



Independent
Podiatric Practitioners



IPP

10th National CPD Training Event

Sunday 28th February
and Monday 1st March 2010

The Stoke-on-Trent Moat House Hotel

Covering the CPD
needs of the
Independent Podiatric
Practitioner



Organised by

professional
events

Cosyfeet
podiatric footwear

IPP PROGRAMME OUTLINE

Our new IPP 10 programme will provide delegates with a valuable update on clinical practice; lectures and workshops will be given by university lecturers or lead clinicians in their specialist area.

We are currently the front runners in providing top class CPD for all Podiatry registrants and our national programme constantly reflects best practice in Podiatry Practice.

Please note that delegates may choose to attend both days or just for the Sunday or Monday.

PROGRAMME FOR SUNDAY 28TH FEBRUARY

2.00 – 2.30pm Registration and Coffee
(delegates staying overnight can check into their rooms)

2.30pm Introduction and Welcome, By Event Chairperson

2.35pm Marketing your private practice - interactive workshop session
Facilitated by Chris Swaffin-Smith, Bsc M.Phil

During this presentation Chris Swaffin-Smith will focus on the role that marketing can play improving the performance of your practice. Specifically he will

- discuss what participants are trying to achieve in developing their practice and how they measure how well they are doing.
- identify what marketing is, and the ways in which a more focused approach can improve the performance of the practice.
- discuss the relationship between how much patients are charged, and their perception of the value of the service they receive.
- underline the relationship between marketing and the financial performance of the practice.
- identify a whole range of actions that participants can take to attract more patients and ensure that they gain the maximum benefit from their existing patient base.
- discuss relevant ethical issues with regard to selling products and how these relate to what participants are trying to achieve in their practice
- The other actions you need to take to expand your practice without becoming over stressed!

There will be opportunities to participate and ask questions during the session. By the end of the session you should have a clearer picture of what you are trying to achieve, the key things you should focus on and importantly renewed confidence in what you have achieved.

5.00pm End of workshop

7.00pm For those delegates staying over at the Moat House Hotel, dinner followed by a social quiz in the bar.

PROGRAMME FOR MONDAY 1ST MARCH

9.15am Registration and Coffee

9.30am **Medical Acupuncture Overview**

Presentation to include case studies and highlight lower limb conditions that may benefit from acupuncture.

By Dr Christopher M. Norris PhD MSc MCSP MBAC

10.30am Break and Trade Exhibition

11.00am **Padding, strapping and chairside orthotic lecture and workshop**

Sponsored by Cuxson Gerrard

12.00pm Lunch

1.15pm **Foot and ankle problems in the rheumatoid foot**

Presentation will include patient management and case studies

By Heidi Siddle, Specialist Rheumatology Podiatrist, Leeds Teaching Hospitals NHS Trust

2.30pm Break and Trade Exhibition

3.00pm **Metatarsalgia — Comprehensive overview covering symptoms, treatment and prevention**

By Greg Quinn FCPodS FRSA Managing Director - Talar Made Orthotics Ltd

4.30pm **End of Event – Issue of CPD Certificates**

NOTES

1. Each presentation will have a question and answer session.
2. Where appropriate, demonstrations may be given by speakers.
3. Delegates will receive a CPD certificate at the end of each day. First day will include 3 hours of CPD and the second day 6 hours of CPD.
4. Speakers may choose to restrict distribution of their presentational material

HOW TO BOOK

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Cancellations will be available up to 31st December 2009 less £10 administration fees, after 31st December 2009 cancellations will incur £50 cancellation fee. After 15th February 2010 no cancellations will be refunded. PEM reserve the right to make changes to the published programme

BOOKING OPTIONS

Booked BEFORE 1st December 2009

Sunday 28th February £40+vat=£46

Monday 1st March £70+vat=£80.50

Single occupancy, dinner, bed and breakfast at the Moat House Hotel for:

Sunday 28th February £80+vat=£92

Booked AFTER 1st December 2009

Sunday 28th February £45+vat=£51.75

Monday 1st March £75+vat=£86.25

Single occupancy, dinner, bed and breakfast at the Moat House Hotel for:

Sunday 28th February £80+vat=£92