

Come Sail With Us Aboard the Deluxe Sapphire Princess **Adventure to Alaska!***



AAPPMM & PM News

Present

The Alaska Practice
Management Cruise

July 18-25, 2010

(Following the APMA Scientific Meeting in Seattle)

Maximum of 8 Continuing Education Contact Hours



*Registration limited to 100 podiatrists – families welcome

About the Seminar

The American Academy of Podiatric Practice Management (AAPPM) and PM News have teamed up to produce a once-in-a-lifetime learning adventure aboard the luxury cruise ship Sapphire Princess. Join us and learn new and innovative practice building strategies from some of AAPPM's leading practice management experts. You will also enjoy all of the amenities of a world-class cruise ship and experience the unique natural beauty of Alaska. **This seminar offers a maximum of 8 Continuing Education Contact Hours (CECH).** Here's the exciting meeting schedule and itinerary.

Continuing Medical Education Objectives

AAPPM is accredited as a sponsor of courses by the Council on Podiatric Medical Education and Gary Adams serves as director of continuing education.

At the conclusion of this continuing education program, attendees will:

- Learn how to provide patients with DME products and treatments that enhance patient care and compliance, and learn how to keep their practice wound care and DME compliant.
- Improve their ability to assess which treatment options are best suited for wounds commonly seen by podiatrists; increase understanding of the proper application of various wound care products; and the importance of using wound care protocols; and appreciate how dispensing wound care products can improve patient care and compliance.
- Better understand which ancillary care services are best-suited to podiatry practices, their clinical applications and the positive impact they can have on improving patient care.
- Better understand the importance of communicating effectively with patients and staff, and learn new communication skills to build patient trust and improve patient compliance and outcomes.
- Be more aware of the various ethical dilemmas that podiatrists encounter, and have a better understanding of how podiatrists should respond to these dilemmas based on the APMA Code of Ethics.
- Better understand the critical role developing and implementing clinical, administrative and staffing patient treatment protocols and how they enhance patient care and compliance.
- Learn what constitutes professional misconduct and how to avoid situations posing legal risks.

Seminar Schedule & Program

Day 2 – Monday, July 19

8:00 am – 10:00 am

Workshop for Non-Custom DME, Custom DME, Wound Care Products, Biologic Wound Care Products, and Ancillary Care Services (2 CECH)

Jonathan Moore, DPM, MS

This comprehensive presentation and hands-on workshop will review non-custom and custom DME products, wound care products, including biologics, and discuss ancillary care to improve patient outcomes, compliance, and increase referrals due to increased patient satisfaction.

10:00 am – 10:30 am

Break and Visit Exhibitors

10:30 am – 11:15 am

Medical and Legal Aspects of Wound Documentation (.75 CECH)

Barry Block, DPM, JD

Wound care is one of the fastest growing areas in podiatry. Knowing how to properly document wound care is essential to receiving the correct reimbursement for your services and remain compliant. Additionally, you'll learn how to protect yourself in the event of an audit or malpractice accusation.

11:15 am – 11:30 am

Q & A – Drs. Block and Moore (.25 CECH)

Day 4 – Wednesday, July 21

8:00 am – 9:15 am

How to Positively Influence Patients and Improve Compliance (1.25 CECH)

John Guiliana, DPM, MS

This mini-workshop will review the fundamentals of good physician-patient communication. It will demonstrate the “art of influence” to help patients get better faster through improved acceptance and compliance with your proposed treatment plans. The workshop will include interactive role-playing. So, be prepared to have some fun!

9:15 am – 10:00 am

What if? Ethical Dilemmas Faced by Podiatrists and What to Do About Them (.75 CECH)

Barry Block, DPM, JD

Do you know the right thing to do? Test your knowledge with some recent queries sent to PM News. Learn how the APMA Code of Ethics handles these perplexing problems.

10:00 am – 10:30 am

Break and Visit Exhibitors

10:30 am – 11:15 am

Practice Data Analysis...Understanding the EKG of your Practice

John Guiliana, DPM, MS

Providing quality healthcare is dependent upon staying financially healthy. Despite this, physicians often lack a clear understanding of what their practice's data and financial reports are telling them and how to interpret and react to it. This program will discuss the fundamentals of getting and staying financially healthy. Quality care depends upon it!

11:15 am – 11:30 am

Q & A – Drs. Block and Guiliana

Day 6 – Friday, July 23

8:00 am – 10:00 am

Clinical Protocols - a Pathway to Improved Patient Care (2 CECH)

Ben Weaver, DPM

- Improve patient care
- Increase office efficiency
- Improve office staff and patient communications
- Improve patient compliance
- Build congruity among providers, leading to better patient care

This session is for doctors and staff members interested in improving patient care, increasing efficiency and patient flow through the office, and improving patient compliance and outcomes. After this groundbreaking session, you will leave with working, customized treatment protocols to take back to your office and implement on Monday. This session offers a customized protocol manual for your office.

Special note: You must have an Internet capable laptop for this session.

10:00 am – 10:30 am

Break and Visit Exhibitors

10:30 am – 11:15 am

50 Ways to Lose your License – How to Avoid Legal Risks (.75 CECH)

Barry Block, DPM, JD

Each year, dozens of podiatrists receive career-threatening sanctions to their licenses. Some even wind up in prison. Learn what constitutes professional misconduct from actual cases, and how to avoid legal problems.

11:15 am – 11:30 am

Q & A session – Drs. Block and Weaver (.25 CECH)

About the Cruise

So incredibly beautiful, you'll think you stepped into a painting. This is Alaska as seen from the panoramic perspective of your dazzling Princess cruise ship. Monumental glaciers are nature's draw and Alaska's waterways reveal more of these thrilling Ice Age giants than anywhere else on earth. Alaska's Inside Passage is one of the most scenic sea-lanes in the world, spectacular and untamed, home to bald eagles, whales, sea lions, otters, brown bears, mountain goats and flocks of seabirds. Plus, you'll visit a variety of flavorful ports of call – all full of rich history and native culture.

Juneau, Alaska: From massive scenic mountains to historic buildings, this gorgeous capital city has something for everyone.

Ketchikan, Alaska: The salmon capital of the world also has the world's largest collection of totem poles.

Tracy Arm Fjord, Alaska: The snowcapped summits and flowing waterfalls here serve to enhance the already incredible glacier viewing.

Victoria, B.C.: This beautiful, British-inspired coastal city has carriage rides, high tea at the Empress Hotel and acres of European-style gardens.

Itinerary

Port	Arrival	Departure
Seattle, Washington		4:00 PM
At Sea		
Ketchikan, Alaska	6:30 AM	4:00 PM
Tracy Arm Fjord, Alaska (Scenic Cruising)	6:00 AM	10:00 AM
Juneau, Alaska	2:00 PM	10:00 PM
Skagway, Alaska	6:00 AM	5:00 PM
At Sea		
Victoria, British Columbia	7:00 PM	11:59 PM
Seattle, Washington	7:00 AM	



About The Sapphire Princess

Sapphire Princess is a jewel on the high seas – filled with innovative features and luxurious amenities. Swim in one of four sparkling pools, shop the boutiques or get a massage in the Lotus Spa. Dine elegantly in one of the many formal dining rooms and specialty restaurants or casually on pizza and burgers. And with nearly 740 balcony staterooms, there's a room with a view for you.

Additional activities include a casino, first run movies and a variety of top-rated entertainment. You'll also have opportunities for on-shore excursions. There are complimentary lessons and numerous activities for adults and children. An exercise facility is available 24 hours a day.

Internet access and direct-to-shore telephone service are available.

The children's program services children and teens from 3-17 at no charge. Age-specific programming includes everything from arts & crafts and talent shows to video games and dance parties. Children under the age of 3 are also welcome if supervised by a parent at all times. Although Princess does not have babysitters onboard, group kid-sitting is available for children ages 3-12 between the hours of 10 p.m. – 1 a.m. in the Youth Center for \$5 per hour, per child.

Adult Activities

- Swim-against-the-current lap pool
- Nine-hole putting course (Princess Links)
- Virtual golf simulators
- Jogging track
- Shuffleboard
- Center Court
- Shop in boutiques (duty-free) Deals on designer clothing and gifts, including Lladro, Swarovski, Calvin Klein, Tommy Bahama, Lancome, Clinique, Estee Lauder, and Fossil - all up to 30% off.

Featured Faculty



Barry Block, DPM, JD.

Dr. Block is Editor in chief of *Podiatry Management Magazine* for 25 years and the founding editor of *PM News*, the daily Internet newsletter. He is the author of three books, including *Podiatric Marketing and Practice Management*, and over 350 published articles. Dr. Block is a nationally known lecturer with over 100 presentations to his credit. Dr. Block serves as Executive Director of the American Podiatric Medical Writers

Association, and is a Fellow of the American Academy of Podiatric Practice Management and recipient of the coveted B.C. Egerter Award.

John Guiliana, DPM, MS.



Dr. Guiliana is a nationally recognized speaker and author on topics pertaining to medical practice management. He holds a Master's in Health Care Management and is a member of Sigma Beta Delta International Honor Society in Business, Management and Administration. He is a Fellow and Trustee of the American Academy of Podiatric Practice Management. He is a frequent contributor to many podiatric

journals and is the author of the APMA News monthly column Talking Practice Enhancement. Board Certified by the American Board of Podiatric Surgery, he practices in Hackettstown, New Jersey.



Jonathan Moore, DPM, MS

Dr. Moore is Board Qualified in the American Board of Podiatric Orthopedics and Primary Podiatric Medicine and is Fellowship-Trained in Diabetic Foot Salvage at the University of Texas Health Science Center. He holds a Masters of Science in Medical Education, and is a Fellow and Trustee of the American Academy of Podiatric Practice Management. He is a

national lecturer and author on diabetes, wound care, ancillary services and practice management topics. Dr. Moore is in private practice in Somerset, KY.



Benjamin W. Weaver, DPM, CWS, Physician Certified in Wound Care - CMET

Dr. Weaver is one of the first podiatrists to become a physician certified in wound care in the Council for Medical Education & Testing. He has completed his certification for wound care, and is a Fellow of the American College of Foot and Ankle Orthopedics and Medicine, as well as the American Professional Wound

Care Association, and College of Certified Wound Specialists. He is a Fellow and currently serves as Secretary of the American Academy of Podiatric Practice Management, and mentors many new practitioners. Dr. Weaver has authored and co-authored several practice management articles. Dr. Weaver is in private practice in Wichita, KS.

You Need to Register for the Seminar AND Book Your Cruise

Seminar Rate - \$495 (\$100 for each additional DPM or staff member attending seminar if one DPM or staff member from the practice is registered at \$495)

AAPPM Members Seminar Rate - \$345 (A savings of \$150!) (\$100 for each additional DPM or staff member attending seminar if one AAPPM member DPM or staff member from the practice is registered at \$345)

Early Bird Registration (by 10/1/09) deduct and save \$100

Special Note

Those wishing to attend the AAPPM/PM News Practice Management Seminar must register for the seminar and book their cabin(s) for the cruise separately- see the following registration and booking options and instructions.

The preferred and easiest method of seminar registration and booking your cruise is online at www.podiatrym.com/alaska.

To Register for the Seminar by mail complete the following Registration Form and mail it to:

**AAPPM - Alaska Cruise
10 Maple St. Suite 301
Middleton, MA 01949**



Registration Form

Alaska Practice Management Seminar

if registering by mail

(Please complete one registration form for each seminar registrant)

___ I am an AAPPm member

My seminar registration fee is \$_____

Name

Address

City

State

Zip

Phone

Cell

E-Mail

Name on Credit Card

Expiration Date

Credit Card Number

If paying by check make check payable to: AAPPm

Seminar Cancellation Policy – In the event you notify us by June 1, 2010, a full refund will be made; by July 1, 2010, a 50% refund. After July 1, 50% credit shall be given towards a future event held by PM News and/or AAPPm.

Alaska Cruise Fares & Booking

Fares from \$899* – Best Price Guarantee*

For more information on the cruise or to book your cruise by phone call Courtyard Travel – Exclusive Booking Agent for Alaska Cruise 1-800-437-9865 or (516) 773-3700.

Member of the Tzell Travel Group

To register for the seminar and book your cruise online visit www.podiatrym.com/alaska.

**If Princess Cruises reduces the price of your cabin class, your fare will automatically be lowered to match that fare, all while preserving the cabin location advantages of booking early.*

About Princess Cruises Fares/ Vacation Protection Program

We strongly recommend the purchase of a vacation protection program. Princess Vacation Protection includes Trip Cancellation and Interruption Protection, which provides up to full reimbursement for the otherwise non-refundable cancellation fees if you must cancel or curtail your trip due to eligible medical conditions or other specified causes affecting you, your immediate family members, or your traveling companions. Princess' vacation protection programs offer unique flexibility that many other programs lack. If you have to cancel your cruise for an ineligible reason - any reason at all - you'll receive from Princess Cruises a future cruise credit equal to 75% of the normally otherwise non-refundable cancellation fees.

Fare(s) in USD, per person, based on double occupancy, cruise only, subject to availability, capacity controlled, may be limited by residency. \$899 fare applies to Sapphire Princess®, category J sailing. Government fees and taxes up to \$115.71 are per person and are additional. Princess reserves the right to impose a fuel supplement of up to \$9 per person per day on all passengers if the NYMEX oil price exceeds \$70 per barrel, even if the fare has already been paid in full. See the applicable Princess brochure or visit princess.com for terms, conditions and definitions that apply to all bookings. Other restrictions may apply. ©2009 Princess Cruises. Ships of Bermudan and British registry.

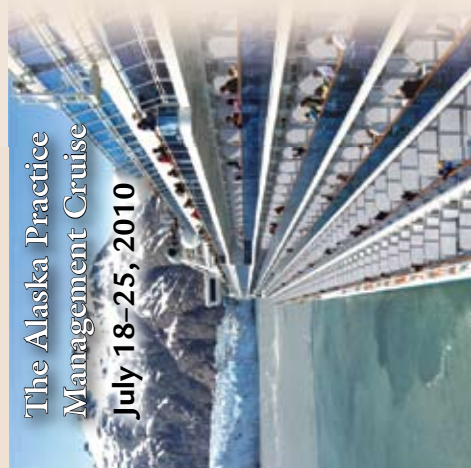




AAPPM
AMERICAN ACADEMY OF
PODIATRIC PRACTICE MANAGEMENT

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Middleton, MA 01949

AAPPM & PM News
Present



(Following the APMA
Scientific Meeting in Seattle)

First Class
U.S. Postage
PAID
Reading, MA
Permit
No. 64