Welcome to the October 2013 issue of the American Academy of Pediatrics (AAP) Pediatric Practice Managers Alliance (PPMA) monthly newsletter! All PPMA members are encouraged to submit articles. Articles should focus on some aspect of pediatric practice or clinic management and be between 300-900 words in length. The newsletter is not possible without the excellent articles written by PPMA members so please consider submitting an article by sending it to Jose Lopez, Manager, Practice Management, at jlopez@aap.org.

2013 AAP NATIONAL CONFERENCE & EXHIBITION (NCE)
The 2013 AAP NCE will be held on October 26–29 at the Orange County Convention Center in Orlando, FL. Listed below are some special events being held by the AAP and SOAPM/PPMA for your consideration. Please note the Hyatt Hotel Corporation announced that it has purchased the Peabody Hotel, so it is referred to now as the Hyatt Regency Orlando, formerly the Peabody Hotel. Also, registration materials will be printed onsite rather than mailed this year. For more information and to register for this year’s NCE, visit www.aapexperience.org.

Friday, October 25, 2013
- 8:00 am - 11:30 am — PPMA Program  
  Orange County Convention Center W314  
- 7:30 pm - 9:30 pm — AAP Welcome Reception  
  Hyatt Regency Orlando Grand Ballroom, formerly the Peabody Hotel

Saturday, October 26, 2013
- 8:00 am - 12:15 pm — SOAPM Section H Program  
  Hyatt Regency Orlando Grand Ballroom T, formerly the Peabody Hotel  
- 12:30 pm - 1:30 pm — SOAPM Edward J. Saltzman Luncheon and Vanchiere Award  
  Hyatt Regency Orlando Grand Ballroom Q, formerly the Peabody Hotel

When registering for the NCE, please select the 'M03 Section on Administration and Practice Management Edward J. Saltzman Luncheon’ under the Catered Events Section. If you have already registered, contact NCE registration at registration@aap.org or 1-800-433-9016 to add this ticketed
event to your registration. At the Luncheon we will honor the 2013 Vanchiere Award winner William Zurhellen, MD, FAAP; present a history of SOAPM & PPMA where we will recognize SOAPM founding member Edward J. Saltzman, MD, FAAP. You must register in order to attend. Supported by Physician’s Computer Company.

- **7:15 pm - 11:15 pm — AAP Orlando Experience!**
  Disney’s Hollywood Studios; Shuttle bus transportation will be available from all official conference hotels

**Sunday, October 27, 2013**

- **7:00 pm - 10:00 pm — SOAPM Friends of Children Fund Annual Social Fundraiser Luau**
  A Hawaiian dinner show featuring an all-you-can-eat buffet of Polynesian specialties will be served from 6:00 pm -7:00 pm, followed by live Hula and Fire dancers from 7:00 pm - 8:00 pm. Some fun SOAPM ‘Razzie’ Awards will be given out. The evening’s Hawaiian entertainment will be followed by a DJ and Karaoke from 8:00 pm - 10:00 pm, a SOAPM tradition. An open bar will be provided from 8:00 pm - 8:00 pm, with a cash bar available from 8:00 pm - 10:00 pm. A suggested donation to the Friends of Children Fund of $35 will be collected at the door. For more information and to register visit [https://soapmluau.eventbrite.com/](https://soapmluau.eventbrite.com/). You must register in order to attend. Supported by Office Practicum/Connexin Software

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**CUSTOM ‘EARN YOUR STRIPE’ POSTERS AVAILABLE FOR PRACTICES**

*Featured to the right: Members of the PPMA Leadership Team striking the ‘Earn Your Stripe’ Pose*

Showing that all your office staff is immunized for influenza lets your patients know how important immunization is to you and that they can feel confident bringing their children to your office. It should encourage them to immunize their kids, too. The AAP Section on Administration and Practice Management (SOAPM) in partnership with the Childhood Immunization Support Program (CISP) developed a customizable template for the ‘Earn Your Stripe’ poster to promote immunization against influenza. [Click here](#) to make your own ‘Earn Your Stripe’ poster featuring your staff. The poster can be displayed in patient areas to encourage patients and their families to get immunized.

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**SOAPM-PPMA ‘FIRESIDE’ PRACTICE MANAGEMENT WEBINARS**

SOAPM and PPMA are pleased to sponsor a series of free practice management webinars. The practice management ‘fireside’ webinars will be held each month focusing on a different area of practice management. The webinars will be held in the evening to accommodate the schedules of practicing pediatricians, practice managers and their staff. The webinars will be recorded and made available for those who cannot attend live.

Please join us for the first ‘Fireside’ Practice Management webinar, *Have a Social Media Presence While Managing a Thriving Pediatric Practice* on Thursday, October 17, 2013 from 6:30 pm – 7:15 pm EDT. Kristen Stuppy, MD, FAAP and Brandon Betancourt, MBA discuss how to manage a strong online presence while balancing work and home life. Some of the topics include the purpose of social media, an overview of social media platforms, tools to manage them, and hands-on tips for managing the logistics of social media for your pediatric practice. Space is limited. Reserve your Webinar seat now!
DIFFICULT EMPLOYEES: HOW TO STOP NEGATIVITY FROM SPREADING IN THE WORKPLACE

Debbie Cashion, ACMPE, PPMA Leadership Team Members

Unfortunately, one of the most unpleasant tasks those in management positions are responsible for can be handling negative or difficult employees and ensuring their negative or destructive behaviors do not spread throughout the organization. While many managers chose to ignore these habits or simply attempt to wish these troubles away, the best way to handle these employees is to face them head on when the problem begins to occur.

Even highly assertive people can shy away from entering into difficult conversations; especially when they are aware of a defensive person they may be engaging with. So for these conversations we know we have, what is the most effective way to enter into a difficult conversation with a disruptive employee.

Come out and Say It!

Whatever you do, don’t ignore the situation; especially if it isn’t improving or you can tell it is affecting others attitudes or work ethic. Even though we tend to avoid confrontation, it doesn’t take care of the issue at hand and can even worsen the situation by allowing the activity or behavior to become habit.

Say It In a Way They Can Hear You

Everyone has a different personality and handles situations in a particular manner. Understand the personality type you are dealing with and recognize how they react to receiving tough information; the more you tailor the message to their personality type, the more open they will be to hearing what you have to say.

Listen to What They Have to Say

Hear them out; give them an equal chance to respond rather than shutting them out after you have made your point. Be sure to repeat back what you are hearing; being a active listener shows that you are open to what they are saying.

Let It Go!

Now, after you have had the conversation; move on! The response you receive to the conversation is NOT your responsibility. Trying to control the outcome of a situation will leave you unsatisfied and stressed because you cannot do so!

Remember it is always best to do something, ignoring a difficult or disruptive employee will only to greater problems and will tarnish the way your employees view you if immediate action is not taken. Sometimes all it takes to correct a situation is confronting the perpetrator and bringing to light the behaviors causing issues within the office environment.

Put it into Practice!

Active listening is one of the best ways to communicate with your difficult or disgruntled employees. So what does active listening look like and how can you be sure you are conveying interest in others opinions?

- Express appreciation and interest in the topic.
- Restate the key point to show you understand the speaker’s intentions.
- Ask questions in a positive, non-threatening manner.
- Keep eye contact with the speaker and don’t argue in response.
- It may help to have another manager in the room with you as support.

Engaged employees are crucial to your organization. Treating all staff members with respect and genuinely showing interest in their opinions, issues and suggestions can make a difference in creating a loyal employee or
someone who creates difficult situations around the office and with other staff members.