



## **102<sup>nd</sup> Annual Foot and Ankle Scientific Seminar Assistant Program 2018 Friday, May 18th**

6.75 Hours CE Approved by the American Society of Podiatric Medical Assistants (ASPMA)

**7:30 am – 8:00 am   Registration**

**8:00 am- 8:15 am   Welcome and Introduction**

**8:15 am – 8:45 am   Marc Greenberg, DPM**

**“Anatomy Terminology and Commonly Treated Podiatric Conditions for the Podiatric Assistant”**

Every team member should understand the basics and be able to work together to provide the best possible service to patients.

**8:45 am – 9:15 am   Cindy Pezza, PMAC**

**“Keeping Doctors Moving and at the Top of Their Game”**

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.

**9:15 am – 9:30 am   Cindy Pezza, PMAC**

**“There Is No “I” In TEAM: Working Together Towards Practice Success”**

In this discussion we will demonstrate the value of creating a team of exceptional staff members, managers and doctors that work together to improve patient care and the health of the practice.

**9:30 am – 10:15 am   Cindy Pezza, PMAC**

**“In-Office Dispensing and the Importance of Practice Branding”**

In the age of “only a click away”, join us as we review the latest and greatest in medical grade and physician only products and formulas that will improve patient compliance, satisfaction, outcome and practice revenue, as well as how to handle difficult situations when it comes to patients shopping online.

**10:15 am – 10:45 am   Break**

**10:45 am – 11:15 am   Sarah Abshier, DPM**

**“Common Office Procedures & Appropriate Billing and Coding”**

In this presentation we will review the four most common clinical office procedures including pre-operative setup, procedure and technique as well as the appropriate coding and billing (to make sure your doctors are paid for the services they provide).

**11:15 am – 12:00 pm** Laura Moser, Bako Representative

**“Definitive Diagnosis – Appropriate Sampling and Diagnostic Methods”**

This presentation will highlight various dermatological conditions as they may manifest in the skin of the lower extremity. Upon completion of this session, attendees will better understand the significance of the biopsy procedure as a powerful diagnostic tool. This session will include an overview of various biopsy techniques, specimen collection and handling.

**12:00 pm – 1:30 pm Lunch**

**1:30 pm – 2:00 pm** Marc Greenberg, DPM

**“Dealing with Emergencies in the Front and Back Office”**

In this discussion we will review common medical emergencies as well as seemingly disastrous situations (from disruptions in internet connection to mishaps of mother nature) that may cause increased havoc if we are not prepared. Get ready to share your stories and learn how to handle it better next time together.

**2:00 pm – 2:45 pm** Marc Greenberg, DPM and Cindy Pezza, PMAC

**“Patient Evaluations” (Role Playing from the doctor and assistant prospective)**

Every team member’s role in preparing patients for our doctors is equally as important. Step by step, from their initial call to the office, all the way through insurance verifications, demographic and medical history collection, condition evaluation and preparation for possible procedures, podiatric assistants make it possible for doctors to diagnose and develop a treatment plan in the most efficient way possible. Here we will explore ways to quickly and accurately obtain the information our doctors need to improve patient satisfaction, outcome and production.

**2:45 pm – 3:00 pm** Cindy Pezza, PMAC

**“Quick Tips for Dealing with Difficult Patients”**

We all have them in our practice. Let’s explore ways to handle our more “colorful” patients in a professional manner to keep situations under control and our days from being ruined.

**3:00 pm – 3:30 pm Break**

**3:30 pm – 4:30 pm** Michael Brody, DPM

**“MIPS and MACRA – What you need to know”**

Reporting Quality Care, Practice Improvements and Advancing Care are the three elements of MIPS that all assistant’s must understand. The session will review the role of the Podiatric Medical Assistant to enable the practice to achieve high performance in the MIPS program.

**4:30 pm – 5:00 pm** Cindy Pezza, PMAC

**“Practice Reputation”**

In today’s world of technology and choices just a click away, it is more important than ever to provide the best possible experience for our patients (from first website visit to follow-up encounter). Join us as we discuss how to step up your customer service game through improved patient education and close monitoring and management of your practice reputation.

**5:00 pm – 5:30 pm** Sarah Abshier, DPM, Marc Greenberg, DPM and Cindy Pezza, PMAC

**“Office Successes and Fails”**

Panel and group discussion on real office experiences that everyone can learn from.