


PPS 2017 SCHEDULE-AT-A-GLANCE

HILTON CHICAGO | NOVEMBER 1-4

WEDNESDAY, NOVEMBER 1, 2017

Session ID Room

Administrators Certificate Program

12:30 pm – 2:30 pm  **Business Operations (Module 1 of 6)** A01 Marquette

2:45 pm – 4:45 pm  **Human Resources (Module 2 of 6)** A02 Marquette

Pre-Conference Workshops

1:00 pm – 5:00 pm Payment and Reimbursement Updates 2017 W01 Waldorf

1:00 pm – 5:00 pm Scalable Marketing Strategies for Success in Today's PT Practice Pre-Conference Workshop W02 Buckingham

1:00 pm – 5:00 pm Peer2Peer Class of 2016 Grand Traditions

1:00 pm – 5:00 pm Peer2Peer Class of 2017 Salon B

General Session

5:15 pm – 8:00 pm Opening Session with Awards Ceremony and President's Reception Grand Ballroom

THURSDAY, NOVEMBER 2, 2017

General Session

7:00 am – 7:30 am Networking Breakfast Normandie Lounge

7:30 am – 10:30 am Keynote, General Business Meeting, and Candidates' Speeches T00 Grand Ballroom

Concurrent Educational Sessions

10:45 am – 12:15 pm Expanding Your Practice's Digital Footprint: Implementing a Telehealth Component Within Your Patient Care Model T01 Grand Ballroom

10:45 am – 12:15 pm Dispelling the Most Common Physical Therapy Myths T02 Salon A-1


10:45 am – 12:15 pm Concussion Management: How to Start a Comprehensive Program for Your Practice T03 Salon A-2

10:45 am – 12:15 pm HIPAA Security for Physical Therapists: How to Decipher and Implement the Standards T04 Salon A-3

10:45 am – 12:15 pm Millennials and Management: Bridging the Gap T05 Salon A-5

Administrators Certificate Program

10:45 am – 12:45 pm  **Marketing (Module 3 of 6)** A03 Salon A-4

1:30 pm – 4:00 pm  **Legal Compliance (Module 4 of 6)** A04 Salon A-4

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THURSDAY, NOVEMBER 2, 2017 (continued)

12:30 pm – 6:00 pm	Exhibit Hall Open		Salon CD
12:30 pm – 2:30 pm	Lunch with Exhibitors and Vendor Presentations		Salon CD
Concurrent Educational Sessions			
2:30 pm – 4:00 pm	Automatic Success: Using the Rule of 8 for You and Your Staff	T06	Grand Ballroom
2:30 pm – 4:00 pm	Rules, Regulations, and Reviews: What Every Medicare Provider Must Know	T07	Salon A-1
2:30 pm – 4:00 pm	The PT Value Gap: If We Provide Such a Great Value, What Is the Problem?	T08	Salon A-2
2:30 pm – 4:00 pm	How to Build a Self-Governing Coaching Culture	T09	Salon A-3
2:30 pm – 4:00 pm	When Exceptional Service Becomes Your Marketing: Taking Cues from Disney	T10	Salon A-5
4:00 pm – 6:00 pm	Reception in Exhibit Hall		Salon CD

FRIDAY, NOVEMBER 3, 2017

Moderated Networking Discussions

8:00 am – 9:00 am	Marquette Project 2: The Second Round	MN01	McCormick
8:00 am – 9:00 am	Test Your Liability IQ: Top Reasons PT Practices Get Sued	MN02	Salon A-1
8:00 am – 9:00 am	Elevating the Profession: Permeating Medicine while Connecting with the Community	MN03	Room 4M
8:00 am – 9:00 am	Physical Therapy to Keep You Well: New Marketing Approach	MN04	Salon A-2
8:00 am – 9:00 am	How to Utilize Benchmarks and Data-Driven Marketing Plans to Grow Your Practice	MN05	Salon A-3
8:00 am – 9:00 am	Taking Treatment to the Digital Age: TeleRehab in 2017	MN06	Salon A-4
8:00 am – 9:00 am	PPS Peer2Peer Networks	MN07	Grand Traditions
8:00 am – 9:00 am	Political Engagement at Work: PPS Key Contacts Impact Federal Policy	MN08	Room 4P
8:00 am – 9:00 am	Administrators Certificate Graduates	MN09	Room 4L
8:00 am – 9:00 am	Strategies to Promote Your Practice: Introducing the Monthly Marketing Toolkit & Fit Factor	MN10	Salon A-5
9:00 am – 2:00 pm	Exhibit Hall Open		Salon CD
9:00 am – 10:00 am	Continental Breakfast in Exhibit Hall		Salon CD

PPS 2017 SCHEDULE-AT-A-GLANCE

FRIDAY, NOVEMBER 3, 2017 (continued)

Administrators Certificate Program

9:45 am – 11:45 am  **Business & Financial Management (Module 5 of 6)** Salon A-4

Concurrent Educational Sessions

10:15 am – 11:45 am Successful Growth Tactics of the Most Profitable Physical Therapy Practices F01 Grand Ballroom

10:15 am – 11:45 am Implementing an Administrative Power Center in Your Practice F02 Salon A-1

10:15 am – 11:45 am Interoperability: What Is it and Why Should Physical Therapists Care? F03 Salon A-5

10:15 am – 11:45 am Heard It Through the Grapevine? Fake News and Compliance Consequences F04 Salon A-3

10:15 am – 11:45 am The Strategic Approach to Social Media F05 Salon A-2

11:45 pm – 2:00 pm Lunch with Exhibitors and Vendor Presentations Salon CD

Concurrent Educational Sessions

2:00 pm – 3:30 pm Eat What You Kill: The Time for an Industry Change Is NOW F06 Grand Ballroom

2:00 pm – 3:30 pm Money Isn't Everything: Entrepreneurial Ways to Increase Employee Engagement F07 Salon A-1

2:00 pm – 3:30 pm Through the Eyes of the Acquirers F08 Salon A-2

2:00 pm – 3:30 pm Health Care Consumerism: How to Help Patients Make Better Decisions about Paying Out of Pocket for PT F09 Salon A-3

2:00 pm – 3:30 pm Direct-to-Employer PT: Building Supply and Demand F10 Salon A-5

Administrators Certificate Program

2:00 pm – 5:00 pm  **Billing & Coding (Module 6 of 6)** A06 Salon A-4

Concurrent Educational Sessions

3:45 pm – 5:15 pm VALUE 2017: Client Engagement, Client Retention, Client Satisfaction—GUARANTEED! F11 Grand Ballroom

3:45 pm – 5:15 pm The 80/20 Rule: Operations Planning to Drive Profit F12 Salon A-1

3:45 pm – 5:15 pm How to Deliver Corporate Wellness Programs: The Product, the Process, the Dollars F14 Salon A-3

3:45 pm – 5:15 pm It's in the "How": Sustained Competitive Advantage F15 Salon A-5

7:00 pm – 10:00 pm Closing Celebration: House of Blues Offsite

SATURDAY, NOVEMBER 4, 2017

General Session

8:00 am – 10:30 am Closing Breakfast with Keynote—How to Fascinate: From First Impressions to Lasting Value Grand Ballroom