

# CONTINUING EDUCATION CREDITS

## THE 2017 PPS ANNUAL CONFERENCE

QUALIFIES FOR A  
MAXIMUM OF 1.45  
CEUs (14.5 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.



## JOIN THE CONVERSATION

Follow the hashtag

**#PPS2017**

on Twitter to connect with colleagues, speakers, and exhibitors in the months leading up to the conference.



### WEDNESDAY, NOVEMBER 1, 2017

#### Administrators Certificate Program

		CEUs	Contact Hours/CCUs
12:30 pm – 2:30 pm	A01. Business Operations (Module 1 of 6)	0.2	2.0
2:45 pm – 4:45 pm	A02. Human Resources (Module 2 of 6)	0.2	2.0

#### Pre-Conference Workshops

1:00 pm – 5:00 pm	W01. Payment and Reimbursement Updates 2017	0.4	4.0
1:00 pm – 5:00 pm	W02. Scalable Marketing Strategies for Success in Today's PT Practice Pre-Conference Workshop	0.4	4.0

### THURSDAY, NOVEMBER 2, 2017

#### General Session

7:30 am – 10:30 am	T00. Keynote: The 5 Second Rule—Achieve Breakthrough Performance in Your Career & Life	0.1	1.0
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#### Concurrent Educational Sessions

10:45 am – 12:15 pm	T01. Expanding Your Practice's Digital Footprint: Implementing a Telehealth Component Within Your Patient Care Model	0.15	1.5
10:45 am – 12:15 pm	T02. Dispelling the Most Common Physical Therapy Myths	0.15	1.5
10:45 am – 12:15 pm	T03. Concussion Management: How to Start a Comprehensive Program for Your Practice	0.15	1.5
10:45 am – 12:15 pm	T04. HIPAA Security for Physical Therapists: How to Decipher and Implement the Standards	0.15	1.5
10:45 am – 12:15 pm	T05. Millennials and Management: Bridging the Gap	0.15	1.5

#### Administrators Certificate Program

10:45 am – 12:45 pm	A03. Marketing (Module 3 of 6)	0.2	2.0
1:30 pm – 4:00 pm	A04. Legal Compliance (Module 4 of 6)	0.25	2.5

#### Concurrent Educational Sessions

2:30 pm – 4:00 pm	T06. Automatic Success: Using the Rule of 8 for You and Your Staff	0.15	1.5
2:30 pm – 4:00 pm	T07. Rules, Regulations, and Reviews: What Every Medicare Provider Must Know	0.15	1.5
2:30 pm – 4:00 pm	T08. The PT Value Gap: If We Provide Such a Great Value, What Is the Problem?	0.15	1.5
2:30 pm – 4:00 pm	T09. How to Build a Self-Governing Coaching Culture	0.15	1.5
2:30 pm – 4:00 pm	T10. When Exceptional Service Becomes Your Marketing: Taking Cues from Disney	0.15	1.5

### FRIDAY, NOVEMBER 3, 2017

#### Moderated Networking Discussions

8:00 am – 9:00 am	MN01. Marquette Project 2: The Second Round	0	0
8:00 am – 9:00 am	MN02. Test Your Liability IQ: Top Reasons PT Practices Get Sued	0	0
8:00 am – 9:00 am	MN03. Elevating the Profession: Permeating Medicine while Connecting with the Community	0	0
8:00 am – 9:00 am	MN04. Physical Therapy to Keep You Well: New Marketing Approach	0	0
8:00 am – 9:00 am	MN05. How to Utilize Benchmarks and Data-Driven Marketing Plans to Grow Your Practice	0	0

## FRIDAY, NOVEMBER 3, 2017 (continued)

Moderated Networking Discussions (continued)		CEUs	Contact Hours/CCUs
8:00 am – 9:00 am	MN06. Taking Treatment to the Digital Age: TeleRehab in 2017	0	0
8:00 am – 9:00 am	MN07. PPS Peer2Peer Networks	0	0
8:00 am – 9:00 am	MN08. Political Engagement at Work: PPS Key Contacts Impact Federal Policy	0	0
8:00 am – 9:00 am	MN09. Administrators Certificate Graduates	0	0
8:00 am – 9:00 am	MN10. Strategies to Promote Your Practice: Introducing the Monthly Marketing Toolkit & Fit Factor	0	0

### Administrators Certificate Program

9:45 am – 11:45 am	A05. Business & Financial Management (Module 5)	0.2	2.0
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### Concurrent Educational Sessions

10:15 am – 11:45 am	F01. Successful Growth Tactics of the Most Profitable Physical Therapy Practices	0.15	1.5
10:15 am – 11:45 am	F02. Implementing an Administrative Power Center in Your Practice	0.15	1.5
10:15 am – 11:45 am	F03. Interoperability: What Is it and Why Should Physical Therapists Care?	0.15	1.5
10:15 am – 11:45 am	F04. Heard It Through the Grapevine? Fake News and Compliance Consequences	0.15	1.5
10:15 am – 11:45 am	F05. The Strategic Approach to Social Media	0.15	1.5

### Concurrent Educational Sessions

2:00 pm – 3:30 pm	F06. Eat What You Kill: The Time for an Industry Change Is NOW	0.15	1.5
2:00 pm – 3:30 pm	F07. Money Isn't Everything: Entrepreneurial Ways to Increase Employee Engagement	0.15	1.5
2:00 pm – 3:30 pm	F08. Through the Eyes of the Acquirers	0.15	1.5
2:00 pm – 3:30 pm	F09. Health Care Consumerism: How to Help Patients Make Better Decisions about Paying Out of Pocket for PT	0.15	1.5
2:00 pm – 3:30 pm	F10. Direct-to-Employer PT: Building Supply and Demand	0.15	1.5

### Administrators Certificate Program

2:00 pm – 5:00 pm	A06. Billing & Coding (Module 6)	0.2	2.0
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### Concurrent Educational Sessions

3:45 pm – 5:15 pm	F11. VALUE 2017: Client Engagement, Client Retention, Client Satisfaction—GUARANTEED!	0.15	1.5
3:45 pm – 5:15 pm	F12. The 80/20 Rule: Operations Planning to Drive Profit	0.15	1.5
3:45 pm – 5:15 pm	F14. How to Deliver Corporate Wellness Programs: The Product, the Process, the Dollars	0.15	1.5
3:45 pm – 5:15 pm	F15. It's in the "How:" Sustained Competitive Advantage	0.15	1.5

## 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	0.1	1.0
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<b>TOTAL</b>		<b>1.45</b>	<b>14.5</b>
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## STATE APPROVALS

PPS, an APTA Component, courses are accepted in all states plus the District of Columbia, as allowed by the type of course requirements in state regulations. A small number of states require PPS to seek pre-approval of courses. The approval codes for these states are below.

**CPTA** approval number: CPTAAP-12  
**OPTA** approval number: 17S5812  
**NJBPT** approval number: 1706-43  
**Texas** Physical Therapy Association: 2008027TX

This activity has been submitted to the following state boards for approval: MA, MD, OK, and RI.

This conference is certified by the Federation of State Boards of Physical Therapy (FSBPT) for a maximum of 29.0 contact hours/CCUs and accordingly accepted by the physical therapy regulatory boards/agencies in certain U.S. jurisdictions. FSBPT's ProCert certification is currently accepted by AK, AR, AZ, CA, CO, DC, DE, GA, HI, ID, IL, IN, KS, KY, MI, MO, MS, MT, NC, ND, NE, OR, PR, SC, TN, UT, VA, VT, WI, and WY.

