
Michigan Podiatric Medical Association
& American Academy of Podiatric Practice Management
Presents:



The image contains two logos. The top logo is for AAPPAM (American Academy of Podiatric Practice Management), featuring a red circular emblem with a white figure and the text 'AAPPAM AMERICAN ACADEMY OF PODIATRIC PRACTICE MANAGEMENT'. The bottom logo is the seal of the Michigan Podiatric Medical Association, featuring a caduceus and the text 'MICHIGAN PODIATRIC MEDICAL ASSOCIATION 1914'.

National
Marketing
Conference
2010



The Westin Detroit
2501 World Gateway Place
Detroit, MI 48242

1000 West St. Joseph
Suite 200
Lansing, MI 48915



Reach for the stars, and when you grab one,

Saturday, September 25th

The Patient Experience

John Guiliana DPM, MS

9:00 am-9:30 am

It costs six times more to attract a new patient than it does to keep the ones you have. Giving patients an exceptional in-office experience is a powerful internal marketing tool. This presentation will discuss strategies designed to enhance patient loyalty and their referral patterns.

Marketing Your Clinical Practice Using Video

Tony Tyler

9:30 am-9:50 am

Video is becoming a must have addition to any marketing program. It is becoming more affordable every day and a must have on any professional website. Video is versatile and leaves a lasting impression allowing you to retain existing patients, attract new patients, increase name recognition and awareness, and communicate more effectively.

Database Marketing

Anil Malik

9:50 am-10:20 am

How to take full advantage of your database to market to current patients, past patients, and potential new patients.

Break

10:20 am-10:50 am

Referring Physician Development

Chad Schwarz

10:50 am-11:30 am

The focus of this presentation will be to outline steps you can take to develop awareness in your referring and potential referring physicians offices. We will discuss things you can put in place in your practice that will directly impact your referring physicians. In addition, we will go through the process of meeting a referring physician/physicians office for the first time, scheduling and implementing lunch and learns with these offices, and once completed, how to continue to follow up and maintain a presence. As podiatrists, there is to this day, not a full understanding of all that you do as a medical practitioner. Use this presentation to learn how to penetrate and then fully educate these referring offices and maintain a presence so you are the choice for all of their foot & ankle needs.

Website Development & Search Engine Optimization

Glenn Lombardi

11:30 am-12:00 pm

The Internet is the new phone book of the 21st century and patients are turning to the Web for all of their podiatry needs. This course will highlight the importance of building a strong online presence for a practice, starting with a professional website. The session will also examine strategies for best positioning a website on major search engines, including Google and Yahoo! for enhanced visibility. Finally, we will discuss the importance of building a positive brand image for a practice through social networking and advanced online reputation management tactics.

MPMA in participation with AAPPMP Present: National Marketing Conference 2010

Name _____

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DPM's Name (If Medical Assistant) _____

**MPMA, APMA
& AAPPMP
Members and
office staff
welcome**

☆ Includes \$10 donation to Michigan Podiatric Action Society (MPAS)

- MPMA, APMA, & AAPPMP Member : \$99.00 per person ☆
- SE Division Member : \$75.00 per person ☆
- Resident : If not attending Residents Consortium \$50.00 per person ☆
- Resident : If attending Residents Consortium, free of charge for Marketing Meeting (must submit a Residents Consortium Registration Form)
- Senior Member : \$50.00 per person ☆
- Life Member : Free of charge
- I will be attending the Marketing Workshop on, Sunday, September 26th

Payment Information

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Disclaimer: The views expressed by the individual lecturers at this conference are their own. They do not represent an endorsement of opinions by the MPMA. The MPMA cannot be held liable for events beyond its control – such as weather related hazards, civil unrest, acts of God, government regulations, or any other emergency – making it possible or inadvisable to hold the conference. MPMA will make every effort to inform participants as soon as possible to enable participants to cancel reservations and arrangements. Cancellations must be received by September 10, 2010 for at 50% refund. Any cancellations received after that date will not be honored.

build a staircase to allow others to follow

Saturday, September 25th



*“There is no need to reach high for the stars. They are already within you—just reach deep into yourself.”
— Author Unknown*

Lunch

12:00 pm-12:15 pm

Development & Integration of Social Media for Your Practice (Working Lunch)

Rem Jackson

12:15 pm-1:00 pm

Even though you may not personally use online social networks, millions of people surrounding your office are. In fact, in the last 18 months 200 million people have joined Facebook and the largest demographic group in that number are 35-65 year old women. Using the internet to market your practice is critical and using social media is and will remain the single most effective tool you have to find new patients and it's doesn't cost anything. In this session we will make this understandable (even easy) and demonstrate how to put it all together.

Attitude & Energy, Knowing you're ALWAYS on stage

Hal Ornstein DPM

1:00 pm-1:30 pm

Your persona speaks volumes about you and being energetic, sincere and positive are vital to being respected and appreciated by others. The famous adage that "Life is a Stage" firmly applies to any physician looking at their most valuable resource, which is "The person in the mirror". We will discuss tips and techniques to help improve your people skills, ultimately leading to new opportunities for both you and your practice.

TV, Radio, Internet & Print Advertising

Sally Stump & Rem Jackson

1:30 pm-2:15 pm

Understanding mass media lingo and the best way to use to get your name out there.

Developing a Marketing Budget for Your Practice & Building a System to Track ROI

Sally Stump

2:15 pm-2:45 pm

Understanding what a marketing budget is and what all you have to use it for in getting your name out there. Determining if what your spending on marketing is paying off and when do you stop spending if its not working.

Finding a Practice (Marketing) Representative For Your Practice, How & Why

Chad Schwarz

2:45 pm-3:05 pm

With the focus of a medical practitioner being to provide top quality care for their patients and staying on top of the best medical treatment options available, it is difficult for physicians to focus on maintaining and excelling in certain business aspects of their practice. One of those areas is marketing and in this presentation, we will discuss the integration of a "Practice (Marketing) Representative" into your practice. In detail, we will discuss where to look for this individual and then benefits he/she will bring to your practice. By bringing this person onto your TEAM, you will then have the ability to elevate your practice to levels unimaginable.

Saturday, September 25th

Break

3:05 pm-3:35 pm

Relationship Marketing

Lynn McDowell

3:35 pm-3:50 pm

How much is loyalty worth? What is the lifetime value of your best patient? Can a relationship marketing program increase your bottom line? Come for a quick review and see how a customized, professional patient newsletter fits into the best relationship marketing program. We will talk about the DO'S & DON'TS and NUTS & BOLTS of building the right print/electronic practice newsletter for your patients.

Meeting Q & A

3:35 pm-3:55 pm

Round Tables 3:55 pm-5:55 pm

Internal Marketing

Sally Stump, John Guiliana DPM, MS, Anil Malik

External Marketing

Chad Schwarz, Tony Tyler

Technology/Internet/Website/Social Media

Rem Jackson, Andrew Schneider, Glenn Lombardi

Now What? How to Take What You've Heard and Implement It!

John Guiliana DPM, MS

5:55 pm-6:15 pm

This program will give you and your team the tools necessary to make effective changes in your practice

Sunday, September 26th 9:00am—12:00 pm

Designing a Marketing Plan for your Practice

3 hour workshop sponsored by Top Practices, LLC

Take everything you've learned on Saturday and roll up your sleeves for a rare opportunity to work directly with Rem Jackson, CEO and Founder of Top Practices, to design a marketing plan and program that will work for your specific practice.

Using the Top Practices Marketing Guides and Checklists every participant will

- ☆ Internet and Web-Based Marketing
- ☆ Referral (shoe leather) Marketing
- ☆ Internal and External Marketing

In this workshop Rem will guide you through an interactive process so that you leave with a plan that works for your practice, your budget, and your future.

Marketing your practice effectively is a critical business activity that anyone can do if they know how. Join Rem and your fellow participants in a high-energy, high-impact workshop that can get you finally on the right track.

The Westin Detroit



Who knew an airport hotel could be so refreshing? The Westin Detroit Metropolitan Airport, located in the world-class McNamara Terminal, offers a private security entrance, the latest in technology, and Detroit's most stylish and comfortable surroundings. A place where you can actually relax while you travel!

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WORKOUT® Gym, a swim in our indoor pool, or with spa services and massage treatments. Spend your evening in our Dema Restaurant and Dema Bar, offering modern cuisine with an Asian flair.

The Westin Detroit Metropolitan Airport is just 10 minutes from Ford Motor Company's World Headquarters, The Henry Ford Museum, and Greenfield Village, and just 20 minutes from downtown Detroit, General Motors World Headquarters, Comerica Park, the Fox Theatre, Cobo Convention Center, Joe Louis Arena, and the major area casinos.

To make hotel reservations please
contact:

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