

APMA/PI Region One 2019 - Assistants Program
Framingham, MA
Friday, October 25, 2019

7:30 am – 7:55 am Registration and Continental Breakfast

7:55 am - 8:00 am Welcome / Introductions / Housekeeping

8:00 am - 8:30 am

Title: **Basic Podiatric Anatomy (Foot and Ankle)**

Speaker: Sara Shirazi, DPM (Steward St. Elizabeth's Medical Center)

Objective: Basic Podiatric Foot and Ankle anatomy will be presented allowing the assistant a general understanding of normal foot and ankle anatomy. Illustrations including foot models, slides, x-rays will be utilized.

8:30 am - 9:00 am

Title: **Commonly Treated Podiatric Conditions with Case Reviews**

Speaker: Gina Nalbandian, DPM (Steward St. Elizabeth's Medical Center)

Objective: Commonly treated podiatric conditions will be reviewed allowing a basic understanding and triage for the Podiatric assistant. Familiarize the assistant with common medical terminology, language, and abbreviations commonly used in podiatric medicine.

9:00 am - 9:30 am

Title: **Office Emergency - From the Parking Lot to the Office Chair**

Speaker: Sarah Cullen, DPM (Steward St. Elizabeth's Medical Center)

Objective: Medical emergencies can and do happen at physicians' offices. You can't prepare for every emergency, a few of the common emergencies will be discussed that the assistant (and doctor) you can be ready to address.

9:30 am - 10:00 am

Title: **Case Presentations...Presenting relevant info from the Patient to the Doctor**

Speaker: Drennan Josey, DPM (Steward St. Elizabeth's Medical Center)

Objective: A medical assistant (MA) can be a versatile and valuable addition to any podiatric medical practice. The MA can manage front-office functions and patient flow plus handle some clinical duties. This interactive presentation will help guide the MA when gathering necessary information from the patient.

10:00 am – 10:30 am Break and Visit Exhibitors

10:30 am – 10:45 am

Title: **Ancillary Products (OTC) to Help Your Patients and Bottom Line**

Speaker: Scott M. Aronson, DPM (Private Practice, Canton, MA)

Objective: From DME to Creams and Lotions; From CBD products to Antifungals; From Recovery Shoe gear to Socks and Shoe Laces. We will discuss many product categories that can easily be dispensed in any Podiatric office, enhancing the overall patient experience and compliance.

10:45 am - 11:00 am

Title: **Outside Lab Procedures (specimen collection and handling): Biopsy, Nail Clippings, Wound Cultures**

Speaker: Stephanie DiGuillo, Marketing Director, Quantum Pathology & Erik DiGuillo, President and Chief Officer, Quantum Pathology

Objective: This discussion will review common podiatric medical tests that are often sent to outside Pathology Companies and/or local hospitals. Basic methods of retrieval, preparation, paperwork and transportation will be discussed

11:00 am - 11:20 am

Title: **Working Together as a Team**

Speaker: David Alper, DPM (Private Practice, Belmont, MA)

Objective: We all know teams. We use teams in community and leisure time activities. We play or watch team sports. We will discuss ways to "work as a team", sharing tasks, be more effective as a team participant, team leader, and team manager. Ultimately we all have the goal, work together, work more efficiently and allow the practice to run smoother.

11:20 am - 11:40 am

Title: ***Dealing with Difficult patients (in-person and on the phone)***

Speaker: David Alper, DPM (Private Practice, Belmont, MA)

Objective: For whatever is going on and whatever type of patient you are dealing with, there is a way to handle the situation. We will discuss certain patients and situations. Remember that you can't be all things to all people, There will always be difficult patients.

11:40 am - 12:00 pm

Title: ***Internal Marketing (Services, Products and Give-aways)***

Speaker: David Alper, DPM (Private Practice, Belmont, MA)

Objective: Marketing is a must for doctors. Those who invest in marketing themselves thrive, while others who resist tend to fall behind. Luckily, a few (relatively inexpensive) simple tactics can quickly boost your medical practice's reputation.

12:00 pm – 1:00 pm Lunch (Visit Exhibitors)

1:00 pm - 1:30 pm

Title: ***Growing Your Podopediatric Practice***

Speaker: Louis DeCaro, DPM (President, ACFAP; Private Practice West Hatfield, MA)

Objective: An incredible opportunity surrounds your practice that is both beneficial to you and the community at large. Children are in tremendous need of podiatric care, both preventatively and proactively as a result of complication or injury, but are often unaware of the high level of care you as a podiatric practitioner can offer them. Beyond that, referral sources such as other medical practitioners, athletic directors, school nurses and a multitude of other entities around you are equally unaware. What this means to us is one thing; Opportunity! In this session, we are going to discuss not only who to engage to educate about what you can offer the pediatric community as a foot and ankle specialist, but exactly how to approach these numerous entities and also use your internal marketing structure to educate the masses about the podopediatric aspect of your practice. It also explores ways to utilize existing adult patients and link the genetics of their conditions and why they should also have their kids examine.

1:30 pm - 2:15pm

Title: ***The Importance of Office Staff Understanding How Patients Walk***

Speaker: Louis DeCaro, DPM (President, ACFAP; Private Practice West Hatfield, MA)

Objective: This lecture helps the front and back staffs identify the basic biomechanical principles of the foot and lower extremity as a function of gait. Help staff recognize the affect pathological foot conditions have upon normal gait. This will teach staff why conditions occur, why doctors fix them the way they do, and why orthotics are so important in patient care.

2:15 pm - 3:00 pm

Title: ***Marketing & Billing of Orthotics in Your Practice***

Speaker: Louis DeCaro, DPM (President, ACFAP; Private Practice West Hatfield, MA)

Objective: Learn valuable internal and external marketing techniques to grow your orthotics business. Learn the ins and outs of billing orthotics, custom and over the counter. Learn what other factors influence the success of your orthotics including, but not limited to, posting, skive, shoes, and patient compliance.

3:00 pm – 3:30 pm Break and Visit Exhibitors

3:30 pm - 6:30 pm

Optional CPR/AED Certification Training

A CPR/AED Re-Certification Course is available for Region One Conference attendees. Certification for this course is available through Critical Knowledge.