

# **SAM 2023 Podiatric Medical Assistant Program**

## **Friday, February 3**

### **8:00 a.m. – 8:30 a.m. “Effective Communication Strategies in Practice and in Everyday Life”**

Effective communication skills are one of the most important tools you can apply (in practice and in life). Attendees will learn how to more effectively communicate and understand the importance of improved listening skills as related specifically to patients, doctors, and fellow team members.

### **8:30 a.m. – 9:15 a.m. “Anatomy, Terminology, and Commonly Treated Podiatric Conditions”**

Every team member should understand the basics and be able to work together to provide the best possible service to patients. In this fast-paced alphabetical crash course to “a little bit of everything podiatry” Assistants will be guided through and provided with take home materials to review later.

### **9:15 a.m. – 10:00 a.m. “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.

### **10:00 a.m. – 10:15 a.m. Quick Break**

### **10:15 a.m. – 11:15 a.m. “Why Podiatry Practices Should Perform More Biopsies”**

Lilly Khavari, DPM will review what DPMs and Podiatry Assistants should be looking for and how to properly code and document procedures. This session will also include a live demonstration of commonly performed biopsies and the assistant’s role in preparing for each as well as the many benefits of utilizing electronic lab interfaces to send orders and receive results.

### **11:15 a.m. – 12:00 p.m. “Mastering the Art of Patient Evaluation”**

Does this ever happen in your practice? A patient calls to make an appointment for \_\_\_\_\_ and a “reason for visit” is recorded in the comments section of the scheduler. Upon arrival, the medical assistant evaluates the patient and discovers a much different chief complaint than previously recorded. This updated information is updated in the EHR and relayed to the doctor prior to entering the treatment. Following the doctor’s assessment however, it is determined that the patient’s actual reason for visit is \_\_\_\_\_. It happens all the time! So, what can we do to improve the level of accuracy in discovering the true reason for visit and in situations where multiple complaints are relayed, determining the most pressing issue? While this problem is one that can never completely be avoided, we can greatly reduce its frequency by training both administrative and clinical team members to ask the right/appropriate questions and become proficient in redirecting patients who are easily distracted and contribute to conversations that hinder office efficiency.

## **Friday, February 3 (cont.)**

**12:00 p.m. – 1:30 p.m. Lunch and Visit Exhibit Hall**

**1:30 p.m. – 4:15 p.m. “Hands-on Workshop for Front and Back Office Assistants”**  
(each attendee will spend between 15 - 20 minutes per “station” depending on how many we have. A 15-minute break will also be provided.)

**Workshops include:**

**For Clinical Assistants:**

- Proper fitting, appropriate selection, and required compliance documentation of Therapeutic Shoes and inserts
- Custom orthotics and AFO (casting, scanning, and understanding biomechanics)
- Suture Removal
- Surface Anatomy
- Common Procedure setups and proper “cleanup”
- Podiatry Instrument Review
- Total Contact Casting, Unna Boot Application Posterior Splints
- Padding and strapping
- Advanced Ancillary Service demonstrations (RSWT, Swift Microwave Therapy for warts, lasers, etc.)

**For clerical/administrative and billing staff:**

Billing and Coding Misconceptions/Mistakes

- Maximizing Reimbursement
- Managing Receivables
- Responding to Audits
- Understanding Benefit Details
- Meaningful Reporting of Practice Metrics

**4:15 p.m. – 4:30 p.m. Break**

**4:30 p.m. – 6:00 p.m. Assistant Welcome Reception sponsored by BakoDx**

## Saturday, February 4

### **8:00 a.m. – 8:45 a.m. “Audit Preparation and Penalty Prevention is a TEAM Effort”**

Podiatry practices 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.

### **8:45 a.m. – 9:15 a.m. “X-Ray Compliance and How to Prepare for an Audit”**

Everything you need to know about advancements in digital x-ray technology and how to stay compliant in the event of an audit.

### **9:15 a.m. – 10:00 a.m. “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.

### **10:00 a.m. – 10:15 a.m. Quick Break**

### **10:15 a.m. – 11:15 a.m. “DME Compliance, Confusion and Cash is King”**

We will review the must-haves when dispensing and billing Durable Medical Equipment, the compliance changes that are causing confusion, and the most effective cash products and services that don’t require a mountain of paperwork.

### **11:15 a.m. – 12:00 p.m. “Strategic Marketing for New and Expanding Practices”**

The most effective methods for attracting patients and conditions you want to treat while establishing a stellar reputation.

### **12:00 p.m. – 1:30 p.m. Lunch and Visit Exhibit Hall**

### **1:30 p.m. – 2:15 p.m. “Clinic Pregaming and Game Changing Schedule Modification”**

How to best prepare for the clinic day ahead (efficient collection of New Patient information, eligibility and benefit checks, financial policy adherence, TEAM huddles, interoffice communications, and tips and tricks to maximize volume and office flow without creating chaos).

### **2:15 p.m. – 3:00 p.m. “Structured Systems Improve Practice Efficiency and Patient Outcome”**

Preparation may be half the battle (or maybe even a little more than half in our changing world of healthcare), but structure and consistency are the keys to success. In private practice, understanding the needs of your patients and maintaining a high standard of care can only be accomplished through thorough teamwork, planning, and making necessary changes. Join us as we demonstrate the importance of developing and implementing “how-

## Saturday, February 4 (cont.)

to” guides for every aspect of practice (from scheduling, insurance eligibility, and collections to preparing for the clinic day, setting up procedures, and patient education). Although presented for podiatric assistants, physicians are welcome to attend as detailed checklists, training guides, and protocols will be shared throughout the presentation, allowing both doctors and team members to implement changes and improvements first thing on Monday morning!

### **3:00 p.m. – 3:45 p.m. “Creating Positive Practice Culture and Improved Employee Retention through Appreciation and Innovation”**

In this interactive and inspirational session, we will discuss proven strategies for making your practice a better place to work and succeed for all.

### **3:45 p.m. – 4:30 p.m. TEAM Building Exercise and Program Conclusion**