



AOPA National Assembly Business Education Program
September 4-7, 2014
Mandalay Bay Resort, Las Vegas, Nevada

Thursday, September 4, 2014

8:00 AM - Noon	<p>Business Certificate Program: Making Sure your Company is not Violating any State or Federal Laws: How to Implement an O&P Compliance Program for your Company (B1) Mandalay Bay Ballroom L <i>Mitchell Dobson, CPO, FAAOP</i> <i>James Lawson, Outreach Development Manager, ABC</i></p> <p>As a required course under the Management portion of the AOPA Business Certificate Program, this four hour session focuses on the understanding of compliance issues from facility accreditation to CMS. Learn from multiple experts on how to remain compliant with industry standards and ensure a clear comprehension of best business practices that will help to keep legal issues at an arm's length. In addition to this in-depth guidance, we'll also delve into the subject of selling and purchasing a practice and the risks associated with non-compliant businesses. We'll conclude this powerful session with an opportunity to ask the expert panel your specific compliance questions.</p>
12:30 PM	Lunch on your own
1:00 - 3:00 PM	<p>Business Certificate Program: Human Resources: How to Develop a Human Resource Program for Your Company that will Improve Employee Productivity and Loyalty, and Protect Your Company Against Costly Employee Litigation (B2) Mandalay Bay Ballroom L <i>Pam Lupo, CO</i></p> <p>Effective Human Resource Management results in increased performance, productivity, improved morale, low absenteeism, and low employee turnover. If an employee does not have a detailed job description then how can we ask them to perform all tasks expected of them? If an employee does not have an annual review, how do they know their expectations of performance? Just as critical are coaching and disciplinary opportunities which are required documentation of follow-up to poor performance relating to quality of care and improper billing practices as outlined in the accreditation standards.</p>
5:00 – 7:30 PM	Viva Las Vegas Welcome Reception Sponsored by WillowWood Shoreline A (Exhibit Hall)

Friday, September 5, 2014

7:30 AM – 6:00 PM	Registration
7:00 AM	Breakfast Mandalay Bay Ballroom G
7:15 AM	Welcome and Opening Remarks Mandalay Bay Ballroom G
7:30 – 8:30 AM	General Session: Opening Keynote Address Mandalay Bay Ballroom G Adrienne Haslet-Davis' life as a dancer was shattered last year at the Boston Marathon bombings. She and her husband Adam, who had just returned from a tour in Afghanistan with the Air Force, were steps away from the second blast. Join us for a first-hand account of her compelling story of hope and thanksgiving. Haslet-Davis has now become an advocate for other amputees. "I feel really passionately about the rights of amputees as well as advancements in prosthetics," she said. "I know that the only thing that makes me disabled is not the fact that I don't have two feet, it's the fact that what I'm using isn't advanced enough."
8:45 – 10:00	Award Winning Thranhardt Lectures (C1) Mandalay Bay Ballroom G Don't miss the "best of the best" at the award winning Thranhardt Lecture series. Launched by a gift from J.E. Hanger in memory of Howard R. Thranhardt, CP, the series offers an honorarium to the winners. This year's winning presentations are outlined below. <i>(The following sessions run consecutively within this program.)</i>
10:00 – 10:45 AM	Break in Exhibit Hall Shoreline A (Exhibit Hall)
10:00 AM – 6:30 PM	Exhibit Hall Open and Product Preview Theaters Shoreline A (Exhibit Hall)
10:45 AM - Noon	Regulations, Reimbursement and Research (B3) Mandalay Bay Ballroom L <i>Joe McTernan, AOPA</i> <i>Devon Bernard,</i> <i>Thomas Fise, JD</i> Join AOPA staff for a lively discussion on the three R's: Regulations, Reimbursement and Research. This "need to know", timely session will provide you with the latest information on Research funding, CMS litigation, Audits, OTS regulations, and more.
Noon – 1:00 PM	Lunch Shoreline A (Exhibit Hall)
1:00 – 2:00 PM	Poster Presentations Shoreline A (Exhibit Hall)
2:00 - 3:30	O&P Symposium: Generational Factors in Residency Education: Understanding Millennials (C5) Mandalay Bay Ballroom G

PM	<p><i>John Brinkmann, MA, CPO, FAAOP</i> <i>Chritophers Robinson, MS, MBA, CPO, ATC, FAAOP</i> <i>Robert Huddler, PT, DPT, BOCP, FAAOP</i> <i>Nina Bondre, BS, MPO Candidate</i></p> <p>Learning to connect with the millennial generation will help you recruit, train, and retain employees. This symposium will help you understand workforce readiness issues related to generational cohort differences; commonly identified features of the millennial generation; cultural and environmental factors contributing to generational cohort features; strategies for effectively training millennials; changes in residency education over the past decades; and current requirements and expectations during residency.</p>
2:00 - 3:30 PM	<p>The Pitfalls You Need to Be Aware Of When Selling Your Business (B 4A) Mandalay Bay Ballroom L <i>Barry Smith, Esq.</i> <i>Jeremy Smith, Esq.</i> <i>Thomas DiBello, CO, FAAOP</i> <i>Frank Bostock, CO</i> <i>James Liston, CP</i></p> <p>Whether you are buying, selling or interested in determining the value of an O&P business—our interesting and informative panel will enlighten you with real life examples and how to avoid the pitfalls that have trapped others. This informative panel will offer insights from an attorney, an accountant and former owners who will discuss their personal experiences of selling their patient care facility.</p>
2:00 - 3:30 PM	<p>Hospital Owned O&P Programs (B5) Reef E/F <i>Matthew Giribaldi, CPO</i> <i>Jeffrey Wensman, CPO</i></p> <p>This two-hour program will get orthotists, prosthetists and administrators of hospital-owned and hospital-based orthotic and prosthetic programs together to discuss challenges and topics of interest, such as: education, finance, hospital-specific issues, managed care, marketing, EHR implementation, ACO's, reimbursement, and operations. The intent of this program is to share and learn various ideas and solutions to survive the unique problems created by working in a hospital setting. Those working in a related free-standing rehab clinic or full-service hospital are also encouraged to attend.</p>
3:30 - 5:00 PM	<p>Business Valuation and Exit Planning (B4B) Mandalay Bay Ballroom L <i>Allen Oppenheimer, Esq.</i></p> <p>Learn how to increase business value in this challenging economy, how to facilitate a business exit plan, the sale-of-business process, ESOPs and succession planning. Participants will receive a workbook to help them create a plan.</p>
5:00 – 6:30 PM	<p>Happy Hour Reception in Exhibit Hall Sponsored by Exhibitors</p>
6:30 – 8:00 PM	<p>Wine Tasting and Auction South Convention Center Foyer</p>

Saturday, September 6, 2014

7:00 AM	Breakfast Mandalay Bay Ballroom G
7:15 – 8:30 AM	Association Membership Meeting and Awards Program Mandalay Bay Ballroom G The annual AOPA Membership Meeting and Awards Program has been modified to give you more time to attend education sessions and the exhibit hall. We hope you will participate in an interesting update on what’s happening with your organization and profession. Receive an update from the AOPA Treasurer and learn what accomplishments your membership organization has made over the past year. An awards program will follow—join us to honor the following: <ul style="list-style-type: none"> • Lifetime Achievement Award Winner • Legislative Advocacy Award Winner • Technical Fabrication Contest Winners • The Otto and Lucille Becker Orthotic Award • Edwin and Kathryn Arbogast Prosthetic Award
8:30 – 10:00 AM	Award-Winning Hamontree Lectures (B6) Mandalay Bay Ballroom G The Sam E. Hamontree, CP(E) Business Education Award was created to recognize the best business <i>(The following sessions run consecutively within this program.)</i>
9:00 - 9:25 AM	So, What Are We Missing? (B 6A) <i>Eric Burns, CO</i> Some may feel O&P is facing rough times. Like everyone in healthcare, we have challenges. But are the challenges just unrecognized opportunities? What if O&P can provide answers to healthcare’s biggest question?
9:30 - 9:55 AM	Build a Stronger Business: Megatrends Impacting Your O&P Practice and What You Need to Do Now to Optimize Your Business (B 6B) <i>Mike Mallaro, CFO, CPA</i> O&P is undergoing significant change, threatening the survival of many while also creating tremendous opportunities. The session will explore Megatrends impacting the industry, explain what each means to O&P practices and discuss strategies to capitalize where possible, and mitigate where necessary. The presenter offers a uniquely pragmatic financial perspective.
8:30 - 8:55 AM	Review of Resources for Orthotic and Prosthetic Practice Management (B 6C) <i>Jason Kahle, MSMS, CPO, FAAOP</i> Competing with large competitors is difficult without the knowledge of resources that can assist in business development. In today's environment a clinical practice manager should be well versed in outcomes measures, referrals’ needs, patient resources, web development, revenue generation, the latest research, product selection, and community outreach programs. Accessing the resources to assist a clinician in building their knowledge of the aforementioned, rebranding, clinically differentiating, and ultimately revenue generating will be discussed.
10:00 AM – 6:00 PM	Exhibit Hall Open

10:00 – 11:00 AM	Break in Exhibit Hall
11:00 AM - Noon	<p>Symposium: Growing Your O&P Practice Revenue in a No-Growth Environment (B7) Mandalay Bay Ballroom L <i>Mark Ford, Director of Business Development</i> <i>Jeffry Brandt, CPO</i> <i>Grant Rutledge, MBA</i> <i>Jon Naft, CPO</i> <i>Paul R. Gudonis, MBA</i></p> <p>Business analysts would characterize the O&P industry as a flat-to-slow growth industry. Even the largest O&P providers are recording year-over-year growth rates of 1-3%; the industry is consolidating leaving fewer providers' and a number of independent practices have gone out of business in recent years. So how can you generate revenue and profit growth for your OP practice? What strategies have been used successfully by your colleagues in the industry? This AOPA panel discussion will feature O&P business owners and executives who will share "what's worked" to increase their patient flow and revenues in today's changing healthcare environment. Case studies will be presented which can be replicated in other geographic areas across the U.S. Chairing the panel will be Paul Gudonis, CEO of Myomo who has grown operations in a variety of fields, including Biomedical devices, Robotics, Software and communications services. He will show how "lessons learned" from these other industries can be applied to O&P services.</p>
Noon	Lunch Shoreline A Exhibit Hall
1:00	Poster Presentations Shoreline A Exhibit Hall
2:00 – 5:00 PM	Marketing and More for the Business Manager (B8) Mandalay Bay Ballroom L (The following sessions run consecutively within this program.)
2:00 - 2:20 PM	<p>The Anatomy of a Well Written Note (B8A) <i>Leslie Roberts, MSS, CP</i></p> <p>The O&P industry has been under attack by relentless RAC audits. One of the main things we can do as practitioners to offset this attack is to learn to write very clear, concise, detailed and transparent notes. This skill will empower the practitioner to most effectively be able to explain their patient interactions and will also bring our documentation styles and habits up to medical standards.</p>
2:25 - 2:45 PM	<p>Think Small to Get Big! Micro-Target Your Marketing (B8B) <i>Elizabeth Mansfield, BA</i></p> <p>Twenty years ago target marketing based on zip code was revolutionary. Ten years ago target marketing based on the household was considered leading edge. These days it has become possible to quickly and easily pinpoint your marketing efforts. Learn who to micro-target; what you should and shouldn't include in your micro-targeting; and how to craft your micro-targeting messages.</p>
2:50 - 3:10 PM	<p>Healthcare Fraud Enforcement from the Trenches; How to Protect Yourself and Your Business (B8C) <i>George Breen, JD</i></p> <p>The Government continues to focus its enforcement efforts on healthcare providers, manufacturers and suppliers. Attend this session and learn the key fraud and abuse laws the Government uses to pursue healthcare entities, why the Affordable Care Act presents new challenges and what you can do to protect yourself and your business in a heightened enforcement climate.</p>

3:15 - 3:35 PM	The Story Strategy: Marketing Your O&P Facility with Quality Content (B 8D) <i>Doug Chartier,</i> Sharing the stories of positive patient outcomes is a proven method in promoting today's O&P practice. This presentation will discuss the patient case study as a vital component in education-based marketing for O&P facilities and instruct on how to effectively deliver case studies to engage referral sources and patients.
4:05 - 4:25 PM	Improving your Business Processes and Compliance (B 8E) <i>James Lawson, Outreach Development Manager, ABC</i> In this session you'll learn to create best business practices and be compliant throughout your entire organization. During this interactive session we'll review the top issues ABC surveyors find during their accreditation surveys and discover how to avoid them while saving time and money.
4:30 - 5:00 PM	Using Video for Observational Analysis in Practice (B 8F) <i>Cara Negri, BSME, CP</i> The Prosthetics and Orthotics Industry is faced with a challenge of justifying our clinical decisions. We need the help of the physicians and our other allied health professionals to properly document and back up our claims. This program will review video systems that are easy to implement in your practice to aid in clinical decision making, collaboration with the health care team, and documentation requirements.
5:00 - 6:00 PM	\$5,000 Giveaway—Exhibit Hall Closing Event

Sunday, September 7, 2014

7:30 AM	Breakfast Foyer
8:00 - 9:00 AM	Mobility Saves (B9) Mandalay Bay Ballroom L <i>Thomas Fise, Esq. and Thomas F. Kirk, PhD</i> Learn how to utilize a cost-effectiveness study jointly commissioned by the American Orthotic and Prosthetic Association and the Amputee Coalition. The results of this study prove cost effectiveness for both orthotics and prosthetics. AOPA is in the process of launching a major public relations campaign to spread the word to practitioners, payers and referral sources. Be among the first to learn about this important study, how to obtain a copy and how to be part of the campaign.
9:00 AM – Noon	A Changing Healthcare World and Its Impact on Orthotics and Prosthetics (B10) Mandalay Bay Ballroom L (The following sessions run consecutively within this program.)
9:00 - 10:00 AM	Overview of Healthcare Reform in the U.S. (B10A) <i>James Walter, PhD</i> This presentation will provide an overview of the healthcare reform act, offer statistics on the status of the health in the United States, comparing it with other nations, and then present five ethical issues left out of recent healthcare reform debate.
10:00 - 10:30	A Changing Healthcare World and It's Impact on Patients (B10B)

AM	<p><i>Dan Ignaszewski, Director of Government Relations, Amputee Coalition</i></p> <p>The Patient Protection and Affordable Care Act was enacted in 2010 providing for the phased introduction over four years of a comprehensive system of mandated health insurance with reforms designed to eliminate "some of the worst practices of the insurance companies" -- pre-existing condition screening and premium loadings, policy cancellations on technicalities when illness seems imminent, annual and lifetime coverage caps. Receive a patient perspective on this act.</p>
10:30 - 11:00 AM	<p>Trends and Implications for the O&P Industry (B10C)</p> <p><i>Anthony Potter, Director of Marketing, Hanger</i></p> <p>This presentation will provide an overview of current trends and their implications for the O&P industry.</p>
11:00 AM - Noon	<p>Operating in a Post Health Reform Marketplace (B10D)</p> <p><i>Ryan Ball, Director of Government Relations, OPGA</i></p> <p>The Affordable Care Act is changing how Americans access health care and how health care is delivered in America with increased focus on the overall health of the patient. Orthotic and prosthetic professionals must be cognizant of the coming changes and begin to quantify our value within the health care continuum to ensure O&P remains an integral part of the health and wellbeing of amputees and patients seeking orthotic intervention.</p>