



**103rd Annual Foot and Ankle Scientific Seminar  
Assistant Program  
Thursday, May 16 and Friday, May 17, 2019**

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

**Thursday, May 16, 2019**

**7:30 am – 8:00 am Registration**

**8:00 am- 10:00 am - Juniper A & B**

Jeff Lehrman, DPM

**Coding in 2019: Your FAQs**

**Objective:** The session will discuss CPT and ICD-10 changes that will impact your practice. Discussion will include coding, compliance and documentation for foot care in the CGS world: no more guessing! This presentation is interactive, so bring your questions.

**10:00 am – 10:30 am Break**

**10:30 am – 11:30 am - Regent Grand Ballroom**

Earl Berman, MD

**Landscape of Medicare**

**Objective:** This session will review general documentation principles, podiatry-related improper payment errors (CERT), and the use of CPT modifier 25.

**11:30 am – 1:00 pm Lunch on your own**

**1:00 pm – 2:00 pm - Lilac Room**

Cindy Pezza, PMAC

**The Faces, Eyes and Ears of the Practice**

**Objective:** The session will discuss the integral roles that podiatric assistants play in the practice every day. From telephone etiquette and collecting monies owed with a smile, to evaluating a patient presenting with an ingrown toe nail on the right great toe and spotting an oddly shaped, dark colored pigmentation on the bottom of the left. Staff members are the directors of first impressions and the eyes and ears of the practice. Make sure those impressions are positive and lasting through training and education.

**2:00 pm – 3:00 pm - Lilac Room**

Cindy Pezza, PMAC

**Systems, Protocols and Fails**

**Objective:** Many of our patients present with similar conditions from classic presentations of heel pain to wounds that can be difficult to treat. The key is having structured systems and protocols in place from how we answer the phone and record the most valuable, accurate information to educating and preparing patients for all that is involved in specific treatment plans (physically and financially). Without a plan, we cannot expect to provide the highest quality care and achieve the positive outcomes our patients are looking for.

**3:00 pm – 3:30 pm Break**

**3:30 pm – 4:30 pm - Lilac Room**

Michael Brody, DPM

**Understanding MIPS and MACRA in 2019**

Objective: There have been significant changes to: Promoting Interoperability; Improvement Activities; and Quality Reporting for 2019. The session will review what has changed and what has stayed the same. Attendees will learn how Promoting Interoperability can help to improve Collaborative Care and improve outcomes. The session will review how practice improvement activities can help to improve patient engagement and improve outcomes. Attendees will learn how selecting the right Quality Reporting Activities can help improve outcomes without disrupting practice workflow.

**4:30 pm – 5:30 pm - Lilac Room**

Michael Brody, DPM

**Protecting Your Office from an Adverse HIPAA Event**

Objective: HIPAA is about more than protecting your office. HIPAA it is also about protecting your patients and making sure your records are available to provide quality care to your patients. Attendees will learn how HIPAA compliance protects the integrity of your medical records, protects the availability of your medical records and how HIPAA compliance protects the civil rights of your patients.

**Friday May 17, 2019**

**7:00 am – 7:30 am Registration**

**7:30 am- 9:30 am - Regent 1 Ballroom**

David Bevan, Gary Igotofsky and Anil Malik

**Generate Revenue with Proven Strategies for Today's Competitive Market**

Objective: There are a lot of marketing solutions clamoring for your attention. What do you really need? This session helps you to focus on the essentials to generate income for your practice. A fully optimized image-driven website is the cornerstone. Social Media and external marketing techniques drive people to your website. Boosting your online reviews enhances your reputation and increases patient conversion. Learn how Google and Facebook advertising can immediately drive hundreds of perspective patients to your website every month. And don't forget about the existing patients in your EHR. We'll show you proven techniques to expand your practice and your bottom line by marketing to your patient list. In this presentation we will explain how all these strategies work together to make you the "go-to" podiatrist in your area and dramatically increase your practice revenue.

**9:30 am – 10:00 am Break**

**10:00 am – 10:45 am - Regent 1 Ballroom**

Michael Brody, DPM

**Bloodborne Pathogen Training (OSHA Training)**

Objective: "Bloodborne pathogens" means pathogenic microorganisms that are present in human blood and can cause disease in humans. These pathogens include, among others, hepatitis B virus (HBV), which causes hepatitis B; human immunodeficiency virus (HIV), which causes AIDS; hepatitis C virus and other pathogens, such as those that cause malaria. Proper precautions are necessary to prevent the spread of these diseases to both patients and health care workers. Attendees will learn how to minimize the occurrence of needlestick injuries, understand Universal Precautions, and learn how to keep your practice safe for both patients and health care workers.

**10:45 am – 11:30 am - Regent 1 Ballroom**

Michael Brody, DPM

**Fraud Waste and Abuse**

Objective: Knowingly submitting, or causing to be submitted, false claims or making misrepresentations of fact to obtain a federal health care payment for which no entitlement would otherwise exist. Fraud is a crime. Attendees will review and understand what fraud is, what is abuse and will understand the Fraud and Abuse Laws. The session will discuss the Federal programs to combat Fraud and Abuse, and how to report suspected Fraud.

**11:30 am – 1:00 pm Exhibitor Marketplace Luncheon  
Easton Grand Ballroom**

**1:00 pm – 2:15 pm - Regent 1 Ballroom**

Mike Demi of Medical Compliance Associates

**Audit Preparation and Penalty Prevention is a TEAM Effort - Pre and Post Payment Audits, and Avoiding the Negative Consequences of Common Misconceptions**

Objective: Podiatrists are facing increasing challenges each year resulting in pre and post payment audits, reviews, suspensions, and revokes. In this presentation we will discuss the details of which services are being audited and why (including proper documentation to support visit level), and the realities of purchasing equipment and providing services that may be deemed “non-covered.” We will also delve into common errors that are causing doctors to unnecessarily pay back insurers, lose their Medicare number for years and unfortunately realize negative consequences.

**2:15 pm – 3:00 pm - Regent 1 Ballroom**

Cindy Pezza, PMAC

**Cost Containment Strategies and Practice Metrics**

Objective: The key to growing a successful practice is simple. You can equate it to what you “learned” in 10<sup>th</sup> grade accounting class. Increase assets (credits) and decrease costs (debits). Why then is it so difficult to improve the health (and circumference) of your practice wallet, when you have tried year after year to see more and more patients and to cut corners wherever possible? The secret is finding your magic numbers and understanding the key elements to stop running on the hamster wheel and look at what is truly happening all around you. Together, we will examine the effects and side effects of increasing patient volume without maximizing visit value as well as the areas of your practice in which dollars are being unnecessarily thrown away. Get ready to do the math and be amazed at the potential within your practice walls.

**3:00 pm – 3:30 pm Break**

**3:30 pm – 4:30 pm - Regent 1 Ballroom**

Cindy Pezza, PMAC

**What your TEAM May Not Know Because You Are too Busy to Teach Them**

Objective: As they say, "preparation is half the battle." In a podiatry practice, understanding the needs of your patients and maintaining a high standard of care, can only be accomplished through teamwork and education. Join us in this interactive triage and evaluation session as we demonstrate the importance of increasing your staff's knowledge of commonly seen conditions (dramatically increase efficiency and positive patient flow).

**4:30 pm – 5:30 pm - Regent 1 Ballroom**

Cindy Pezza, PMAC

**Ancillary Weakness: You Can Almost Always Get it on Amazon**

Objective: This session will be a frank discussion about the importance of branding your practice. You need to have the answers to your patients' difficult questions in response to the cash/pay and billable products and services that are being recommended and provided during treatment.