



Virginia Podiatric Medical Association Annual Meeting & Scientific Seminar

May 30 - June 2, 2019
Norfolk Waterside Marriott
Norfolk, Virginia



Podiatric Medical Association

Advocating for Virginia's Podiatrists and the Public

Educational programs for Podiatric Medical Assistants and the Virginia Rad Tech Certification Course will be held in conjunction with the VPMA's Summer Scientific Seminar, May 31 and June 1, 2019.

All courses will be held at the Norfolk Waterside Marriott. The Norfolk Waterside Marriott is located at 235 E Main St, Norfolk, VA 23510. To make reservations, call 757/627-4200. Let Reservations know that you are with the VPMA in order to receive the negotiated rate of \$149 plus taxes per night. The deadline to reserve a room at the group rate is May 8, 2019 or whenever the block is full.

On Friday, May 31 and Saturday, June 1, twelve hours of continuing education for Podiatric Medical Assistants and Rad Techs will be offered. We will have presentations and activities geared toward front office and back office staff. Please review the enclosed schedule. **This 12-hour course will fulfill the requirements for those renewing Rad Tech-limited licenses with the Virginia Board of Medicine.**

The Virginia Board of Medicine requires that any individual, other than the doctor, performing X-rays must be certified and licensed. In order to fulfill this requirement, the VPMA offers the Virginia Rad Tech Certification Course twice each year. The Rad Tech Certification Course will be held on Friday, May 30, followed by the examination on Saturday, June 1. The course will be taught by Blake Zobell, DPM.

After registering for the Rad Tech Certification Course, participants will be sent a weblink to the study manual and Log Sheets. The study manual covers information from terminology and anatomy to film handling and processing. We are no longer printing and mailing study manuals. It is very important to carefully review the manual prior to attending the course and taking the examination. Those participants who have spent time reviewing the material, have a basic knowledge of foot and ankle anatomy, and have taken assisted X-rays in their doctor's office typically perform better on the examination. Please register early to allow plenty of study time!

Along with study manual, participants will be provided with Log Sheets with which to log assisted X-rays. Twenty foot views and twenty ankle views must be logged prior to completion. It is not necessary to take all 40 views prior to the course and examination, however, the Log Sheets are a required part of certification and must be provided to Dr. Zobell or the Executive Director in order to complete the certification process.

Fees for Podiatric Medical Assistants Program and Rad Tech Certification include continental breakfast on Friday and Saturday, buffet lunch on Friday only, and refreshment breaks.

Confirmations will be sent to attendees via email. Please provide an accurate and unique email address for each attendee.

Contact Jean Kirk at the VPMA office at 877/406-8762 with questions.

Sincerely,

Ushita Patel, DPM, Chair
Podiatric Medical Assistant Programs

VPMA 2019

Summer Scientific Seminar
May 30-June 2, 2019
Norfolk Waterside Marriott

REGISTRATION FORM PODIATRIC MEDICAL ASSISTANTS and RAD TECH CERTIFICATION

Please complete one form per attendee. Please provide a unique email address for each attendee. All notices and confirmations will be sent via email.

Name

Practice Name/Doctor's Name

Address

City

State

ZIP

Phone

Mobile (For VPMA use ONLY)

Email

Emergency Contact Name and Phone Number

Registration Type	Until 05/08/19	05/09 - 24/19	After 05/25/19	Amount Due
<input type="checkbox"/> Podiatric Medical Assistants Program	\$150.00	\$175.00	\$200.00	
<input type="checkbox"/> Virginia Rad Tech Certification Course	\$350.00	\$375.00	not available	
			TOTAL:	

Payment:

Choose one: MasterCard VISA Discover American Express Check payable to VPMA

Card Number

Expiration Date

Security Code

Name on Card

Cardholder's Signature

Credit Card Billing Address (if different from address above)

Complete and mail to:

Virginia Podiatric
Medical Association
3733 Benson Drive
Raleigh NC 27609

Or fax to 919/872-1598

Jean Kirk
877/406-8762
vpma@uptonassociates.com

By registering, you agree to the following terms and conditions:

Refunds, minus a \$50 administrative fee, will be available with written notice provided until May 8, 2019. No refunds will be issued after that date.

Individuals registering for the Rad Tech Certification Course will be provided with a study manual, Log Sheets, and confirmation via email. The manuals will be available for download from Dropbox.

Podiatric Medical Assistants Program Schedule

Friday, May 31, 2019		
7:30 am	Registration Opens	
7:30 am	Continental Breakfast in Exhibits	
8:00 am - 5:00 pm	General Sessions for Podiatric Medical Assistants	
8:00 am - 8:30 am	The Importance of Branding and Maintaining that Brand	Marlene Reid, DPM
8:30 am - 9:00 am	Controlling Practice Growth with Internal Marketing and Patient Education	
9:00 am - 9:30 am	Using the Power of Patient Engagement to Grow Your Practice	
9:30 am - 10:00 am	Understanding The Patient Experience: The 15 Minutes of Fame of Each Office Visit	
10:00 am - 10:30 am	Refreshment Break in Exhibits	
10:30 am - 11:15 am	MIPS: What a pain! What really are the requirements?	Seth Rubenstein, DPM
11:15 am - Noon	Radiation: All you need to know!	Luke Vetti, DPM
Noon - 1:00 pm	Buffet Lunch	
1:00 pm - 5:00 pm	General Sessions for Podiatric Medical Assistants Continue	
1:00 pm - 2:00 pm	Common Podiatric Conditions 101: It won't hurt to know a little!	Howard Roesen, DPM
2:00 pm - 3:00 pm	Biomechanics	
3:00 pm - 3:30 pm	Refreshment Break in Exhibit Hall	
3:30 pm - 5:00 pm	Workshop: Biomechanics and Casting	Howard Roesen, DPM Ushita Patel, DPM
5:00 pm	Reception in Exhibit Hall	

Saturday, June 1, 2019		
7:30 am	Registration Opens	
7:30 am - 8:00 am	Continental Breakfast in Exhibits	
8:00 am - Noon	General Sessions for Podiatric Medical Assistants Continue	
8:00 am - 8:30 am	In the Eyes (and Ears) of Patients: Making Sure Your Messages are Delivered Accurately	Marlene Reid, DPM
8:30 am - 9:00 am	Drawing the Line at Diagnosing - Staff Interaction can be a Double Edged Sword	
9:00 am - 9:30 am	What else can I have my Office Assistant Do?	
9:30 am - 10:00 am	Practice Protocols vs. Patient Centered Care: Are the Two Mutually Exclusive?	
10:00 am - 10:30 am	Refreshment Break in Exhibits	
10:30 am - 11:30 am	Billing: New Challenges We Face	James Baldwin, DPM
11:30 am - Noon	Question and Answer Forum	Ushita Patel, DPM
Noon	Podiatric Medical Assistants Program Adjourns	

Friday, May 31- Saturday June 1, 2019
 Program for Podiatric Medical Assistants
 2019 VPMA Scientific Conference, Norfolk VA

Friday, May 31, 2019

8:00am- 10:00am	<p>Welcome and Introductions</p> <p>The importance of Branding and Maintaining that Brand (30 minutes) Marlene Reid, DPM An introduction to branding and why a practice at any stage of their career and regardless of their employment circumstance needs to determine who they want to be and how the entire office can help maintain that Brand.</p> <p>Controlling Practice Growth with Internal Marketing and Patient Education (30 minutes) Marlene Reid, DPM Learn how to direct your practice to growth in the direction you hope for by educating patients with internal marketing techniques</p> <p>Using the Power of Patient Engagement to Grow Your Practice (30 minutes) Marlene Reid, DPM Enhancing each patient visit experience to engage your patients will result in happier patients, more referrals and practice growth. Patient engagement strategies include education, patient centered care and active listening from both the patient and the physician.</p> <p>Understanding The Patient Experience - The 15 Minutes of Fame of Each Office Visit (30 minutes) Marlene Reid, DPM Our "15 minutes" of face time with a patient is seen in an entirely different way from a patient's perspective. This lecture will enforce the patient's perspective for each and every office encounter, the factors that are important to patients and why simple patient surveys generally do not evaluate overall experience.</p>
10:00am- 10:30am Refreshment Break in Exhibits	
10:30am - Noon	<p>MIPS: what a pain? What really are the requirements! (45 minutes) Seth Rubenstein, DPM CMS is required by law to implement a quality payment incentive program, referred to as the Quality Payment Program, which rewards value and outcomes. Podiatrist must follow this Merit-based Incentive Payment System (MIPS) if they are an eligible clinician.</p> <p>Radiation: All you need to know... (45 minutes) Luke Vetti, DPM We will be discussing radiation compliance and guidelines and proper procedures. There will also be a brief review of proper foot positioning and views.</p>
12:00pm- 1:00pm Lunch	
1:00pm- 3:00pm	<p>Common Podiatric Conditions 101- it don't hurt to know a little! (60 minutes) Howard Roesen, DPM A podiatrist is a medical professional devoted to the study and medical/surgical treatment of disorders of the foot, ankle and lower extremity. But there are a certain hand full of conditions we commonly treat. This is a brief overview.</p> <p>Biomechanics (60 minutes) Howard Roesen, DPM Biomechanics is the study of the structure and function of the mechanical aspects of biological systems. We will go over the basic of what 'normal' vs 'abnormal' biomechanics.</p>
3:00pm- 3:30pm -Break	
3:30pm- 5:00pm	<p>Workshop: Biomechanics and Casting Ushita Patel, DPM Howard Roesen, DPM</p>

Saturday, June 1, 2019

8:00am- 10:00am

In the Eyes (and Ears) of Patients: Making Sure Your Messages are Delivered Accurately (30 minutes)
Marlene Reid, DPM

This lecture will help staff understand that patients take their cues from everyone in the office, including what may be information that is misrepresented. Patients value the opinion of the medical assistant almost as much as the doctor and messaging and forms of communication must be consistent.

Drawing the Line at Diagnosing - Staff Interaction can be a Double-Edged Sword (30 minutes)
Marlene Reid, DPM

Patients often tell the office staff, whether front office or back office, about their foot problems. Listening to complaints, showing compassion and looking at feet are all fine - as long as your assistants draw the line at diagnosing and giving medical advice.

What else can I have my Office Assistant Do? (30 minutes)
Marlene Reid, DPM

Maximizing the doctor's time is key in running an office efficiently. But sometimes that means balancing the role of each staff member. This lecture will open eyes of both doctors and assistants to new ways to have the assistants assist more effectively.

Practice Protocols vs. Patient Centered Care: Are the Two Mutually Exclusive? (30 minutes)
Marlene Reid, DPM

Establishing practice protocols is the new preferred way to practice in our new large group administered health care world. While protocols may represent evidence-based medicine and can streamline office efficiency, individual patient care may be at risk. This lecture will explore the pros and cons of practice protocols.

10:00 am- 10:30am Refreshment Break

10:30am- 12:00pm

Billing: New Challenges We face (60 minutes)
James Baldwin, DPM

In our world, billing keeps changing. All the new guidelines for Palmetto GBA and private insurances that we must follow to ensure timely and appropriate reimbursement.

Question and Answer Forum; Closing Remarks: Questions? (30 minutes)
Ushita Patel, DPM

End of Program

Virginia Rad Tech Certification Course Schedule

Friday, May 31, 2019		
8:00 am - 4:30 pm	Virginia Rad Tech Certification Course Begins	Blake Zobell, DPM
10:00 am - 10:30 am	Refreshment Break	
Noon - 1:00 pm	Buffet Lunch in Exhibits	
1:00 pm	Virginia Rad Tech Certification Course Continues	Blake Zobell, DPM
3:00 pm - 3:30 pm	Refreshment Break in Exhibits	
Saturday, June 1, 2019		
7:30 am	Continental Breakfast in Exhibits	
9:00 - 11:00 am	Virginia Rad Tech Review and Exam	Blake Zobell, DPM