

Friday, April 16, 2010 Practice Management Track Agenda

9:00 am – 9:30 am Getting out of Your Own Way

Rem Jackson

9:30 am – 10:30 am & 11:00 am – 12:00 pm THIS Year's Resolution! Get Organized in 2010 - Wendy Ellin

10:30 am – 11:00 am Visit Exhibitors

12:00 pm – 2:00 pm Lunch and Visit Exhibitors

2:00 pm – 2:45 pm Streamlining Clinical Protocols to Optimize Patient Outcomes

John Guiliana, DPM, MS

2:45 pm – 3:15 pm Improving Patient Care & Retention Through a Physician Directed Physical Therapy Program

Jon Segal

3:15 pm – 3:45 pm Practice Enhancement in a Recession

Jeffrey Frederick, DPM

3:45 pm – 4:15 pm Visit Exhibitors

4:15 pm – 4:50 pm Leveraging Social Media to Build Your Practice and Much more than just a Search Engine

Andrew Schneider, DPM

4:50 pm – 5:30 pm Simple Protocols for Use of Durable Medical Equipment (DME) to Improve Patient Compliance and Clinical Outcomes

Hal Ornstein, DPM

5:30 pm – 6:00 pm Building Awareness In and Educating Your Referring Physicians Offices

Chad Schwarz

Saturday, April 17, 2010

9:00 am – 9:30 am 10 in 30 to Add to Your Pocket

John Guiliana, DPM, MS

9:30 am – 10:00 am Marketing to Your Raving Fans

Andrew Schneider, DPM

10:00 am – 10:30 am Visit Exhibitors

10:30 am – 12:00 pm The Four Pillars of a Million Dollar Marketing Plan

Rem Jackson, Chad Schwarz and Andrew Schneider, DPM

12:00 pm – 1:30 pm Lunch and Visit Exhibitors

1:30 pm – 1:50 pm The "Must Have" Technology for 2010

Zac Childress

1:50 pm – 2:20 pm Database Marketing; Opportunity Knocks for Your Practice

Chad Schwarz

2:20 pm – 3:00 pm Wound Care 2010: 10 Tools, For Better Outcomes, for Better Returns

Andy Bhatia, DPM

3:30 pm – 4:00 pm How to Motivate and Compensate Your Staff

Rem Jackson

4:00 pm - 4:30 pm The Comprehensive Diabetic Foot Exam (CDFE) Clinical and Economic Realities

Josh White, DPM, CPed

4:30 pm – 4:45 pm What to Do With All You Learned

Rem Jackson