ANNUAL MEETING & FALL PEDIATRIC UPDATE

and the AL-AAP/PMA Leadership & Management Workshop:
“Visioning for Tomorrow's Pediatric Practice”

September 13-15, 2024
Ross Bridge Resort, Birmingham
2024 Leadership & Management Workshop: "Visioning for Tomorrow's Pediatric Practice"

Open to practice managers/staff & pediatricians & sponsored by the AL-AAP Practice Management Association

7:30 a.m. - 8:00 a.m.  Registration and Continental Breakfast
8:00 a.m. - 8:30 a.m.  2024 PMA Annual Meeting -Lisa Luter, PMA Chair
8:30 a.m. - 8:45 a.m.  Break & Transition to Practice Management & Leadership Workshop

Friday, September 13

8:30 a.m. - 1:00 p.m.  Registration
8:45 a.m. - 9:45 a.m.  Communicate to Cultivate: Shaping Your Practice Culture—Maggie Norton
9:45 a.m. - 10:45 a.m.  Designing an Employee Benefits Package—Andrea Lewis, PHR, SHRM-CP
10:45 a.m. - 11:30 a.m.  Accounting Primer for Pediatric Practices—Katrina Skinner, MD, FAAP
11:30 a.m. - 11:45 a.m.  Break
11:45 a.m. - 12:30 p.m.  Lunch & Session; HR Table Discussions (Seating by practice size

SEPARATE AFTERNOON TRACKS

Physician Track
12:30 p.m. - 1:30 p.m.  Your Culture, Your Legacy. Success Beyond Comfort—Maggie Norton
1:30 p.m. - 2:15 p.m.  Hacks for Pediatric Practice Owners—Suzanne Berman, MD, FAAP
2:15 p.m. - 3:00 p.m.  Tactical Bootcamp for Pediatric CEOs—Katrina Skinner, MD, FAAP
3:00 p.m. - 3:15 p.m.  Break before Annual Meeting begins (see next page)

Practice Managers/Staff Track
12:30 p.m. - 1:15 p.m.  Empowering the Leader Within You: Strategies for Pediatric Practice Managers—Andrea Lewis, PHR, SHRM-CP
1:15 p.m. - 2:15 p.m.  Medical Practice Manager's Guide to Understanding Healthcare Law—Brandy Boone, JD, Medical Association of Alabama
2:15 p.m. - 3:00 p.m.  Hacks for Pediatric Practice Managers—Suzanne Berman, MD, FAAP

Designation
Children’s of Alabama designates this live activity for a maximum of 5.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Medical Association of the State of Alabama through the joint providership of Children’s of Alabama and the Alabama Chapter AAP. Children’s of Alabama is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.

Learning Objectives—Upon completion of this live activity, participants will be able to:

- Explain the importance of effective communication
- Apply practical communication techniques
- Discuss the role of leadership in communication
- List the key components of a benefits package
- Integrate best practices in developing their benefits packages
- Identify the most common reports practices use to assess their financial performance
- Formulate a plan to organize their chart of accounts in a way that optimizes data evaluation
- Recognize common mistakes and pitfalls to avoid when managing their practices’ financial operations
- Describe the significance of workplace culture
- Recognize the role of leadership in shaping culture
- Discuss current culture perceptions and areas for improvement
- Evaluate ways they can improve their staff training model
- Design a written playbook for use in rapid, scalable, successful staff training
- Identify ways to improve leadership and communication in their practices
- Analyze their teams with consistent metrics
- Apply the concept of constant and never-ending improvement to their practice administration workflow
- Define leadership in the context of pediatric healthcare
- Describe unique challenges and opportunities for pediatric practice managers
- Complete a self-assessment in leadership development
- Discuss the basic concepts of civil, criminal and regulatory law and their application in healthcare
- Identify which laws are applicable to their medical practices
- Develop strategies for compliance based on that application
- Apply strategies to improve the physical and digital tidiness of their workspaces
- Employ ways to make their meetings shorter and more effective
- Compute the return on investment for automating workflows

Speakers
Suzanne Berman, MD, FAAP, Managing Partner, Plateau Pediatrics, Crossville, TN
Brandy Boone, JD, General Counsel, Medical Association of the State of Alabama, Montgomery, AL
Andrea Lewis, PHR, SHRM-CP, CEO/Senior Consultant, Human Capital Services, Birmingham, AL
Maggie Norton, Owner & Founder, RepattEARN LLC, Daphne, AL
Katrina Skinner, MD, FAAP, Pediatrician, Fairhope Pediatrics, Fairhope, AL
### Main (Clinical) Meeting

#### Friday, September 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30 p.m. – 6:30 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Addressing Youth Tobacco Use from a Provider Perspective</strong>—Melody Petty, MD, MPH, FAAP</td>
</tr>
<tr>
<td>4:15 p.m. – 5:15 p.m.</td>
<td><strong>Pediatric Spine Conditions: Challenges in Diagnosis and Management</strong>—Tyler McDonald, MD, FAAP</td>
</tr>
<tr>
<td>5:15 p.m. – 6:45 p.m.</td>
<td>Reception in the Exhibits (for all Management/Leadership workshop &amp; Main Meeting attendees)</td>
</tr>
</tbody>
</table>

#### Saturday, September 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Registration open</td>
</tr>
<tr>
<td>7:15 a.m. – 8:00 a.m.</td>
<td>Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td><strong>Quick Tips on Incorporating a Sexual History into Your Visit</strong>—Samantha Hill, MD, MPH, FAAP (VIRTUAL)</td>
</tr>
<tr>
<td>9:00 a.m. – 10:00 a.m.</td>
<td><strong>STI Testing, Treatment and Prep in Teenagers in General Practice</strong>—Claudette Poole, MD, MSPH, FAAP</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:30 a.m. – 11:30 a.m.</td>
<td><strong>Locking Arms: Empowering Pediatricians to Advocate for Secure Firearm Storage</strong>—Jennifer McCain, MD, FAAP</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Luncheon/SYMPOSIUM: Omalizumab (Xolair): A Therapeutic Option For IgE-Mediated Food Allergies—NOT PART OF CHAPTER CME PROGRAM—sponsored by Genentech</td>
</tr>
<tr>
<td>12:30 p.m. – 1:00 p.m.</td>
<td>Strolling Dessert in the Exhibit Hall</td>
</tr>
<tr>
<td>1:00 p.m. – 1:30 p.m.</td>
<td>Exhibit breakdown</td>
</tr>
<tr>
<td>1:00 p.m. – 1:30 p.m.</td>
<td><strong>Chapter Annual Meeting/Reports (non-CME)</strong>—Chapter leadership</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>The Role(s) of Pediatricians in Diagnosis of Autism Spectrum Disorder—Justin Schwartz, MD, FAAP (VIRTUAL)</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>Free Time!</td>
</tr>
<tr>
<td>6:30 p.m. – 9:00 p.m.</td>
<td>Reception &amp; Dinner Hosted by Children’s of Alabama</td>
</tr>
</tbody>
</table>

#### Sunday, September 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Oral Health in Special Needs Populations: An Overview for Medical Providers—Stephen Mitchell, DMD, MS</td>
</tr>
<tr>
<td>9:00 a.m. – 10:00 a.m.</td>
<td><strong>Antimicrobial Stewardship in Primary Care: The &quot;WHY&quot;?</strong>—Shannon Ross, MD, FAAP</td>
</tr>
<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>Oral Health and the Pregnant Patient: The Role of Medical and Dental Healthcare Providers—Richard Simpson, DMD</td>
</tr>
<tr>
<td>11:00 a.m. – 12:00 p.m.</td>
<td><strong>Antimicrobial Stewardship in Primary Care: The &quot;HOW&quot;</strong>—Shannon Ross, MD, FAAP</td>
</tr>
</tbody>
</table>

### Speakers

- **Samantha Hill, MD, MPH, FAAP**, Assistant Professor, Emory School of Medicine, Atlanta, GA
- **Jennifer McCain, MD, FAAP**, Assistant Professor, Pediatric Emergency Medicine, UAB School of Medicine, Birmingham, AL
- **Tyler McDonald, MD**, Assistant Professor, Assistant Program Director, Department of Orthopaedic Surgery, University of South Alabama, Mobile, AL
- **Stephen Mitchell, DMD, MS**, Professor, Director of Sparks Dental Clinic, Director of International Dentist Program, UAB School of Dentistry, Birmingham, AL
- **Melody Petty, MD, MPH, FAAP**, Pediatrician, University of South Alabama, Mobile, AL
- **Claudette Poole, MD, MSPH, FAAP**, Assistant Professor of Pediatrics, UAB School of Medicine, Birmingham, AL
- **Shannon Ross, MD, FAAP**, Professor of Pediatrics, UAB School of Medicine, Birmingham, AL
- **Justin Schwartz, MD, FAAP**, Associate Professor of Pediatrics, UAB School of Medicine, Birmingham, AL
- **Richard Simpson, DMD**, Pediatric Dentist, Children and Teen Dental Group of Alabama, Tuscaloosa, AL
- **Chapter Annual Meeting/Reports**
  - **Nola Jean Ernest, MD, PhD, FAAP**, President
  - **Elizabeth Dawson, MD, FAAP**, Secretary/Treasurer
CME Information
For Main Meeting Friday, 3 p.m.—Sunday, noon

Topics & Learning Objectives
Upon completion of this live activity, participants will be able to:

Addressing Youth Tobacco Use from a Provider Perspective
- Review the epidemiology of youth tobacco use, highlight commonly used tobacco products in general and for Alabama and neighboring states
- Discuss tobacco use among youth who are at high risk of tobacco use: minority populations, behavioral health patients, and LGBTQIA
- Discuss the importance of screening pediatric patients for exposure to tobacco and use of tobacco products
- Describe the health effects of tobacco use, particularly nicotine and how it contributes to tobacco dependence
- Describe and explain the health consequences of second- and third-hand smoke exposure
- Discuss the AAP’s recommendations (Ask, Counsel, Treat) for screening and addressing tobacco use in pediatric practices
- Review the billing codes for tobacco and nicotine use & counseling
- Review tobacco cessation resources for parents and adolescents

Pediatric Spine Conditions: Challenges in Diagnosis and Management
- Recognize some of the key challenges in making the diagnosis in various pediatric spine conditions
- Discuss management options for various pediatric spine conditions

Quick Tips on Incorporating a Sexual History into Your Visit
- Consider obtaining a developmentally appropriate and factual sexual history
- Identify strategies to efficiently and effectively take a sexual history in 5 minutes or less

STI Testing, Treatment and Prep in Teenagers in General Practice
- Describe best practice to screen teenagers for sexually transmitted infections in the general practice setting
- List recommended STI treatment recommendations
- Consider prescribing pre-exposure prophylaxis for HIV in at-risk youth

Locking Arms: Empowering Pediatricians to Advocate for Secure Firearm Storage
- Describe the epidemiology of firearm injury-related deaths in children
- Cite barriers pediatricians face in having open conversations about children’s exposure to firearms in the home
- Review methods and tools that assist pediatricians in the discussion of secure storage of firearms around children

The Role(s) of Pediatricians in Diagnosis of Autism Spectrum Disorder
- Examine the expanding landscape of autism diagnostic services
- Evaluate various diagnostic models and systems of care
- Identify opportunities for pediatricians to gain additional experience and participation in the autism diagnostic process

Oral Health in Special Needs Populations: An Overview for Medical Providers
- Identify common oral conditions found in special needs populations
- Recommend strategies to minimize the risk of developing oral disease to families with special needs loved-ones
- Describe barriers in Alabama’s health system that limit special needs populations from accessing oral healthcare

Antimicrobial Stewardship in Primary Care: The "WHY?"
- Discuss the global health problem of antibiotic resistance
- Describe how antibiotic resistance develops
- Utilize key strategies for a successful outpatient stewardship intervention

Oral Health and the Pregnant Patient: The Role of Medical and Dental Healthcare Providers
- Describe how physiologic changes during pregnancy can negatively impact maternal oral health and how pregnancy may exacerbate health problems, both orally and systemically, if poor oral health already exists prior to conception
- Identify the known associations between poor maternal oral health and pregnancy and birth outcomes, as well as the current trends regarding the pathophysiology behind these associations
- Cite the latest recommendations and guidelines for primary care physicians and oral health care providers regarding preconception and perinatal oral health care education, preventive care, and treatment
- Explain why a pregnant patient’s oral health not only can affect birth outcomes, but how it also can play a significant role in the subsequent oral health of the child aged 0-3 years

Antimicrobial Stewardship in Primary Care: The "HOW"
- Discuss the global health problem of antibiotic resistance
- Describe how antibiotic resistance develops
- Utilize key strategies for a successful outpatient stewardship intervention

Designation
Children’s of Alabama designates this live activity for a maximum of 10.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Medical Association of the State of Alabama through the joint providership of Children’s of Alabama and the Alabama Chapter-AAP. Children’s of Alabama is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.

MOC Part 2
Successful completion of this CME activity, which includes participation in the activity, with individual assessments of the participant and feedback to the participant, enables the participant to earn 10.5 MOC Part 2 points in the American Board of Pediatrics’ (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider’s responsibility to submit participant completion information to ACCME for the purpose of granting ABP MOC credit.
MOC Part 2

Again at this conference, the Chapter is delighted to offer ABP Lifelong Learning and Self-Assessment for MOC Part 2 for ABP diplomates for each CME hour of the Main (Clinical) Meeting through Children’s of Alabama, our accredited CME provider.

- Each speaker will guide attendees in a short discussion around two questions for each topic.
- MOC enrollees must use a laptop or desktop computer to complete the self-assessment questions at the conclusion of the conference/workshop.
- MOC enrollees must supply their ABP # in the CloudCME system so credits information can be transmitted to the ABP.

Fees

PMA ANNUAL MEETING (PMA members only) $0

MANAGEMENT & LEADERSHIP WORKSHOP (9 A.M.–3 P.M. FRIDAY)
- Chapter Member or PMA Member/Practice Representative $150
- Non-Chapter Members or Non-PMA Practice Manager *$250

ANNUAL MEETING (ENTIRE PROGRAMMING FROM 3 P.M. FRIDAY THROUGH 12 NOON SUNDAY)
- Chapter Members - early bird (before August 22, 2024) $345
- Chapter Members (after August 22, 2024) $395
- Non-Chapter Member Physicians $500
- Senior Physician (over age 70, fully retired), Chapter Affiliate NP/PA Member, PMA member or Nurse $225
- NP/PA Non-Member of AL-AAP, (includes National Affiliate AL-AAP membership, a $40 savings!) $300
- Pediatric Resident (waived, value of $345)

*You will also be able to make a tax-deductible donation to Reach Out and Read-Alabama as part of registration.

IMPORTANT NOTE: Full refund for cancellations until Friday, September 6, 2024 at 5 p.m. A $50 cancellation fee will be assessed for credit card payments that are cancelled at any time. No refunds will be issued for cancellations/no-shows after September 6

*For non-PMA practice managers, this fee will include your 2024-2025 membership!

How to register

Please register online at www.alaap.org, with secure credit card payment via Stripe (no account required). Use the QR code at right to register or go directly to https://www.alaap.org/2024annualmeetingregistration
Hotel Reservations

A block of rooms is being held for our group at Ross Bridge Resort at a special rate of $299 until 5 p.m., Friday, August 23, 2024. After that date, we cannot guarantee availability of rooms at our group rate. To reserve, go online at this link: https://tinyurl.com/2usjc6c2. A second option (not recommended) is to call 1-888-Marriott using group code "Academy of Pediatrics Annual Meeting and Pediatric Update."