Astym® treatment sets the standard for soft tissue therapy.

Why is it so DIFFERENT?

• More effective, much safer, many more applications
• Only treatment that is designed to regenerate and remodel soft tissues
• It is unmatched in its ability to resolve tendinopathies, scar tissue problems, and other soft tissue dysfunctions
• Rigorous scientific development produced a highly effective and safe treatment; ongoing research continues to expand applications and add to niche markets and cash-based business
• Astym treatment’s unique abilities to regenerate and remodel tissues create new patient pools and new referral sources
• Extensive clinical and business support; spend less on marketing with better results

Making you...

• The go-to clinic for quality care
• An expert in Regenerative Rehab
• Truly an evidence-based practitioner
• Recognized from national and local publicity
• Have a powerful internet presence

Visit us at BOOTH #625!
More effective, much safer, many more applications

Only treatment that is designed to regenerate and remodel soft tissues

It is unmatched in its ability to resolve tendinopathies, scar tissue problems, and other soft tissue dysfunctions

Rigorous scientific development produced a highly effective and safe treatment; ongoing research continues to expand applications and add to niche markets and cash-based business

Astym treatment's unique abilities to regenerate and remodel tissues create new patient pools and new referral sources

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Making you…

The go-to clinic for quality care

An expert in Regenerative Rehab

Truly an evidence-based practitioner

Recognized from national and local publicity

Have a powerful internet presence

Astym-certified clinicians get better results. Period. Astym treatment is a market driver and a key part of our operation. — Mark Huslig, PT

Administrative Director | Therapy Services

Astym treatment has increased our referrals and has set our clinic apart from our competitors. The program pays for itself! — Robert Robinson, PT

President of Major US Rehab Provider

When I am making referrals, I make sure a clinician is Astym-certified. That gives me confidence in the clinician and the quality of care my patient will receive. — Bryan Mayol, MD

Sports Medicine Physician

Assistant Clinical Professor

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Dear Colleagues,

Thank you for attending the 2015 PPS Annual Conference and Exhibition at the Rosen Shingle Creek in Orlando, Florida. The Annual Conference Program Work Group has done a stellar job of providing you with a great mix of practice-building courses to assist your future success. There will be ample opportunities to meet new people, share ideas, and learn from your peers, and the exhibit hall will be our largest ever with the latest technology and tools for your practice.

Our keynote speakers this year have each been selected to address various aspects of making your practice as successful as possible. Kicking off Wednesday evening at our Opening Keynote and Awards Ceremony is Gary Vaynerchuk on the “Thank You Economy,” challenging us to take a look at the culture of our practices and how we relate to our patients. Thursday morning, following the Section’s general business meeting, Daniel Pink will share his insights on leadership and the new principles of influence. And Saturday morning we will hear Ken Schmidt on positioning and promoting your practice to gain the competitive advantage in your marketplace.

While attending this week, you will also have the opportunity to direct the future of the Private Practice Section by electing the Treasurer, Secretary, two Directors, and a Nominating Committee member. Please take time to vote!

I thank you for taking time out of your busy schedule to be here with your colleagues and participate in this great event. I hope we exceed your expectations and you have an incredible experience here in Orlando.

Warmest wishes,

Terry C. Brown, PT, DPT
PPS President
THE PRIVATE PRACTICE SECTION (PPS), a component of the American Physical Therapy Association (APTA), is headquartered in Alexandria, Virginia, and was incorporated in Nevada in 1956 as a non-profit 501(c)6. PPS is a national membership association representing over 4,300 physical therapists that own, operate, and/or work in a private practice setting. The mission of the Private Practice Section is to “champion the success of the physical therapist in business.” The vision, “Society demands access to physical therapists’ business,” captures the aspirations of the association for itself, its profession, and its members. PPS members benefit from the Section’s focus on advocacy; payment policy; education on practice management, business, marketing, and public relations; and business innovation. PPS members stay informed of current and future trends through its annual conference, monthly webinars, Impact magazine (the Section’s monthly publication), weekly informative e-blasts, the Section’s ENews newsletters, publications (available through their on-line store), and the Section’s website, www.ppsapta.org.

2014-2015 BOARD OF DIRECTORS

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Appleton, WI

EMPOWER YOUR MEMBERSHIP!
The PPS Annual Conference includes many events and opportunities for you to be heard and become involved as a PPS member. Volunteer today! Applications are online at www.ppsapta.org under the ABOUT PPS menu tab.

The Business at Hand
The PPS General Business Meeting will be held during breakfast on Thursday, November 12. This important member meeting provides information on the PPS strategic plan, initiatives, financial status, and key Section activities. Ask questions of the Board of Directors, discuss and vote on member issues, and participate in your Section. For the latest information on PPS activities visit www.ppsapta.org.

Join the Administrators Council Today!
Designed exclusively for administrators of physical therapist private practices, the Administrators Council offers administrators special benefits designed to serve your needs. As an Administrators Council subscriber, you receive Impact magazine featuring articles on running and promoting a successful practice, the ENews newsletter, savings on publications, and discounts on webinars, PPS Annual Conference, and other professional development opportunities.” Visit the PPS booth to join or learn more.

VOTE, VOTE, VOTE
The PPS leadership, elected by members, is integral to the direction and effectiveness of PPS. Join the 2015–2016 candidates at breakfast on Thursday, November 12, to hear their speeches. Voting will take place on Thursday and Friday at the PPS Booth in the Exhibit Hall or through the PPS Annual Conference App. Voting will close at 3:00 pm on Friday.
CASH JUST GOT A LOT COOLER

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Dear Annual Conference Attendees,

Welcome to Orlando! As the new PPS Executive Director, I am thrilled to be attending my first PPS Annual Conference and look forward to meeting as many of you as possible. So many of you have already made me feel welcome in my short tenure here and I am eager to put faces to the names on your emails and to the voices I’ve spoken with over the phone.

One thing about Private Practice Section members that was immediately obvious to me is that you have a strong connection to the Section and to one another—members and vendors alike. It’s clear that many of you regard the Section and the relationships you’ve made through PPS as integral to your professional and, in some cases, even personal lives. Conferences like this one are so important to the care and feeding of those relationships, and I hope you all add someone new to your network this week. As a ‘newbie’ myself, I encourage you to look for the unfamiliar faces around the conference and social events and introduce yourselves, share your stories about PPS, and help us welcome new members and new attendees into the PPS family.

Of course, networking isn’t the only reason you come to Annual Conference. The stellar programming we’re offering this year is impressive. From marketing your practice to managing your staff, from the benefits of political engagement to increasing your cash flow, there’s something for everyone this week. And, thanks to our sponsors, we can offer you fun social activities and great meals along with that programming.

Thank you for your continued support of the Private Practice Section. If you wish to learn more about getting involved with PPS as a volunteer, please stop by the PPS Booth in the Exhibit Hall or attend the Thursday Moderated Networking Discussion called “Leadership Opportunities in PPS—From Getting Your Feet Wet to Making a Huge Splash.” And if you see me around the conference, please stop me and introduce yourself so I can thank you in person!

Have a great week!

Allyson Pahmer
PPS Executive Director
The Home Ranger Knee Pulley™ is a revolutionary range of motion exercise device. For the first time knee replacement and osteoarthritic patients can perform distraction in the comfort of their own homes to help relieve joint pressure and pain—whenever the need arises.

Its special features and attributes make compliance and performance of required flexion and extension exercises easier for ALL post-surgery patients.

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Boxed with patient-friendly step-by-step instructions for distraction and range of motion exercises

**PATIENT CONTROLLED PAIN RELIEF**

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**RANGE OF MOTION EXERCISES**

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Meet the Inventor

**PrePak Booth 325.**

Ron Handshoe, MSPT, Outpatient Orthopedic Clinical Director

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- The Prescription Compliance Tracker—FREE

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Welcome to Sunny Orlando and the PPS 2015 Annual Conference and Exhibition!

As the Annual Conference Program Work Group (ACPWG) Chair I am very excited to continue raising the bar in educational content, take-away value, and, of course, NETWORKING. By taking the lead from the superior hospitality and comfort provided to us by the Rosen family, the ACPWG has pulled out all stops to give you so much value that it’s going to be difficult to even consider leaving the property to visit the theme parks.

This year the conference center size has allowed us the opportunity to expand everything—so there are more vendors, larger rooms, and more educational opportunities. From more than 133 proposals, we selected fewer than 50 which we feel will provide the most immediate impact.

Even the keynote speakers are larger than life. We are happy to have Gary Vaynerchuk starting us off Wednesday night reminding us that it all comes down to a “Thank You Economy” and the companies that miss this will not be around five years from now. It is so simple yet so necessary to understand.

Next, we crank it up 1,000 notches and start Thursday morning with the world famous Daniel Pink. Daniel will entertain us while providing concrete steps to more effectively manage our staff and businesses.

Saturday morning offers the final touches and a slight departure from our traditional schedule. We are pleased to have Ken Schmidt, former director of communications for Harley-Davidson, who is credited with the revitalization of their brand and company. Through Ken’s storytelling, he will provide real life examples and specific concrete steps in this deep dive on creating and strengthening your company’s brand, helping you determine the strongest and most marketable advantages you possess (or can create), and then creating unique “to-your-market” language to make those advantages memorable and repeatable. Never before has such a strategic planning session been available to small- and medium-sized companies and this is provided to you—our attendees—by the PPS Board of Directors as a thank you for your membership. This will be a must-see, must-attend 2.5-hour session that promises to fill up quickly.

I will know my work group and I were successful when the comments are, “we learned so much we didn’t even get to visit Mickey Mouse or Harry Potter!”

Enjoy all that this conference and the exhibitors have to offer! The members of the Work Group and I welcome your feedback and suggestions for next year and we look forward to seeing you at PPS 2016 in Las Vegas as PPS celebrates 60 years “Vegas style.” I’m encouraging you to book early and bring along several friends.

Respectfully,

Ed Ramsey PT, DPT
Annual Conference Program Work Group Chair
Visit the Annual Conference Exhibition located in the Gatlin Ballroom. Don’t miss this opportunity to see new products and services that focus on the needs of physical therapists in private practice. Everyone entering the Exhibit Hall must be registered and show their badge; children under the age of 18 are not allowed in the Exhibit Hall.

Win with the Exhibitors
While you’re in the Exhibit Hall, look around for the PPS Industry Partners. All are prominently identified. Ask them why they chose to support PPS and YOU through this new program. Record at least 10 Industry Partners on your Scavenger Hunt Card (found in your registration bag) by writing the name of the company, at least one product or service they provide, and collect a signature from that Industry Partner. Bring your completed Scavenger Hunt Card to the registration desk by 10:00 am Saturday to be eligible for a random drawing for a COMPLIMENTARY registration to the 2016 PPS Annual Conference in Las Vegas, Nevada. Don’t forget to put your name on your scavenger hunt card!

FREE WI-FI!
All PPS attendees will be able to access complimentary Wi-Fi throughout the hotel, meeting rooms, and including guest rooms.

Access code: PPS2015
Password: Clinicient

Conference badges are required for all PPS conference functions including social events, educational program sessions, and the exhibit hall. “Exhibit Hall Only” registration is access only to the exhibit hall.

Turning to Page 64 for the Floorplan and Full List of Exhibitors

EXHIBITION

CONFERENCE SESSIONS
All conference programming will be held at the Rosen Shingle Creek Hotel.

CONFERENCE REGISTRATION
Registration is located in the foyer outside Gatlin Hall. The registration desk staff will assist you with badges, registration questions, and conference information. Registration starts Tuesday at 3:00 pm.

CONFERENCE REGISTRATION HOURS
Tuesday: 3:00 pm – 5:00 pm
Wednesday: 8:00 am – 8:00 pm
Thursday: 7:00 am – 6:00 pm
Friday: 7:30 am – 5:00 pm
Saturday: 7:30 am – 10:30 am

EVENT TICKETS
Events are included in your registration fee. Guest tickets are available for purchase on site. Tickets are limited and must be purchased by a registered attendee. Prices are as follows:

- Non-Industry Guest – Full Social Package $450
  Includes all of the following events and activities:
  - Wednesday: Opening Keynote with Awards Presentation and President’s Reception $80
  - Thursday: Breakfast with Keynote, General Business Meeting, and Candidates Speeches $60
  - Thursday: Lunch in the Exhibit Hall $75
  - Thursday: Reception in the Exhibit Hall $50
  - Friday: Lunch in the Exhibit Hall $75
  - Friday: Friday Dinner Event: “A Florida Road Trip” $75
  - Saturday: Plenary Keynote with Networking Breakfast $60

CONFERENCE BADGES

CONFERENCE SESSION HANDOUTS
PPS holds a GREEN meeting. Session handouts are available only through the PPS website (www.ppsapta.org) by clicking on the Annual Conference left menu tab, then the Attendees tab, and then the Handouts icon. After the conference, session handouts and synchronized presentations will be available through the PPS website (www.ppsapta.org) online store. If not previously ordered, a fee will be charged. If you did not pre-order access to the conference content stop by the PPS booth to place your order for a discounted on-site conference price. Prices will change after the conference ends.

CELL PHONES AND OTHER ELECTRONIC DEVICES
Please turn off cell phone ringers, iPad/tablet notifications, pagers, and other electronic devices during conference sessions. If you do take a call during programming, refrain from conducting phone conversations directly inside and outside of the meeting rooms.

CEUs/CONTACT HOURS/CCUs
Annual Conference attendees wishing to receive CEUs/Contact Hours/CCUs for sessions they attend will be able to do so ONLINE. Complete your online conference session survey evaluations and receive your CEUs/Contact Hours/CCUs certificate upon completion. You may also wait until you return home to complete your conference session survey evaluations. Once you’ve completed the surveys you can print your CEUs/Contact Hours/CCUs. A survey will be released for each conference day through the conference app and personalized emails. See details on pages 80-81.

LISTEN TO WHAT YOUR COLLEAGUES ARE SAYING ABOUT THE CONFERENCE
Join us on Twitter. Tweet your thoughts and reactions to the Conference at #PPS2015.
DINNER EVENT

A Florida Road Trip!
Friday, 7:00 pm – 10:00 pm

Begin your Florida Road Trip in the Gatlin Foyer. Take this exciting journey through the sights, sounds, and tastes of Florida. Visit the entire state in one night! Join your colleagues and friends for a Road Trip like no other. Come experience all that Florida has to offer! You won’t want to miss this special treat. Conference attendees may purchase tickets for their guests at the registration desk through Thursday, space permitting. Wear comfortable shoes and come prepared to have fun!

Sponsored by

WHO’S HERE?

Want to know if your colleagues are at the Conference?

A list of registrants is posted on the PPS website (www.ppsapta.org) in the 2015 Annual Conference section.

Wednesday, 5:00 pm – 8:00 pm
Opening Keynote with Awards Presentation and President’s Reception

PPS kicks off the Annual Conference & Exhibition with a not-to-be missed keynote address as well as the presentation of the Section’s prestigious awards. At the President’s Reception, meet and honor the award winners for their contributions to physical therapists in private practice and network with your colleagues.

Keynote speaker Gary Vaynerchuk helps you take advantage of the current business environment, while also preparing you to succeed as it changes and evolves into what he’s termed “The Thank You Economy.” With the rise of the Internet and the power of the common consumer, businesses must look backwards and scale the caring their grandparents’ businesses exhibited towards their customers, or watch the competition pass them by. Today, individuals and brands that out-care and out-love their competition—those emphasizing quality, value, responsiveness, and attention to detail, among other essentials—see the biggest returns.

Thursday, 7:30 am – 10:30 am
Opening Session Breakfast with Keynote, Section Business Meeting, and Candidate Speeches

Enjoy a full breakfast with your colleagues, PPS leadership, and members running for office in the 2015–2016 election. Take this opportunity to learn what PPS has been working on for you during the past year and how you can be more involved. You’ll also have the opportunity to hear from your candidates on their platforms to help you make the decision on which candidate to support.

Leaders at every level today confront two stark realities. First, in these fiercely competitive and endlessly turbulent times, they must do more with less. Second, the old-school management techniques we’ve long relied on to produce results frequently fail. Enter Daniel Pink, best-selling author of Drive and To Sell Is Human, with a fresh approach. Drawing on a rich trove of social science and cutting-edge practices from organizations around the world, Pink will demonstrate the new ways leaders are persuading, influencing, and motivating others. He will show the power of underused techniques such as perspective-taking, problem-finding, and using purpose as a motivator—and offer concrete steps to put these ideas into action. In this entertaining and provocative presentation, you will learn:

• Why changing people’s minds often matters less than giving them an “off-ramp” to act;
• Why the most persuasive leaders aren’t introverts or extraverts, but “ambiverts;”
• 3 rules for taking the perspective of those you lead;
• How the principles of improvisational theater can help you overcome resistance; and
• 5 ways to frame your message for maximum influence.

Saturday, 8:00 am – 10:15 am
Closing Plenary Breakfast Session with Keynote

Meet the new PPS Officers and Board of Directors at this final networking opportunity to learn from your colleagues.

Are you positioned for Innovative Competitiveness? Successfully position and promote your practice to compete against look-a-likes, attract new patients and make vocal advocates of current patients. Ken Schmidt, former director of communications for Harley Davidson, will help you determine the strongest and most marketable advantages you possess (or can create), then create unique “to-your-market” language to make those advantages memorable and repeatable. He will also discuss behaviors needed to exhibit to patients, potential patients, and fellow employees to ensure you’re living up to this positioning.
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## GET INVOLVED

As a conference attendee you have the unique chance to talk to your fellow members, the PPS Board of Directors, and the PPS committee members about opportunities and challenges we all face. Get involved by participating in and serving your Section. The more you participate, the more the Section can serve you. Volunteer applications are available at the PPS exhibit hall booth or can be downloaded at [www.ppsapta.org](http://www.ppsapta.org).

### TUESDAY, NOVEMBER 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Committee/Work Group</th>
<th>Room</th>
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</thead>
<tbody>
<tr>
<td>11:00 am – 1:30 pm</td>
<td>Finance Committee</td>
<td>Board Room</td>
</tr>
<tr>
<td>2:00 pm – 6:00 pm</td>
<td>PPS Board of Directors</td>
<td>Board Room</td>
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### WEDNESDAY, NOVEMBER 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Committee/Work Group</th>
<th>Room</th>
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<tbody>
<tr>
<td>8:00 am – 1:00 pm</td>
<td>PPS Board of Directors</td>
<td>Board Room</td>
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<tr>
<td>8:00 am – 9:30 am</td>
<td>Annual Conference Program Work Group</td>
<td>St. John’s 26</td>
</tr>
<tr>
<td>8:00 am – 1:00 pm</td>
<td>Membership Development Committee</td>
<td>St. John’s 27</td>
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<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Awards Committee</td>
<td>St. John’s 26</td>
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<tr>
<td>1:00 pm – 2:30 pm</td>
<td><em>Impact</em> Editorial Board</td>
<td>St. John’s 28</td>
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<tr>
<td>1:00 pm – 2:00 pm</td>
<td>CSM Program Work Group</td>
<td>St. John’s 29</td>
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<tr>
<td>2:00 pm – 5:00 pm</td>
<td>Education Committee</td>
<td>St. John’s 27</td>
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<tr>
<td>2:30 pm – 4:30 pm</td>
<td>Marketing &amp; Public Relations Committee</td>
<td>St. John’s 29</td>
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<tr>
<td>3:30 pm – 4:30 pm</td>
<td>Government Affairs Committee</td>
<td>St. John’s 28</td>
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<tr>
<td>4:00 pm – 5:00 pm</td>
<td>Administrators Council</td>
<td>St. John’s 26</td>
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### THURSDAY, NOVEMBER 12

<table>
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<tr>
<th>Time</th>
<th>Committee/Work Group</th>
<th>Room</th>
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<tbody>
<tr>
<td>10:45 am – 11:45 am</td>
<td>Healthcare Policy Task Force</td>
<td>St. John’s 26</td>
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<tr>
<td>1:00 pm – 2:30 pm</td>
<td>Payment Policy Committee</td>
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### FRIDAY, NOVEMBER 13

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<tr>
<th>Time</th>
<th>Committee/Work Group</th>
<th>Room</th>
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<tbody>
<tr>
<td>10:00 am – 11:30 am</td>
<td>Committee Chairs meeting with President</td>
<td>Board Room</td>
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<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Leadership Development Task Force</td>
<td>St. John’s 26</td>
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<tr>
<td>3:00 pm – 5:00 pm</td>
<td>Institute of Private Practice Physical Therapy Board Meeting</td>
<td>St. John’s 26</td>
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<tr>
<td>5:00 pm – 5:30 pm</td>
<td>Nominating Committee - Results Notification</td>
<td>Board Room</td>
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### SATURDAY, NOVEMBER 14

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Annual Conference Program Work Group</td>
<td>Board Room</td>
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<tr>
<td>11:45 am – 12:45 pm</td>
<td>PPS Board Meeting</td>
<td>Board Room</td>
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<tr>
<td>12:45 pm – 1:30 pm</td>
<td>Nominating Committee Orientation</td>
<td>Board Room</td>
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If Einstein had created an EMR...

OptimisPT is the product of the collective inspiration of trusted industry leaders.
## WEDNESDAY, NOVEMBER 11, 2015

### Administrators Certificate Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:30 pm - 2:30 pm</td>
<td>Marketing &amp; Customer Service (Module 1 of 6)</td>
<td></td>
<td>A1 Conway</td>
</tr>
<tr>
<td>2:45 pm - 4:45 pm</td>
<td>Human Resources (Module 2 of 6)</td>
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<td>A2 Conway</td>
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### Pre-Conference Workshops

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<th>Time</th>
<th>Topic</th>
<th>Location</th>
<th>Room</th>
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<tbody>
<tr>
<td>12:30 pm - 4:30 pm</td>
<td>Payment and Reimbursement Update for Private Practices</td>
<td></td>
<td>W1 Gatlin A-4</td>
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<td></td>
<td>(FREE to PPS Members, Administrators Council Subscribers, and Industry Partners)</td>
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<tr>
<td>12:30 pm - 4:30 pm</td>
<td>Physical Therapy Practice and Business Competencies Required to Be Effective Providers in Lifestyle Medicine</td>
<td></td>
<td>W2 Gatlin A-1</td>
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<tr>
<td></td>
<td>(Additional Fee Required)</td>
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### General Session

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</thead>
<tbody>
<tr>
<td>5:00 pm - 8:00 pm</td>
<td>Opening Keynote with Awards Presentation and President’s Reception</td>
<td></td>
<td>W3 Gatlin B</td>
</tr>
</tbody>
</table>

## THURSDAY, NOVEMBER 12, 2015

### General Session

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Location</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 10:30 am</td>
<td>Breakfast with Keynote, General Business Meeting, and Candidates’ Speeches</td>
<td></td>
<td>T1 Gatlin B</td>
</tr>
</tbody>
</table>

### Concurrent Educational Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Location</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>The New Health Age: The Future of Physical Therapy in America</td>
<td></td>
<td>T2 Gatlin B</td>
</tr>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>Navigating Transitions from Mergers and Acquisitions to Exit Strategies</td>
<td></td>
<td>T3 Gatlin A-4</td>
</tr>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>MoneyBall Marketing: How to Measure and Improve Marketing ROI</td>
<td></td>
<td>T4 Gatlin A-2</td>
</tr>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>Physical Therapists: The Hidden Key to Revenue Cycle Management</td>
<td></td>
<td>T5 Gatlin A-1</td>
</tr>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>Subscription Economy? Learn How to Accelerate Growth, Maximize Cash, and Increase the Value of Your Business</td>
<td></td>
<td>T6 Gatlin A-3</td>
</tr>
</tbody>
</table>

### Administrators Certificate Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Location</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>Business Operations (Module 3 of 6)</td>
<td></td>
<td>A3 Conway</td>
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</tbody>
</table>

### Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>12:30 pm - 6:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>12:30 pm - 1:30 pm</td>
<td>Lunch with Exhibitors</td>
</tr>
<tr>
<td>1:00 pm - 2:15 pm</td>
<td>Vendor Presentations</td>
</tr>
</tbody>
</table>
Tired Of Paying More & More For Your Liability Insurance With Every Annual Renewal?
Visit Us At PTGroupGuard.com To Quickly Compare Rates.
You Could Start Saving Up To 40%!

As a private practice physical therapy business owner you understand that liability claims can be financially devastating. You also know that insurance premiums should NOT bankrupt you. That’s why it pays to compare rates at www.PTGroupGuard.com!

PTGroupGuard® provides the comprehensive coverages which your practice demands: Professional Liability (if a patient sues you for negligence), General Liability (if someone slips or falls at your facility) & Cyber Liability (if your systems are hacked resulting in stolen patient data); and perhaps most important to PT business owners - AT PRICES YOU CAN EASILY AFFORD!

Visit us online and in minutes you can quickly compare the cost of PTGroupGuard® with your current coverage. In most states you’ll save 20-40% (based on comparable national policies).

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PT GroupGuard® is the smart choice for today’s PPS Physical Therapy Groups! Check rates and apply online today at www.PTGroupGuard.com. It PAYS to compare!
### Administrators Certificate Program

1:30 pm – 4:00 pm  **Legal Compliance (Module 4 of 6)**  A4 Conway

### Concurrent Educational Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30 pm – 4:00 pm</td>
<td>What’s Your Purple Cow(s)?</td>
<td>T7</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm</td>
<td>Implementing an Administrative Power Center (APC) in Your Practice</td>
<td>T8</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm</td>
<td>What Do All Best Practices Have in Common? Successful Staff Management, Staff Leadership, and Staff Incentive Programs</td>
<td>T9</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm</td>
<td>Insurer and Hospital/ACO Anticompetitive Alliances: A Review of Recent Legal Cases and How They Might Affect Your Practice</td>
<td>T10</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm</td>
<td>Why Aren’t Patients with Musculoskeletal Pain Reaching Physical Therapists?</td>
<td>T11</td>
</tr>
</tbody>
</table>

### 4:00 pm – 6:00 pm  **Exhibit Hall Reception**

### Moderated Networking Discussions

<table>
<thead>
<tr>
<th>Time</th>
<th>Discussion</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Adding Revenue Sources through Clinical Retailing for Home Exercise Program Compliance and Cash-based Services</td>
<td>T12</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>The Fountain of Youth: How Millennial Employees Can Revitalize Your Practice</td>
<td>T13</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Motivating Your Team: Implementing an Incentive Compensation System for Your Team</td>
<td>T14</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Game Film as a Way to Improve Player and Team Performance</td>
<td>T15</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>More from the Misfits: YOU Will Lead the MOVEment</td>
<td>T16</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Marketing and PR Strategies Utilizing the “Lifestyle” Tool</td>
<td>T17</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Innovation through Collaboration</td>
<td>T18</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>The Market You Haven’t Tapped: Pelvic Health Conditions</td>
<td>T19</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>The Nuts and Bolts of Wellness Implementation</td>
<td>T20</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Leadership Opportunities in PPS—From Getting Your Feet Wet to Making a Huge Splash</td>
<td>T21</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Administrators Certificate Graduates’ Networking</td>
<td>T22</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Meeting of the PPS Key Contacts</td>
<td>T23</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Igniting Women and Men in Leadership</td>
<td>T24</td>
</tr>
</tbody>
</table>
The only highly adaptable EMR and Practice Management Software for your unique business.

On-site or Web Based | Practices of Any Size | HL7 Compliant

TheraOffice is an EMR and Practice Management software with an amazing user experience that can be deployed onsite or in the cloud. We've designed it around real life clinics requiring software solutions that allows flexibility and increase productivity.

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DOCUMENTATION
Therapists can take advantage of the TheraOffice Documentation iPad App that allows for multiple open patients.

PATIENT ACCOUNTING
Designed based on the best practice processes from elite rehabilitation clinics.

SCHEDULING
Improve the efficiency of your practice with the TheraOffice schedule system which improves patient flow and visits.

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Delivering organized data that enables rehabilitation practices to make informed decisions about their business.

Over 13 years of service to rehabilitation practices nationwide has taught us plenty about Compliance, Billing, Scheduling, and Documentation. TheraOffice is designed to be flexible and improve your business.

Visit us at PPS 2015 in Orlando at Booth #516 or contact us now: 866.562.8413
Sales@TheraOffice.com
### FRIDAY, NOVEMBER 13, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 9:30 am</td>
<td>Continental Breakfast</td>
<td>Gatlin Foyer</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Concurrent Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>10 Mistakes Leaders Make…and How to Avoid Them!</td>
<td>F1 Gatlin A-4</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Owner-Occupied Real Estate as a Model for Practice Finance and Retirement</td>
<td>F2 Gatlin A-2</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Facebook, LinkedIn, and Twitter—Oh My! A Business Owner’s Rx for Managing Not-So-Social Media</td>
<td>F3 Gatlin A-3</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Don’t Let Your Floor Become an Open Door: Moving Beyond Kegels for Neuromuscular Pelvic Floor Re-education with VESy</td>
<td>F4 Gatlin A-1</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Promoting Your Practice Through Political Engagement</td>
<td>F5 Gatlin B</td>
</tr>
<tr>
<td>9:30 am – 11:30 am</td>
<td>Administrators Certificate Program</td>
<td></td>
</tr>
<tr>
<td>9:30 am – 3:00 pm</td>
<td>Exhibit Hall Open</td>
<td></td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>Business to Business Exchange – Focus on Exhibitors Working with Exhibitors</td>
<td></td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>Concurrent Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>How to Exit Your Practice with a Paycheck for Life</td>
<td>F6 Gatlin A-3</td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>Use of Technology and Motion Analysis Video to Enhance Your Practice</td>
<td>F7 Gatlin A-4</td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>Employee Healthcare Options from HealthCare.gov: Small Business Health Options Program (SHOP)</td>
<td>F8 Gatlin A-2</td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>Internet Marketing and Technology Strategies</td>
<td>F9 Gatlin B</td>
</tr>
<tr>
<td>10:30 am – 12:00 pm</td>
<td>Strategic Entrepreneurship in Today’s Changing Health &amp; Fitness Landscape: A Solutions-based Model</td>
<td>F10 Gatlin A-1</td>
</tr>
<tr>
<td>12:15 pm – 1:15 pm</td>
<td>Lunch with Exhibitors</td>
<td></td>
</tr>
<tr>
<td>2:15 pm – 3:00 pm</td>
<td>Dessert with the Exhibitors</td>
<td></td>
</tr>
</tbody>
</table>
OUTCOME OPTIMIZATION SYSTEM

Start Demonstrating the Value of the Care You Deliver!

CareConnections is an easy-to-use online platform designed for rehabilitation providers, networks, and payers. Demonstrate meaningful functional gain and efficient treatment with the only system that combines evidence-based clinical practice guidelines with outcomes to guide care and deliver value to your practice.

The Outcomes Optimization System includes:

- Clinical Practice Guidelines
- Outcome Measurement System
- Patient Satisfaction Feedback System
- Prior Authorization System (PAS)

Transform outcomes data into meaningful practice management and treatment knowledge to benefit your physical therapists and physical therapy practice.

• Now a partner with the APTA Physical Therapy Outcomes Registry
• Interfaces with EMR Systems
• Use for PQRS and Medicare Functional Limitation Reporting
• Clinical Decision Support with expected utilization and outcomes improvement

Come visit us at booth #527 to learn more!

Proud sponsor of the PPS Annual Conference Friday Night Event “Florida Road Trip”!

www.careconnections.com
FRIDAY, NOVEMBER 13, 2015 (continued)

Administrators Certificate Program

2:00 pm – 5:00 pm Billing and Coding (Module 6 of 6) A6 Conway

Concurrent Educational Sessions

3:00 pm – 5:00 pm The Business of Working with Employers—Expanding from Job Analysis to Additional Cash-based Services F11 Gatlin A-3

3:00 pm – 5:00 pm The Practice Acceleration Program—12 Steps to a Great Health Business in ONLY 42 Days F12 Gatlin B

3:00 pm – 5:00 pm Narrow Network Positioning Strategies F13 Gatlin A-1

3:00 pm – 5:00 pm Turning Gray into Green F14 Gatlin A-4

3:00 pm – 5:00 pm Compensation Models and Creating an Objective and Measurable Wage and Profit Share Program F15 Gatlin A-2

7:00 pm – 10:00 pm Dinner Event – A Florida Road Trip! Gatlin Patio

SATURDAY, NOVEMBER 14, 2015

General Session

8:00 am – 11:30 am Closing Plenary Breakfast Session with Keynote and Incoming Board Swearing In S1 Gatlin B

USE THE PPS APP TO REVIEW THE CONFERENCE SCHEDULE BY DAY, BY SPEAKER, OR BY TRACK.

BUILD A PERSONALIZED SCHEDULE JUST FOR YOU.

DOWNLOAD THE APP AT YOUR MOBILE DEVICE APP STORE OR USE THIS QR CODE.

BUILD YOUR SCHEDULE ON THE APP
There’s more to a successful practice than therapy. Or documentation and compliance. Or billing and cash flow. It’s all of that. And more. Which makes Clinicient an indispensable partner. Our data-driven coaching and single-system software has fueled double-digit growth for our clients, by automating their entire practice workflow. So documentation, scheduling, compliance, claims management and financial reporting become a unified, seamless process, from patient to payment. Call 877.312.6494 or email info@clinicient.com for a demo. Or visit clinicient.com/demo

CLINICIENT HELPS [ ] THERAPISTS [ ] OWNERS [ ] ADMINISTRATORS [ ] ALL OF THE ABOVE

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VISIT US AT BOOTH #117
As the healthcare delivery model continues to change, the experts at Nueterra are here to create a strategic plan for your clinic’s success to include:

• Provider Network Alignments
• Growth Strategies & Operational Expertise
• Succession Planning

We’ll give roots to your practice today and provide innovative solutions for the future.

Have questions before the conference? Contact our Physical Therapy experts at 866.293.2563 or ptinfo@nueterra.com for more information.
Valedo® Therapy Concept
For a Healthy Back

The Valedo Therapy Concept is the ideal complementary solution for a comprehensive back pain treatment from spine assessment to therapy in the clinic and a new motivational training for home usage.

While the ValedoShape and the ValedoMotion support back therapy by evaluating joint function and range of motion, the new Valedo helps your patients restore motion to vertebral joints and redevelop deep muscles in their back at home.

The Valedo Therapy Concept offers you:
• Clinical Assessments and Reporting
• Highly Motivating Therapeutic Exercises
• Augmented Performance Feedback on Correct Movements
• 3D Visualization of Spinal Shape and Mobility
• Attractive Return-on-Investment

Visit us at **PPS Booth #107** to learn more about this unique therapy concept!

info.usa@hocoma.com, phone 877-944-2200, [www.hocoma.com](http://www.hocoma.com)

PPS is pleased to continue this program started in 2011 designed specifically for private practice Administrators.

The sessions are open to all attendees and may be taken as standalone sessions or as a track. Pre-registration for these sessions is not required. Upon completion of all six (6) designated sessions, Administrators qualify to participate in a certificate exam that will be administered by PPS after the conference. The six sessions are:

- Billing & Coding
- Business & Financial Management
- Business Operations
- Human Resources
- Legal Compliance
- Marketing & Customer Service

Upon passing, you will receive a Certificate of Completion for the Private Practice Section: Administrator’s Certificate Program.

The Certificate is recognized by the Private Practice Section of APTA. Look for these sessions to be listed chronologically throughout the schedule.

Administrators Certificate Schedule

All Administrators Certificate Program (ACP) Sessions are held in Conway

**WEDNESDAY, NOVEMBER 11, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 pm – 2:30 pm</td>
<td>Administrators Certificate Program – Marketing &amp; Customer Service (Module 1 of 6)</td>
<td>A1 Conway</td>
</tr>
<tr>
<td>2:45 pm – 4:45 pm</td>
<td>Administrators Certificate Program – Human Resources (Module 2 of 6)</td>
<td>A2 Conway</td>
</tr>
<tr>
<td>5:00 pm – 8:00 pm</td>
<td>Opening Keynote with Awards Presentation and President’s Reception</td>
<td>W3 Gatlin B</td>
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**THURSDAY, NOVEMBER 12, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 am – 10:30 am</td>
<td>Breakfast with Keynote, General Business Meeting and Candidates’ Speeches</td>
<td>Gatlin B</td>
</tr>
<tr>
<td>10:45 am – 12:15 pm</td>
<td>Administrators Certificate Program – Business Operations (Module 3 of 6)</td>
<td>A3 Conway</td>
</tr>
<tr>
<td>12:30 pm – 6:00 pm</td>
<td>Exhibit Hall Open</td>
<td></td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Lunch with the Exhibitors</td>
<td></td>
</tr>
<tr>
<td>1:00 pm – 2:15 pm</td>
<td>Vendor Presentations</td>
<td></td>
</tr>
<tr>
<td>1:30 pm – 4:00 pm</td>
<td>Administrators Certificate Program – Legal Compliance (Module 4 of 6)</td>
<td>A4 Conway</td>
</tr>
<tr>
<td>4:00 pm – 6:00 pm</td>
<td>Reception in the Exhibit Hall</td>
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**FRIDAY, NOVEMBER 13, 2015**

<table>
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<td>Continental Breakfast</td>
<td>Gatlin Foyer</td>
</tr>
<tr>
<td>9:30 am – 11:30 am</td>
<td>Administrators Certificate Program – Business &amp; Financial Management (Module 5 of 6)</td>
<td>A5 Conway</td>
</tr>
<tr>
<td>12:15 pm – 1:15 pm</td>
<td>Lunch with the Exhibitors</td>
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<tr>
<td>12:30 pm – 1:35 pm</td>
<td>Vendor Presentations</td>
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<tr>
<td>2:15 pm – 3:00 pm</td>
<td>Dessert with the Exhibitors</td>
<td></td>
</tr>
<tr>
<td>2:00 pm – 5:00 pm</td>
<td>Administrators Certificate Program – Billing and Coding (Module 6 of 6)</td>
<td>A6 Conway</td>
</tr>
<tr>
<td>7:00 pm – 10:00 pm</td>
<td>Dinner Event – A Florida Road Trip!</td>
<td>Gatlin Patio</td>
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**SATURDAY, NOVEMBER 14, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 11:30 am</td>
<td>Closing Plenary Breakfast Session with Keynote</td>
<td>S1 Gatlin B</td>
</tr>
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</table>

Administrators Certificate Graduates’ Networking

As a graduate of the Administrators Certificate Program, you won’t want to miss a special Moderated Networking Session designed just for you.

SEE PAGE 42 FOR DETAILS.
Administrators Certificate Program

Wednesday, 12:30 pm – 2:30 pm

#A1 – ADMINISTRATORS CERTIFICATE PROGRAM – MARKETING & CUSTOMER SERVICE (MODULE 1)
(Module 1 of 6 for the Administrators Certificate Program Qualification)

CEU = 2
Conway
Beginner

Lynn Steffes, PT, DPT
Administrators Certificate Program
APTA-PPS

Marketing and customer service are key functions in a private practice clinic. Practice Administrators have an outstanding opportunity to impact practice development and growth through marketing knowledge and skill development.

Upon completion of this course, the participant should be able to:

- Outline 3–5 key consumer concepts on how to meet or exceed their expectations through the practice personnel, culture, environment, and systems.
- List 5 ways to activate great word-of-mouth marketing.
- Identify 3–5 opportunities to reach out to referral sources.

Wednesday, 2:45 pm – 4:45 pm

#A2 – ADMINISTRATORS CERTIFICATE PROGRAM – HUMAN RESOURCES (MODULE 2)
(Module 2 of 6 for the Administrators Certificate Program Qualification)

CEU = 2
Conway
Intermediate

Diane McCutcheon, Consultant
President
Diane McCutcheon Business Management Consulting Services, Inc.

This administrators training session will focus on the essential human resource functions most private practices encounter on a regular basis. This session will outline the value of attracting and retaining a productive workforce, new employee orientation and the significance of job descriptions, setting standards of performance and performance reviews. We will discuss how maintaining an efficient operation will improve your bottom line; why effective leadership is necessary to motivate and lead a successful team; various ways to keep lines of communication open; and company policies and procedures and other HR functions designed to keep your practice legally compliant.

Upon completion of this course, the participant should be able to:

- Describe how to increase the knowledge of human resources essential roles to meet legal compliance requirements.
- Define development and training essentials in sustaining high levels of productivity in a workforce.
- List 3–5 qualities of strong leadership and systems of accountability.
Pre-Conference Workshops

Wednesday, 12:30 pm – 4:30 pm

#W1 – PAYMENT AND REIMBURSEMENT UPDATE FOR PRIVATE PRACTICES

FREE to PPS Members, Administrators Council, and Industry Partners

Back by popular demand! The PPS Payment Policy Committee will again provide updates on current issues and changes with various third party payers impacting private practices. This session will include updates from CMS on Medicare for 2016, and updates from major payers like Blue Cross Blue Shield, United Healthcare, Aetna, and Cigna. In addition, the session will dive into current pricing data and benchmarks for therapy and other health care services provided to PPS from Milliman. Finally, alternative payment models will be discussed with the group.

Upon completion of this course, the participant should be able to:
- Define the latest payment policy updates provided by third-party payers.
- Define the latest policy and enrollment updates for Medicare.
- Identify pricing benchmarks for physical therapy, physician services and chiropractor services.

#W2 – PHYSICAL THERAPY PRACTICE AND BUSINESS COMPETENCIES REQUIRED TO BE EFFECTIVE PROVIDERS IN LIFESTYLE MEDICINE

Additional Fee Required

Since the 1970s, physical therapists have built practice patterns and business operations to succeed in a conventional medicine paradigm. The emphasis has been on treating impairments with a focus on addressing signs and symptoms rather than focusing on underlying lifestyle causes. In a conventional model, the physical therapist directs and the patient receives care. Given escalating costs of managing chronic diseases, improving population health is a key ingredient of Triple Aim. For many years, there has not been consistent and cohesive approach to integrating health promotion into medicine. Health promotion is a behavioral social science that focuses on strategies to improve health knowledge, attitudes, skills, and behavior. Lifestyle medicine is emerging as the link between health promotion and medicine. PTs must develop new practice and business competencies to be relevant providers in lifestyle medicine, which emphasizes promoting behavior changes that allow the body to heal itself and focuses on evidence-based optimal nutrition, stress management, and fitness prescriptions. Patients are active partners in their care; providers educate, guide, and support patients to make behavior changes. This course will detail the structure, competencies, and collaborations required for physical therapists to be success providers of lifestyle medicine.

Upon completion of this course, the participant should be able to:
- Differentiate the elements among conventional medicine, health promotion, and lifestyle medicine constructs.
- Define data elements to be collected within each domain.
- Describe current workflow and practice patterns to determine competencies and community relationships needed to be effective providers of lifestyle medicine.
Congratulations to Our Award Winners

2015 ROBERT G. DICUS AWARD

Carl DeRosa, PT, DPT, PhD, FAPTA
Founder, DeRosa Physical Therapy

The PPS Awards Committee is excited to announce that Mr. Carl DeRosa is the recipient of the 2015 Robert G. Dicus Award. Dr. DeRosa is currently the chief executive officer of Northern Arizona Orthopaedics, co-owner of DeRosa Physical Therapy, and co-owner of Summit Fitness and Mountain Heart Wellness in Flagstaff, Arizona. He is a former professor, chair, and founding faculty member of the Physical Therapy Program at Northern Arizona University. Dr. DeRosa completed his physical therapy education at the Mayo Clinic, earning the outstanding alumnus from that institution, and earned a master’s and doctoral degree in Human Anatomy. He has been in physical therapy private practice since 1982. He has served as a Delegate and Chief Delegate to the American Physical Therapy Association House of Delegates, served on the Taskforce on Normative Model of Physical Therapy Education, was selected as Chair of the APTA’s Advisory Panel on Physical Therapy Education, participated as a member of the Coalition for Consensus on Post Professional Physical Therapy Education, and participated as a member of the Coalition for Consensus: A Consensus Conference on Professionalism. He has been a member of several key Task Forces of the Private Practice Section of the APTA, the most recent being the PPS Business Model Task Force. He is one of the founding members of the Physical Therapy Business Alliance and served as its first Chair. In recognition of his contributions to the profession of physical therapy, Dr. DeRosa has been awarded the Lucy Blair Service Award, was selected by the American Physical Therapy Board of Directors for the John HP Maley lectureship, and a Catherine Worthingham Fellow of the American Physical Therapy Association.

JAYNE L. SNYDER PRACTICE AWARD

Darren Rodia, PT, MS, DPT
President, Kinetic Physical Therapy

The PPS Awards Committee is pleased to announce that Dr. Darren Rodia is the recipient of the 2015 Jayne L. Snyder Practice Award. Dr. Rodia is the owner and president of Kinetic Physical Therapy, headquartered in Chester Springs, Pennsylvania. He graduated from Neumann University with a master’s degree in 2005 and his postprofessional doctorate in 2006. Dr. Rodia started his career as a physical therapist assistant (PTA) in 1995, practicing at Bryn Mawr Rehab until 2005. Upon graduation from physical therapy school, Dr. Rodia worked as the clinic director of Physiotherapy Associates in Kennett Square, Pennsylvania, from 2005 to 2006 prior to founding Kinetic Physical Therapy in 2006. Since that time, Kinetic Physical Therapy has grown from one point-of-service to five, with an average growth of 23 percent per year. Under Dr. Rodia’s leadership, Kinetic Physical Therapy has developed one of the biggest product lines in the region, offering such services as Sports Performance, Adolescent Sports Medicine, Ergonomics, and Continuing Education Programming. Along with operating Kinetic PT, Dr. Rodia also works as a consultant for physical therapists wanting to start a private practice, successfully assisting with the start-up of practices in three different states. Also, Dr. Rodia is a guest lecturer at Ursinus College, West Chester University, and Neumann University, lecturing on such topics as health care reform, the business side of health care, how to start a business from scratch, and how to grow and prosper within a difficult economic climate.
Congratulations to Our Award Winners (continued)

FRIENDS OF PRIVATE PRACTICE AWARDS

Joseph M. Donnelly, PT, DHS, OCS
Clinical Associate Professor
Mercer University

The PPS Awards Committee is happy to present Dr. Joseph M. Donnelly with the 2015 Friends of Private Practice Award. Dr. Donnelly is a clinical associate professor, and director of Post-Professional Education, Residencies and Fellowships in the Department of Physical Therapy at Mercer University. Dr. Donnelly earned his doctor of health sciences degree in orthopaedic physical therapy from the University of Indianapolis in 2006, his MS in orthopaedic physical therapy from the University of Pittsburgh in 1989, and his BS in physical therapy from Daemen College in Buffalo, NY, in 1984. He is also a Board Certified Specialist in Orthopaedic Physical Therapy by the American Board of Physical Therapy Specialties and was recently recertified in February 2011. He has 31 years of clinical experience in orthopaedic manual physical therapy with a special interest in myofascial pain and dysfunction. He was a private practice owner from 1990 to 1995. Dr. Donnelly is a member of the American Physical Therapy Association (APTA), president of the Physical Therapy Association of Georgia, and immediate past chair of the Orthopaedic Section Practice Committee. He is a core member of the APTA manipulation work group and the Dry Needling work group, and recently served on a work group with FSBPT to establish competencies for the practice of dry needling. His service to the profession has primarily been in the legislative arena and orthopaedic Section Practice Committee practice.

PRIVATE PRACTICE SECTION SERVICE AWARD

Laurie Kendall-Ellis, PT, CAE
Executive Director and Chief Operating Officer
ACEhp & FCEhp

The PPS Board of Directors is pleased to announce the recipient of this year’s Board Service Award—Laurie Kendall-Ellis. Laurie Kendall-Ellis has more than 36 years in the health care sector and a wealth of experience in the association management field. She served as the executive director of the Private Practice Section (PPS) and the Institute of Private Practice Physical Therapy. During her tenure with PPS, Laurie operationally led and managed the growth of the association from 2008 to 2015. Collaborating with the board of directors and staff, the association net worth grew from $1.2 million to $5.5 million, more than doubled its annual conference attendance, and increased the number of educational submissions to the conference from approximately 30 to more than 180. Before her career transition to the association management field, Laurie cofounded a rehabilitation services and staff contracting company, Allied Health & Rehabilitation. As principal and cofounder, Laurie worked with her team to grow from a home-based business for contract rehabilitation services to a two-office rehabilitation agency and regional contract services enterprise. Laurie is a strong proponent of volunteerism. She was recruited at her first annual conference to serve on a PPS committee, served two terms on the board of directors as secretary, transitioned to be the managing editor for Impact magazine, and was hired as Executive Director of PPS in 2009. Currently, Laurie is the executive director and chief operating officer of the Alliance for Continuing Education in the Health Professions (ACEhp) and the Foundation for Continuing Education in the Health Professions (FCEhp). Laurie is responsible for the management of all aspects of the strategy and operations of these two organizations. She was recruited for her keen insight for collaborative strategic thinking, which will lead to long-term relevance and organizational vitality for both associations.
#W3 - THE THANK YOU ECONOMY

**Wednesday, 5:00 pm – 8:00 pm**

**CEU = 1**

**Gatlin B**

**Intermediate**

**Gary Vaynerchuk**

**Professional Speaker**

In his session, Gary Vaynerchuk helps you take advantage of the current business environment, while also preparing you to succeed as it changes and evolves into what he’s termed “The Thank You Economy.” With the rise of the Internet and the power of the common consumer, businesses must look backwards and scale the caring their grandparents’ businesses exhibited towards their customers, or watch the competition pass them by. Today, individuals and brands that out-care and out-love their competition—those emphasizing quality, value, responsiveness, and attention to detail, among other essentials—see the biggest returns.

**Upon completion of this course, the participant should be able to:**

- Describe how social media changed business leaders to start thinking like small town shop owners.
- Identify ways to instill the right culture within your business.
- Describe how to use traditional media and social media together.

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#T1 – LEADERSHIP AND THE NEW PRINCIPLES OF INFLUENCE

**Thursday, 7:30 am – 10:30 am**

**CEU = 1**

**Gatlin B**

**Advanced**

**Daniel Pink**

**Professional Speaker**

Leaders at every level today confront two stark realities. First, in these fiercely competitive and endlessly turbulent times, they must do more with less. Second, the old-school management techniques we’ve long relied on to produce results frequently fail. Enter Daniel Pink, best-selling author of *Drive* and *To Sell Is Human*, with a fresh approach. Drawing on a rich trove of social science and cutting-edge practices from organizations around the world, Pink will demonstrate the new ways leaders are persuading, influencing, and motivating others. He will show the power of underused techniques such as perspective-taking, problem-finding, and using purpose as a motivator—and offer concrete steps to put these ideas into action.

**Upon completion of this course, the participant should be able to:**

- Discuss why changing people’s minds often matters less than giving them an “off-ramp” to act.
- Discuss why the most persuasive leaders aren’t introverts or extraverts, but “ambiverts.”
- List 3 rules for taking the perspective of those you lead.
- Describe how the principles of improvisational theater can help you overcome resistance.
- List 5 ways to frame your message for maximum influence.
### #T2 - THE NEW HEALTH AGE: THE FUTURE OF PHYSICAL THERAPY IN AMERICA

**CEU = 1.5**

**Gatlin B**  
Advanced

**Jonathan Fleece, J.D.**  
Managing Partner  
Blalock Walters, PA

Health care attorney Jonathan Fleece will discuss the future of health care in America. Jonathan will:

- Define and explain the New Health Age America has entered
- Offer new organizational, marketing, and strategic models for physical therapists
- Outline the definitions and descriptions of the new institutional landscape of health care and medicine in the next 10 to 15 years and how the changes ahead are changing and will change physical therapy
- Set forth what health care and medicine will look like in the years ahead and offer hope and promise for a healthier society
- Explain the nine dynamic flows that are and transforming and will transform health care and how these flows will dramatically change the economics of how we think about and deliver health care benefits in our country
- Demonstrate that health management systems will replace health care systems

Jonathan, David, and their book are being called THE RESOURCE for intelligently shaping and guiding the discussion and reorganization of health care reform in America.

The workshop will also include time for questions and discussion around these critical topics for physical therapy.

*Upon completion of this course, the participant should be able to:*

- Explain The New Health Age and how physical therapists will be impacted.
- Define the dynamic flow changes that are occurring during The New Health Age.
- Describe how physical therapists will fit within the new health care structures of the “New Health Age.”

### #T3 - NAVIGATING TRANSITIONS FROM MERGERS AND ACQUISITIONS TO EXIT STRATEGIES

**CEU = 1.5**

**Gatlin A-4**  
Intermediate

**Iris Kimberg, MS PT OTR**  
CEO  
NYTherapyguide

Orchestrating the sale of your practice is not unlike the process of starting or growing your practice. It requires intense focus on your end goal, coordination among many professionals working on your behalf and a firm belief in your ability to navigate the course as it unfolds. How your practice sale deal is structured will impact how your professional and private life will be after the sale. The sale of your business entity should start long before you announce it publicly because proper preparation is essential. Not since the consolidation in our industry back in the 90s has there been so much interest in therapy practice sales, mergers and consolidation. The best way to build a practice is to build it as if you are going to sell it. Anything that increases the volume or the security of future revenue will increase the value of your practice, and what makes your practice valuable to you should make it valuable to a buyer.

*Upon completion of this course, the participant should be able to:*

- Identify at least three criteria used to determine the valuation of a practice.
- Identify the best strategic fit for the sale of a practice between seller and buyer.
- Describe the expectations from an attorney and an accountant during the transition to best represent your interest.
#T4 - MONEYBALL MARKETING: HOW TO MEASURE AND IMPROVE MARKETING ROI

**CEU = 1.5**

**Gatlin A-2**  
*Intermediate*

**Scott Waddell, CEO**  
President  
PatientSites

It has been over 100 years since John Wannamaker famously said “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” Today many clinic owners can identify with this sentiment. In this session, similar to the theme of the movie “MoneyBall,” we will be exploring creative ways to measure, test, and improve on multiple small marketing tactics that can combine to create a real measurable improvement in marketing. We will be talking very practically about how to determine if you should continue to invest in yellow pages to where to focus online marketing initiatives, how to create multiple conversion paths on your website and how to know how much business you get from any marketing program (online or offline). The session will conclude with practical takeaways that clinic owners and managers can put into practice with their web developer and marketing teams.

*Upon completion of this course, the participant should be able to:*

- Define common metrics and evaluation criteria for developing baseline performance.
- Describe how to apply tracking online and offline marketing response mechanisms.
- Identify two advertising programs for physical therapy clinics.

#T5 - PHYSICAL THERAPISTS: THE HIDDEN KEY TO REVENUE CYCLE MANAGEMENT

**CEU = 1.5**

**Gatlin A-1**  
*Intermediate*

**Benjamin Barron, MSPT**  
Director of Business Development  
ProEx Physical Therapy

As expenses increase and reimbursements decline, the profitability of private practices is decreasing. Owners often seek out solutions to this conundrum via adding service lines or looking for the ever-elusive self-pay patient. But what if the solution to this problem lies within each physical therapist (PT)?

PTs often see their role as being 100% focused on patient care, without much thought to the financial implications of said care. This paradigm probably stems from a PT’s desire to help and a lack of knowledge of health care economics. Regardless of how it begins, we know how it ends: with less money in every owner’s pocket.

What if we could change that? What if we could create a culture that is focused on providing exceptional, evidence-based care AND getting paid for that care in a manner that is profitable for employers and employees alike? In this presentation, we will explore these questions and focus on the PT’s role in driving revenue, how to train PTs to appreciate this role and the impact this training may have on your practice. Finally, we will discuss how to seamlessly integrate the “front of the house” and the “back of the house” to maximize your billing efficiency.

*Upon completion of this course, the participant should be able to:*

- Identify compliant physical therapy billing that leads to increased revenues.
- Describe how utilizing evidence-based orthopedic physical therapy can increase per visit reimbursements.
- Define operational changes in a PT practice that will create more compliant and highly reimbursable care.

#T6 - SUBSCRIPTION ECONOMY? LEARN HOW TO ACCELERATE GROWTH, MAXIMIZE CASH, AND INCREASE THE VALUE OF YOUR BUSINESS

**CEU = 1.5**

**Gatlin A-3**  
*Intermediate*

**Scott Hebert, DPT**  
CEO  
Strive Labs, Inc

**Ryan Klepps, DPT**  
VP of Customer Development  
Strive Labs, Inc

**Jerry Durham, MPT**  
Owner  
San Francisco Sports and Spine Physical Therapy

This course will explore the similarities between high growth tech companies, like Netflix, Spotify, Salesforce.com, and physical therapy practices. While vastly different businesses, both rely on similar forces to remain successful; mainly their ability to engage their respective customers and keep them coming back. In uncovering these similarities, participants will discuss key subscription metrics—retention rate, churn rate, viral coefficient, lifetime value, customer engagement and customer acquisition costs—all while exploring how these terms can be applied to PT practice. Along the way we will take time to specifically discuss customer engagement, how to maximize it, and what impact it can have on both outcomes and cost. Covering a wide range of practice management and marketing topics, this course is designed to provide a fresh perspective on running a PT practice in today’s modern economy.

*Upon completion of this course, the participant should be able to:*

- Define how to apply standard subscription metrics to physical therapy practice.
- Describe the role of customer engagement plays in minimizing churn rate.
- Describe the impact of successful patient engagement on quality of care.
Administrators Certificate Program

Thursday, 10:45 am – 12:15 pm

#A3 - ADMINISTRATORS CERTIFICATE PROGRAM - BUSINESS OPERATIONS (MODULE 3)
(Module 3 of 6 for the Administrators Certificate Program Qualification)

CEU = 1.5
Conway
Beginner

Stephanie Nard, BSBA

The Business Operations Session will provide an overview of key areas necessary to ensure efficient and effective operations of a PT practice. Topics to be discussed include accounts receivables, cash management, state licensure, Medicare certification, and SWOT Analysis.

Upon completion of this course, the participant should be able to:
- Describe the operational requirements for running a private PT practice.
- Explain how to examine the business operations of a PT practice and detect areas of possible exposure or need for modification.
- Define the operational deficits and needs of a practice.

Thursday, 1:30 pm – 4:00 pm

#A4 - ADMINISTRATORS CERTIFICATE PROGRAM - LEGAL COMPLIANCE (MODULE 4)
(Module 4 of 6 for the Administrators Certificate Program Qualification)

CEU = 2.5
Conway
Intermediate

Paul Welk, PT, JD
Attorney
Tucker Arensberg, P.C.

Legal compliance is a concept that touches on numerous areas of private practice management and administration. The risks associated with failing to comply with legal requirements can be significant. The purpose of this session is to review certain legal compliance topics across a broad range of issues that affect private practices on a daily basis, paying particular attention to the areas of fraud and abuse, practice compliance plans, and the health Insurance Portability and Accountability Act of 1996 (HIPAA).

Upon completion of this session, participants will be able to identify certain key legal compliance issues within physical therapy private practice so that these issues can be adequately addressed in a manner that supports an environment of compliance.

Upon completion of this course, the participant should be able to:
- Define HIPAA Privacy and Security Rules, the HITECH Act, and the HIPAA Omnibus Rule.
- Define the concept of fraud and abuse.
- Identify key practical situations to avoid from a HIPAA fraud and abuse perspective.
Vendor Presentations

**Thursday, 1:00 pm – 2:15 pm**

**PT PRACTICE PRO**

**1:10 pm**
To learn more, visit us in Booths 517–519

Measuring to Manage—the importance of Practice KPI.

**ALTERG**

**1:20 pm**
To learn more, visit us in Booths 525–624

Identify changes in payment models and reimbursement structures, demonstrate value in objective measures, and learn how to prepare your facility for the digital transformation in physical medicine.

**WEBPT**

**1:40 pm**
To learn more, visit us in Booths 616–618–620

Want to elevate your practice? Attend this informational session and learn how WebPT can take your business to the next level. Simple and affordable, WebPT makes it easy for physical therapists to transition from paper and outdated software to a user-friendly, cloud-based solution for all their documentation, billing, practice management reporting, and scheduling needs. Accessible anywhere, anytime, from any web-enabled device, WebPT has a 99.9% uptime rate and a 99.5% customer retention rate.

**PPS MEMBERS RETIREMENT PROGRAM**

**2:00 pm**
To learn more, visit us in Booth 211

This program discusses retirement planning and provides PPS members with a basic understanding to help start the process or to assess their current plan.

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**Scavenger Hunt in the Exhibit Hall**

While you’re in the Exhibit Hall, look around for the PPS Industry Partners. All are prominently identified. Ask them why they chose to support PPS and YOU through this new program. Record at least 10 partners on your Scavenger Hunt Card (found in your Registration Bag). Write the name of the company, at least one product or service they provide, and collect a signature from that Partner. Bring your completed Scavenger Hunt Card to the registration desk by 10:00 am Saturday to be eligible for a random drawing for a COMPLIMENTARY registration to the 2016 PPS Annual Conference in Las Vegas, Nevada. Don’t forget to put your name on your scavenger hunt card!

**TURN TO PAGE 64 FOR THE FLOORPLAN AND THE FULL LIST OF EXHIBITORS**
Concurrent Educational Sessions

#T11 - WHY AREN’T PATIENTS WITH MUSCULOSKELETAL PAIN REACHING PHYSICAL THERAPISTS?

CEU = 1.5

\[\text{Gatlin A-3} \]

Intermediate

Heidi Ojha, PT, DPT, OCS, FAAOMPT
Assistant Professor
Temple University

Amy Wright, PT
Chief Clinical Officer
Optum

A growing body of literature exists to support improved outcomes and decreased costs when physical therapists intervene early and in a direct access capacity, as compared to physician referred episodes of care. However, the majority of patients and clients who receive physical therapy in the U.S. continue to access physical therapy through physician referral, and according to a large analysis of claims data across the country, more than 90% presenting to the medical system are never seen by a physical therapist at any point during their episode. The purpose of this session is to provide an update on the scientific evidence related to the clinical effectiveness of consumer direct access to physical therapy and to discuss the supporting clinical reasoning skills necessary to address patients’ needs and maximize efficiency in a consumer direct access environment. This presentation will utilize active learning strategies with online clickers through attendees’ smartphones to encourage participation during case discussions. The session will conclude by providing a community forum for participants to engage in constructive dialogue regarding how to increase the proportion of direct access patients seen in their clinics and suggest new populations to target such as direct access to patients with workers compensation injuries.

Upon completion of this course, the participant should be able to:

- Outline physical therapy utilization data.
- Analyze clinical practice patterns and various screening tools to improve efficiency of physical therapy care.
- Apply clinical reasoning skills as a direct access physical therapist to improve efficiency through patient case examples.

#T9 - WHAT DO ALL BEST PRACTICES HAVE IN COMMON? SUCCESSFUL STAFF MANAGEMENT, STAFF LEADERSHIP, AND STAFF INCENTIVE PROGRAMS

CEU = 1.5

\[\text{Gatlin A-1} \]

Advanced

Brian Gallagher, PT
President
MEG Business Management

Learning how to make every employee into a key employee is vitally important given today’s competitive market. When staff feel like they are valued and worth the high level of investment you have given them, they will contribute more and exchange in abundance more with your group.

Participants will learn how to properly advertise, phone screen, interview, test, close, and orient each new hire to your company culture. Best of all, they will learn how to make this process 10 times more successful with the correct policies and procedures (along with total certainty on how to run interview day in your office). I will role play with the entire group all four phases of the hiring process and provide them with the full set of lecture notes detailing every step. They will learn that the reason why most new employees leave during the first six months of their employment is due to poor (or lack of) training which creates frustration on both sides. Never again will that happen with the proper personnel structure and training tools designed to enhance your every hire both personally and professionally.

With the knowledge and skills that the participants will learn from this session, they will be able to hire the best, train the best, and retain the best people for promotion into leadership roles. They will also learn the most effective staff incentive programs that I have shared with hundreds of owners over the years with great success, based not only on what they have told me, but on the longevity of their key employees.

Upon completion of this course, the participant should be able to:

- Describe the importance of target hiring and how to write the perfect ad for procuring new therapists.
- Define the importance of engaging your entire staff for interview day.
- List ways to properly manage, incentivize, and promote leadership roles within your company.
#T7 - WHAT’S YOUR PURPLE COW(S)?

**CEU = 1.5**

**Gatlin B**

**Intermediate**

**Dennis Bush, PA-C, MBA, PhD**  
Senior Vice President  
Martin Healthcare Advisors

What makes you different from all the other rehab providers in your community? What are the strategies and tactics you are implementing daily to stand out in an already crowded market? What are your therapists, practice liaisons, front office staff, and social media coordinators doing differently to attract the attention of your direct referral sources, increase patient referrals and create opportunities for memorable moments? This program will take participants on a journey through some innovative thinking around implementing “creative” ways to expose your brand with the goal of increasing loyal patient volumes to support business goals. The reference to “purple cows” is based on the notion that the only way to stand out amongst the crowd is to look, smell, taste, feel, and perform differently from the crowd. This session will center on the development of an organization “discipline of”—formation of a “Purple Cow Work Group” whose sole purpose is to identify creative business differentiators and then deploy these throughout the organization. The session will include a 15-minute unrehearsed round-table “purple cow” brainstorming session using volunteer attendees, facilitated by the speaker to demonstrate how a “Purple Cow Work Group” can create unbelievable ideas in a very short period of time.

Upon completion of this course, the participant should be able to:
- Describe the importance of developing an over-arching referral generation initiative.
- List 3–5 examples of referral generation tactics.
- Describe the Healthcare Service Model.

#T10 - INSURER AND HOSPITAL/ACO ANTICOMPETITIVE ALLIANCES: A REVIEW OF RECENT LEGAL CASES AND HOW THEY MIGHT AFFECT YOUR PRACTICE

**CEU = 1.5**

**Gatlin A-2**

**Advanced**

**Gwen Simons, Esq, PT, OCS, FAAOMPT**  
Attorney  
Simons & Associates Law, P.A.

**Deborah Winegard, Esq.**  
Attorney  
Whatley Kallas, LLP

Several recent legal cases give hope to private practitioners who have to compete with hospital/ACO systems or have been forced to accept predatory fee schedules by monopolistic insurers. In this session we will discuss developments in the class action antitrust lawsuit against the 37 Blue Cross/Blue Shield plans across the country that is currently in federal court in Alabama and how health care providers and consumers have been harmed by the insurers’ alleged anticompetitive conduct. We will also discuss other recent cases and FTC actions against some large hospital systems for their attempts to monopolize hospital and ancillary care services and the FTC’s new interest in the anticompetitive effects of hospital acquisitions of physician practices. Participants will learn how to identify (and avoid) illegal anticompetitive conduct and what legal remedies might be available to them when their practice is being threatened by illegal alliances.

Upon completion of this course, the participant should be able to:
- Define illegal conducts that may be a violation of antitrust laws.
- Discuss the basis of the antitrust claims in recent legal cases that may have an impact on private PT practice.
- Identify two legal remedies that are available for private practitioners who are victims of anticompetitive behaviors by others.

#T8 - IMPLEMENTING AN “ADMINISTRATIVE POWER CENTER” (APC) IN YOUR PRACTICE

**CEU = 1.5**

**Gatlin A-4**

**Intermediate**

**Diane McCutcheon, Consultant**  
President  
Diane McCutcheon Business Management Consulting Services, Inc.

**Stacey Fitzsimmons, Consultant**  
Director  
Account Matters

The APC is a series of operational processes that I developed to help private practice owners better understand the core of their business as it relates to “getting paid right the first time.” The processes focus on front desk, therapist, billing, and A/R management. This session targets owners who need help understanding the responsibilities of their employees and how important their responsibilities are to the bottom line and ultimate goal—getting paid for the services you provide. Whether you bill in-house or outsource, you need a strong APC to help you hold employees accountable. The highly successful implementation of an APC in your practice gives owners/managers the skills necessary to effectively manage and control the business.

Upon completion of this course, the participant should be able to:
- Identify weaknesses in current operations by observing the operational processes from the first phone call to getting paid for the services they provide.
- Identify and change current processes that will result in better communications between the front desk, therapists, billers, and collectors using new guidelines that are implemented.
- Be able to hold employees accountable by observing staff performance in all areas including scheduling, billing, and other administrative functions.
Today’s health care system of higher co-pays and deductibles demands more reliance on home exercise prescription. Patients are often given home exercise programs with inexpensive exercise products such as exercise bands and balls. Physical therapists still remain resistant to charging patients for their products, thus creating a cost-center and an opportunity for a profit center. This presentation will demonstrate how private practitioners can improve home exercise prescription and create a profit center from product sales for patient home exercise programs without the stigma of being a salesman. It will also cover the specifics of adding cash-based ancillary services like personal training and massage therapy. Clinic owners and managers will learn how to encourage and support their entire staff (both administrative and clinical) in implementing patient sales through “Clinical Retailing” and other cash-based services. In addition, participants will learn tools and techniques to encourage patients to be actively engaged in their own care. This model of “Active Care” can help physical therapists feel more comfortable with recommending that patients purchase products for their home exercises and self-care, thus resulting in increased revenue for the practice.

Upon completion of this course, the participant should be able to:
- Describe the influence of today’s health care system on home exercise prescription.
- Explain how physical therapists can improve their home exercise prescription and recommendation of cash-based ancillary services.
- Identify tools and techniques to encourage patient participation.

There are a lot of stereotypes associated with millennials—a.k.a. Generation Y, the world’s newest generation of workers. Broadly defined as those born in the 1980s and 1990s, this group has been labeled as narcissistic, impatient, entitled, and needy. But these generalizations represent only half of the story. With the right perspective—and the right approach—the young professionals of Gen Y actually have a lot to offer the business world. And that’s a good thing, considering that they currently make up about 25% of the American workforce, with that number projected to hit 40% by the year 2020. In addition to carrying a refreshing air of optimism and eagerness, these workers tend to be highly collaborative, purpose-driven, and tech-savvy.

In this session, we’ll explore the widespread misconceptions about the young workforce and provide detailed, research-based advice on how clinic owners and managers can successfully bring millennials on board at their private practices—and why doing so is good for business. We’ll also expand on the age topic with a discussion focused specifically on gender and why applying a single management strategy for both men and women is detrimental to the goal of maximizing employee performance.

Upon completion of this course, the participant should be able to:
- Describe the characteristics and misconceptions associated with millennials.
- List six strategies for effectively managing millennial employees.
- List 3-5 benefits of hiring millennials.
#T14 - MOTIVATING YOUR TEAM: IMPLEMENTING AN INCENTIVE COMPENSATION SYSTEM FOR YOUR TEAM

**St. John’s 29**  
Intermediate  
Charles Felder, PT, DPT, MBA  
President  
HCS Consulting  
Patti Kocich, PT  
President  
Physical Therapy Care  

This presentation will discuss methods of motivating your team with a focus on implementing an incentive compensation system that benefits the whole team. We will discuss financial and non-financial rewards and our experience in growing the company while providing significant financial rewards to the whole team. Over the last two years we have developed a system that rewards the team based on the company reaching income thresholds combined with team members reaching specific individual goals. All staff share in the rewards and have specific individual metrics that act as lead measures on improving productivity and profitability. The company has grown visits an average of 13.1% each year, revenue an average of 5.2% per year and provided incentive payments averaging 4.2% of base wages, already at competitive levels for the region along with a strong benefit package, each year.

Upon completion of this course, the participant should be able to:  
- Identify the difference between financial and non-financial motivators.  
- Explain how to implement a financial reward system.  
- Describe how to improve staff performance and goals.

#T15 - GAME FILM AS WAY TO IMPROVE PLAYER AND TEAM PERFORMANCE

**St. John’s 28**  
Beginner  
John Woolf, PT, ATC  
CEO  
ProActive Physical Therapy  

Business success is becoming even more important as the health care environment changes. With EMR and computer based practice-management software now used by many practice owners, they have access to reliable streams of KPI data; the challenge is how to present the data in a manner that inspires individual and team performance. This course will allow the private practice owner/manager to develop additional strategies of coaching individual and team performance for better business results.

Upon completion of this course, the participant should be able to:  
- List the key indicators that your team is not performing at a high level.  
- Identify the players that need additional coaching.  
- Describe the level of individual transparency in a non-threatening environment that will increase ownership of specific behaviors.

#T16 - MORE FROM THE MISFITS: YOU WILL LEAD THE MOVEMENT

**St. John’s 27**  
Intermediate  
Mike Eisenhart, PT  
Managing Partner  
Pro-Activity Associates  
Jerry Durham, PT  
Principal  
San Francisco Sport & Spine  

Change is here. Consumers are losing trust in providers who push treatment without much cure, cost without much benefit and service without much care. As physical therapists, we are in a unique position—our tools (exercise chief among them) can CURE disease, are cheap by comparison and at their core are about empowering our customers to live stronger, happier lives. Professionally, we’ve made some bold statements. We’ve said we’re up to the challenge of tipping the population toward health—but we won’t—UNLESS we get to the customer fastest, consistently deliver something remarkable and do it in a way that EVERYONE can afford.

Yes, change IS here. We can fight it, we can deal with it or—with courage—we can LEAD it. The opportunity for physical therapists to become primary care providers of choice exists now and it’s the entrepreneurs—those who make it simple, act fast, and delight their customers—who will be at the front. Mike Eisenhart and Jerry Durham have teamed up again to rock the boat, spew the passion, and take another run at the cliff. Join them and a few guests from the clinical, technical, and business worlds who believe physical therapists can answer the call to lead the change.

Upon completion of this course, the participant should be able to:  
- Define the mechanisms associated with tipping populations.  
- Describe key focus areas in bringing a population health approach locally.  
- Identify immediate opportunities available to physical therapists and new applicable innovations.
Moderated Networking Discussions

#T17 - MARKETING AND PR STRATEGIES UTILIZING THE “FIT FACTOR” TOOL

This session will introduce participants to the PPS Fit Factor tool. This will include the development of the tool, the content, format, scoring, and educational components. Participants will learn how to use this tool for marketing to gain new patients and to educate current and past patients as well as referral sources on what private practice physical therapists so. Additionally, participants will discover how the tool can be utilized for their PR campaigns.

**Upon completion of this course, the participant should be able to:**
- Define the benefits of utilizing “Fit Factor” tool.
- Identify 3–5 methods of how to drive new patients by using the tool.
- Explain how to integrate the “Lifestyle” tool into a marketing and PR plan.

#T18 - INNOVATION THROUGH COLLABORATION

This presentation will highlight the key components of a successful Mastermind Group. Attendees will learn firsthand how these peer advisory groups have helped participants overcome the mounting challenges facing practice owners of all sizes. Mastermind Groups take the networking PPS members love to the next level through structured meetings that focus on each member’s individual success. This collaborative format of like minded, non-competing practice owners has great potential benefit for all private practices. Participants will leave this session with a clear understanding of what Mastermind Groups are, the potential benefits of participation, the key differences between the successful and unsuccessful groups and a road map for participation.

**Upon completion of this course, the participant should be able to:**
- Define the Mastermind Group concept.
- Identify the benefits of participating the group.
- Describe the steps for participating the group.

#T19 - THE MARKET YOU HAVEN’T TAPPED: PELVIC HEALTH CONDITIONS

Pelvic health conditions in men, women, and children are grossly underserved in the United States. Continence problems affect one in three women. Pelvic pain which prevents sitting, sexual normalcy and ability to participate in healthy activity is a major issue for men and women. In too many areas of the United States patients drive more than two hours to meet with a qualified physical therapist. This lack of access is unacceptable and treatment for pelvic health problems is within the physical therapist’s scope of practice. We propose to show how simple it is to overcome the barriers to education and treatment of this large population, increasing the marketable skills and financial stability of any clinic in any setting. We will address telehealth applications, available technology, marketing strategies, minimal skill levels, and the educational opportunities necessary to provide this service, as well as the basic equipment and treatment environment required for a functional clinic. Our goal is to eliminate the barriers and increase patient access to qualified pelvic health physical therapists in every city while providing physical therapist private practitioners with opportunities for increasing market share by serving this largely untapped population.

**Upon completion of this course, the participant should be able to:**
- Describe the need to develop a pelvic health physical therapy program in various treatment settings.
- Identify resources to support a pelvic health program in an outpatient private practice physical therapy clinic.
- List plans for implementing a pelvic health program.
#T20 - THE NUTS AND BOLTS OF WELLNESS IMPLEMENTATION

**CEU = 1**

**St. John’s 23**
Beginner

**Steve Ryland, PT, DPT**
President
Beachside Physical Therapy

**Weston Smith, PT, DPT, OCS**
Regional Manager
Rancho Physical Therapy

There are many challenges that interfere with cash-based wellness program implementation in the clinical practice setting. These challenges include a lack of uniformity as to what services should be provided and how they should be delivered. This has lead to much resistance and confusion, not only within the profession itself, but also within the general public we are trying to serve. Clinics and the general public have sought out a larger variety of programs that are, in many cases, fad based and lack scientific backing. We find that in order to change or positively affect the 4th leading cause of death in the U.S., which stems from sedentary lifestyle and immobility, we need to adequately assess and effectively correct the following systems: Cardiovascular, Endocrinological (Metabolic), Structural Integrity/Movement Function and Psychological. While we agree that physical therapists should be at the forefront of this movement, we need to consider it more from a perspective of the collaborator playing its role in the continuum of care. The all-in-house facility is not essential to developing a successful wellness program. In fact, the utilization of experts within their own fields to provide the highest quality of wellness and preventative care can prove to be a more effective entrepreneurial approach.

**Upon completion of this course, the participant should be able to:**
- Describe what a wellness program consists of.
- List some of the obstacles that limit the successful implementation of a wellness program.
- Describe the scalability of a wellness program.

#T24 - IGNITING WOMEN AND MEN IN LEADERSHIP

**CEU = 1**

**St. John’s 33**
Intermediate

**Jennifer Green-Wilson, PT, EdD, MBA**
Principal/Consultant
Institute for Business Literacy & Leadership

**Sandra Norby, PT**
Owner/Physical Therapist
HomeTown Physical Therapy, LLC

Is it a myth that women tend to shy away from leadership positions unless they are confident that they have the requisite experience, whereas men are more likely to pursue positions based on their potential? Or, is it reality that women tend to lead differently from men, yet characteristics prized in male leaders are viewed as negative qualities in women? Specifically, when male leaders are tough, they are perceived as strong whereas when women are assertive, it’s not always valued. Does networking impact perceptions of leadership effectiveness and is it a myth or reality that exclusion from networks is a significant barrier that affects all women in terms of professional development and career advancement?

Have you experienced or seen leadership gender bias in physical therapist practice? Second-generation gender bias has been identified as fueling powerful but subtle and often invisible barriers for women, and perhaps for men as well (Ibarra, Ely, and Kolb, 2013). These “invisible barriers” arise from cultural assumptions and organizational structures, practices and patterns of interaction that may unintentionally benefit men while putting women at a disadvantage (Ibarra, Ely, and Kolb, 2013). The purpose of this program is to describe how women and men work together and challenge myths and identify perceptions while exploring the evidence related to second-generation gender bias as a potential cause of women’s persistent underrepresentation in leadership roles in physical therapist practice. We will discuss diversity, or the mix of people you have on your team, and how we can create more inclusive cultures in which the collective strengths of the entire team in all practice settings can be harnessed and leveraged through stronger collaborative efforts (Groysberg and Connolly, 2013). Additionally, we will discover the role that an ally, a mentor or an advocate plays in helping men and women working collaboratively to lead successfully. Participants will be encouraged to contribute to interactive discussions throughout the session.

**Upon completion of this course, the participant should be able to:**
- Identify myths, perceptions and misperceptions related to second generation gender bias in physical therapist practice.
- Describe the evidence-based themes related to women and men in leadership.
- Discuss the role of leadership in shaping cultures of inclusiveness and collaboration in physical therapist practice.
5:30 pm – 6:30 pm  Moderated Networking Discussions

#T21 - LEADERSHIP OPPORTUNITIES IN PPS—FROM GETTING YOUR FEET WET TO MAKING A HUGE SPLASH

St. John’s 34  
Intermediate

Ed Ramsey, PT, DPT  
Chair  
Annual Conference Program Work Group

This session will provide PPS members who desire to become involved with the section an opportunity to discuss, explore, and understand those opportunities. Leadership volunteer opportunities range from a one-time participation to ongoing engagement. Find out about the benefits, both personally and professionally, in becoming active in your PPS community.

Upon completion of this course, the participant should be able to:
- Describe the opportunities available to volunteer with the national association.
- Identify resources to investigate these opportunities now and in the future.
- List significant personal and professional benefits to volunteering.

#T22 - ADMINISTRATORS CERTIFICATE GRADUATES’ NETWORKING

Conway  
Intermediate

Connie Ziccarelli, BA  
Chair  
PPS Administrators Council

Join with others who have completed and earned their certificate through participating in the Administrators Certificate Program. Discuss successes and challenges that are happening back in the office. This is a unique opportunity to meet others, like yourself, who are key to the physical therapist-owned private practice.

Upon completion of this course, the participant should be able to:
- Evaluate Administrators Certificate Program course materials and how it relates or not to current practices.
- Define customer strategies with payers and referral sources.
- Discuss industry updates in regulations, business models and upcoming challenges.

#T23 - MEETING OF THE PPS KEY CONTACTS

Suwannee 20  
Intermediate

John Lockard, PT, OCS  
Chair  
PPS Government Affairs Committee

Meet the members of the PPS Key Contact Program as they also meet each other. Their grass roots efforts in the legislative arena has greatly contributed to the advocacy efforts of the section for the benefit of physical therapist-owned private practices.
The PPS Leadership, elected by members, is integral to the direction and effectiveness of PPS. Join the 2015-2016 candidates at breakfast on Thursday, November 12 to hear their speeches.

Voting will take place Thursday and Friday at the PPS Booth in the Exhibit Hall or through the PPS Annual Conference App. There will be no paper ballots this year. To vote via the app, download the app from the QR code above, and click on the “Voting” icon beginning at 10:30 Thursday morning.

All voting—via the app or at the PPS Booth—will close at 3:00 pm on Friday November 13.

Spend Some Time with “Old” PTs Telling Stories and Giving Advice

Take advantage of hundreds of years of collective Physical Therapy Private Practice experience this year in the exhibit hall. Visit the PPS Booth to meet with “seasoned” PTs who are waiting to share their wisdom and memories (at least whatever they can still remember) with anyone who cares to ask or listen.

COME VISIT, LEARN, AND ENJOY!
9:00 am – 10:00 am Concurrent Educational Sessions

#F4 - DON’T LET YOUR FLOOR BECOME AN OPEN DOOR: MOVING BEYOND KEGELS FOR NEUROMUSCULAR PELVIC FLOOR RE-EDUCATION WITH VESY

CEU = 1
Gatlin A-1
Beginner

Dawn-Marie Ickes, MPT
Director of Physical Therapy and Integrative Wellness
Elia Health

Pilates is a program of functional movement proven to produce better activation of the pelvic floor than traditional kegel exercises. The 10 Pilates movements done as a routine provides 35% greater pelvic floor activation than Kegels. When the VESy Lab is used to identify a client’s “best 3 movements,” the advantage over Kegels goes up to 75%. This presentation will demonstrate how pelvic floor recruitment through generic Kegel cues can yield highly variable results when integrated with the core musculature. Pelvic floor disorders are epidemic. Stress urinary incontinence, overactive bladder, women sexual dysfunction, pelvic organ prolapse or prolapsed bladder and fecal incontinence are so commonplace they are often regarded as the inevitable consequences of childbirth and aging. Urogynecologist Bruce Crawford’s cutting edge research is changing that perspective. The VESy Lab provides essential feedback for pelvic floor neuromuscular training and real time synchronization of the subject’s video image and four external EMG channels.

Upon completion of this course, the participant should be able to:
- Describe the importance of proper pelvic floor recruitment when coupled with core stabilizers.
- List the 5 most common pelvic health issues related to inappropriate stabilization strategies.
- Identify 3 exercises that impact the recruitment strategy and integration of the pelvic floor with core stabilization.

#F3 - FACEBOOK, LINKEDIN, AND TWITTER - OH MY! A BUSINESS OWNER’S RX FOR MANAGING NOT-SO SOCIAL MEDIA

CEU = 1
Gatlin A-3
Intermediate

Gregory Grant, Juris Doctor
Chair, Employment & Labor Practice
Shulman Rogers

PPS section members work in an industry which is uniquely high-touch and high-tech. While physical therapists race to keep up with modern advances for treatment, a concurrent explosion of personal, and now, business-related communications through myriad vehicles collectively referred to as “Social Media” continues to out-pace an owner’s or administrator’s ability to identify and fully-comprehend their impact and ramifications. PPS members will learn: (i) how Social Media can—and already does—impact (and threaten) their business operations, employee relations, and regulatory compliance; (ii) what options (policies and best practices) should be considered or adopted to protect key assets (patients, employees, and other critical business relationships); and (iii) how best to implement these remedies or to act when confronted with a Social Media crisis. The first, and perhaps most important, step towards protecting what you value as business owners and administrators is to understand all potential threats—if only so you can monitor and act promptly to address them when they arise. Please join Greg Grant, Chair of Shulman Rogers’ Employment Practice, for an eye-opening, interactive, and challenging session for PPS practice owners and administrators who will not only be increasingly expected to know the difference between protected speech and disparaging communications or privacy violations, but also how to prevent, or mitigate and manage, each potential social media-related crisis on their watch.

Upon completion of this course, the participant should be able to:
- Describe how to diagnose how social media can impact and threaten your practice.
- Identify policies and/or best practices your business has in place to address social media crisis.
- Describe the implementation of policies and practices to address social media-related crisis.
#F2 - OWNER OCCUPIED REAL ESTATE AS A MODEL FOR PRACTICE FINANCE AND RETIREMENT

CEU = 1

Gatlin A-2
Intermediate

Allen Ling, MPT, OCS
CEO
Physical Therapy Innovations

Most of us go into private practice to help our patients and to deliver physical therapy services the way we believe our patients deserve. We don’t always plan our professional lives the way we do our personal lives, nor do we plan our financial lives the same way either. If we are to go into anything for the long run, decades perhaps, doesn’t it make sense for us to buy the building that we intend to do business in for the rest of our careers? This session will help the nascent to the veteran private practitioner gain insight and confidence to own commercial real estate for their practice, use it as leverage to establish a credit line or business loan to help expand the business and why it might be the only way one can retire comfortably in the future as our health care system continues to cut reimbursement and the new and current employees continue to not unreasonably demand higher wages to maintain a comfortable living standard.

Upon completion of this course, the participant should be able to:

- Explain whether buying a building for their practice is affordable and practical.
- Discuss the needs for using commercial real estate to leverage a credit line.
- Identify the retirement plan based on owner occupied real estate.

#F1 - 10 MISTAKES LEADERS MAKE...AND HOW TO AVOID THEM!

CEU = 1

Gatlin A-4
Beginner

Neil Ihde, MA
Speaker
Life IQ

Successful people have certain characteristics in common. These individuals are in our circles. They encourage us, inspire us; we are better for having known them. Over ten years ago, I made a list of my favorite people on earth and began to examine their influence and what made them so special. They achieved much in their personal lives as well as in their work. I found that each of them was a S.T.A.R. and I uncovered their secrets on how they became that way. We will unpack essential, practical, and life-altering information that you can put into practice today. 10 Mistakes Leaders Make…And How to Avoid Them. Leadership is challenging. It is an art, not a science. Leadership involves a dynamic relationship between your workforce, product, and customers. Mistakes as a leader will be compounded because of the scope of your role. Mistakes will happen, but most are avoidable, especially if you know about the common pitfalls. We’ll examine common mistakes involving communication, motivation, and connection with your employees and even an overestimation of the importance of your role.

Upon completion of this course, the participant should be able to:

- Identify characteristics of personal and professional successful individuals in our circle of influence.
- Identify common mistakes leaders make.
- Identify the importance of trust and allegiance as a leader.

#F5 - PROMOTING YOUR PRACTICE THROUGH POLITICAL ENGAGEMENT

CEU = 1

Gatlin B
Beginner

Kathleen Picard, PT
Owner
Picard Consulting LLC

Alpha Lillstrom, JD, MA
Lobbyist
Connolly Strategies and Initiatives

Over 150 PPS members have volunteered to serve as Key Contacts to assist the Private Practice Section (PPS) in achieving its federal advocacy goals. But this political engagement can provide numerous benefits to your practice as well as advancing the Section advocacy agenda. Learn from this interactive session how becoming a PPS Key Contact can be a win-win for private practice PT and your private practice.

Upon completion of this course, the participant should be able to:

- Describe the significance of sending messages to legislators and building a relationship with your elected official.
- List 4 strategies to implement in building a relationship with your elected official in your district.
- Describe 3 steps for building influence as a group.
Administrators Certificate Program

Friday, 9:30 am – 11:30 pm

#A5 - ADMINISTRATORS CERTIFICATE PROGRAM - BUSINESS & FINANCIAL MANAGEMENT (MODULE 5)
(Module 5 of 6 for the Administrators Certificate Program Qualification)

CEU = 2

Conway
Beginner

Stephen Albanese, PT, DPT
Owner
ACCESS Physical Therapy & Wellness

Shannon Albanese, PT
COO
ACCESS Physical Therapy & Wellness

Christopher Albanese, PT, MS, CSCS
Owner
ACCESS Physical Therapy & Wellness

Management of finance and understanding business metrics in private practice is the foundation from which managers and owners are able to provide the resources necessary to maintain and grow the clinical operations of their practice. Poor financial management can lead to the demise of even the most visionary clinics, while even a basic foothold on the concepts of financial management can allow practices to remain in operation for many years.

Upon completion of this course, the participant should be able to:
- Define common financial statements.
- Define metrics used to manage the operations of a PT practice.
- Describe a set of financial projections for PT practice.
Foot orthoses and physiotherapy in the treatment of patellofemoral pain syndrome: randomised clinical trial

Natalie Collins, Kay Crossley, Elaine Beller, Ross Darnell, Thomas McPoil and Bill Vicenzino

BMJ 2008;337:a1735
doi:10.1136/bmj.a1735

Updated information and services can be found at:
http://bmj.com/cgi/content/full/337/oct24_1/a1735

SEE THE FULL STUDY AT:
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For more information on these exciting, innovative orthotics contact us at:
724-422-5877 Or email Joe Carl: jcarl@vionicgroup.com
www.VasyliMedical.com
### Concurrent Educational Sessions

#### #F6 - HOW TO EXIT YOUR PRACTICE WITH A PAY CHECK FOR LIFE

**CEU = 1.5**

**Gatlin A-3**

**Advanced**

Mike Graves, MS, PT  
President  
FYZICAL Therapy & Balance Center

What would you do if you had the freedom to exit your practice, travel the world, play golf every day, walk the beach and still keep your existing pay check? That’s right! Your practice pays you to play! After faithfully serving their community for years, most owners at retirement time sell their mat tables, exercise equipment, etc.—for pennies on the dollar—turn out the lights and hope and pray they’ve saved enough to live out the remainder of their life. Don’t let this happen to you. Join your peers at this session to discover the principles necessary to turn your practice into a money-printing machine that will provide you with a pay check for life.

**Upon completion of this course, the participant should be able to:**

- Discuss tools, tactics, and principles for exiting practice and still earn a paycheck.
- Discuss tools, tactics, and principles for exiting practice without selling.

#### #F7 - USE OF TECHNOLOGY AND MOTION ANALYSIS VIDEO TO ENHANCE YOUR PRACTICE

**CEU = 1.5**

**Gatlin A-4**

**Intermediate**

Julie Ellis, SCS  
Owner  
Center for Physical Rehabilitation

Tracy Ervin, Workwell  
Owner  
Center for Physical Rehabilitation

Private practice physical therapists need to demonstrate value and utilize data to thrive in today’s market. Physical therapists will need to move away from payment for service in the new health care model. Motion analysis video and building relationships with employers are ways that our practice has demonstrated expertise in the areas of wellness and prevention. This session will demonstrate how we have utilized both of these tools to expand our relationships in the community and with employers.

**Upon completion of this course, the participant should be able to:**

- Describe how to utilize motion analysis video to document and educate patient goals.
- Define how to implement and expand wellness.
- Describe the benefits of adjunct programs for practice survival.

#### #F10 - STRATEGIC ENTREPRENEURSHIP IN TODAY’S CHANGING HEALTH & FITNESS LANDSCAPE: A SOLUTIONS-BASED MODEL

**CEU = 1.5**

**Gatlin A-1**

**Intermediate**

Maury Hayashida, PT, DPT, OCS, SCS, CSCS  
CEO/President  
Hayashida & Associates Physical Therapy

In today’s changing health care delivery and reimbursement environment there a significant threat to the sustainability of traditional business models of physical therapy private practice. These challenges are not only threatening the viability of our businesses but are significantly threatening the integrity and quality of the kind of care physical therapists provide in private practices settings. Within this turmoil there remains a societal demand for solutions to neuromusculoskeletal injuries, impairments and symptoms. This is good news for quality PT clinicians! The challenge (and opportunity) is how to meet the demand with sustainable and effective business strategies. This course will propose and illustrate a solutions-based approach to entrepreneurship aimed at creating career growth opportunities for both young emerging physical therapists and veteran/expert clinician physical therapists alike which enhances their clinical development, while at the same time is providing solutions to local and global societal neuromusculoskeletal dilemmas. This course will provide details of my personal entrepreneurial journey and illustrate ways physical therapists (business owners or non-owners alike) can identify societal trends to help them design their business models.

**Upon completion of this course, the participant should be able to:**

- Describe how to navigate societal and economic trends to identify your PT service opportunities.
- Define “solutions-model” approach in creating business startups for vertical integration.
- Define how to establish your business team.
**#F8 - EMPLOYEE HEALTHCARE OPTIONS FROM HEALTHCARE.GOV: SMALL BUSINESS HEALTH OPTIONS PROGRAM (SHOP)**

**CEU = 1.5**

**Gatlin A-2**
*Intermediate*

This course will discuss the impacts of the Affordable Care Act (ACA) on small group health insurance, tools available to small employers through HealthCare.gov, coverage options available to practices as small employers through the SHOP Marketplace and the eligibility and enrollment process for the Federally-facilitated SHOP Marketplace.

**Brooke Bell, BA**
Small Business Health Options Program - SHOP
Center for Medicare and Medicaid Services

Upon completion of this course, the participant should be able to:
- Define the ACA reforms that impact small businesses.
- Define the eligibility requirements to participate in the SHOP Marketplace.
- Define the eligibility requirements to access the Small Business Health Care Tax Credit.

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**#F9 - INTERNET MARKETING AND TECHNOLOGY STRATEGIES**

**CEU = 1.5**

**Gatlin B**
*Beginner*

Private Practices are struggling throughout the United States, mainly due to the high reliance on traditional referral methods through MDs. I have used blogging, website SEO strategies and social media integration to explode my two practices and prepare my company for the full transition to direct access. I have presented this program many times to the University of Miami DPT (they have asked me to come back for the past three years), to PTPN Florida four times and once to PTPN National.

**Greg Todd, PT, OCS,CSCS**
Co-Owner
Renewal Rehabilitation

Upon completion of this course, the participant should be able to:
- Describe the dilemma that physical therapists are currently in from a referral standpoint.
- Identify the big 5 internet websites and how to effectively brand yourself on these sites.
- Define how to use technology to create a great first impression on your patients.

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**Administrators Certificate Program**

**Friday, 2:00 am – 5:00 pm**

**#A6 - ADMINISTRATORS CERTIFICATE PROGRAM—BILLING AND CODING (MODULE 6)**
(Module 6 of 6 for the Administrators Certificate Program Qualification)

**CEU = 3**

**Conway**
*Intermediate*

This course will build upon the basics of ICD-10 by providing in-depth ICD-10 coding, documentation, and payment information for physical, occupational and speech-language pathology therapy services. Examples provided in the session will focus on physical, occupational, and speech therapy case studies in pediatrics, adults, and geriatrics. Conditions discussed will include, but are not limited to, joint replacements, orthopedic conditions, post-surgical conditions, vertigo, lymphedema, men and women’s health, CVA, CP, and MD. A hands-on approach using case scenarios will be used to incorporate documentation changes and compare ICD-9 to ICD-10 codes. Lastly, the course will provide up-to-date information on the 2016 therapy cap and 2016 new/revised CPT codes as applicable.

**Rick Gawenda, PT**
President
Gawenda Seminars & Consulting

Upon completion of this course, the participant should be able to:
- Explain how to use ICD-10 coding for physical therapy services.
- Identify documentation issues pertinent to physical therapy services as it applies to ICD-10.
- Describe changes occurring in 2016 that will impact physical therapists.
Concurrent Educational Sessions

#F11 - THE BUSINESS OF WORKING WITH EMPLOYERS—EXPANDING FROM JOB ANALYSIS TO ADDITIONAL CASH BASED SERVICES

CEU = 2
Gatlin A-3
Intermediate

Lisa Krefft, OTR/L
Sr, Director On-Site Services, WorkWell

Al Moreau III, PT, MPT
Owner, President, Moreau Physical Therapy

Employers have been on the fast track to implement fitness and wellness programs ever since the Department of Health and Human Services (HHS) issued its final rules on employment-based wellness programs effective January 1, 2014. The rules support workplace health promotion and prevention as a means to reduce the burden of chronic illness, improve health, and limit growth of health care costs to our nation. At a time when there is more competition for available jobs and an aging workforce, promoting worker health and fitness is key to a company’s success. Therapists are often involved in performing a job analysis to assist in return to work. This session will identify opportunities to expand from a one time job analysis to additional cash-based services with a focus on prevention and health promotion across the lifespan of the worker. Services are designed to meet employer and worker needs as well as drive bottom line revenue for your practice.

Upon completion of this course, the participant should be able to:
- Identify opportunities to expand prevention and health promotion services.
- Identify appropriate steps to assure smooth program/service implementation and roll out plan.
- Define how to use objective measurable metrics to demonstrate program success.

#F14 - TURNING GRAY INTO GREEN

CEU = 2
Gatlin A-4
Intermediate

Marilyn Moffat, PT, DPT, PhD, DSc, GCS, CSCS
Professor, Practice Owner
New York University

Karen Kemmis, PT, DPT, MS, GCS, CDE, CEEAA
Clinical Professor
SUNY Upstate Medical University

The current U.S. population has approximately 43.1 million persons aged 65 and over, which is an increase of 7.6 million or 21% since 2002, and is projected to increase to 79.7 million by 2040. Graying America provides many challenges and opportunities for physical therapists in private practice. With increasing longevity, physical therapists in private practice have the opportunity to capitalize on keeping this graying tsunami on the one hand healthy and well, and on the other hand, returning those with activity limitations and participation restrictions to optimum health and function. Private practitioners may do this through their outpatient and community environments. This presentation will provide evidence-based functional tests and measures for the musculoskeletal, cardiovascular/pulmonary and neuromuscular systems to provide the practitioner with baseline data essential to support reimbursement and document change. The presentation will also detail focused exercise interventions based on scientifically prescribed programs that will lead to increased function. Interventions for this graying population may be used with patients/clients individually, in small and large groups and in community-based environments. Opportunities for new referral sources and expanded programming will also be provided.

Upon completion of this course, the participant should be able to:
- Define the scope of the aging change in the U.S. as it impacts physical therapy private practice.
- Define evidence-based functional tests and measures.
- Describe how to prescribe exercise interventions for aging adults.

#F15 - COMPENSATION MODELS & CREATING AN OBJECTIVE AND MEASURABLE WAGE AND PROFIT SHARE PROGRAM

CEU = 2
Gatlin A-2
Intermediate

Scott Spradling, Cert Admin
President
Washing State Physical Therapy Managers Assoc.

This course will compare and review current compensation models in the industry and how to choose the best fit for your practice. This course will also look at how to develop an objective and measurable program for awarding wage increases and create profit sharing for your staff.

Upon completion of this course, the participant should be able to:
- Understand different compensation models.
- Develop objectives and measures for wage increases.
- Develop a profit sharing program.
#F12 - THE PRACTICE ACCELERATION PROGRAM – 12 STEPS TO A GREAT HEALTH BUSINESS IN ONLY 42 DAYS

CEU = 2
Gatlin B
Intermediate
Paul Wright, B.App.Sc(Physio)
Physio Professor Pty Ltd

Like most health professionals you are an excellent clinician—however, you are so busy seeing clients and putting out daily fires you simply don’t have enough time left at the end of the day to grow your practice. You barely have enough time with family and friends, let alone spend time “working on your business” like the experts constantly tell us to do. Unfortunately, there hasn’t been a solution... until now. In this fast moving presentation, Australia’s Number One health business expert, Paul Wright, will share with you:

• The 12 essential steps to running a truly great health business and how not understanding these steps is not only costing you thousands of dollars each month but also damaging your professional reputation.
• Why failing to use these steps will leave you chained to your business forever, giving you a lifetime job instead of a life giving business.
• How these 12 steps allowed Paul to run his six clinics remotely and have his team saying “the business runs better when you are not here.” Note: At one stage Paul only visited his clinics four times in 10 weeks.
• How your admin team can kill your profits and what to do about it—including the 4-word admin script that has made Paul and his clients over $5 million in extra revenue. What is your admin team saying?
• Action steps you can implement NOW to make you thousands in lost profits.
• The importance of cancellation reduction and how to make every treatment session “too important to miss.”
• At the end of the session, Paul will do an “open mic” where you will be able to get actionable and immediate solutions to your most pressing and frustrating health business problems.

Upon completion of this course, the participant should be able to:

List the 12 essential steps to running a great health business.
Describe the essential systems you need to put into your health business.
Define the current procedures and systems to guarantee effective call conversion and clients.

#F13 - NARROW NETWORK POSITIONING STRATEGIES

CEU = 2
Gatlin A-1
Intermediate
John Sievers, MHP, MHA
VP, Physical Therapy Business Development
Nueterra

This presentation provides private practice physical therapists an overview of ways in which they can align their practices with entities forming narrow network provider arrangements. Discussion will focus on third party administrators (TPAs), the emerging concierge model, bundled payment adjudication agreements, contracts with self funded employers and carve outs with independent practice organizations; the audience will be guided to know how to identify key stakeholders involved in these arrangements.

We’ll address every private practice physical therapists’ search for strategies to remain competitive amidst delivery and reimbursement model changes and review current case studies to show how private practices are aligning with these payor structures. As reimbursement shifts from a fee for service methodology to a value-based model, providers of all service lines are contemplating participating in narrow networks, bundled payments, and strategic affiliations. Key points include:

• Overview of bundled payment adjudication process
• Role of TPAs and insurance brokers in contracting with self funded employers
• Pay for performance and shared saving programs
• Responding to full capitation and provider sponsored plans
• Review of a Valued-based Consumer Centered Health Plan, including types of plan design and payment-for-services formats
• Moving from cases to bundled episodes of care reimbursement
• Maximizing reimbursement opportunities

Upon completion of this course, the participant should be able to:

Describe various ways of how creating narrow and premium networks will impact private practice physical therapy clinics.
Describe the process involved in participating in and contracting with narrow network structures including TPAs, concierge models, and self funded employers.
Describe the financial implications of pursuing a fee-for-value and bundled payment system alignment strategy, including revenue projections reimbursement rates.
A Florida Road Trip!

Friday, 7:00 pm - 10:00 pm

This exciting road trip begins in the GATLIN FOYER and takes you through the sights, sounds, and tastes of Florida. Visit the entire state in one night!

Join your colleagues and friends for a road trip like no other. Come experience all that Florida has to offer! You won’t want to miss this special treat.

Conference attendees may purchase tickets for their guests at the registration desk through Thursday, space permitting.

Volcano Joe and the Hot Lava Band

Prepare for an explosion of unusual proportions. Volcano Joe & the Hot Lava Band have burst onto the scene with the hottest beach party music. The Good Times will flow all night as Volcano Joe leads you in an unforgettable beach ball volleyball game on the dance floor, and of course a first-class conga line!

Wear comfortable shoes and come prepared to have fun!

Sponsored by

North Coast
Invest in a Better Outcome
Networking Breakfast with Incoming Board
Swearing In and Innovative Competitiveness

Saturday, 8:00 am – 11:30am

#S1 - INNOVATIVE COMPETITIVENESS THROUGH POSITIONING

CEU = 2.5

Gatlin B
Advanced

Ken Schmidt
Former Director of Communications
Harley-Davidson

Innovative Competitiveness Through Positioning
Successfully position and promote your practice to compete against look-a-likes, attract new patients and make vocal advocates of current patients. Ken will help you determine the strongest and most marketable advantages you possess (or can create), then create unique “to-your-market” language to make those advantages memorable and repeatable. He will also discuss behaviors needed to exhibit to patients, potential patients and fellow employees to ensure you’re living up to this positioning.

Upon completion of the course, the participant should be able to:
- Describe how to build a fanatically vocal customer base.
- Describe how to create a passionately loyal corporate culture.
- Define ways to develop leaders who inspire and motivate.
Christopher Albanese, PT, MS, CSCS  
**Owner**  
ACCESS Physical Therapy & Wellness  
**Session – #A5**  
**Page – 46**

Christopher Albanese, PT, MS, CSCS, is a founding partner of Access Physical Therapy & Wellness, a rehab organization with 18 locations across 3 states of which he co-founded with his wife, brother and sister-in-law. His main areas of focus lie in strategy, finance, legal, IT and talent acquisition and retention. His passion is to develop leaders within ACCESS PT that can help us prosper in this challenging health care environment.

Janet Albanese, PT  
**Owner**  
Advanced Billing Solutions, Inc.  
**Session – #W1**  
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Janet is the owner of Advanced Billing Solutions, Inc a small, family-owned and operated billing company. The company strives to meet each practices’ needs on an individual basis. Janet is a member of the PPS Payment Policy Committee and the PPS Annual Conference Program Work Group.

Shannon Albanese, PT  
**COO**  
ACCESS Physical Therapy & Wellness  
**Session – #A5**  
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Shannon Albanese, PT, graduated from Quinnipiac College in 1998. She is the COO of ACCESS Physical Therapy & Wellness, which has 18 locations in 3 states. Shannon has experience in daily practice management, employee training and development, clinical education, mentoring and leadership development program oversight and implementation, human resource management, statistical reporting and analysis and employee engagement/growth.

Stephen Albanese, PT, DPT, CSCS  
**Owner**  
ACCESS Physical Therapy & Wellness  
**Session – A5**  
**Page – 46**

Stephen Albanese, PT, DPT is a founding partner of Access Physical Therapy & Wellness, a rehab organization with 20 locations across 4 states of which he co-founded with his wife, brother and sister-in-law. His main areas of focus lie in strategy, marketing and business management and works to ensure that physical therapists and his organization remain extremely relevant in the health care markets they serve.

Benjamin Barron, MSPT  
**Director of Business Development**  
ProEx Physical Therapy  
**Session – #T5**  
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Benjamin Barron earned his Bachelor of Science in Health Studies from Boston University in 2001 and his Master of Science in Physical Therapy from Boston University in 2003. Prior to joining ProEx in June, 2009, Ben worked extensively in pediatrics, orthopedics, and sports medicine throughout the Boston Metro area. He is also a former adjunct faculty member at Boston University’s Sargent College where he was an instructor in the Doctorate of Physical Therapy program. Currently, Ben serves as the Director of Business Development for ProEx Physical Therapy, a PT-owned practice with 12 practices in Massachusetts, New Hampshire and Connecticut. In this role, Ben’s primary responsibility is developing and implementing a growth strategy that will help ProEx position itself as the go-to Physical Therapy provider in each of its targeted marketplaces. Based on his success in this role, Ben was awarded the Professional Achievement Award in 2010 by Boston University’s Sargent College of Health and Rehabilitation Sciences. In addition to this role, Ben also serves as an outside consultant for ProEx, working with small PT-owned practices who are finding it more and more difficult to thrive in today’s health care environment.

Brooke Bell, BA  
**Small Business Health Options Program - SHOP**  
Center for Medicare and Medicaid Services  
**Session – #F8**  
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Brooke Bell is the head of business development for Small Business Health Options Program at the Center for Medicare and Medicaid Services (CMS). Prior to joining CMS, Brooke worked in government relations for various health care organizations. Brooke was director of government affairs with the National Association of Health Underwriters, a health insurance trade association, and manager of government relations at Ohio Health, a non-profit corporate hospital system. Prior to beginning government relations work, Brooke spent three years working on health care policy initiatives for former Governor Ted Strickland in the State of Ohio, Office on Federal Policy in Washington, DC.

Barton Bishop, DPT, SCS, TPI CG-FI-MP2, CSCS  
**Chief Clinical Officer**  
Sport and Spine Rehab  
**Session – #T12**  
**Page – 38**

Dr. Barton Bishop is a Board Certified Specialist in Sports Physical Therapy by the American Board of Physical Therapy Specialties. Dr. Bishop has been an invited presenter in physical therapy conferences in the United States as well as internationally including Russia, India, Germany, Italy, and Singapore. Further, he has been published in multiple peer reviewed journals including The Journal of Manipulative and Physiological Therapeutics, Clinical Chiropractic, Medicine & Science in Sport & Exercise, and others. He currently serves as Chief Clinical Officer of Sport and Spine Rehab. In 2009, DrScore.com, the nation’s largest online patient satisfaction database, named SSR “America’s Most Loved Practice.” In 2015, Dr. Bishop was recognized by SmartCEO Magazine by winning their 2015 Executive Management Award.

Dennis Bush, PA-C, MBA, PhD  
**Senior Vice President**  
Martin Healthcare Advisors  
**Session – #T7**  
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Dennis Bush has been involved in Strategic Planning and Leadership Development in health care businesses for over 30 years. Many of the strategies he shares comes from his work with large health systems, multi-specialty practices, surgical centers, outpatient medical practices and his collaboration with the development of the Disney Organization’s health care service model.

John Childs, PT, PhD, MBA, OCS, FAPTA  
**CEO**  
Evidence in Motion  
**Session – #T13**  
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Dr. John D. Childs is a founder and CEO of Evidence in Motion, an educational company that exists to elevate the role of physical and occupational therapists in health care delivery by providing top-notch entry-level and post-professional education programs for rehabilitation professionals. A graduate from the US Air Force Academy (1994), he completed an MBA from the University of Arizona (2000) and PhD in Rehabilitation Science from the University of Pittsburgh (2003). Dr. Childs has received numerous research grants from federal and professional funding agencies and has published more than 150 peer-reviewed manuscripts in leading scientific journals. He currently serves as an Associate Editor for both the Physical Therapy journal and the Journal of Orthopaedic and Sports Physical Therapy. In addition to many research, teaching, and practice awards, he has received the profession’s highest honor: being named a Catherine Worthingham Fellow of the American Physical Therapy Association.
Michelle Collie, PT, MS, DPT, OCS  
CEO  
Performance Physical Therapy  
Session – #T17  
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Michelle is the CEO and majority owner of Performance Physical Therapy - a private practice in Rhode Island with 9 locations. She serves on the PPS marketing and PR committee. Performance Physical Therapy was the recipient of the 2014 Jane L. Snyder practice of the year award.

Jerry Connolly  
Owner  
Connolly Strategies and Initiatives  
Session – #F5  
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Jerry Connolly owned a private physical therapy practice in Montana for over twenty years. He was active in the American Physical Therapy Association having served as a chapter president, a Section Secretary (PPS) and two 3-year terms on APTA’s Board of Directors. In 1995, Connolly was named APTA’s Senior Vice President for Health Policy and Practice where he was responsible for federal and state advocacy efforts and professional practice standards. In 2001, Jerry established Connolly Strategies & Initiatives, a Washington, DC-based health policy and advocacy consulting firm. He is a registered federal lobbyist, well-known and respected on both sides of the political aisle. CSI’s clients include: PPS; Focus on Therapeutic Outcomes, Inc., (FOTO), a national quality and outcomes measurement firm with the largest database of outcomes data for outpatient PT and OT, and PTPN, a nationwide network of private practicing rehabilitation therapists providing physical, occupational and speech-language therapy.

Mary Daulong, PT, CHC  
Owner  
Business & Clinical Management Services, Inc.  
Session – #W1  
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Daulong has a very diverse practice background which includes private practice ownership, corporate managed services and hospital based practice exceeding forty decades. Her consulting company was established in 1985 and has been, for the past ten years, 100% dedicated to working with health care professionals in the areas of federal and state compliance, practice and business office operations, payment and coverage policy including billing, coding and documentation. Her company also provides Compliance Policies and Procedures Manuals specific to physical therapy and provider enrollment and credentialing services. Mary has been certified in Health Care Compliance since 2002 and is a member
of the Healthcare Compliance Association; she is also certified as a HIPAA Professional by the HIPAA Academy. She has been an active member of the APTA for over forty years during which she served on and/or chaired multiple committees at the national and component level.

**Jerry Durham, PT**  
**Principal**  
**San Francisco Sport & Spine**  
**Session – #T6, #T16**  
Page – 33, 39  
Jerry Durham, PT has been a Physical Therapist for 20 years. He has spent the last 12 years growing San Francisco sport and spine Physical Therapy along with his partner Sturdy McKee. This practice was founded on the idea of Physical Therapy only care and continues to function that way after 12 years. Over the years Jerry has found his passion to be spreading the word about the Value of Physical Therapy. He loves meeting other people and growing relationships that will benefit all who are involved. With this he has taken on the role of Chief Sales Officer and heads up the Marketing and Sales Program for SFSSPT.

**Mike Eisenhart, PT**  
**Managing Partner**  
**Pro-Activity Associates**  
**Session – #T16**  
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Mike Eisenhart is a husband, father, son, brother and uncle. He is also a physical therapist, a health consultant, a business owner, an ultra-endurance athlete and a self-proclaimed mad scientist on the move -- the result of years spent toiling away in the “prevention & performance” lab. Mike can usually be found pushing himself (and the status quo) either on behalf of his clients or in an effort to live his personal mission of being a “doer of extraordinary things”. Day to day Mike is the managing partner of Pro-Activity Associates, where he and his team work with clients, groups and communities to deliver on the promise of “stronger, happier people through better health”. Mike strongly believes that with the right tools & timing, PTs can help lead America back to better health and currently serves as the President of the NJ Chapter of the APTA with that focus in mind.

**Julie Ellis, SCS**  
**Owner**  
**Center for Physical Rehabilitation**  
**Session – #F7**  
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Julie Ellis PT, SCS, is co-founder of Center for Physical Rehabilitation and has taught Yoga and Pilate classes at the College of Southern Idaho since 2001. Julie has added technology to her practice through the utilization of motion analysis video to correct mechanics during running, jumping and other movement patterns and uses her SCS Sports Specialty to promote her practice as a leader in wellness and prevention. Julie has good understanding of the need for Private Practice to promote community involvement and also understands the payment challenges in today’s practices. Julie served 12 years on the PPS Board of Directors and continues to be active in the Idaho PT association.

**Stacey Fitzsimmons, Consultant**  
**Director**  
**Account Matters**  
**Session – #T8**  
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Stacey Fitzsimmons joined Diane McCutcheon Business Management Consulting Services in 2004. Her knowledge and experience is on managing physical therapy operations with focus on the billing and collection processes. Stacey facilitated the company’s opening of Account Matters, a physical and occupational billing company in 2009 and serves as the Director.

**Jonathan Fleece, JD**  
**Managing Partner**  
**Blalock Walters, PA**  
**Session – #T2**  
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Jonathan Fleece, Co-Founder of New Health Age Advisors, is a Board Certified, leading health care attorney with the Blalock Walters law firm, advisor, and speaker, located in Bradenton/Sarasota Florida. Jonathan is the Co-Author of “The New Health Age: The Future of Health Care of America”. #1 Best Seller on Amazon for Health Care Policy. He is an expert in health care reform laws, including the Patient Protection and Affordable Care Act. Jonathan advises health care companies and professionals regularly on how to strategically plan for success during the sweeping changes that are coming in health care. Mr. Fleece speaks regularly in the business and health care marketplace and consults with clients regarding how to optimize their performance in the areas of operations, transactions, legal compliance, and revenues. Clients include health care businesses of all types, including physical therapy companies. Jonathan also serves on various boards and Chairs the Manatee Chamber of Commerce.

**Charles Felder, PT, DPT, MBA**  
**President**  
**HCS Consulting**  
**Session – #T14**  
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Chuck has 37 years of physical therapy experience including 20+ years as a practice owner. Chuck earned a transitional Doctorate in Physical Therapy from the EIM Institute of Health Professions. In addition he holds an MBA from the University of California at Irvine, a master’s degree in physical therapy from the Sargent College School of Allied Health Professions at Boston University, and a bachelor’s degree in physical education from Cleveland State University. Chuck was one of the first people in the country to earn board certification as a specialist in sports physical therapy and later served as a Board Member of the American Board of Physical Therapy Specialties. He is the founder of HCS Consulting, Inc. specializing in assisting physical therapy private practice owners in managing the business aspects of their practices. In addition to his consulting business Chuck serves as the Executive Director of the Physical Therapy Business Alliance.

**Brian Gallagher, PT**  
**President**  
**MEG Business Management**  
**Session – #T9**  
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Brian Gallagher, PT has been practicing physical therapy for over 23 years. Although well versed in pediatrics, geriatrics, neurological and sports medicine therapy, his most recent focus is on practice management and a complete treatment approach for the entire patient. In 1997, he started his own staffing company from the third bedroom of his house. By 1999, he’d outgrown those modest confines and opened his first private practice office in Severna Park, MD. Within three years, Gallagher had expanded his practice to include 6 offices, 6 SNF and over 46 staffing contracts throughout Maryland with a total of 160 employees. With the launch of MEG BUSINESS MANAGEMENT, Brian Gallagher now spends much of his time on the road consulting with practice owners across the country—helping them reach their goals and exceeding their expectations in the process. MEG offers a personalized approach to health care that leads struggling practices into growth and expansion.
Jennifer Gamboa, DPT, OCS  
CEO  
Body Dynamics, Inc  
Session – #W2  
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Dr. Gamboa is founder and CEO of Body Dynamics, Inc – Center for Sustainable Health in Falls Church, VA.  
BDI provides integrated, collaborative care to restore, maintain, and enhance physical well-being through the use of integrated plans of care.

Rick Gawenda, PT  
President  
Gawenda Seminars & Consulting  
Session – #A6  
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Rick Gawenda, PT, has 24 years of experience and currently serves as the founder and President of Gawenda Seminars & Consulting, Inc. Mr. Gawenda is also Director of Finance for Kinetic Advanced Physical Therapy, a private practice with offices located in Southern California. He has provided valuable education and consulting to hospitals, private practices, skilled nursing facilities, and rehabilitation agencies in the areas of CPT coding, ICD-10 coding, billing, documentation compliance, revenue enhancement, practice management, and denial management as they relate to outpatient therapy services. Mr. Gawenda has presented nationally since 2003 and currently presents approximately 100 dates per year around the United States. Mr. Gawenda is a member of the American Physical Therapy Association (APTA), Michigan Physical Therapy Association (MPTA) and PPS. Mr. Gawenda is the Past President of the Section on Health Policy & Administration of the APTA as well as Past President of the Michigan Association of Medical Rehabilitation Program Administrators. Mr. Gawenda is also the author of “The How-To Manual for Rehab Documentation: A Complete Guide to Increasing Reimbursement and Reducing Denials” and “Coding and Billing For Outpatient Rehab Made Easy: Proper Use of CPT Codes, ICD-9 Codes and Modifiers”.

Gregory Grant, JD  
Chair, Employment & Labor Practice  
Shulman Rogers  
Session – #F2  
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Dr. Grant is a member of the American Physical Therapy Association (APTA), Michigan Physical Therapy Association (MPTA) and PPS. Mr. Gawenda is also the author of “The How-To Manual for Rehab Documentation: A Complete Guide to Increasing Reimbursement and Reducing Denials” and “Coding and Billing For Outpatient Rehab Made Easy: Proper Use of CPT Codes, ICD-9 Codes and Modifiers”.

Mike Graves, MS, PT  
President  
FYZICAL Therapy & Balance Center  
Session – #F6  
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Mike Graves, M.S., P.T., has served as President of FYZICAL since August 2014 and is a member of the Board of Directors. He joined FYZICAL in January 2013 as Managing Partner. Dr. Graves is CEO of FYZICAL Therapy & Balance Centers in Palm Beach County (formerly Gold Coast Physical Therapy), which he founded in 1998, and as President and CEO grew it into one of the top performing private practices in the country. He graduated magna cum laude from Thomas Jefferson University School of Graduate Studies in Philadelphia where he received his MS degree in Physical Therapy. Dr. Graves is an avid student of leadership and a long standing member of Vistage, an International CEO think tank. He is also co-founder and Director of Gold Coast Staffing, Management, & Consulting, a private equity firm he started in 2008. He has owned and served as a board member to numerous successful businesses in both the medical field and manufacturing and owns several commercial real estate properties.

Jennifer Green-Wilson, PT, EdD, MBA  
Principal/Consultant  
Institute for Business Literacy & Leadership  
Session – #T24  
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Jennifer Green-Wilson, PT, EdD, MBA, is a principal of the Institute for Business Literacy & Leadership; formerly Director of the Institute for Leadership in Physical Therapy (LAMP) for HPA the Catalyst (APTA), as well as a member of the Private Practice Section (PPS) Education Committee. Recently serving as Director on the APTA Board of Directors, she speaks nationally and internationally on topics related to leadership, business literacy, and management in health care, was awarded a national research grant from HPA (2009) and HPA’s LAMP Lighter Leadership Award in February 2014. Dr. Green-Wilson works with several entry-level physical therapist programs & diverse health care organizations across the country, strengthening the development of practice management, business literacy, and leadership skills at entry-level and in contemporary practice. Dr. Green-Wilson holds an EdD in Executive Leadership from St. John Fisher College in Rochester, NY, an MBA degree from the Rochester Institute of Technology, and a BS degree in physical therapy from Queen’s University in Kingston, Ontario, Canada.

Maury Hayashida, PT, DPT, OCS, CSCS  
CEO/President  
Hayashida & Associates Physical Therapy  
Session – #F10  
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Western University of Health Sciences MPT, 1999 & DPT, 2001. Orthopedic and Sports Certified Specialist by APTPS. CSCS by NSCA. I have worked in the outpatient orthopedic/sports setting for my entire career. I launched my first company, Hayashida & Associates PT, in 2002 which now consists of 3 ortho/sports clinics and 9 PT’s in the Santa Barbara, CA. area. I am the founder of 6 other companies that span research, patient care, product design, corporate & residential wellness, telehealth and various niche markets. The mission of my entrepreneur- ship is the promotion of physical therapists as movement diagnostics in growing markets. My clinical interest is injury prediction/prevention through sensory-motor pattern diagnostics and manual therapy/exercise interventions. I have a beautiful wife and two children (12 and 9). When not working, I’m with them often hiking, stand-up paddle boarding/surfing.

Scott Hebert, DPT  
CEO  
Strive Labs, Inc  
Session – #T6  
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Scott Hebert is an outpatient physical therapist, software developer, and CEO/Co-Founder of Strive Labs, Inc. a Patient Relationship Management software company located in Boston, MA. Scott has been studying patient engagement in physical therapy since 2012, working both with private practices and large health insurers to examine its relationship to both patient outcomes and total cost of care. A board member of the Massachusetts Chapter of the APTA, Scott currently chairs a committee working to analyze the impact of physical therapy on the total cost of health care across various diagnosis groups.

Sandra Hilton, PT, DPT  
Co-Owner  
Entropy Physiotherapy and Wellness  
Session – #T19  
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Sandy Hilton graduated from Pacific University (Oregon) in 1988 with a Master of Science in Physical Therapy and a Doctor of Physical Therapy degree from Des Moines University in December 2013. She has worked in multiple settings across the US with neurologic and orthopaedic emphasis combining those with a focus in pelvic rehabilitation for pain and dysfunction since 1995. Sandy has taught health professionals internationally and local community education classes for returning to function following back and pelvic pain, and co-teaches Advanced Level courses on Pain Education and Treatment, Neurodynamics, and Male Pelvic Floor Evaluation and Treatment. Sandy’s clinical interest is chronic pain with a particular interest in
complex pelvic pain disorders for men and women. Sandy is also pursuing opportunities for collaboration in research into the clinical treatment of pelvic pain conditions. She has co-authored a book on pelvic pain, two chapters and clinical commentaries regarding the treatment of pelvic pain.

Mike Horsfield, PT, OCS, MBA
CEO
Rock Valley Physical Therapy
Session – #T18
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Mike received his Masters in Physical Therapy and his MBA from the University of Iowa. He is currently President and CEO of Rock Valley Physical Therapy and a founding member of PT1 and Midwest Therapy Network. He serves as an adjunct faculty member in the physical therapy programs at the University of Iowa, St. Ambrose University and Bradley University. Mike is currently on the PPS Educational Committee where he co-chairs the task force exploring the viability of adding a Mastermind Group to PPS.

Dawn-Marie Ickes, MPT
Director of Physical Therapy and Integrative Wellness
Ela Health
Session – #F4
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As the Director of Physical Therapy and Integrative Wellness for Ela Health, Dawn-Marie brings her passion for preventative medicine and experience in both traditional and non-traditional rehabilitation and fitness environments to expand Ela’s vision for the ultimate continuum of care for women. As one of the first pioneers in the greater Los Angeles area for blending integrative movement education and rehabilitation, she has experienced first-hand the transformations the physical therapy industry has gone through in the past 20 years. She is the founder of Evolve Integrative Wellness Physical Therapy and Pilates, specializing in Integrative Corrective Exercise, Performance/Dance Medicine and Women’s Health. She has been practicing physical therapy since 1996 and holds teaching positions at CSUN and MSMC Doctorate Physical Therapy programs. An active member of the APTA, BADMS, PMA and IDEA, she has authored numerous publications and presented internationally since 1996. Dawn-Marie has developed integrative wellness programming for fitness and health care professionals which bridge the gap between medical and movement science, creating opportunities for the ultimate continuum of care in any setting.

Neil Ihde, MA
Speaker
Life IQ
Session – #F1
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Neil Ihde is a speaker, lecturer, consultant and founder of Life IQ where he motivates groups and individuals to work, play, relate and live intelligently. He has worked with numerous managers, directors, corporate leaders, and teams to improve their personal and professional effectiveness. Neil’s list of Fortune 500 companies he has worked with includes Wal-Mart, Merrill Lynch, PepsiCo, and AT&T among others. Neil has also consulted internationally with clients from a dozen countries. Neil has over a decade of health care experience working with medical providers, executives, and administrators in his role as a Learning and Development Consultant at a large health system in La Crosse, WI. He is the co-author of the book “When Would Now Be a Good Time?” and was recently a personality consultant to Woman’s World magazine. Neil’s academic background includes a BA in Psychology, BA in Sociology and an MA in Counseling.

Heidi Jannenga, PT, DPT, ATC/L
Founder and COO
WebPT, Inc.
Session – #T13
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Heidi Jannenga is the founder and COO of WebPT, the leading electronic medical records solution for physical therapists. Since its official launch in 2008, WebPT has grown to over 200 employees and more than 42,000 customers. As a testament to this growth, WebPT has earned a spot on the Inc. 500 list of the nation’s fastest-growing companies for the past two years running, topping out at 231. In addition to speaking as an industry expert at numerous industry conferences, Heidi has participated as a panel speaker at many technology, entrepreneurship, and women’s leadership events. She also has established a women’s empowerment group—called PropelHer—for WebPT employees.

Karen Kemmis, PT, DPT, MS, GCS, CDE, CEEAA
Clinical Professor
SUNY Upstate Medical University
Session – #T14
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Dr. Kemmis, PT, DPT, MS, GCS, CDE, CEEAA, FAADTE is a Clinical Physical Therapist, Certified Diabetes Educator (CDE), and Adjunct Professor at SUNY Upstate Medical University in Syracuse, NY. She received her baccalaureate and Doctorate in Physical Therapy degrees from SUNY Upstate Medical University and her Master of Science in Exercise Physiology from Syracuse University. She was a member of the Section on Geriatrics Physical Therapists as Exercise Experts for the Aging Adult Task Force and served as co-chair of the Section’s Certified Exercise Experts for Aging Adults (CEEAA) program. She serves on the American Association of Diabetes Educators (AADE) Board of Directors, currently as Treasurer, and is a resource for the National Osteoporosis Foundation. She has practiced for over 30 years with a focus on diabetes, osteoporosis, musculoskeletal disorders, and balance dysfunction; has given over 100 presentations; and has published works on osteoporosis, diabetes and the aging musculoskeletal system.

Iris Kimberg, PT, OTR
CEO
NYTherapyguide
Session – #T3
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Iris Kimberg, PT, OTR has worked in the non-clinical aspect of therapy for 35 years. She transformed a one person solo practice into a multimillion dollar rehabilitation agency that she later sold to a public entity. After 9/11 she formed a fund, The Downtown Therapists Assistance Project, to aid the 14 PT and OT practices located by Ground Zero. She launched NYTherapy Guide, a web site dedicated to the growth, viability and success of therapists in the private sector. Iris now shares her expertise through workshops, seminars and private consultations. She is on the faculty of the DPT and OT programs at Columbia University, and has taught at Touro College and Long Island University. She was a featured business columnist for the OT ADVANCE, a featured writer for IMPACT magazine, and was a panelist at the March 6, 2005 symposium The Crisis in Reimbursement held at the NYU Department of Occupational Therapy.

Ryan Klepps, DPT
VP of Customer Development
Strive Labs, Inc
Session – #T6
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Ryan Klepps, DPT is a physical therapist and Co-founder of Strive Labs, Inc. a patient relationship management software company located in Boston, MA. As a board member of the Massachusetts chapter of the APTA, Ryan has worked to overhaul the chapter’s new member recruitment and existing member retention processes.

Patti Kocich, PT
President
Physical Therapy Care
Session – #T14
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Patti earned her BS in Physical Therapy in 1979 from the University of Texas Medical Branch in Galveston, Texas. She opened her first clinic in Fort Bend County in 1983, playing an integral role in the recovery of her patients at the same location for twenty years. In 2003, she opened the doors to her new clinic, Physical Therapy Care & Aquatic Rehab of Fort Bend, focusing on the need for patients to have the ability to choose their own health care professionals to suit their needs.

Lisa Krefft, OTR/L
Sr. Director On-Site Services
WorkWell
Session – #F11
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Lisa Krefft, OTR/L, Sr Director of On-Site Services for NextImage Medical/WorkWell, manages the WorkWell Onsite Services Division and the providers who perform On-Site Services for WorkWell’s employer customers, National Fortune 500 and 1000 compa-
ries. Ms. Krefft is involved in all phases of On-Site Services from sales, implementation, provider training, customer and provider relations to ongoing metrics reporting. She brings over 20 years of experience as an Occupational Therapist working On-Site with employers in varied industries including large municipalities, food service, technology, manufacturing and package delivery.

**Alpha Lillstrom, JD, MA**  
**Lobbyist**  
**Connolly Strategies & Initiatives**  
**Session – F5**  
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Alpha Lillstrom is a registered federal lobbyist working with Connolly Strategies & Initiatives which has been retained by PPS. An attorney by training, she provides guidance to companies, non-profit organizations, and political campaigns. For six years, she served as Senior Policy Advisor and Counsel for Health, Judiciary, and Education issues for Senator Jon Tester (Montana) advising and contributing to the development of the Affordable Care Act, as well as working on issues of election law, privacy, government transparency and accountability. Alpha has also directed Voter Protection efforts for Senators Bob Casey, Al Franken, Russ Feingold and Mark Begich. She was Senator Franken’s Policy Director during his first campaign and was hand-picked to be the Recount Director for his eventual 312-vote win in 2009.

**Allen Ling, MPT, OCS**  
**CEO**  
**Physical Therapy Innovations**  
**Session – #F2**  
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Allen has been in private practice PT since 1989 in California, and manages 4 locations in the East Bay of the San Francisco Bay Area. He operates Physical Therapy Innovations, and also owns and manages residential and commercial real estate properties with a small construction and building maintenance company. He only recently cut back to part time patient care after 25 years but continues to mentor students and staff. He wants to share his successes and challenges with other private practitioners so that they can have a smoother path to success and retirement.

**John Lockard, PT, OCS**  
**Chair**  
**PPS Government Affairs Committee**  
**Session – #T23**  
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John Lockard, PT, OCS, Owner of Northwest Physical Therapy, Philadelphia, PA, and Chair of the PPS Government Affairs Committee. John was the APTA’s 2013 Federal Government Affairs Leadership Award recipient for his work with Rep. Allyson Schwartz (D-PA) on initiatives to move toward comprehensive reforms of Medicare payment and delivery systems. The award honors APTA members who make signifi-

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ic contributions to APTA's federal initiatives. John has written articles for PPS Impact magazine and continues to contribute his knowledge of fund raising and advocacy with his colleagues.

Diane McCutcheon, Consultant
President
Diane McCutcheon Business Management Consulting Services, Inc.
Session – #A2, #T7
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President & owner of DM Business Management Consulting Services and Account Matters. Established in 1997 DBMCS focuses on improving your current condition so you can reach your full potential. Diane has successfully provided coaching, teambuilding, HR management and other programs that result in overall efficient operations and management. Account Matters is a PT/OT billing and collection company.

Marilyn Moffat, PT, DPT, PhD, DSc, GCS, CSCS
Professor, Practice Owner
New York University
Session – #F14
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Dr. Marilyn Moffat, a national and international leader, is a practitioner, teacher, consultant, and author. Her PT certificate and PhD degree are from NYU. She is a Full Professor at NYU and privately practices in NY specializing in aging patients with musculoskeletal and cardiovascular/pulmonary disorders. She is Immediate Past-President of WCPT and coordinated development of international guidelines for PT education and standards of practice. She has given over 800 professional presentations and has taught and provided consultation services worldwide. Dr. Moffat was President of the APTA and NY Physical Therapy Association. She established the APTA Section on Geriatric’s Certification Program for Physical Therapists as Exercise Experts for Aging Adults and served as its first co-chair for four years. She authored two lay books — APTA’s Book of Body Maintenance and Repair and Age-Defying Fitness - and edited a 4 book series - Musculoskeletal Essentials, Cardiovascular/ Pulmonary Essentials, Neuromuscular Essentials, and Integumentary Essentials for clinicians and students.

Al Moreau III, PT, MPT
Owner, President
Moreau Physical Therapy
Session – #F11
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Al C. Moreau III, PT, MPT is president and CEO of Moreau Physical Therapy with 8 private outpatient locations and 6 contracted management and therapy service sites including hospitals and industrial sites in Louisiana. He is also serving his second three year term on the Louisiana Physical Therapy Board on an appointment from Governor Bobby Jindal and has been elected as the Chairman of the Board. Al works directly with industry including local municipalities, industrial sites and other businesses to ensure they are hiring workers with the physical ability to perform safely and to keep workers healthy and at work.

Bridget Morehouse, PT, MBA
PPS Payment Policy Chairperson
ATI Physical Therapy
Session – #W1
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Ms. Morehouse chairs the PPS Payment Policy committee and is Vice President of Payer Relations at ATI Physical Therapy. At ATI, she oversees the managed care contracts companywide, and maintains ongoing relationships with major payers like Blue Cross Blue Shield, Aetna, United Health Care, Humana and Cigna. In addition, she oversees the negotiation process and contract implementation, assuring accurate reimbursement following contract execution. In addition, Ms. Morehouse is the current chairperson of the APTA Private Practice Section Payment Policy committee. She leads the committee in assuring that the section is informed of current and upcoming payment policy changes. In addition, she works with the committee to provide resources for private practices to manage changing payment policy. She regularly presents for APTA on reimbursement and payment policy changes, and has several published articles addressing payment issues.

Stephanie Nard, BSBA
Session – #A3
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Stephanie has over 20 years’ experience in the physical therapy field. She holds a Bachelor’s degree, Cum Laude, in Business Administration/Accounting, from Troy University. As Director of Operations, Stephanie oversees the Corporate and Billing Offices, clinic front desks, as well as provider enrollment functions of a private PT practice. Previously served on Medicare Part B POE Committee.

Sandra Norby, PT
Owner/Physical Therapist
HomeTown Physical Therapy, LLC
Session – #T24
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Sandra Norby, PT, MPT, AT is the owner of HomeTown Physical Therapy, LLC, an MSO management company that serves 5 clinics in which Sandra and her husband, Kim have 100% ownership in three of them and 50% ownership in the other two. Sandra is a Director on the Private Practice Section (PPS) Board of Directors and is the board liaison to the Payment Policy Committee and the Administrators Council of PPS. Sandra is a member of the Public Policy and Advocacy Committee for APTA, and a Delegate to the House of Delegates for the Iowa Chapter. Sandra is active in her Chapter, Section and National Key Contact programs and advocacy and has been awarded the 2015 Charles Harker, Esq, Award for Physical Therapy Policy from HPA the Catalyst. Sandra speaks on the state and national on topics related to payment policy, compliance and Health IT integration into private practice physical therapy. Sandra has a passion for women in business and mentoring. She is currently pursuing her DPT at the University of Montana. She received her MPT at the University of Iowa and is licensed in both Iowa and California.

Heidi Ojha, PT, DPT, OCS, FAAMPT
Assistant Professor
Temple University
Session – #T11
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Heidi Ojha, PT, DPT, OCS, FAAMPT, has been a Clinical Assistant Professor at Temple University, Philadelphia, PA since 2008. At Temple, she teaches in the DPT, transitional DPT, and Orthopaedic Residency programs. She has published various articles on primary care physical therapy in peer-reviewed journals and has received grants from the American Physical Therapy Association (APTA) to fund this research. She serves on the OCC healthworker’s comp advocacy task force, and the APTA Residency and Fellowship Credentialing Committee. She has recently received funds to conduct a blinded randomized controlled trial to study the effectiveness of direct access physical therapists compared with physicians in managing musculoskeletal conditions with workers comp and non-work related injuries.

Kathleen Picard, PT
Owner
Picard Consulting LLC
Session – #F5
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Kathleen Picard is a graduate of the University of Wisconsin-Madison Program in Physical Therapy. Her clinical practice experience includes acute care, long term care, home care, and private practice sports and orthopedics. Currently she has an independent consulting practice, providing support and assistance to physical therapists in the areas of payment policy and practice management. She is also an affiliate faculty member at the University of MN Program in Physical Therapy where she teaches business administration, health care policy, coding, reimbursement and ethics. Kathleen has served in many roles within the APTA and currently chairs MNPTA’s State Government Affairs Committee and is a member of the Government Affairs Committee for PPS, serving as the Key Contact Task Force chair. She is an appointed representative for the physical therapy profession in advisory roles to Medicare, MN Medicaid, and the AMA’s CPT Editorial Panel.

Ed Ramsey, PT, DPT
Chair
PPS Annual Conference Program Work Group
Session – #T21
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Ed Ramsey, PT, DPT has been a practicing PT since 1991 and a member of APTA since a student in 1986 and PPS since 1997, serving on various elected and appointed positions with APTA and with PPS where
he is now finishing his term as the chair of the PPS Annual Conference Program Work Group. Ed is the owner of Ramsey Rehabilitation, Inc. which has multiple out-patient PT clinics in Massachusetts. Ed consults and speaks on clinic development and leadership.

Steve Ryland, PT, DPT  
President  
Beachside Physical Therapy  
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Dr. Ryland’s background in physical therapy began in acute care. Following this he pursued experience in sub-acute rehabilitation, outpatient orthopedics and home health care. He formed his private practice in January of 2002. His practice focuses on high-quality, hands on functional outcomes and a rapid return to previous function including high level sports activities. Steve now has five clinics has recently expanded to provide preventative maintenance services for high level athletes. Steve educates his clients with a heavy emphasis on nutrition.

Janet M Shelley PT, DPT  
CEO  
Medical Billing Center (MBC)  
Session – #W1  
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MBC specializes in billing for outpatient therapy. Janet co-founded MBC in 2001 following the sale of a large regional private practice that she was instrumental in growing to 13 practice locations employing over 100 employees. While in private practice, Janet participated in oversight and management of independent therapy offices, hospital joint ventures and facility management contracts. She is past President of the South Carolina Chapter, APTA and currently serves on both State and National Payment Policy Committees. Clinically Janet has worked in hospital settings, home health and finally ownership in private practice. These varied experiences lend to the innate understanding of the challenges and opportunities before facilities and private practices.

John Sievers, MHP, MHA  
VP, Physical Therapy Business Development  
Nuettara  
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John Sievers is vice president of Physical Therapy Business Development at Nuettara. Sievers is responsible for various aspects of business development, including development of new facilities, expansion of existing practices and re-syndication of ownership structures. He has more than 20 years of experience in health care operations, planning and strategic development. Sievers holds a Master’s degree in Public Health and Healthcare Administration from the University of Missouri.

Gwen Simons, Esq., PT, OCS, FAAOMPT  
Attorney  
Simons & Associates Law, P.A.  
Session – #T10  
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Gwen Simons, Esq., PT, OCS, FAAOMPT is a lawyer at Simons & Associates Law in South Portland, ME. Prior to becoming a lawyer, she was a private practice PT in Louisville, KY. Gwen has represented private practitioners in contract negotiations/disputes with payers, including Aetna, CIGNA, United Health Care, Anthem BC/BS and numerous workers compensation “repricers” (aka “silent PPOs”), and currently represents several physical therapist plaintiffs in the BCBS antitrust class action lawsuit. In 2013, she drafted legislation in Maine to protect providers from silent PPO arrangements (Public Law 399) and is currently advocating to pass a “Right to Shop” bill in Maine (LD 1305) that will help out-of-network providers compete. Gwen is the Past President of the Kentucky and Maine Chapters, APTA. She teaches a legal issues course in the EIM Executive Management Program and Health Policy and Legislation in the t-DPT program at the University of New England.

Weston Smith, PT, DPT, OCS  
Regional Manager  
Rancho Physical Therapy  
Session – #T20  
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Dr. Smith graduated in 1996 from Loma Linda University with an A.S. from the Physical Therapist Assistant program. He earned a B.S. in Health Sciences in 1998 and completed a Progressive Master’s in Physical Therapy from Loma Linda University in 2000. He graduated from the Post-Professional Doctorate of Physical Therapy Program at Loma Linda University in March 2002. Dr. Smith is a Diplomate of the American Board of Physical Therapy Specialties and has been Board Certified as an Orthopedic Clinical Specialist since 2003. He is a specialist in the treatment of orthopedic and sports injuries, with an emphasis on the throwing athlete. He is a Credentialed Clinical Instructor through the American Physical Therapy Association. Dr. Smith is the Director of Clinical Services for Rancho Physical Therapy’s Murrieta location, and a Regional Manager for the Central Region.

Scott Spradling, Cert Admin  
President  
Washington State Physical Therapy Managers Assoc.  
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Scott Spradling is a US Air Force Veteran with over 29 years of experience in both the clinical and administrative settings of health care. Scott is the Administrator of Movement Systems Physical Therapy in Seattle Washington and is also the President of the Washington State Physical Therapy Managers Association. He serves on the Administrators Council and the Editorial Board of IMPACT Magazine for PPS-APTA.

Lynn Steffes, PT, DPT  
Administrators Certificate Program  
APTA-PPS  
Session – #A1  
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Lynn Steffes, PT, DPT is President/Consultant of Steffes & Associates, a rehabilitation consulting service. She provides consultative services to rehab providers nation-wide. She has enabled countless providers to achieve optimum success in the delivery of high quality, cost-effective care to their patients/clients by offering assistance with:

- Marketing and program development
- Customer Service initiatives and patient alumni programs
- Training and staff development in the referral and payer relations process
- Optimal reimbursement and documentation strategies

Dr. Steffes is a 1981 graduate of Northwestern University and completed her Transitional DPT in December of 2010. She served as a Network Administrator for a group of 50+ private practice clinics where her primary responsibilities include marketing, payer and provider relations and contract management. In addition Dr. Steffes is active in her profession on the Nominating Committee for the Private Practice Section of APTA, and the Wisconsin Chapter of APTA, serving as the Chapter’s Reimbursement Specialist.

Carol Stillman, PT, MSPT  
President  
Sutton Place Physical Therapy  
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Carol founded Sutton Place Physical Therapy in 1998. She earned a Bachelor of Science degree in physical therapy from Ithaca College and a Master of Science degree from the University of Southern California. She has served as director of physical therapy at Doctors Memorial and Charter Peachford Hospitals in Atlanta. She has been a speaker for the American Physical Therapy Association (APTA), the American Hospital
Greg Todd, PT, OCS, CSCS
Co-Owner
Renewal Rehabilitation
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Greg Todd is the co-owner of Renewal Rehabilitation in Wesley Chapel and Tampa, FL. He graduated from FIU in 2000 and has over 14 years of experience in outpatient physical therapy. Greg is a board certified orthopedic certified specialist through the APTA. Greg works as a consultant for professional tennis players on the ATP and WTA tour, and has been the physical therapist for Saddlebrook Tennis Resorts for the past 11 years. Greg is also an avid runner, and has completed four marathons, 6 half-marathons, and numerous 5K races. Greg serves an online fitness/wellness coach and has over 400 clients that he monitors primarily using social media. Greg has also serves as a freelance editor for Advance PT magazine for the past 4 years and reviews medical apps monthly that pertain to physical therapy and fitness.

Scott Waddell, CEO
PatientSites
Session – #T4
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Over the past 17 years, Scott Waddell has worked with both Fortune 500 brands such as TD Financial Group, HSBC and Microsoft as well as with Physical Therapy Clinic Owners around the world to maximize online marketing performance. Scott has built and sold businesses and successfully managed programs for hundreds of companies.

Paul Welk, PT, JD
Attorney
Tucker Arensberg, P.C.
Session – #A4
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Paul Welk, PT, JD is an attorney at Tucker Arensberg, P.C. in Pittsburgh, Pennsylvania. He focuses his legal practice in the areas of business and health care law and in this capacity frequently represents physical therapists, rehabilitation providers, and professional organizations. Paul is a lobbyist and legal counsel for the Pennsylvania Physical Therapy Association and provides legal services to the APTA and a number of its chapters on a variety of issues. He served as Chair of the APTA Committee on Risk Management and Member Benefits and is the founding author of The Legal Impact, a regular column in the APTA Private Practice Section’s Impact Magazine. Paul lectures regularly at professional association events, colleges, and universities and is a member of the Duquesne University School of Physical Therapy Advisory Board.

Deborah Winegard, Esq.
Attorney
Whatley Kallas, LLP
Session – #T10
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Deborah Winegard, Esq. is Of Counsel of Whatley Kallas, LLP in Atlanta. She represents physicians, medical societies, and ambulatory surgery centers and focuses her practice on antitrust, ERISA, and third party payer issues, including the representation of physicians in medical audits, contract issues and litigation. She is currently involved in the BCBS class action lawsuit on the behalf of many providers. She previously served as the General Counsel and Director of Third Party Payer Advocacy for the Medical Association of Georgia and as the Facilitator for the settlement agreements reached with Aetna, BCBS, Cigna, Health Net and Humana in the multidistrict health care litigation brought against these insurers to address their payment practices and other policies detrimental to providers. Ms. Winegard regularly speaks to provider groups on legal issues impacting their practices. She serves on the Board of Governors of LifeLink Foundation and chairs LifeLink’s Audit Committee.

John Woolf, PT, ATC
CEO
ProActive Physical Therapy
Session – #T15
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John Woolf, MS, PT, ATC is the managing partner of ProActive Physical Therapy in Tucson, AZ, a 5 clinic private practice with multiple partners. He is the former head athletic trainer and director of sports medicine at the University of Arizona where he worked with world class coaches who used specific methods to accomplish team success. Woolf is the Co-Director of the International Academy of Orthopedic Medicine-US and clinical faculty in the Department of Orthopedic Medicine and instructor in the University of Arizona Sports Medicine Fellowship Program and the nationally recognized Integrative Medicine Program.

Amy Wright, PT
Chief Clinical Officer
Optum
Session – #T9
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Amy Wright is a licensed physical therapist and Chief Clinical Officer at Optum. Amy joined Optum in 2007 and is responsible for oversight of physical medicine and rehabilitation clinical operations, utilization management, audit and accreditation, and payment integrity programs. Amy is leading initiatives focused on the development of Affordable Care Act compliance, PT/OC payment reform, total episode impact analysis, and PT as autonomous primary spine provider. Prior to Optum, Amy worked as Director of Rehabilitation for a regional mid-Atlantic health plan as well as a practicing PT at Johns Hopkins Hospital.

Paul Wright, BAppSc
Physio Professor Pty Ltd
Session – #F12
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Paul Wright is living proof the “Ultimate Health Business Lifestyle” is possible. At one stage he owned 6 successful Get Active Physiotherapy clinics in Australia, yet still spent more time at home than with his wife preferred, deep sea fishing, enjoying the annual sports carnival, and visited his clinics for only a few hours each week. While doing this he did not even live in the same city as 5 of his clinics! Since selling his health businesses - for excellent returns - Paul now prefers spending even more time with his family and friends, at the beach, or at home working on his latest projects – including the “One Minute Practice” online health business management dashboard , his “PhysioProfessor.com” – technical education portal - and sharing his hard earned health business knowledge at seminars, conventions and online presentations. Paul’s “12 Steps to a Great Health Business in ONLY 42 Days” presentation – shows you exactly how he was able to operate his clinics remotely and still enjoy a great income – so don’t miss this incredible opportunity to see how your health business can give you more life – instead of taking it away.

Connie Ziccarelli, BA
Chair
PPS Administrators Council
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Connie Ziccarelli is the Co-Founder, Principal and Chief Operations Officer of Rehab Management Solutions (RMS), where she owns and manages private physical and occupational therapy practices every day. With more than 25 years of health care management experience, Connie oversees all aspects of customer service, accounts receivable and patient advocate management for a national network of outpatient, private practice clinics. She holds a strong expertise in billing and reimbursement, CPT coding, documentation strategies, and corporate compliance. Connie currently serves as the Chairperson of the Private Practice Section’s Administrators Council and was past Administrators Council Liaison to the Private Practice Section Annual Conference Program Work Group. Through proven operations and systems, Connie offers physical therapists and occupational therapists the peace of mind to practice their skills while enjoying the revenue of their work.
Thank You to the PPS Key Contacts!

The Private Practice Section would like to say THANK YOU to the more than 140 members who have volunteered to be a Key Contact. These members establish valuable relationships with their legislators to increase awareness of the key issues facing physical therapist-owned businesses and their patients. In serving as a Key Contact, they develop relationships and contacts with congressional leaders, network with colleagues and others in the private practice arena, use their creativity to benefit physical therapist-owned businesses, and enhance their ability to navigate the health care environment to support their business success.

If you are interested in becoming a PPS Key Contact or learning more about the program, please visit the PPS website at www.ppsapta.org or speak to PPS staff at the PPS Booth during Exhibit Hall hours.
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<td>ZrMed</td>
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While you’re in the Exhibit Hall, look around for the **PPS Industry Partners**. All are prominently identified. Ask them why they chose to support PPS and YOU through this new program. Record at least **10 partners** on your Scavenger Hunt Card (found in your Registration Bag). Write the name of the company, at least one product or service they provide, and collect a signature from that Partner. Bring your completed Scavenger Hunt Card to the registration desk by **10:00 am Saturday** to be eligible for a random drawing for a **COMPLIMENTARY registration to the 2016 PPS Annual Conference** in Las Vegas, Nevada. Don’t forget to put your name on your scavenger hunt card!
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<th>Booth</th>
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<th>Contact</th>
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<td><strong>HydroWorx International Inc.</strong></td>
<td>73583</td>
<td>1420 Stoneridge Drive, Middletown, PA 17057 USA</td>
<td>Rob Miller, 717-902-1923</td>
<td>hydroworx.com</td>
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<td><strong>IHomeExcersiseProgram</strong></td>
<td>905</td>
<td>PO Box 681233, Franklin, TN 37608 USA</td>
<td>Lee Kafer, 817-618-3178</td>
<td>i-HEP.com</td>
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<td><strong>Institute of Advanced Musculoskeletal Treatments</strong></td>
<td>843</td>
<td>6214 N 24th Street, Tacoma, WA 98406 USA</td>
<td>Jessica Hopkins, 615-550-8999</td>
<td>iamt.org</td>
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<tr>
<td><strong>International Academy of Orthopedic Medicine</strong></td>
<td>827</td>
<td>PO Box 65179, Tucson, AZ 85728 USA</td>
<td>Andrea Cameron, 866-426-6101</td>
<td>iom-us.com</td>
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<td><strong>Joint Active Systems, Inc.</strong></td>
<td>926</td>
<td>PO Box 1367, Effingham, IL 62401 USA</td>
<td>Julie Zacha, 217-342-3412 x413</td>
<td>jointactivesystems.com</td>
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<tr>
<td><strong>Keiser Corporation</strong></td>
<td>309</td>
<td>2470 S Cherry Avenue, Fresno, CA 93706 USA</td>
<td>Katie Giannetta, 559-256-8000</td>
<td>keiser.com</td>
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<tr>
<td><strong>Key Functional Assessments Network</strong></td>
<td>706</td>
<td>300 Carlsbad Village Drive, Suite 108A-331, Carlsbad, CA 92008 USA</td>
<td>Glenda L. Key, 800-333-3539</td>
<td>keymethod.com</td>
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<td><strong>Kio Inc.</strong></td>
<td>804</td>
<td>2920 Marketplace Drive, Madison, WI 53719 USA</td>
<td>Mike Maglior, 608-467-4612</td>
<td>kio.com</td>
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<tr>
<td><strong>Kinetacore</strong></td>
<td>804</td>
<td>PO Box 563, Brighton, CO 80601 USA</td>
<td>Jaclyn Alkhatib, 877-573-7036</td>
<td>kinetacore.com</td>
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<tr>
<td><strong>Klm Labs</strong></td>
<td>202</td>
<td>28280 Alta Vista Avenue, Valencia, CA 91355 USA</td>
<td>Scott Marshall, 800-556-3668</td>
<td>kinmlabs.com</td>
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CareConnections is an Outcome Optimization System for rehabilitation services. It is used by practitioners; therapy provider networks, health plans, employers, and benefit management companies to optimize the value of each patient’s episode of care using outcome data and clinical practice guidelines as part of a platform of automated care management.

THERAPEUTIC ASSOCIATES/CARECONNECTIONS
7100 Fort Dent Way, Suite 220, Seattle, WA 98188 USA
taiweb.com
Contact: Jeanine Gunn, 206-241-8488

CareConnections is an Outcome Optimization System for rehabilitation services. It is used by practitioners; therapy provider networks, health plans, employers, and benefit management companies to optimize the value of each patient’s episode of care using outcome data and clinical practice guidelines as part of a platform of automated care management.

TOTAL GYM
7755 Arjons Drive, San Diego, CA 92126 USA
totalgym.com
Contact: Scott Lord, 858-586-6080

Total Gym® is the world’s leading privately-held manufacturer of functional and bodyweight training equipment. Founded in 1974, the San Diego-based company’s Total Gym equipment is used in 14,000 facilities worldwide. Total Gym continues to lead the industry with innovative functional training products like the new Jump Trainer®trade;, PowerTower® and Gravity® cash-based fitness program.

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towelhub.com
Contact: LINDSY WESTBROOK, 800-670-2368

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therassist.com
Contact: Nelson Aviles, 800-596-3646

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turbopt.com
Contact: Jeff Davis, 800-628-8980

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<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>UE RANGER (REHAB INNOVATIONS)</td>
<td>Booth 921</td>
</tr>
<tr>
<td>8727 Ames Avenue, Omaha, NE 68134 USA</td>
<td>ueranger.com</td>
</tr>
<tr>
<td>Contact: Dan Miller, PT MS, 402-210-8406</td>
<td>The UE Ranger - bridging movement science within clinical realities • Acute Post-Op Care: replaces pendulums, natural pain relief, atrophy avoidance of the rotator cuff • Neuromuscular Re-education: graded motor recovery - dynamic force couple and essential strength • Therapeutic Exercise: replaces rigid bars and pulleys, resolving compensatory patterns of scapular hiking into coordinated movement patterns</td>
</tr>
<tr>
<td>Discover more at <a href="http://www.ueranger.com">www.ueranger.com</a></td>
<td></td>
</tr>
<tr>
<td>UNITED MEDICAL GYM, INC</td>
<td>Booth 106</td>
</tr>
<tr>
<td>9 Winslow Road, New Gloucester, ME 04260 USA</td>
<td>umedgy.com</td>
</tr>
<tr>
<td>Contact: Jacyln Chadbourne, 207-653-9022</td>
<td>Trying to integrate medical fitness into your practice? We offer a variety of options for you to broaden your customer base and increase your profits. From technology, consulting, or full facility integration we offer the right level of guidance to fit your needs and budget. FMI <a href="http://www.umedgy.com">www.umedgy.com</a></td>
</tr>
<tr>
<td>VGM ADVANTAGE/PT 1 INSURANCE SOLUTIONS</td>
<td>Booths 110108</td>
</tr>
<tr>
<td>PO Box 2817, Waterloo, IA 50704 USA</td>
<td>vgmadvantage.com</td>
</tr>
<tr>
<td>Contact: Matt Hughes, 319-626-2400</td>
<td>VGM Advantage provides access to a complete portfolio of industry-specific offerings designed to help Therapy Practices grow, diversely, save money and stay compliant. Offerings include a nationwide referral network, referral targeting solutions, web design, print and online marketing services, insurance solutions, equipment financing, group purchasing, audit consulting and continuing education.</td>
</tr>
<tr>
<td>VINITIAL, LLC</td>
<td>Booth 419</td>
</tr>
<tr>
<td>1167 President Street, Apt. 1B, Brooklyn, NY 11225 USA</td>
<td>vinitial.com</td>
</tr>
<tr>
<td>Contact: Dave Kittle, 856-905-6594</td>
<td>Vinitial is patient-provider texting without exchanging cell phone numbers. It’s a WhatsApp for health care. Vinitial is an iPhone, iPad, Android, and web-based application for fast and easy communication between visits and after discharge. Building immediate rapport and relationships while providing the best consumer experience has never been easier.</td>
</tr>
<tr>
<td>VIONIC GROUP VASYLI MEDICAL</td>
<td>Booths 904/906</td>
</tr>
<tr>
<td>4040 Civic Center Drive, San Rafael, CA 94903 USA</td>
<td>vasylmedical.com</td>
</tr>
<tr>
<td>Contact: Nina Alderete, 888-882-7954</td>
<td>Vionic Group &amp; Vasyli Medical is one of the leading global makers of consumer and medical footwear and orthotics.</td>
</tr>
<tr>
<td>WEBPT</td>
<td>Booths 6206/18616813912</td>
</tr>
<tr>
<td>625 5th Street, Phoenix, AZ 85004 USA</td>
<td>webpt.com</td>
</tr>
<tr>
<td>Contact: Heidi Jannenga, 866-221-1870</td>
<td>With more than 51,000 members and 8,000 clinics, WebPT is the leading electronic medical record (EMR) for physical, occupational and speech therapists. This compliant, web-based solution allows therapists to document, schedule and bill anywhere, anytime. Based in Phoenix, WebPT boasts 99.9-percent uptime and 99.5-percent customer retention.</td>
</tr>
<tr>
<td>WOODWAY USA</td>
<td>Booth 901</td>
</tr>
<tr>
<td>W229 N591 Foster Court, Waukesha, WI 53186 USA</td>
<td>woodway.com</td>
</tr>
<tr>
<td>Contact: Mark Milligan, 262-548-6235</td>
<td>WOODWAY is the manufacturer of the world’s finest treadmill, specializing in high end, custom designed and hand built treadmills for fitness training, rehabilitation, and human performance. As a company we have been at the forefront of testing and training technology for over 40 years.</td>
</tr>
<tr>
<td>WORKSTEPS, INC.</td>
<td>Booth 729</td>
</tr>
<tr>
<td>3019 Alvin Devane Boulevard, Suite 150, Austin, TX 78741 USA</td>
<td>worksteps.com</td>
</tr>
<tr>
<td>Contact: Chris Jennings, 512-617-4100 x205</td>
<td>WorkSTEPS is the largest provider of standardized, pre/post-offer, fit-for-duty, FCE and upper quadrant/carpal tunnel tests through their national network. The system was developed to meet a critical need of employers for a medically safe, legally compliant/defensible, and scientific means of matching a worker’s functional capabilities with the essential functions of the job. These tests are delivered to thousands of employers nationwide.</td>
</tr>
<tr>
<td>WORKWELL</td>
<td>Booth 306</td>
</tr>
<tr>
<td>11 E. Superior Street, Suite 410, Duluth, MN 55802 USA</td>
<td>workwell.com</td>
</tr>
<tr>
<td>Contact: Barb Herke-Smith, 866-997-9675</td>
<td>Training in WorkWell’s evidenced based solutions for matching workers and work allows you to provide leading edge prevention, early intervention and return to work services. Providers receive unparalleled support, web based software tools and core business opportunities with FCE, PWS and WorkRT referrals, now including physical and occupational treatment referrals under WorkWell Prevention and Care. Become a “Certified” WorkWell Quality Provider and grow your business.</td>
</tr>
<tr>
<td>WORLD WIDE MEDICAL SERVICES, INC</td>
<td>Booth 127</td>
</tr>
<tr>
<td>8508 Benjamin Road, Suite D, Tampa, FL 33634 USA</td>
<td>wwmsi.com</td>
</tr>
<tr>
<td>Contact: Adam Bond, 813-454-2964</td>
<td>World Wide Medical Services, Inc. provides the clinician notable control of their patient’s acuity and chronic pain by using state-of-the-art, electrotherapy devices. We also offer Braces, Orthotics, and traction devices. Our comprehensive FDA approved collection of devices and our dedicated professional services, ensures peace of mind for our clients and patients. World Wide Medical’s program was designed to create harmony between your patient’s quality of life and their medical needs.</td>
</tr>
<tr>
<td>ZIRMED</td>
<td>Booth 910</td>
</tr>
<tr>
<td>888 W Market Street, Louisville, KY 40202 USA</td>
<td>Zirmed.com</td>
</tr>
<tr>
<td>Contact: Richard Stearns, 502-657-5505</td>
<td>As the nation’s only company delivering comprehensive cloud-based end-to-end business and clinical performance management solutions to meet the challenges of managing population health and optimizing fee-for-service and fee-for-value reimbursements, Zirmed delivers technology and client support that have received awards from KLAS®eg, Healthcare Informatics, Best of SaaS Showplace (BoSS), and Black Book Rankings. To discover how we’re improving the business and process of health care—and how much our solutions can do for your organizationvisit <a href="http://www.Zirmed.com">www.Zirmed.com</a>.</td>
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</tbody>
</table>
The PPS annual conference qualifies for 1.85 CEUs (18.5 contact hours/CCUs). Annual Conference attendees wishing to receive CEUs/Contact Hours/CCUs for sessions they attend will be able to do so ONLINE.

Complete your online conference session survey evaluations and receive your CEUs/Contact Hours/CCUs certificate upon completion. You may also wait until you return home to complete your conference session survey evaluations. Once you’ve completed the surveys you can print your CEUs/Contact Hours/CCUs certificate.

A survey will be released and available for each conference day through the conference app and personalized emails.

**WEDNESDAY, NOVEMBER 11, 2015**

<table>
<thead>
<tr>
<th>Administrators Certificate Program</th>
<th>CEUs</th>
<th>Contact Hours/CCUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 pm – 2:30 pm A1 – Marketing &amp; Customer Service (Module 1 of 6)</td>
<td>0.2</td>
<td>2.0</td>
</tr>
<tr>
<td>2:45 pm – 4:45 pm A2 – Human Resources (Module 2 of 6)</td>
<td>0.2</td>
<td>2.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pre-Conference Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 pm – 4:30 pm W1 – Payment and Reimbursement Update for Private Practices</td>
</tr>
<tr>
<td>12:40 pm – 4:30 pm W2 – Physical Therapy Practice and Business Competencies Required to Be Effective Providers in Lifestyle Medicine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General Session</th>
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<tbody>
<tr>
<td>5:00 pm – 8:00 pm W3 – Opening Keynote with Awards Presentation and President’s Reception</td>
</tr>
</tbody>
</table>

**THURSDAY, NOVEMBER 12, 2015**

<table>
<thead>
<tr>
<th>Administrators Certificate Program</th>
<th>CEUs</th>
<th>Contact Hours/CCUs</th>
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</thead>
<tbody>
<tr>
<td>10:45 am – 12:15 pm A3 – Business Operations (Module 3 of 6)</td>
<td>0.15</td>
<td>1.5</td>
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<tr>
<td>1:30 pm – 4:00 pm A4 – Legal Compliance (Module 4 of 6)</td>
<td>0.25</td>
<td>2.5</td>
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<table>
<thead>
<tr>
<th>Concurrent Educational Sessions</th>
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</thead>
<tbody>
<tr>
<td>10:45 am – 12:15 pm The New Health Age: The Future of Physical Therapy in America</td>
</tr>
<tr>
<td>10:45 am – 12:15 pm Navigating Transitions from Mergers and Acquisitions to Exit Strategies</td>
</tr>
<tr>
<td>10:45 am – 12:15 pm MoneyBall Marketing: How to Measure and Improve Marketing ROI</td>
</tr>
<tr>
<td>10:45 am – 12:15 pm Physical Therapists: The Hidden Key to Revenue Cycle Management</td>
</tr>
<tr>
<td>10:45 am – 12:15 pm Subscription Economy? Learn How to Accelerate Growth, Maximize Cash and Increase the Value of Your Business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concurrent Educational Sessions</th>
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</thead>
<tbody>
<tr>
<td>2:30 pm – 4:00 pm What’s Your Purple Cow(s)?</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm Implementing an Administrative Power Center (APC) in Your Practice</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm What Do All Best Practices Have in Common? Successful Staff Management, Staff Leadership and Staff Incentive Programs</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm Inspector and Hospital/ACO Anticompetitive Alliances: A Review of Recent Legal Cases and How They Might Affect Your Practice</td>
</tr>
<tr>
<td>2:30 pm – 4:00 pm Why Aren’t Patients with Musculoskeletal Pain Reaching Physical Therapists?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Moderated Networking Discussions</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 pm – 6:30 pm Adding Revenue Sources through Clinical Retailing for Home Exercise Program Compliance and Cash-based Services</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm The Fountain of Youth: How Millennial Employees can Revitalize Your Practice</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm Motivating Your Team: Implementing an Incentive Compensation System for Your Team</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm Game Film as a Way to Improve Player and Team Performance</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm More from the Misfits: YOU Will Lead the MOVEment</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm Marketing and PR Strategies Utilizing the &quot;Lifestyle&quot; Tool</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm Innovation through Collaboration</td>
</tr>
<tr>
<td>Time</td>
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<tr>
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<tr>
<td>5:30 pm – 6:30 pm</td>
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<td>5:30 pm – 6:30 pm</td>
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<td>5:30 pm – 6:30 pm</td>
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</tbody>
</table>

**FRIDAY, NOVEMBER 13, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Concurrent Educational Sessions</th>
<th>CEUs</th>
<th>Contact Hours/CCUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am – 10:00 am</td>
<td>10 Mistakes Leaders Make...And How to Avoid Them!</td>
<td>0.1</td>
<td>1.0</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Owner Occupied Real Estate as a Model for Practice Finance and Retirement</td>
<td>0.1</td>
<td>1.0</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Facebook, LinkedIn and Twitter—Oh My! A Business Owner’s Rx for Managing Not-So-Social Media</td>
<td>0.1</td>
<td>1.0</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Don’t Let Your Floor Become an Open Door: Moving Beyond Kegels for Neuromuscular Pelvic Floor Re-education with VESy</td>
<td>0.1</td>
<td>1.0</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Build Your Political Muscle and Benefit from It!</td>
<td>0.1</td>
<td>1.0</td>
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</tbody>
</table>

**Administrators Certificate Program**

<table>
<thead>
<tr>
<th>Time</th>
<th>Concurrent Educational Sessions</th>
<th>CEUs</th>
<th>Contact Hours/CCUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 am – 11:30 am</td>
<td>A5 – Business &amp; Financial Management (Module 5 of 6)</td>
<td>0.2</td>
<td>2.0</td>
</tr>
</tbody>
</table>

**SATURDAY, NOVEMBER 14, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
<th>CEUs</th>
<th>Contact Hours/CCUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 11:30 am</td>
<td>S1 – Closing Plenary and Networking Breakfast and Incoming Board Swearing In</td>
<td>0.1</td>
<td>1.0</td>
</tr>
</tbody>
</table>

**TOTAL**

1.85 18.5
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Private Practice Section | 1055 N Fairfax St, Suite 204 | Alexandria, VA 22314

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>CONFERENCES REGISTRANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRE-CONFERENCE WORKSHOPS</td>
<td>Onsite Price</td>
</tr>
<tr>
<td>Payment and Reimbursement Update for Private Practices; Physical Therapy Practice and Business Competencies Required to Be Effective Providers in Lifestyle Medicine</td>
<td>$200</td>
</tr>
<tr>
<td>FULL CONFERENCE</td>
<td>$300</td>
</tr>
<tr>
<td>Package includes all recorded sessions except the above pre-conference workshops and Thursday evening moderated sessions.</td>
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</tr>
</tbody>
</table>

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Anaheim Convention Center

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Taking Your Practice to the Next Level, Day 1 & Day 2

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Lynn Steffes, PT, DPT
John Wallace, PT
Paul Welk, PT, JD
Robert Worth, PT, DPT, MS, ATC/L, OCS

Wednesday, February 17, 2016
Anaheim Convention Center

Transforming Society Through the Science of Embodied Creativity

Speaker: Matthew Taylor, PT, PhD

Anatomy of a Group Practice

Speaker: Mike Danford, PT, DPT, MTC, OCS

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