



# The A4M Practice Management Workshop Calendar of Events

**March 12, 2011**

- 9:00 am      **A Practical Guide to Practice Management**      Patrick Savage, MBA
- What it Takes to Start, Grow, and Succeed in this Field of Medicine
  - What Services will you offer?
  - The 12 topics of Practice Management
  - Which Partners will you need and how to pick them
- 10:30 am      BREAK
- 11:00 am      **Marketing for Your Practice**      Randy Alvarez, Marketing Expert
- Your website: How to develop a relationship
  - Building a Personal Brand How to do an unforgettable presentation
  - Internal marketing vs. External marketing
- 12:00 pm      **The New Social Media**      Jay Berkowitz
- FaceBook – the Golden Rules
  - Blogs, Tweets and Fans
  - TBD
- 12:30 pm      LUNCH (on your own)
- 1:30 pm      **Legal and Regulatory issues in today's environment**      Wes Paul, JD
- Procedures and guidelines on ethical promotion activities
  - Healthcare and Insurance regulations
  - Off-label use of prescription medications
  - Seeing patients over the phone and how to establish a doctor – patient relationship
- 3:30 pm      BREAK
- 4:00 pm      **Medical Liability Insurance Issues**      Edward Kuhn
- How Insurance Works
  - Mitigating Risk in Your Practice
  - Rating and Claims - current market trends
  - Customizing your coverage
- 5:00 pm      **Question and Answer Session with Presenters**
- 6:00 pm      CLOSE OF SESSION



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**March 13, 2011**

- 9:00 am      **How to Tie the Patient to Your Practice Forever**      Pamela Smith, MD
- How to Write a Successful Newsletter
  - Your Best Marketing Tool: How to Give a Successful Talk to the Public
- 10:15      **Writing Your Own Book: The Ins and Outs**      Scott Flora, Publisher
- 10:30 am      **Your New Lease on Life**      Joshua Gerstin, Esq
- What to look for in a new Office Lease
  - Using a Broker, Using a Lawyer
  - Basic Primer on what you will need
- 11:00 am      BREAK
- 11:30 am      **Overview of Bariatric Medicine: Including Key Components to Add to your Practice**      Gloria Hakkarainen, MD
- Testing opportunities, Diets, Medications review, and Supplements for the Overweight Patient
  - The Comprehensive Approach that will Create a Patient for Life
  - Specialty Equipment to Include in Your Weight Loss Practice
- 12:30 pm      LUNCH (on your own)
- 1:30 pm      **Commercial Presentation: Take Shape for Life**      Dr. Corliss
- 2:00 pm      **Successful Medical Marketing – Proven Online Strategies**      Philip Kujawski
- Establishing Online Marketing Goals
  - Researching Effective Keyword Phrases
  - Optimizing Websites For Natural and Local Searches
  - Increasing Pay-Per-Click Advertising ROI
  - Tracking Results and Measuring Success
- 3:00 pm      **How to Utilize Print Media for Your Practice**      Ken Kessler
- Create a Successful marketing campaign for your practice
  - Pick the right print media for your practice
  - How to use print and online methods to drive patients to your practice
- 3:30 pm      BREAK
- 4:00 pm      **Question and Answer Session with Presenters**
- 5:00 pm      CLOSE OF SESSION