

GEORGIA PODIATRIC  
Medical Association



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# REGISTRATION BROCHURE

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Atlanta Marriott Buckhead Hotel & Conference Center

February 21-24, 2018

For more information visit [www.gapma.com](http://www.gapma.com)



**Register today at**  
[www.gapma.com/register](http://www.gapma.com/register)

We are pleased to welcome you to join us for the 21st Annual Georgia Summit at the Atlanta Marriott Buckhead Hotel & Conference Center on February 21-24, 2018.

Our mission is to advance the art and science of podiatric medicine by providing the highest quality didactic and clinical learning experiences to podiatric physicians and their staff through a variety of instructional sessions aimed at significantly improving patient care, treatment protocols and practice efficiency.

This year's physicians' program features multiple tracks aimed at enhancing practitioners' skills in trauma, sports medicine, wound care, limb salvage and much more. We've brought back the popular hands-on cadaver labs where attendees can learn from leaders in the podiatric community and explore new techniques and approaches. Registration is free and space is limited so reserve your spot today!

Both front and back office staff will enjoy an interactive two-day assistants' program where they will learn how to tackle common practice concerns and bring great ideas and tips back to their practices to increase patient satisfaction and compliance as well as team morale for a more productive clinic.

On Friday evening following the last lecture of the day, all attendees are invited to enjoy cocktails, appetizers and entertainment while reconnecting with colleagues and networking with industry members.

Register today to take advantage of the early bird rates. You do not want to miss this unrivaled professional experience. We look forward to welcoming you in February!

**Questions? Contact us!**

Phone: 651-778-0575  
Toll Free: 844-GPMA-322  
Fax: 844-GPMA-322  
Email: [info@gapma.com](mailto:info@gapma.com)



# GENERAL INFORMATION

## **Registration**

The registration fee includes all educational sessions as well as meals and refreshment breaks throughout the conference. For a list of all registration fees, please refer to the last page of this brochure. The Georgia Podiatric Medical Educational Foundation maintains responsibility for the programming selection.

## **Cancellation Policy**

A \$50.00 administrative fee will be charged to any cancellation. Cancellations must be made in writing to [info@gapma.com](mailto:info@gapma.com) or 1465 Arcade Street, Saint Paul, MN 55106 prior to February 7, 2018. No refunds for cancellations will be honored after this date.

## **Mobile Conference App**

We are excited to announce that all attendees will be able to download and use a mobile conference app which will include the agenda, attendee, speaker, and exhibitor listings, CECH check-in, and much more! Everything you will need for the Summit will be on the app. If you will not have access to a smart phone or tablet at the Summit, you will need to request a hard (paper) copy of conference material when you register online.

## **Intended Audience**

The intended audience for the Georgia Summit is physicians, resident physicians, students of podiatric medicine, and podiatric assistants.

## **Continuing Education**

The Georgia Podiatric Medical Educational Foundation is approved by the Council on Podiatric Medical Education as a provider of continuing education in podiatric medicine. The Georgia Podiatric Medical Educational Foundation has approved this activity for a maximum of 29 continuing education contact hours.

## **Disclosure**

Each speaker is required to disclose the existence of any financial and/or other relationships (i.e., employee, consultant, speaker's bureau, grant recipient, research support) she or he might have with (a) manufacturer(s) of any commercial product(s) to be discussed during his/her presentation and/or (b) the commercial contributor(s) of the activity. Any such conflict will be announced by the speaker immediately preceding the lecture.

## **Non-Discrimination**

No person shall be denied registration or participation in any continuing education program provided by the Georgia Podiatric Medical Educational Foundation for reasons of race, color, creed, religion, national origin, sex, marital status, familial status, disability, public assistance, age, or sexual orientation. Please notify our staff when registering if you require special accommodation for training or attendance at 651-778-0575 or [info@gapma.com](mailto:info@gapma.com).

## **Accommodations**

The Atlanta Marriott Buckhead Hotel & Conference Center is the venue for the conference and is located at 3405 Lenox Road NE, Atlanta, GA 30326. The hotel is offering a special guest room rate of \$159/night for GPMA Summit attendees until January 31, 2018. To make a reservation, call 1-888-855-7741 or 404-261-9250 and reference the Georgia Podiatric Medical Association to secure the discounted rate or book online at [www.gapma.com/hotel-reservations](http://www.gapma.com/hotel-reservations).

# PHYSICIANS' PROGRAM

Wednesday, February 21

## Trauma Considerations

1:45PM - 2:15PM	<b>Ankle Dislocation</b> Carl Khim, DPM
2:15PM - 3:15PM	<b>Principles of ORIF</b> Javan Bass, DPM
3:15PM - 3:45PM	<b>Panel Discussion</b> Javan Bass, DPM and Carl Khim, DPM
3:45PM - 4:00PM	<b>Break</b>
4:00PM - 4:45PM	<b>Calcaneal Fracture</b> Carl Khim, DPM
4:45PM - 5:30PM	<b>Calcaneal Fracture</b> Javan Bass, DPM

Thursday, February 22

## Practice Management

8:00AM - 9:15AM	<b>LCDs, Unexpected Changes to “the rules” of Reimbursement and Strategies to Get Paid for the Services you Provide; “Appealing” Ideas</b> Bob Weatherford
9:15AM - 10:00AM	<b>Regaining Control of Your Practice while Improving the Overall Patient Experience</b> Cindy Pezza, PMAC
10:00AM - 10:45AM	<b>Break - Visit Exhibit Hall</b>
10:45AM - 11:25AM	<b>Creating a Patient Centered Practice in Today's Competitive Market</b> Speaker TBD
11:25AM - 12:00PM	<b>Simple Protocols for Use of Durable Medical Equipment (DME) for Improved Clinical Outcomes</b> Hal Ornstein, DPM and Cindy Pezza, PMAC
12:00PM - 12:30PM	<b>Professionalism in your Practice: Creating Solid Foundations, Maintaining a Positive Reputation, and Measuring the Success of Your Growing Practice</b> Hal Ornstein, DPM and Cindy Pezza, PMAC
12:30PM - 1:45PM	<b>Lunch and Learn</b>

# PHYSICIANS' PROGRAM

Thursday, February 22 (Continued)

## Sports Medicine

1:45PM - 2:15PM	<b>Surgical considerations in the Athlete</b> Charles Peebles, DPM
2:15PM - 2:45PM	<b>ESWT in sports medicine</b> Charles Peebles, DPM
2:45PM - 3:15PM	<b>ATFL management</b> William Harris, DPM
3:15PM - 3:45PM	<b>Turf Toe management</b> William Harris, DPM
3:45PM - 4:30PM	<b>Break - Visit Exhibit Hall</b>
4:30PM - 5:15PM	<b>Plantar Fasciitis in the Athlete</b> Patrick DeHeer, DPM
5:15PM - 6:00PM	<b>Equinus in the Athlete</b> Patrick DeHeer, DPM
6:00PM - 7:00PM	<b>GPMA Annual Membership Meeting</b>

## Wound Care And Limb Salvage

1:45PM - 2:45PM	<b>Title TBD</b> Mohammad Sharif, DPM
2:45PM - 3:45PM	<b>Title TBD</b> Mohammad Sharif, DPM
3:45PM - 4:30PM	<b>Break - Visit Exhibit Hall</b>
4:30PM - 5:30PM	<b>Collagen therapies for wound healing in the private practice: Enhancing outcomes and proper coding advice</b> Michael King, DPM <small>SUPPORTED BY AN IN-KIND DONATION FROM AMERX HEALTH CARE</small>
5:30PM - 6:00PM	<b>Wound care management through lavage</b> Tobi Todd, DPM
6:00PM - 7:00PM	<b>GPMA Annual Membership Meeting</b>

Friday, February 23

## Pathomechanics

8:00AM - 8:30AM	<b>Juvenile HAV - What do I do with this kid that has a bunion</b> Patrick DeHeer, DPM
8:30AM - 9:00AM	<b>Hammertoe digit Syndrome - An evidence based approach</b> Patrick DeHeer, DPM
9:00AM - 10:00AM	<b>1st MPJ Arthrodesis Functional Outcomes - A current literature review</b> Patrick DeHeer, DPM
10:00AM - 10:45AM	<b>Break - Visit Exhibit Hall</b>
10:45AM - 11:45PM	<b>Health and Nutrition for Our Diabetic Population</b> Jerlyn Jones, MS, MPA, RDN, LD

## Diabetic Charcot Limb Salvage

8:00AM - 9:00AM	<b>Current concepts in conservative and surgical management of Charcot</b> Ryan Fitzgerald, DPM
9:00AM - 10:00AM	<b>Bioburden based wound management (BBWM) A New Paradigm</b> Ryan Fitzgerald, DPM
10:00AM - 10:45AM	<b>Break - Visit Exhibit Hall</b>
10:45AM - 11:45AM	<b>Osteomyelitis: A Surgical Disease</b> Ryan Fitzgerald, DPM

# PHYSICIANS' PROGRAM

Friday, February 23 (Continued)

## Pathology

11:45AM - 12:30PM

TBD

12:30PM - 1:45PM

**Lunch and Learn  
Changing The Approach – An  
Update In Anti-Infective  
Treatment Options**

M.Shaun Lund, DPM

SUPPORTED BY AN UNRESTRICTED  
EDUCATIONAL GRANT FROM KEYSTONE PHARMACY

1:45PM - 3:45PM

**2018 Podiatric Dermatology  
Update – “Hands-on” Biopsy  
Workshop**

Wayne Bakotic, DO

SUPPORTED BY AN IN-KIND DONATION FROM  
BAKO INTEGRATED PHYSICIAN SOLUTIONS

3:45PM - 4:30PM

**Break - Visit Exhibit Hall**

4:30PM - 5:15PM

**Dekalb Pathology**

5:15PM - 6:00PM

**Title TBD**

Dipti Anand, MD

SUPPORTED BY AN IN-KIND DONATION  
FROM SKINPATH SOLUTIONS

## Limb Salvage and Surgical Revision

11:45AM - 12:30PM

**Differentiating Between  
Arterial and Venous Disease**

Louis Prevosti, MD, FACS

12:30PM - 1:45PM

**Lunch and Learn  
Changing The Approach – An  
Update In Anti-Infective  
Treatment Options**

M.Shaun Lund, DPM

SUPPORTED BY AN UNRESTRICTED  
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1:45PM - 2:15PM

**Limb Salvage: Mementos of  
Why We Take on the Challenge  
of Preservation**

Michael Canales, DPM

2:15PM - 2:45PM

**Confessions of a Young  
Practitioner: My Worst Surgical  
Complications, How I Handled  
Them, & What I've Learned**

Michael Canales, DPM

2:45PM - 3:15PM

**Keeping the Team's Antenna  
Up! Prompt Identification of  
Risk to Prevent Foot  
Complications**

Michael Canales, DPM

3:15PM - 3:45PM

**Treatment Strategies for  
Diabetic Ankle Fractures: A  
Different Beast!**

Michael Canales, DPM

3:45PM - 4:30PM

**Break**

4:30PM - 6:00PM

**Dekalb Vascular**

6:00PM

## RECEPTION

Join us for cocktails, appetizers and entertainment. This is a great opportunity to re-connect with colleagues and meet the industry members.

SPONSORED BY BAKO INTEGRATED PHYSICIAN SOLUTIONS

# PHYSICIANS' PROGRAM

Saturday, February 24

## Track One

8:00AM - 9:00AM | **Update from the Medical Association of Georgia**

9:00AM - 10:00AM | **GPMA Legislative Update**  
Rusty Kidd

10:00AM - 10:45AM | **Break - Visit Exhibit Hall**

10:45AM - 11:30PM | **Cybersecurity 101**  
Michael Brody, DPM

11:30AM - 12:30PM | **Quality Care and Quality Reporting**  
Michael Brody, DPM

## Track Two

8:00AM - 12:30PM | **Cadaver Lab**

## General Session

12:30PM - 1:45PM | **Lunch and Learn**  
**Title TBD**  
Bradley Bakotic, DPM

SUPPORTED BY AN UNRESTRICTED EDUCATIONAL GRANT FROM THE RHETT FOUNDATION

1:45PM - 3:45PM | **Resident Lectures**

3:45PM - 4:00PM | **Break**

4:00PM - 5:30PM | **Top Practice Improvements to Improve Patient Care and Reduce Risks**  
Robert Goldstucker, JD

SUPPORTED BY AN IN-KIND DONATION FROM PICA

## FREE CADAVER LAB!

SUPPORTED BY UNRESTRICTED EDUCATIONAL GRANTS FROM



**The cadaver lab is back by popular demand!** It will be divided into a didactic and a hands-on lab. The didactic portion of the lab will last one hour followed by a three-and-a-half-hour hands-on lab. The content of the lab will include:

- Forefoot reconstruction – Triplanar correction of hallux valgus, Lapidus fusion, hammertoe correction, plantar plate repair.
- Rearfoot reconstruction techniques for flatfoot will be addressed, minimally invasive achilles tendon repair and lateral ankle stabilization.
- In addition, there will be discussion about amniotic membrane as an adjunct to surgery.

**Registration is free.** In order to reserve your spot you will need to provide your credit card information when you register. Your credit card will only be charged a \$50 fee if you are a no-show. Reserve your spot today!

# ASSISTANTS' PROGRAM

Friday, February 23, 2018

**8:00 am - 8:45 am**

## **Professionalism in the Podiatry Practice: Providing the Best Customer Service for Your Patients**

*Cindy Pezza, PMAC*

Front desk and back office team members are the first lines of communication and have the ability to dramatically impact our patients' first impression of a practice. Here we will explore the importance of mastering effective communication skills from initial encounter and beyond, assuring that every team member is representing the practice with the utmost professionalism.

**8:45 am - 9:15 am**

## **There Is No "I" In TEAM: Working Together Towards Practice Success and TEAM Building Exercise**

*Cindy Pezza, PMAC*

To 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.

**9:15 am - 10:00 am**

## **Definitive Diagnosis – Appropriate Sampling and Diagnostic Methods**

*Kerri Mixon of Bako Integrated Physician Solutions*

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.

**10:00 am – 10:45 am**

## **Break - Visit Exhibit Hall**

**10:45 am - 11:45 am**

## **Dealing with Difficult Patients in the Front and Back Office: Including What to Do in Case of Medical Emergency**

*Local DPM*

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.

**11:45 am - 12:30 pm**

## **Keeping Doctors Moving and at the Top of Their Game**

*Cindy Pezza, PMAC*

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.

**12:30 pm - 1:45 pm**

## **Lunch**

**1:45 pm - 2:15 pm**

## **Dispensing, Coding and Billing Wound Care Supplies: Unlock the door to increased practice profits.**

*Representative of Amerx Healthcare*

You will learn what is needed to dispense advanced wound care products. How to motivate your staff to dispense these items and how to select the proper dressings to dispense. Learn the correct coding and documentation for these products and where to get resources and advice on billing and coding. Take-Aways: Each attendee will be provided with the Amerx "Turn Key Program" that thoroughly explains how to bill and document these products.

**2:15 pm - 3:00 pm**

## **Protocol Development and Incorporating Additional Ancillary Services to Improve Patient Care, Compliance and Outcome**

*Cindy Pezza, PMAC with Hal Ornstein, DPM*

For front and back office staff to begin writing structured protocols and bring them back to their individual offices (To include: heel pain, and ankle sprains/trauma/long term conditions)

**3:00 pm - 3:45 pm**

## **HIPAA Requirements and Cyber Security: understanding your responsibility to patient privacy and your practice's wellbeing with HIPAA Certification exam to follow**

*Gerald Caussade of HIPAA Complete*

Achieve your HIPAA/HITECH compliance and Cyber Security objectives using a multi-disciplinary approach.



# ASSISTANTS' PROGRAM

## Friday, February 23, 2018 (Continued)

Review case studies with practical examples. Challenges and solutions to common HIPAA and cyber security challenges will be reviewed. Review the most common causes of breaches and how a strong Risk Analysis and Business Continuity Plan can be practical and reduce risk.

**3:45 pm – 4:30 pm**

**Break - Visit Exhibit Hall**

**3:00 pm - 3:45 pm**

**HIPAA Requirements and Cyber Security Continued**

**6:00 pm**

**Reception**

Join us for cocktails, appetizers and entertainment. This is a great opportunity to reconnect with colleagues and meet industry members.

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## Saturday, February 24, 2018

**8:00 am - 10:00 am**

**Clinical/Back Office - Hands On Demonstration Stations**

*\*\*provided by local residents and vendors*

1. Instrumentation Review
2. How to Set Up for Nail Procedures and How to Maintain Sterile Technique
3. Current Techniques of Taping/Strapping
4. Unna Boot Casting
5. How to Put on Fracture Boot and a Night Splint Correctly
6. Shoe Fitting/Scanning for Custom Inserts

**Clerical/Front Office**

**8:00 am - 10:00 am**

**Podiatry Under Attack: pre and post payment audits and avoiding the negative consequences of common misconceptions**

*Mike Demi or Bob Weatherford of Medical Compliance*

Podiatrists are facing increasing challenges each year resulting in pre and post payment audits, reviews, suspensions, 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 being duped into 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.

**10:00 am - 10:45 am**

**Break - Visit Exhibit Hall**

**10:45 am - 11:15 am**

**Bringing in New Patients and Keeping Existing Ones**

*Cindy Pezza, PMAC or Representative of Blue Orchid Marketing*

Join us as we discuss effective marketing techniques that allow doctors to attract the types of patients they want to treat while staying connecting with an existing patient volume that needs to return to the office (whether they know it or not).

**11:15 am - 12:30 pm**

**Creating a Formal Education and Training Structure in Your Practice**

*Suzette Clements, DPM and Jeannie Hazel Sutton*  
No matter which position is being filled, "baptism by fire" is the worst, yet most common method of training in specialty offices. Join us as we review effective ways to develop accountability and create a solid practice foundation.

# ASSISTANTS' PROGRAM

## Saturday, February 24, 2018 (Continued)

**12:30 pm - 1:45 pm**

### **Lunch**

**1:45 pm - 2:30 pm**

### **Patient Evaluations (Role Playing)**

*Cindy Pezza, PMAC and Javan Bass, DPM*

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.

**2:30 pm - 3:00 pm**

### **Take Your Foot Out of Your Mouth**

*Dr. Simone Josey*

Medicine is a Science. Healthcare is a practice. While diagnoses and treatments are often predictable, human interaction is far from it. Dealing with coworkers, hospital administration, nurses, and support staff can be difficult at times. From overblown egos to misunderstood communication, the success of your practice can be hindered by the human factor. Learn how to handle inter-personal conflicts with coworkers and other healthcare professionals. Find out how to be highly liked without being a push over!

**3:15 pm - 3:45 pm**

### **In-Office Dispensing**

*Cindy Pezza, PMAC and Hal Ornstein DPM*

In-Office Dispensing Benefits to your Patients and your Practice. Join us as we review the latest and greatest in dispensing products that will improve patient compliance, satisfaction, outcome and practice revenue, as well as the staff's role in dispensing (and the rewards involved for all).

**3:45 pm - 4:30 pm**

### **Break - Visit Exhibit Hall**

**4:30 pm - 5:15 pm**

### **DME, Compliance and Coding Changes, Recognizing Patients in Need of Pre-Fab and Custom AFOs**

*Cindy Pezza, PMAC*

See how easily you and your team can increase patient satisfaction, compliance, outcome and practice revenue by offering the services and treatments that so many of your patients need. This lecture will provide the inspiration needed for physicians and their team to return to the office and begin developing and implementing comprehensive treatment plans.

**5:15 pm - 6:00 pm**

### **Team Round Table (Doctors Welcome)**

*Javan Bass, DPM and panel of speakers*

Bring your issues and discuss with other practices to find resolutions to common problems. We wrap up the program with ideas and solid plans to bring back and implement right away, all to improve our practices.

# REGISTRATION RATES

	BY JANUARY 15, 2018	AFTER JANUARY 15, 2018
GPMA MEMBER	\$200	\$250
APMA MEMBER	\$300	\$350
RESIDENT APMA MEMBER	FREE	\$50
GPMA LIFE MEMBER	\$175	\$225
NON-APMA MEMBER	\$650	\$700
VA/FEDERAL SERVICES	\$200	\$250
STUDENT	FREE	\$50
ASSISTANT/STAFF	\$200	\$250

\*Add \$50 to the rates listed for registration after January 15, 2018 if you register on-site. Registration online prior to the start of the Summit is highly recommended.

**REGISTER ONLINE TODAY AT [WWW.GAPMA.COM/REGISTER](http://WWW.GAPMA.COM/REGISTER)**

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