPEN PANEL Q AND A COVERING BILLING, CODING, COMPLIANCE AND CREDENTIALING – All afternoon speakers and Cindy Pezza, PMAC to moderate

### 5:15 – 5:45 p.m. BREAK AND VISIT EXHIBITORS

### 6 – 9 p.m. BIOMECHANICS WORKSHOP – Roberta Nole, MA, PT, CPed (NOLARO)

#### MASTERING BIOMECHANICS BY TAKING THE MYSTERY OUT OF GAIT

Introduction to functional foot typing and gait analysis utilizing a simple 4-Step method of visual gait assessment, including pediatric, adolescent and adult gait

## FRIDAY, SEPTEMBER 13

### 8 a.m. WELCOME BACK AND OVERVIEW OF FRIDAY AND SATURDAY'S PROGRAM

Program Coordinator: Cindy Pezza, PMAC

### 8:05 – 8:45 a.m.

CASTING YOUR NET – Chris Church (Podiatry Web Services), Anil Malik (Blue Orchid Marketing)

- Capturing the attention of your potential patients (Why should they choose and trust you?)
- What your website and social media platforms say about you
- Providing a higher level of education to your referral sources
- Back to basics (the essentials of shoe leather marketing and the Phone Book's role as a booster seat)

### 8:45 – 9:15 a.m.

#### YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION

Cindy Pezza, PMAC

- Customer Service; the first faces and voices your patients encounter
- Attention to Detail (collecting the most valuable and relevant information on the initial call)
- Telephone Triage
- Scheduling Tips
- Preparing patients for their visit
- Welcome to the Practice Communications
- Cancellation Policies and Adherence

### 9:15 – 10 a.m.

#### PREPARATION IS HALF THE BATTLE

Jaime Jay (Bottleneck Virtual Medical Assistants) and David Laurino, DPM

- Performing Eligibility and Benefit checks (what type of coverage do your patients have or not)
- Interoffice communications prior to visit; detailed reason for visit, coverage and collection alerts
- The role and benefit of the Virtual Assistant

### 10 – 10:30 a.m. BREAK AND VISIT EXHIBITORS

### 10:30 – 11 a.m.

CHECKED IN AND ROOM READY – David Applegate, DPM and Cindy Pezza, PMAC

- Making every patient feel like a VIP
- Intake process (do we have everything we need prior to treatment)
- It's not a deli counter (arrival time vs. actual appointment times and keeping patients flowing smoothly)
- Your staff will tell you where to go! (Keeping doctors moving and a sense of controlled chaos)
- Thorough staff evaluations and redirecting patients who are easily distracted
- Developing and maintaining structured treatment protocols

### 11 a.m. – 12:30 p.m. PATIENT SCENARIOS

#### • PATIENT A: DEFINITIVE DIAGNOSIS – Dr. Tracey Vlahovic representing BakoDx

- Successfully implementing podiatric dermatology procedures into your practice
- The important role that well-trained staff members play in recognizing potential issues (without diagnosing or alarming the patient)

#### • PATIENT B (ROLE PLAY) – David Laurino, DPM and Cindy Pezza, PMAC

New patient with multiple issues (staff evaluation and preparation prior to DPM entering the room, DPM exam, explanation of condition(s) and care plan, staff completion of visit in room prior to check out)

**\*We press pause on Patient B's visit and pick up where we left off tomorrow morning\***

### 12:30 – 1:30 p.m. LUNCH AND VISIT EXHIBITORS

### 1:30 – 2:15 p.m.

#### MAINTAINING A SENSE OF BALANCE IN OUR CHAOTIC WORLDS – Bailey Fruman, LICSW

Medical professionals wear many hats; healer, leader, colleague, and mentor to name a few. Each of these hats and roles come with their own set of responsibilities and obligations. But what happens when we become out of balance, overwhelmed and find ourselves in chaos? This powerful workshop packed with tools and time for reflection will include discussion of the paradigm of work/life balance in leadership and caregiving and will serve as a catalyst for stepping into positive change and becoming more fully the leader and doctor that you are meant to be.

### 2:15 – 3 p.m.

#### MR. GREENBERG'S WIFE IS UPSET ABOUT THE BLOODSTAIN ON THE CARPET

Alec Hochstein, DPM (Amerx Healthcare)

A real life look at patients who present with issues they have had for "a while" and the practical approach to developing a treatment plan for success.

### 3 – 3:45 a.m. BREAK AND VISIT EXHIBITORS

### 3:45 – 5:30 p.m. ROUNDTABLE DISCUSSIONS (attendees will spend ~ 35 min. at each)

#### ROUNDTABLE 1

Marketing for new and existing practices, website and social media presence, reputation management

#### ROUNDTABLE 2

Office policies (and sticking to them), collecting what is owed at time of service, staff training and working virtual assistants

#### ROUNDTABLE 3

Patient care, development and adherence to treatment protocols, best practices

### 5:30 – 7:30 p.m. WELCOME RECEPTION

## SATURDAY, SEPTEMBER 14

### 8 – 8:40 a.m.

#### THE ENTIRE EXPERIENCE MATTERS; PATIENT B CHECKS OUT

David Bevan (Blue Orchid Marketing) and David Applegate, DPM

- Products are dispensed and monies are collected
- Follow-up appointment is made and contact information is confirmed
- Capturing the positive experiences of your patients
- The importance of reputation management (positive and negative)

### 8:40 – 8:50 a.m.

#### YOU CAN ALMOST ALWAYS GET IT ON AMAZON

Cindy Pezza, PMAC and Michael Farmer (Footsteps)

- The importance of branding in your practice
- Avoiding uncomfortable situations

### 8:50 – 9:25 a.m.

THE SUPERBILL – Omid Ebrahimi-Sohi (DPM, RCM)

- Coding for what happened during the visit
- Common mistakes in Podiatry billing; incorrect use of modifiers, simple human errors that often lead to rejections, payor nuances and the danger of allowing your biller to make "executive decisions,"
- Billing safeguards within your practice and your Electronic Health Records System

### 9:25 – 9:45 a.m.

#### PADDING AND STRAPPING ESSENTIALS; NOT JUST FOR YOUR

ELDERLY POPULATION – Jay Scheur (Dr. Jill's Foot Pads)

### 9:45 – 10 a.m.

IT'S ALL ABOUT THE PRESENTATION – Paul Cummings (Zimmer Medizin Systems)

- Shockwave Therapy; not a last resort but an essential part of the treatment plan from visit one

### 10 – 10:45 a.m. BREAK AND VISIT EXHIBITORS

### 10:45 – 11:30 a.m.

MORE THAN KEEPING UP WITH THE JONES – Dr. Richard Silverstein

- Incorporating the most innovative technologies into your practice
- Your patients demand the best, especially when it comes to cash services

### 11:30 a.m. – 12:10 p.m.

SPORTS MEDICINE AND TREATING BACK TO SCHOOL INJURIES – Richard Braver, DPM

It's that time of year again and athletic trainers and coaches are ordering Kinesio tape in bulk. Here we will discuss sport related conditions and the impact you can make on the lives of your athletes by treating the cause of the injury rather than simply the diagnosis and symptoms

### 12 – 12:30 p.m.

A NEW TREATMENT THAT ACTUALLY WORKS ON FUNGAL NAILS

Cynthia Cernak, DPM; Gary Rees

### 12:30 – 1:30 p.m. LUNCH AND VISIT EXHIBITORS for the last time

### 1:30 – 2:30 p.m. LESSONS LEARNED (collaborative of speakers

including Cynthia Cernak, DPM who will be sharing an exciting topic TBD)

### 2:15 – 5 p.m. ROUNDTABLE DISCUSSIONS (break 3 – 3:45 p.m.)

... All Topics and Speakers are subject to change

## INVITED FACULTY

David Applegate, DPM

David Bevan

Richard Braver, DPM

Cynthia Cernak, DPM

Chris Church

Paul Cummings

Terri-Lyn Davis

Michael Demi, RN, CPC, CPMA, CSFAC

Omid Ebrahimi-Sohi, DPM, RCM

Michael Farmer

Bailey Fruman, MSW, LCSW

Alec Hochstein, DPM, DABFAS

Jamie Jay

Ken Katz

David Laurino, DPM

Anil Malik, BSCS

Roberta Nole, MA, PT, CPed

Hal Ornstein, DPM, FASPS, FAPWCA

Cindy Pezza, PMAC

Gary Rees

Jill Scheur, DPM

Richard J. Silverstein, DPM

Vikram Venkataraman

Tracey Vlahovic, DPM, FPPM, FCPS

Bob Weatherford, CPC

## A Special Thanks to our Corporate Support

- Advanced Capital Advisory Group LLC
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