



**OPMA/Region 7 Meeting Fall 2018 Meeting**  
September 21 - 23, 2018  
Sunriver, Oregon

**Friday, September 21, 2018**

**7:30 - 8:45 a.m.**

Mike Demi

“LCDs, Unexpected Changes to “the rules” of Reimbursement and the Ammunition you Need to Get Paid for the Services you Provide; “Appealing” Ideas”

In this presentation we will educate providers on audit defense strategies to contest Medicare and commercial payer reviews.

**8:45 - 9:30 a.m.**

Cindy Pezza, PMAC

“Triage Techniques and Thorough Evaluations: Improving the Efficiency and Productivity of your Practice”

As they say, "preparation is half the battle." In a podiatry practice, understanding the needs of your patients and maintaining a high standard of care, can only be accomplished through thorough teamwork and education. Join us in this interactive session, as doctors and staff will participate in the triage and evaluation process, to increase knowledge of commonly seen conditions, and dramatically increase efficiency and positive patient flow.

**9:30 - 10 a.m.** Break and visit exhibitors

**10 - 10:45 a.m.**

Cindy Pezza, PMAC

“Mr. Medicare Frequently Changes his Mind”

Compliance and coding requirements and changes for the dispensing of pre-fabricated and custom Durable Medical Equipment that you may not be aware of.

**10:45 - 11:30 a.m.**

Gerald Caussade  
"HIPAA/HITECH Review"

Review the HIPAA/HITECH laws and how they apply to your organization. Tips on how to focus on key items to reduce the labor and time for compliance and reduce the chance of a breach.

**11:30 a.m. - 1 p.m.** Lunch (Presentations by exhibitors)

**1 - 1:45 p.m.**

Anil Malik  
"Creating a Strong External Marketing strategy using Smart Marketing"

Navigating the maze of how to go about implementing a comprehensive strategy that is effective in today's online world can be a challenge. Learn about how to use the core principles for building an effective program to drive results, get found, and increase your reach to potential new patients.

**1:45 - 2:30 p.m.**

Gerald Caussade  
"Cybersecurity - Keeping Hackers Out Of Your Data!"

Review real, recent, cases of breaches of smaller organizations. Go over the steps to defend your organization from hacking attempts and thereby improve your HIPAA compliance, too. Review the types of affordable tools you can use to defend your organization.

**2:30 - 3:30 p.m.**

Hal Ornstein, DPM and Cindy Pezza, PMAC  
"Convenience, Cash and Compliance"

Offering patients all of the products and services recommended in your structured treatment protocols and selecting what will work for you and your patients

**3:30 - 4 p.m.** Break and Visit Exhibitors

**4 - 5:30 p.m.**

Bob Weatherford  
"Podiatry Under Attack"

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

**5:30 - 6:30 p.m.**

“Understanding and Responding to your Ancillary Care Weaknesses”

Hal Ornstein, DPM and 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.

**6:30 - 7 p.m.:** Open Panel Q&A

**Saturday, September 22, 2018**

**7 - 8 a.m.**

Barbara Bellione, RN, CPHRM, ARM

“2018 PICA Risk Management Lecture – Simple Things You Can Do To Reduce Your Risk of a Lawsuit”

**8 - 9:30 a.m.**

Suzette Clements, DPM

“Physician Heal Thyself”

An interactive workshop/self-care guide for teaching the “Healer how to Self-Heal” - You will be moved!

**9:30 - 10 a.m.**

Cindy Pezza, PMAC and Michael Farmer

“You can *Almost* Always get it on Amazon”

A frank discussion about the importance of branding your practice and having the answers to your patients’ difficult questions in response to the products and services you are recommending during treatment.

**10 - 10:30 a.m.** Break and visit exhibitors

**10:30 - 11:15 a.m.**

Cindy Pezza, PMAC

“The Importance of Cross Training: What Really Goes On in the Treatment Room”

Evaluation of individual duties as they relate to others. Are there too many cooks in the kitchen for one area of the practice, and one lonely chef responsible for everything else? Just because it’s been done this way for a long time, doesn’t mean it makes sense.

**11:15 a.m. - 12 p.m.**

Anil Malik

“Generate Revenue with Proven Strategies for Today's Competitive Market”

A modularized marketing presentation of strategies that work together as a finished successful solution. Nearly 81% of consumers search the web before making a decision when choosing a doctor. We'll tell you how to make sure they find you. But don't forget your existing patients in your EHR. You are sitting on an untapped gold mine of business. There are many options available to you to reach people. We will go over these within this presentation.

**12 - 1 p.m.** Lunch (presentation by Dr. David Edwards, APMA President Elect)

**1 - 1:45 p.m.**

Cindy Pezza, PMAC

“Exploding Your Bottom Line; Additional Providers of Just More “People Power”

One of the most frequently contemplated and often debated subjects among physicians with expanding patient volume is; “Do I need to hire another doctor?” In many cases, the answer is, “Yes, but not yet.” Before hiring a second, or third, or ninth provider, there are many areas of the practice that need to be evaluated closely. Staffing levels and training, scheduling techniques, practice hours, and last but not least, the senior physician's (practice owner's) role as an effective delegator and efficient provider. Join us as we examine commonly experienced scenarios, from timing the employment of an associate doctor, to the training and shadowing process (of which many overlook and often end up regretting). If a solid plan is not in place, prior to expanding your practice.

**1:45 - 2:30 p.m.**

Cindy Pezza, PMAC and Hal Ornstein, DPM

“Navigating through Healthcare Changes without Losing Sight of What is most Important; The Wellbeing of Patients and Providers”

In the ever-changing world of healthcare, prioritizing the needs of your specialty practice, and determining the direction you wish to travel in business and in life, will become increasingly important. Join us as we explore the keys to maintaining balance, providing superior patient care, and creating an environment that is conducive to exceeding far beyond your personal and professional goals. Let our motivation be your compass to smooth sailing!

**2:30 - 3 p.m.:** Open Panel Q&A

**3 p.m.:** OPMA Business Meeting

**Sunday, September 23, 2018**

**7 - 8 a.m.**

Allison Damon, DPM, Cindy Lin, DPM. Lacey Beth Peck, DPM  
Presentations TBD

**8 - 9 a.m.**

Cheryl Emerson  
"Imagine: No Suicide"

**9 - 10 a.m.**

Jason Jundt, MD  
"Limb Salvage: A Team Approach - The Vascular Surgeon's Role"

**10 - 10:15 a.m.: Break**

**10:15 - 11:15 a.m.**

Michael Pearson, MD  
"Imaging of the Foot and Ankle"

**11:15 a.m. - 12:15 p.m.**

Craig Riley, DPM  
"Medical Marijuana"

Two Basic Life Support (BLS) courses will be offered on Sunday, September 23, 2018. The first will be held from 8 to 10 a.m. and the second from 10:15 a.m. to 12:15 p.m. in the Abbot Room in the main lodge. The cost is \$60.