



# AAP experience

## National Conference & Exhibition

October 20 – 23, 2012 | New Orleans

[www.aapexperience.org](http://www.aapexperience.org)



## Getting the Support You Need for the Practice You Want...Now That's Something to Cheer About



Your to-do list grows faster than your resources for maintaining efficiency and growing your pediatric practice. Be a part of the AAP 2012 National Conference & Exhibition to find the support you need through quality education, hands-on learning and face-to-face discussions of practical, effective strategies that will have an immediate impact on your care for children.

This multi-faceted experience offers an array of unique CME opportunities, social and networking events, awards, as well as philanthropic and advocacy opportunities. We're family-friendly and affordable offering low-cost family registration and activities including a pre-conference kids' camp and welcome reception, fabulous tour programs, on-site child care and a nursing mother's lounge.



### Social, Networking, and Advocacy Opportunities

(No CME Credit)

#### Lunchtime Learning Sessions

12:30 PM – 1:30 PM

#### Saturday, October 20

**EQIPP 101 (V1070)** (Learn How to Document Improved Quality Care on a Continuous Basis, Earn CME credit, and meet MOC Part 4: Performance in Practice requirements)

**Networking Forum (V1071): Using Technology in Practice**

#### Sunday, October 21

**Networking Forum: Election Issues 2012 (V2070)**

**Real-Time. On Demand. Member Web Portal (V2073)**

#### Monday, October 22

**PediaLink 101 (V3074)**

### Saturday, October 20 – Monday, October 22

**Visit the World's Largest Pediatric Technical Exhibits**

#### EXHIBIT HOURS:

**Saturday October 20 • 12:15 PM – 4:00 PM**  
(Ribbon Cutting Ceremony 12:15 PM)

**Sunday October 21 • 10:00 AM – 4:00 PM**  
(President's Reception 5:30 pm – 7:00 pm)

**Monday, October 22 • 10:00 AM – 2:00 PM**



- Book signings, giveaways, and celebrity guest appearances
- Product Theaters (non-CME educational presentations from exhibiting companies)
- AAP Resource Center hub for networking with conference faculty, Board and Planning Group members, and AAP staff
- Free wifi access throughout the Ernest N. Morial Convention Center including exhibit floor *Wireless Internet Lounges*
- Pediatric Office of Today





## Quality Education

Visit [www.aapexperience.org/planner](http://www.aapexperience.org/planner) for a comprehensive list of conference sessions or to search by topic, faculty, keyword, or physician attributes/competencies. Create a conference itinerary and access your session schedule and faculty handouts on the go using your mobile device.

### Friday, October 19 (Pre-Conference)

#### **Pediatric Practice Managers Alliance Program (C0002) Preparing for Changes in Pediatric Practice**

- 8:00 AM **Welcome and Overview**  
*Moderator: Holly Parlavecchio*
- 8:10 AM **Medical Home Implementation in the Pediatric Practice: Tips and Tools**  
*Molly E. Gatto*
- 9:00 AM **Pediatric Care Management: Reporting for Payment**  
*Lynn Cramer, RN-BC; Jill Valuch, DO, FAAP*
- 9:45 AM **Break**
- 10:00 AM **Top Secrets From a Pediatric Practice Manager: Managing Transitions While Maintaining an Efficient Practice**  
*Brandon Betancourt, MBA*
- 10:45 AM **Panel Discussion and Q & A**


### Saturday, October 20

#### 7:00 AM **Fostering Effective Relationships With Private Payers (X1002)**

**Joint Program: Section on Administration & Practice Management (H1020) and Section on Young Physicians Survive and Thrive in Today's Marketplace: Separating the Good, Great, and Exceptional Practices**

- 8:00 AM **Introduction and Background Moderators**
- 8:15 AM **Executive Knowledge: The Art of War**  
*Todd Wolynn, MD, FAAP; Betsy Peterson, MD, FAAP*  
This talk will highlight the skills needed to run a practice. Specifically, what does it take to be the leader of a small business/group practice? What do you need to consider before setting out on your own? How do you set long-term goals and the short-term strategies to get there? How do you manage and persuade your partners to follow you?
- 8:30 AM **Choosing the Best EHR for Your Pediatric Practice (\$1050) (Repeats \$1135 Saturday 4:00 PM - 5:30 PM)**
- 9:00 AM **Quality Improvement: What Is a PDSA Anyway?**  
*Xavier Sevilla, MD, FAAP*  
Going above and beyond. Once a practice is running smoothly, take it to the next level by implementing QI to ensure long-term success and sustainability.
- 9:45 AM **Break**

- 10:00 AM **Employee Relations: Managing the Good, the Bad, and the Exceptional**  
*Susan Kressly, MD, FAAP; Lynn Cramer, RN-BC*  
How to navigate the fine line with staff and resources that separate good, great, and exceptional practices. It takes more than physicians to make a practice successful!
- 10:45 AM **Information Management: Marketing Your Practice From Handshakes to Hashtags**  
*John Moore, MD, FAAP; Brandon Betancourt, MBA*  
Facebook, Twitter, YouTube, and more. These social media tools can affect the inner workings of your practice network and your communications outside of your practice! Proper use may perhaps be the most crucial knowledge set to keeping pediatrics relevant in 2012 and beyond.
- 11:30 AM **Panel Discussion (4 Speakers From AM Session)**

- 12:15 PM **Lunch Break**  
**SOAPM Lunch/Vanchiere Award**  
  
The 2012 Charles "Buzzy" Vanchiere Award honors Edward Zissman, MD, FAAP in recognition of his outstanding contributions toward helping pediatricians build effective managerial skills and providing training and tools for fellows to negotiate preferential use of pediatric care and appropriate compensation.  
*Supported by Physician's Computer Company*

- 1:15 PM **Discussion With AAP Board of Directors**
- 2:00 PM **The Business of Pediatrics: Understanding Financial Health and Expanding Services for Quality and Profit!**  
*Jeanne Marconi, MD, FAAP; Susanne Madden*  
Learn what, where, when, why, and how to understand how money comes into and out of a practice; accounts receivable and how it can make or break you; and spreadsheets for dummies.
- 2:00 PM **Use of Electronic Health Records: Unexpected Medical-Legal Pitfalls (F1083)**
- 3:00 PM **Focus Groups: Not Just for Ad Agencies!**  
*J. Bryan Wohlwend, MD, FAAP; Christina Vo, MD, FAAP*  
All the information in the world is worth nothing unless you know how to use it. Small groups will allow you to ask specific questions, troubleshoot for your existing practice, and network with other physicians who have similar goals.
- 4:00 PM **Adjourn**

- 4:00 PM **Facebook, YouTube, and Why Social Media Is No Longer an Option! (\$1136)**
- 4:00 PM **How to Run a Profitable Pediatric Practice (\$1138)**

### Sunday, October 21

- 8:30 AM **Disclosing Medical Errors: Do It Right (I2040)**
- 9:00 AM **Council on Clinical Information (H2029) Technology Health IT Leadership Forum and Expert Panel on Incorporating Bright Futures Into Electronic Health Records**
- 11:30 AM **Preparing For ICD-10-CM (P2068)**
- 2:00 PM **Becoming an Expert Witness: Getting Started and Avoiding the Traps and Tricks (F2081)**
- 2:00 PM **Coding 101: Teaching New Dogs Old Tricks (\$2100)**
- 2:00 PM **Managing Chronic Disease in the Office: Guidelines, Templates, Coding, and Health Care Reform (\$2102) (Repeats \$3097 Monday 2:00 PM - 3:30 PM)**
- 4:00 PM **Coding 201: Teaching Old Dogs New Tricks (\$2131)**

### Monday, October 22

- 8:30 AM **Tracking Immunizations in Your Practice and the Community (F3035) (Repeats F3105 Monday 3:00 PM - 3:45 PM)**
- 8:30 AM **The Business of Immunization: Protecting Kids Without Destroying Your Practice (\$3046)**
- 4:00 PM **Coding...A Day in the Life of a Busy Pediatrician (A3112)**
- 5:00 PM **Tales of a Medical Missionary: See the World, Do Some Good, and Improve Your Practice (F3133)**

### Tuesday, October 23

- 7:00 AM **AAP & The RUC: Are Pediatric Services Appropriately Valued? (X4001)**
- 8:30 AM **Tweet This! Ethics and Social Media in Pediatrics (\$4033)**
- 12:30 PM **Fraud, Abuse, & Compliance (X4064)**



Watch **Brandon Betancourt, MBA (@PediatricInc)** as he reflects on social media's impact on and use among pediatricians at [www.youtube.com/aapexperience](http://www.youtube.com/aapexperience).

Follow the AAP Conference on Twitter at @AAPexperience or #AAP12 or [www.facebook.com/aapexperience](http://www.facebook.com/aapexperience).