



2014 PPS Annual Conference & Exhibition
Education Programs and Activities Detailed Schedule
As of July 16, 2014

The PPS Annual Conference & Exhibition strives to provide the most current business management education available to Physical Therapists and their staff working in Private Practice business settings. Conference Speakers represent content experts in and outside of the industry. While some of the educational content comes from proprietary sources, all information provided to attendees is intended to be unbiased and non-promotional in all ways.

Tuesday, November 4

3:00 pm – 5:00 pm **Registration Open – Attendees and Exhibitors**

Wednesday, November 5

8:00 am – 8:00 pm **Registration Open – Attendees and Exhibitors**

12:30 pm – 4:30 pm **Pre-Conference Workshops**

Industrial Ergonomics: A Road Map for Success

CEU = 0.40

Intermediate

Numerous organizations dabble in the realm of industrial ergonomics yet relatively few practices make it a center-piece of their offerings. This presentation will introduce the concept of an 'Interventional Matrix' of controls that a PT organization can introduce into their marketplace. This program will lay out a systematic road map of the potential strategies, the sales cycle and deployment considerations. Fundamental to the process is an understanding of ergonomics, including the recognition of ergonomic risks and remediation. This program will provide the participants real world tools to quantify, prioritize and mediate risk. These control strategies include:

1. Essential Function Profiles / ADA
2. Pre-work Screening and Testing
3. Proactive ergonomics / Prevention / Wellness
4. Early Intervention / Employee Triage
5. Reactive Ergonomics
6. Recordable Injury Management – Change the Game
7. Return to Work Programs / Job Matching
8. Case Management Strategies

This presentation will review a current case study of a U.S. manufacturer utilizing this approach across 45 domestic facilities over the past 10 years. The program metrics demonstrate its effectiveness:

- 35% reduction in the Total Case Injury Rate
- 56% reduction in Lost Workday Case Rate
- 53% reduction in Work Comp Claims
- 81% reduction in Work Comp Costs

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

1. Describe the concept the "Interventional Matrix.
2. Describe how an integrated workplace strategy can grow a practice.
3. Describe workplace strategies within large organizations.

Drew Bossen, PT, MBA

Vice President
Atlas Ergonomics

Tony Silva, CPE

Director of Industrial Services
Atlas Ergonomics

Payment Update for Private Practices – *Complimentary for ONLY PPS Member Conference Registrants*
CEU = 0.40

Intermediate

This panelist formatted pre-conference session will provide an update on a variety of payment related issues for private practices from the payer perspective. Specifically, information from payers will be provided on recent issues that impact private practice payment. The session will begin with an update on Medicare payment policy and compliance changes. A presentation on payment advocacy for equal patient co-payments with an update on the latest trends in increasing patient liability will be provided next. The second half of the session will focus on PTs as providers as part of the Affordable Care Act and Accountable Care Organizations (ACO). The session will conclude with Q&A in which private practitioners are encouraged to raise questions to be addressed by the PPS Payment Policy Committee panelists.

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

1. Explain the difference between a participating and non-participating Medicare provider.
2. Describe Medicare's Mandatory Claims Filing, Mandatory Enrollment, and Medicare's regulations on accepting cash for Medicare services.
3. Develop a policy on Site Surveys relating to Medicare's Enrollment Integrity Program and Medicare's Practice Compliance.
4. Understand coverage for individuals covered under the Affordable Care Act (ACA)
5. Learn current enrollment patterns and mandated rehabilitation benefits for the ACA
6. Learn how the delivery of rehabilitation might change under the ACA
7. Become familiar with Accountable Care Organizations and PT involvement in both Federal and Private ACOs.
8. Understand the "State of the Union" on recently passed co-pay state legislation.
9. Identify strategies that have successfully worked in states where co-pay legislation changes have occurred.
10. Apply strategies to successfully advance co-pay legislative changes.

Mary Daulong, PT, CHC

Owner

Business & Clinical Management Services, Inc.

Richard Katz, PT, DPT, MA

President & CEO

Adient Health, Inc.

Holly Johnson, PT

Co-Owner

PT PROS

Elise Latawicz, PT, MPH

Sr. Practice Management Specialist

American Physical Therapy Association

Administrators Certificate Program - Coding and Billing (Module 1 of 6 for the Administrators Certificate Program Qualification) – *Complimentary for all Conference Registrants*

CEU = 0.40

Intermediate

Insurance companies are increasingly reviewing therapy claims to ensure that the therapy provided to the beneficiary was billed appropriately and met the payment guidelines of the insurance carrier. In addition, insurance carriers, specifically the Medicare program, continue to reduce payment while the cost of providing the therapy continues to rise. Additionally, the therapy cap, multiple procedure payment reduction policy, and Medicare G codes and the functional limitation reporting add work to the providers while reducing payment. Without a proper understanding of the above, practices and organizations may be leaving money on the table. This session will provide participants with information on ICD-10 and its application to outpatient therapy. If applicable, the course will teach participants the new outpatient therapy payment model. This course thoroughly reviews the Medicare Part B therapy cap, multiple procedure payment reduction policy and the Medicare G codes and functional limitation reporting.

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

1. Demonstrate a working knowledge of many of the operational requirements for running a private PT practice.
2. Describe two actions under each of the four responsibilities that will promote their practice.
3. Describe three strategies that drive customer service & WOM Marketing.

Rick Gawenda, PT

President

Gawenda Seminars & Consulting, Inc.

5:00 pm – 8:00 pm

Opening Keynote with Awards Presentation and President's Reception

Keynote Presentation – The Power of One: Discover Your Ability to Impact Profoundly

CEU = 0.10

John O'Leary

Bio Link: <http://www.risingabove.com/>

Journey with John O'Leary as he powerfully reveals how healthcare professionals can rediscover the passion for their career. Through emotional story-telling and great humor, John empowers audiences to carefully consider how they can author a legacy of significance. The three critical components include:

Personal Awareness: *Identify who I am, strengths and weaknesses, and roles I've accepted*

Clarity of Purpose: *Discover personal mission; then inspire others toward excellence*

Personal Mastery: *Freedom to choose the pathway which leads to significance*

These components are keys to how you relate with others, where you have growth opportunities, and what your absolute advantages are. How significant would your life be if you discovered passion and meaning in your life – and tapped into the resulting increase in energy, persistence and creativity? By utilizing lessons learned from surviving childhood burns, John O'Leary guides audiences around the world on an emotional, humorous, uplifting and results-oriented ride. John inspires you to look deeply within yourself, discover who you are, the talents you possess, the challenges you've endured, and your ability to grow through adversity. Through this program, you will be ignited with a life full of possibility you had not yet even imagined.

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

1. Describe how to reignite passion for a chosen career.
2. Define the difference between curing and healing patients.
3. Identify three areas to achieve greater personal growth.

Thursday, November 6

7:00 am – 6:00 pm

Registration Open – Attendees and Exhibitors

7:30 am - 10:30 am

Breakfast Keynote with General Business Meeting and Candidates Speeches

Keynote Presentation – The Art of Vision

CEU = 0.10

Erik Wahl

Bio Link: <http://theartofvision.com/>

Erik recently released his first book, *Unthink: Rediscover Your Creative Genius*. As an internationally recognized graffiti artist, author and entrepreneur, Erik redefines the term “keynote speaker.” Pulling from his history as both a businessman and an artist, he has grown to become one of the most sought-after corporate speakers available today. Erik's on-stage painting seamlessly becomes a visual metaphor to the core of his message, encouraging organizations toward profitability through innovations and superior levels of performance. His list of clients includes AT&T, Disney, London School of Business, Microsoft, FedEx, Exxon Mobil, Ernst & Young, and XPrize; Erik has even been featured as a TED presenter. The responses received have been nothing short of incredible, with standing ovations to prove it.

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

1. Identify strategies to differentiate yourself from your competition.
2. List ways to embrace the changes.

10:45 am – 12:15 pm

Concurrent Sessions

Managing Your Business - From Front to Back End

CEU = 0.15

Advanced

Do you know the daily details of your business at all times? Do you know how much cash you take in, how many visits you do, the productivity of each employee, and the current accounts receivable total? Can you give these statistics on a daily, weekly, monthly, and annual basis? These tasks are critical to the survival of your business, and should not simply be left only in the hands of administrative staff. This presentation will review the importance of keeping office statistics on all levels, from the front desk operations to the annual financial analysis of the business. We will also review sample forms, spreadsheets and reporting methods that can easily be incorporated into your practice immediately. This presentation will also help you better prepare your business for a potential future sale, ensuring that you put into place the statistics and analysis that any future buyer would need to see. We will show you that you do not need to be a math genius, or spend hours to have these reports completed. Learn how to delegate the completion of these forms to appropriate staff as needed. Don't miss this presentation! We will show you how to understand your business faster and easier.

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

1. Develop forms and spreadsheets to track all types of payments received on a daily basis.
2. Evaluate statistical analysis of practice offices, including visits, collections, productivity, receivables, and more.
3. Analyze productivity for all staff, and learn how to use these results to determine hiring needs, or changes that are needed in existing staff schedules.

Lisa Mackell, PT, MPT

President

Theraplay, Inc.

Stacy Menz, PT, DPT, PCS

Owner

Starfish Therapies

A Collaborative Health Care Model Applied to Athletes

CEU = 0.15

Beginner

In a search for best practices, collaborative models of health care are being developed to improve the efficiency and effectiveness of health care. One2Four is a platform for the delivery of collaborative health care along the health care continuum that categorizes individuals along a range from total disability to ultimate performance. The right health care professional and interventions for a patient/client are determined based upon the level of the patient/client along the continuum. Athletes strive for the upper end of the continuum with goals of being the best player possible. To this end the One2Four health care team determines the level each player is and realistically can be along the continuum. A plan of care is established for the player to reach his/her goal level. Within the plan the most appropriate health care professionals and interventions are identified for both horizontal and vertical collaboration and integration of health care services for the player. This presentation describes how a private physical therapy practice using the One2Four platform worked with other health care professionals in the development and implementation of a Best Practice in the care of athletes.

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

1. Describe the 4 levels of the health care continuum as defined by One2Four.
2. Identify the appropriate functional level along the health care continuum for an age group athlete.
3. Design a rehabilitation program for a Low Level Two athlete with a goal of returning to Level Four sports participation.

F. Mark Amundson, PT, DPT, DSc, MA, SCS, ATC

Chief Clinical Officer

Twin Boro Physical Therapy

Strategic Alliances Needed To Deliver Wellness in Practice

CEU = 0.15

Intermediate

While wellness and prevention have received a great deal of attention with impending health care changes, wellness products that truly contribute to practice growth, both economically and professionally are rare. Physical Therapy academia remains behind the curve in wellness due to the inability to integrate the most important aspects of developing and delivering a wellness product, namely the business modeling, the professional relationship building, and the development and implementation steps, including negotiation with external constituents. Because these three aspects are an essential skill set for physical therapists in private practice, they offer the profession its best opportunity to take a lead in capturing a segment of the wellness market. This session will discuss the expansion from the usual horizon of an orthopedic based private practice to one that created strategic alliances between physical therapists, orthopedists, primary care practitioners, cardiologists, internal medicine specialists, and the essential ancillary services needed in order to deliver an economically and scientifically sound wellness product.

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

1. Describe need to develop the clinical definition of wellness in order to define the product for payers.
2. Recognize the professional and ancillary service lines that are necessary to be able to deliver the wellness product.
3. Analyze the need to assess the target audiences to deliver the wellness product with the greatest value proposition to the consumer.

Carl DeRosa, PT, PhD, FAPTA

CEO

DeRosa Physical Therapy

A Maven, a Salesman and a Connector Walk Into a Bar.....Conversations from Jason's Table

CEU = 0.15

Intermediate

Healthcare is in an upheaval and Physical Therapists are by definition, part of the conversation. However, whether measured by total healthcare spend, number of practicing professionals or even body areas we believe to be within our "domain", we are a very small part of the conversation. Yet, as clearly articulated in the "triple aim" there is a growing need to bring high value (better outcomes at lower cost) care to the masses (population health). At the same time, with growing evidence that "traditional medicine" may be as much a part of the problem as the solution (Preventable Medical Error may equate to the 3rd leading cause of death in the US: [J Patient Saf 2013;9: 122Y128]), there is a growing distrust of healthcare. Physical Therapy, with its roots in conservative care and its limitation on the use of expensive technologies and medications may, in this context, be well positioned to lead. However without integrated knowledge, a set of skills to sell it and the right relationships, we may never get the chance. Mike Eisenhart, Jerry Durham and Jason Richardson will lead a provocative and engaging session designed to challenge PPS members to not only think "outside the box" but to turn the box over and use it as a platform on which to build. Pulling from not only clinical evidence and expertise, but marketing and business expertise, the maven, salesman and connector will rock the boat, spew the passion and take attendees on a fast-paced, high-energy journey not only over the horizon, but perhaps off the cliff. Buckle Up.

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

1. Define the principles and concepts associated with PT-led collaborative models.
2. Recognize current opportunities and barriers associated with PT-led collaborative models.
3. Describe Physical Therapy's role in the practical application of population health.

Mike Eisenhart, PT

Managing Partner

Pro-Activity Associates

Jerry Durham, PT
Principal
San Francisco Sport & Spine

Jason Richardson, PT, DPT, OCS, COMT
VP, Clinical Operations
Results Physiotherapy

17 Ways to Move Away from the Physician Referral Trap
CEU = 0.15

Beginner

There is no denying that the Affordable Care Act has changed the way PT practices get new patients. And, PT practice owners are playing a dangerous game if they rely solely on physician referrals as their sales and marketing strategy. In this 90 minute session the speakers will give attendees the tools to give them independence and a plan to increase patient visit rates, without referrals. Attendees will learn:

1. The single most important element in winning new patients (*Hint: It's not your ability to provide good PT*).
2. Why great prospecting is a more valuable talent than offering unique treatments and price.
3. The right number of prospect patients and decision-makers you should market to for maximum results.
4. How to use your website to better market your practice (and the mistakes most make!).

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

1. Describe the value of strategic partners.
2. Recognize your core business.
3. Identify ways to build the right patient profile.

Korena Wilson
Vice President
Epic PR Group

Jenna Gregory-Sperry
Account Manager
Epic PR Group

10:45 am - 12:15 pm

Administrators Certificate Program - Business Operations (Module 2 of 6 for the Administrators Certificate Program Qualification)

CEU = 0.15

Beginner

The Business Operations session will provide an overview of key areas necessary to ensure efficient and effective operations for a PT practice. Topics to be discussed will include account receivables, account payables, cash management, provider enrollment, certifications, and SWOT analysis.

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

1. Demonstrate a working knowledge of many of the operational requirements for running a private PT practice.
2. Analyze business operations of a PT practice.
3. Identify areas of possible exposure or need for modification.

Stephanie Nard, BS, BA
Speaker

12:30 pm – 6:00 pm

Exhibit Hall Open

12:30 pm – 2:30 pm

Lunch with Exhibitors and Vendor Presentations

1:30 pm – 4:00 pm

Administrators Certificate Program - Legal Compliance (Module 3 of 6 for the Administrators Certificate Program Qualification)

CEU = 0.25

Intermediate

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 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 (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 addressed in a manner that supports an environment of compliance.

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

1. Demonstrate general understanding of HIPAA privacy and security rules.
2. Demonstrate general understanding of HIPAA Omnibus Rule.
3. Demonstrate general understanding of the concept of fraud and abuse.

Paul Welk, PT, JD

Attorney

Tucker Arensberg, P.C.

2:30 pm - 4:00 pm

Concurrent Sessions

Successful Practices of Successful Practices

CEU = 0.15

Intermediate

The business literature and best selling business books and periodicals are chock filled with hundreds of nuggets of best practices, habits, and how-to's for successful businesses. Many of these have applicability to PT owned private physical therapy practices and some are completely irrelevant. What are the best practices or systems for a successful PT owned business? We conducted qualitative analysis of successful PT owned private practices to ascertain what business practices are consistent between them. We defined a successful practice as one that has been in practice for at least 5 years, minimum of \$1 million in collections, whose margin has exceeded public company PT practices over 80% of the time and who have documented this success through a PT benchmark study. In most cases, the companies were multi-site locations limited to one or a few geographies. Does each practice write a business plan or define their strategic objectives? Do they budget yearly? Do they have marketing reps? Come join us for an insightful analysis of the successful practices of successful practices! We believe this to be the first of its kind for PPS.

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

1. Describe best practices vs. benchmarking and their relevance to physical therapy clinics.
2. Recognize a working definition for "successful PT practice."
3. Identify at least 5 practices that successful PT practices have in common.

Laurence N Benz, PT, DPT, MBA, OCS, MAPP

President

PT Development

Using Technology in Marketing Your Practice

CEU = 0.15

Beginner

Improve the patient experience, leverage word of mouth marketing and create raving fans by using technology tools, including (real) online scheduling, efficient & patient centered web design, and social media applications to engage and retain patients.

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

1. Recognize benefits of leveraged word of mouth marketing and creating raving fans.
2. Describe what real online scheduling is and what free tools are available.
3. Identify key components of web design and social media tools to improve patient conversion and retention.

Sturdy McKee, PT, MPT

CEO

San Francisco Sport and Spine Physical Therapy

The Future of Value Based Spine Care: A Shared Perspective from an Insurance Medical Director, a Chiropractor and a Physical Therapist

CEU = 0.15

Intermediate

We will discuss the process, challenges, and perspectives needed to implement an Integrated Practice Unit (IPU - as outlined by Michael Porter and Thomas Lee in HBR - "The Strategy that Will Fix Healthcare"). We will look at how this model leverages the most recent research on treatment, health policy and the objectives of healthcare reform. The goal of our version of the IPU model is to elevate PT's and DC's to Primary Spine Practitioners (PSP's) creating a level playing field where quality providers can differentiate themselves in the healthcare reform process. We will explore why the silo approach to care and management of costs has failed and why busting the silo mentality is critical to future success.

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

1. Explore the IPU model and how it addresses the current silo structures.
2. Explain the key considerations that Medical Directors and payers have to consider or struggle with in recognizing and paying for value.
3. Examine the perspective and challenges of PT's and DC's in this model and in the future of spine/musculoskeletal care.

Jeff Hathaway, PT, DPT

Partner

Therapy Partners Inc.

Brian Justice, DC

Associate Medical Director, Excellus BC/BS

Medical Director, Pathway Development and Spine Care, Lifetime Health

Employer Prevention Services: Development of the Business Model

CEU = 0.15

Intermediate

In a time of shrinking payment, clinics are looking for opportunities for cash-based revenue. Working directly with employers to provide prevention services is one way of achieving that end. However, in order to succeed, owners and clinicians must know which businesses to target and the appropriate executives within the organization that must be convinced that prevention services can benefit their organization. Owners and clinicians must understand the issues facing these individuals and how to address their needs and concerns. The marketing and selling of prevention services for employers is significantly different from marketing and selling clinical services to physicians. Often a return on investment must be calculated in order to convince employers that prevention services will be cost-effective. ADA, EEOC, HIPAA and state workers compensation regulations must be considered as these services are delivered. Pricing for consultation, pre-hire screens, job analysis, and education classes is typically different from the traditional insurance payment model. This presentation will focus on the business aspects of marketing and selling prevention services to employers. We will discuss how each local market can be assessed to determine opportunity. Regulatory and compliance issues that owners and clinicians need to understand will also be covered.

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

1. Understand criteria for identifying viable employer clients.
2. Develop a marketing and selling strategy to target local employer opportunities.
3. Define the regulatory and compliance issues surrounding provision of prevention services.

Deborah Lechner, PT, MS

President

ErgoScience, Inc.

Dan Mills, PT
President
Performance Rehab Clinics

Now That I am on an EMR, What do I Need to Watch For?

CEU = 0.15

Intermediate

Many practice owners and managers believe once they make the transition to an electronic medical record application, all documentation and paperwork compliance problems go away. It could not be further from the truth. Requests for treatment notes are up and the number of entities reviewing medical records in the Medicare program have increased with a resultant rise in treatment record reviews and audits. Many commercial payers have also increased review and recovery efforts. Self-audit of paper-based records focus on whether all the required documents are present. In EMRs, legibility of records makes it much easier for reviewers to focus on note content opening the door to quality of documentation problems rarely seen in the paper-based world. This course is designed to train practice owners and managers new methods to review and self-audit the electronic clinical documentation of their therapists, what red flag errors to look for and how to prevent adverse findings when medical records are reviewed.

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

1. Recognize the essential "red flags" payers identify in inadequate electronic documentation.
2. Discuss how the functionality and click-to-add note building features in EMR applications are abused by therapists.
3. Develop a self-audit system to assure that medical necessity of treatment is established in the medical record.

John Wallace, PT, MS

CEO
BMS Practice Solutions

4:00 pm – 6:00 pm

Reception with Exhibitors

Friday, November 7

7:30 am – 5:00 pm

Registration Open – Attendees and Exhibitors

8:00 am – 9:30 am

Continental Breakfast

8:30 am - 9:30 am

FOCUS Friday - Moderated Networking Discussion Groups

Establishing A Pediatric Private Practice Setting

CEU = 0.10

Intermediate

This course, presented by an established pediatric practice owner and new practice owner, will explore how to effectively establish and manage a pediatric private practice. Traditional and alternative business models will be evaluated and critiqued based upon the primary objectives of the business owner. An analysis of the key components of a successful pediatric private practice will be followed by a discussion of strategies used to implement them. Key components include marketing, client management and alternative treatment strategies, management of referral base, reimbursement, managing business contracts, as well as risk management. Learning will transpire through lecture, case reports, and group problem solving. New, established, and prospective practice owners will have an opportunity to discuss, in small groups, the unique challenges posed by pediatric private practice before presenting these issues to the speakers and group for problem solving and ultimately, solutions.

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

1. Identify ways to effectively establish a successful pediatric private practice and distinguish the unique rules and regulations specific to pediatric practice.

2. Articulate key concepts related to effective staffing, marketing, and expansion of a pediatric private practice.
3. Evaluate methods used to enhance reimbursement and remain profitable.

Cindy Miles, PT, PhD, PCS

Owner Pediatric Private Practice
Cindy Miles & Associates

Allison Yocum, PT, DSc, PCS

Owner
Waypoint

Grow your Practice with Exceptional Interns & Residents

CEU = 0.10

Intermediate

The population of patients served in most private practices is rapidly changing to a greater number of older adults with multiple medical problems, complex neurological disorders, chronic pain, and increasing specialization areas such as vestibular and pelvic floor. This complex environment requires a greater expectation for clinical performance during a time of declining payment. Typical DPT student clinical experiences are of short duration, which incurs significant direct and indirect costs for the private practitioner. The net effect is an inconsistent quality in clinical education and few incentives for our best private practices to provide clinical education for students. Academic programs have begun maximizing patient care and clinical education opportunities by lengthening their clinical experiences and assigning multiple students to the same practice. This structure provides clinical faculty with the time and resources to deliver high quality clinical teaching in a model that is economically viable to the practice. Further, newer graduates can be recruited into a residency model, which helps attract the best talent to grow your practice in a similar economically efficient model. The purpose of this presentation is to share some innovative approaches and strategic partnerships that exist between educational programs and private practices to enhance student learning, recruit the best therapists, increase clinic productivity, enhance culture, and optimize patient outcomes.

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

1. Recognize benefits of long term interns and residents in your practice.
2. Describe a unique model of clinical education which incorporates a coordinated, collaborative extended internship.
3. Discuss the clinical benefits of an internship & residency model from the private practice and business perspectives.

Timothy Flynn, PT, PhD, OCS, FAAOMPT

Owner
Colorado Physical Therapy Specialists

John Childs, PT, PhD, MBA, OCS, FAAOMPT

CEO
Evidence in Motion

Health and Wellness: Future of Physical Therapy

CEU = 0.10

Advanced

The 44th McMillan Lecturer, Roger M. Nelson, PT, PhD, FAPTA, described a new vision for physical therapists with a focus on prevention and wellness. This vision, for the past 8 years, has evolved it into a company that allows physical therapists to be the gate keepers of care through direct access and without the need for private insurance to provide exceptional care. Many physical therapist are fearful of the future and their relevance. You will learn how to flourish in the future and become more relevant.

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

1. Recognize the potential of being a physical therapist free of insurance restrictions.
2. Identify options to deliver physical therapy care.
3. Explain other opportunities and delivery methods without utilizing insurance.

Rudy Haberzettl, PT, MSPT, CEES

CEO

Proactive Solutions, Inc.

Confronting Poor Productivity: Setting Standards

CEU = 0.10

Intermediate

Many private practice owners deal with employees who are not performing to the degree they would like. They instinctively know they are paying for a job not well done but what to do is a problem. What makes it difficult to address, is that owners do not know what many of their employees do or are supposed to do. Confronting productivity brings on thoughts of “what happens if they quit” so many lower their standards and ignore the big picture. Holding employees accountable for their responsibilities is necessary in a growing organization. An effective leader recognizes that future opportunities are there for everyone to share through the power of strong performances. We will discuss how to set standards that will make it easier for you and your employees to measure their performance and how it will positively affect the entire organization.

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

1. Attendees will learn how facing employee productivity adds value to their business.
2. Attendees will learn that facing their fears in confronting employees with poor productivity will improve their bottom line.
3. Attendees will be able to address employees firmly and positively.

Diane McCutcheon

President

DM Business Management Consulting Services, Inc.

Stacey Fitzsimmons

Director

Account Matters

Alternative Succession Plans/Ownership Models: Employee Stock Ownership Plan (ESOP) vs. Co-Op

CEU = 0.10

Advanced

Explore Employee Stock Ownership Plan (ESOP) vs. Co-Ops as viable business models for sustainability within the physical therapy discipline. During this time of uncertainty with insurance payments and healthcare legislation, it is vital that we develop alternative business models for the future. This session will provide a general overview of two employee ownership models.

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

1. Compare ESOP vs. Co-Ops business models.
2. Discuss challenges with transitioning employees into owners.
3. Describe topics that current owners need to discuss with employees to determine if employee ownership is an option.

Steven Gough, PT, DPT, OCS

CEO

Allegheny Chesapeake Physical Therapy

Deborah Harris, PT, RD, CLT-LANA

Owner/Site Manager

PT 360, Inc.

Expand Your Private Practice Through Performance Enhancement Programming

CEU = 0.10

Intermediate

Physical therapists in private practice are looking for alternative sources of income aside from traditional insurance-based payment. The boom in youth sports and endurance sports provides a niche for PTs to offer performance enhancement and injury prevention services. Today's athletes and weekend-warriors are performing sports year-round; parents are paying a premium to support their child's on-field performance, as well as prevent injury. Sports enhancement programs can also lead to rehabilitation referrals for traditional insurance payment. This presentation will describe the development and operation of a physical therapist-led sports enhancement program. Participants will learn how to identify opportunities in their community, develop a sports enhancement and training program, market to the community, and manage daily operations.

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

1. Describe factors contributing to popularity in sports performance enhancement.
2. Identify components of sports performance program for physical therapists.
3. Discuss development, marketing and management considerations.

Phil Page, PT, PhD, ATC, CSCS, FACSM

Director of Education & Research
Performance Health

Andre Labbe, PT, MOMT

Owner
Total Package Performance LLC

House Calls – Not So Much an Alternative

CEU = 0.10

Beginner

Healthcare reform has closed doors and yet has opened many others presenting an abundance of opportunities for those who can effectively pivot. Reform is focused on prevention, outcomes, value and patient satisfaction particularly on those populations who are high utilizers of resources; those with chronic conditions who are medically complex. Simultaneously, the quest to diversify our practice and identify alternative clinical and business models is often on the minds of many entrepreneurial Physical Therapists. Here lies opportunity, reform and an unmet want or need. House Calls provided under Medicare Part B to older adult populations who are medically complex have been rumored to be a viable option and are indeed so. However, a full understanding and commitment must be made to adopt a new clinical philosophy and approach in order to successfully manage this complex patient population as well as a carefully thought out strategic and financial plan. Through this presentation, the attendee will become familiarized with the House Call model under Medicare Part B, introduced to the clinical philosophy associated with this chosen community, and enlightened on the challenges that exist as it relates to navigations of the regulatory environment, health policy and practice compliance.

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

1. Define Medicare Part B policy changes related to the provision of interventions and documentation related to such care.
2. Define clinical considerations of patients who are medically complex with multiple chronic conditions.
3. Recognize the benefits of a house call business strategy.

Timothy Fox, PT, DPT, GCS, CCI

CEO & Founder
Fox Rehabilitation

Leadership Opportunities in PPS - From Getting Your Feet Wet to Making a Huge Splash

CEU = 0.10

Beginner

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:

1. Describe the opportunities available to volunteer with the a national association.
2. Identify resources to investigate these opportunities now and in the future.
3. List significant personal and professional benefits to volunteering.

Ed Ramsey, PT, DPT

Chair
PPS Nominating Committee

Administrators Certificate Graduates' Networking

CEU = 0.10

Intermediate

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:

1. Review Administrators Certificate program course materials and how it relates or not to current practices.
2. Define customer service strategies with payers and referral sources.
3. Discuss industry updates in regulations, business models, and upcoming challenges.

Connie Zicarelli, BA

Chair
PPS Administrator's Council

Meeting of the PPS Media Corp.

Intermediate

Meet the members of the PPS Media Corp. as they also meet each other. Their media contacts over the past several years has greatly contributed to the recognition of physical therapist-owned private practices. All PPS members are invited to discuss practice promotion and elevation of their practices visibility through marketing and PR.

Don Levine, PT, DPT, FAFS

Chair
PPS Marketing and PR Committee

Private Practice Special Interest Groups (PPS-SIG) Networking

Intermediate

Come share best practices and learn from others who are participating in state PPS-SIG's. Your state doesn't have a SIG but you are thinking of forming one? Learn from those that are making it work in their state. Learn about the resources PPS has to help you either form a SIG and connect with other SIG's.

Marilyn Swygert, PT, DPT, MHS

Co-Owner
Charleston Physical Therapy
Past Chair, PPS-SIG Task force

Meeting of the PPS Key Contacts

Intermediate

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.

John Lockard, PT, OCS
Chair
PPS Government Affairs Committee

8:30 am - 11:30 am

Administrators Certificate Program - Marketing (Module 4 of 6 for the Administrators Certificate Program Qualification)

CEU = 0.30

Intermediate

Practice Administrators are essential to practice growth & success. Building & re-targeting essential job roles and providing the tools needed enables your practices to grow even in challenging times!

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

1. Describe considerations of evolving healthcare consumers.
2. Describe two actions under each of the four responsibilities that will promote their practice.
3. Describe three strategies that drive customer service & word of mouth (WOM) marketing.

Lynn Steffes, PT, DPT
President/Consultant
Steffes & Associates Consulting Group, LLC

9:30 am - 3:00 pm

Exhibit Hall Open

10:00 am - 11:30 am

Concurrent Sessions

Autonomy in Private Practice

CEU = 0.15

Intermediate

In a time where many practice owners are forced to choose between niche and scale we have been able to develop two thriving physical therapy practices - one that is more of a traditional model and the other an out of network boutique practice. The keys to our success have been in precise operations, careful staff selection, mentoring, and core values that emphasize excellence, teamwork and compassion. Within this model is the opportunity for all staff therapists to practice with autonomy and become their own motivation to drive referrals.

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

1. Define differences in practice models and their advantages and disadvantages.
2. Discuss the value of an operations manual and staff training.
3. Describe performance based compensation and how this can motivate staff.

Blair Green, PT, MPT, OCS, CSCS
CEO, One on One Physical Therapy
VP, Back 2 Motion Physical Therapy

Karen Warren, PT, MPT, OCS, ATC, CSCS
CEO, One on One Physical Therapy
VP, Back 2 Motion Physical Therapy

Expand your Practice: Assist Employers with Return to Work and Injury Prevention Strategies

CEU = 0.15

Intermediate

Private practice physical therapists routinely see workers' compensation patients and others who are out of the workplace or on restricted duty due to their conditions. These patients present significant opportunities to develop new services and enhance existing ones. The key is developing relationships with employers. By offering services that help eliminate musculoskeletal injuries, expedite return to work, and support claims management, private practices can proactively help employers reduce their costs, while at the same time improving the practice's bottom line with revenue generated from cash based and workers compensation services.

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

1. Define strategies in building relationships with employers as patients are prepared for return to work.
2. Identify ways to glean information from patients to use in building these relationships and get the employer's attention and interest.
3. Identify methods for billing and payment for clinic based and onsite services.

Curt DeWeese, PT

COO

DSI Work Solutions

Ginnie Halling, PT

CEO

DSI Work Solutions

Why is the Rehabilitation Mergers & Acquisitions Market so Hot?—What to Say When A Buyer Calls

CEU = 0.15

Advanced

If you are a formidable rehabilitation company, you can expect to receive calls from acquirers looking to expand in your market. Whether or not you are considering a sale or partnership opportunity for your company, you must be ready for that inevitable call. As in life, in business you only have one chance to make a great first impression, so don't miss your chance! This session will give you the how's and why's of rehabilitation mergers & acquisitions (M & A) and prepare you to handle that buyer call.

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

1. Recognize basic M & A strategy of large rehabilitation acquirers.
2. Evaluate opportunities and threats of merger activity.
3. Identify your company's readiness for an exit strategy.

Thomas Carden, MBA

Senior Managing Director

Martin Healthcare Advisors

Outcomes = Income: Is Your Practice Making the Most of Healthcare's Alphabet Soup - P40, VBP, PQRS, FLR, ACOs and ACA?

CEU = 0.15

Intermediate

Measuring outcomes for private practitioners is no longer optional. Payment is increasingly being tied to outcomes, by both the federal government and private payers. So if you're not measuring outcomes now - and making good use of the data - you're leaving money on the table, or you will be soon. This presentation will:

1. Explain the healthcare industry and public policy trends (such as Pay for Outcomes [P40], Value-Based Purchasing [VBP] and Functional Limitation Reporting [FLR]) that are amplifying the role of patient outcomes in provider payment.
2. Deliver information and insights critical to the development of an action plan to measure outcomes and leverage your data with payers and other key audiences.
3. Provide examples of how private practitioners are using outcomes data to get more revenue and differentiate themselves in the marketplace.

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

1. Describe how public and private payers are moving to tying payment to outcomes data, and the role that outcomes measurement plays in maximizing reimbursement.
2. Identify options for measuring therapy outcomes in the private practice setting.
3. Develop a practice-specific action plan for collecting outcomes data and leveraging the data to maximize payment and enhance practice marketing.

Michael Weinper, PT, DPT, MPH

President

PTPN

Nancy Rothenberg, BS

Vice President

PTPN

Provider and Payer Collaboration: Shaping Prior Authorization and Benchmarking

CEU = 0.15

Advanced

Payers increasingly are pushing a model of PT payment based on a one sided definition of quality patient care (Utilization). PTs have the ability to either take a process of reimbursement dictated to them or rather shape the paradigm used to value the care we deliver. Through practice management strategies like, corporate treatment guidelines based on current evidence, measuring functional outcomes and comparing the change in outcomes to the cost of care, and proactive utilization management controls, PTs can create a more accurate definition of quality patient care. Both payers and providers must appreciate the other side's position and work together to create a useful compromise that promotes practice excellence and efficiency while controlling healthcare costs.

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

1. Describe the interaction between clinical decision making, outcomes reporting and analysis and payer QM/UM controls.
2. Define the value proposition of physical therapy treatments - the balance between utilization, costs and functional outcomes.
3. Justify the role of the PT in dictating the definition of quality patient care when benchmarking providers.

David Deppeler, PT, DPT, OCS, FAAOMPT

Director of Clinical Education

Therapeutic Associates Physical Therapy

Chris Hoekstra, PT, DPT, OCS, FAAOMPT

Director of Research

Therapeutic Associates Physical Therapy

Rich Katz

Director of Contracting and Business Development

Therapeutic Associates Physical Therapy

11:45 am – 2:00 pm

Lunch with Exhibitors and Vendor Presentations

2:00 pm – 3:00 pm

Dessert Reception with Exhibitors

3:00 pm - 5:00 pm

Concurrent Sessions

Telehealth Practice in Physical Therapy

CEU = 0.20

Beginner

This session will emphasize advances and opportunities in Telehealth technology use that can be integrated in physical therapy private practice across all settings - education, clinical practice, and research. Speakers with interest and expertise in a variety of areas of telehealth will present cutting edge applications of technology focusing on enhancing patient care in the digital age. Following an introduction to telehealth terminology, participants will be exposed to various telehealth services in local and international rehabilitation settings. The primary goal is to identify barriers and develop strategies for practical application of telehealth services for private practice. We aim to make this information both exciting and applicable along with a futuristic view of how technology will enhance physical therapy private practice.

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

1. Recognize benefits of common nomenclature for telehealth.
2. Evaluate and plan sessions of telehealth appropriate to your jurisdiction and practice setting.
3. Identify barriers and strategies to telehealth implementation in your jurisdiction and practice.

Alan Chong W. Lee, PT, PhD, DPT, CWS, GCS

Associate Professor
Mount St. Mary's College

Michael Billings, PT, MS, CEEAA

President
Infinity Rehab

**Protect What You Value... A "How To" Guide for Retaining Clientele, Business Secrets and Key Personnel
CEU = 0.20**

Intermediate

PPS section members include many successful business owners and operators who have worked long hours and many years to develop a practice and business - but still remain at risk of losing the very clients, competitive secrets and key personnel upon which they rely for their current and future success. In just two hours, PPS members can: (i) learn how to conduct a self-audit of their operations; (ii) identify where they are most at risk; and (iii) consider what options are available - and make the most sense - for their unique business operations. Whether large or small... located in the North, South, East or West... you've worked far too hard to let your success - based on systems you developed and clients you've served tirelessly - be stolen away when you least expect or can afford it. Please join Attorney Greg Grant for an eye-opening, interactive, and challenging session with private practice physical therapists who also wear the owner and/or manager's hat(s), as they search for each business's Achilles heel... and, more importantly, prescribe the proper exercises to strengthen and protect these businesses from career-ending injury.

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

1. Identify the areas for and how to conduct a self-audit of a physical therapy practice's most valued business assets.
2. Identify the most vulnerable assets, exposing greatest threats to retention of these assets and any other factors at play.
3. Identify options that best fit for a business operation and environment.

Gregory Grant, Esq., JD

Chair, Employment and Labor Law Practice
Shulman Rogers Gandal Pordy & Ecker, P.A.

Lean 2.0: Using 5S to Reduce Waste

CEU = 0.20

Beginner

In a follow up to the popular LEAN talk of the 2013 PPS Annual Conference, this course will offer specific and detailed tools for immediate digestion. Private practices need easy to implement, low cost tools that will help staff work smarter, improve work flow and improve productivity. All therapy clinics have areas of waste, but business owners and leaders typically don't stop to evaluate and recognize those wastes. The LEAN principles of 5S that have been used in manufacturing for years can help private practices easily identify wastes, evaluate clinic flow and put into place simple, low solutions for incremental improvements. LEAN is a problem solving approach for continuous daily improvements, and 5S is one of the LEAN tools that can be simple to implement but hugely impactful on daily operations. This session will focus on using the 5S principles of LEAN to improve clinic flow and productivity. Participants will learn the key elements and specific tools of 5S and will be able to implement immediately. Participants who did not attend the Lean Sessions at 2013 PPS Annual Conference can greatly benefit from this session without the precursor knowledge.

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

1. Demonstrate LEAN tools to observe clinic flow and recognize waste.
2. Define the components of 5S and how they can impact clinic flow.
3. Develop a plan for utilizing LEAN tools in the private practice setting.

Robbie Leonard, PT, MS

Vice President, Administration
Proaxis Therapy

Embracing Change: Key Factors That Will Influence Revenue Management

CEU = 0.20

Advanced

The healthcare landscape is ever-changing. Time equals money and finding ways to leverage our time through the reimbursement and collections processes to become more efficient and consistent while remaining compliant with 3rd party payor rules and regulations can be a daunting task. This course will offer physical therapist practice owners and advance practice administrator's education on the critical success factors to improve the overall health of a clinic's bottom line by taking an in-depth look at Reimbursement Management best practices. This advanced course will provide detailed information on an effective billing cycle, collection strategies, accounts receivable management, and turning denials into dollars, as well as offer insight on how the administrative team can create outreach and relationship-building opportunities with payors and patients using touch-points in the "Revenue Cycle" as a moment of truth.

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

1. Describe an effective reimbursement management model.
2. Recognize how to ease the Contracting & Credentialing processes & set the stage for an effective accounts receivable process.
3. List ways to enhance the accounts receivable process.

Connie Zicarelli, BA

PPS Administrator's Council Chair, Principal & COO
Rehab Management Solutions

What a Great Idea! Unlocking Your Innovative Smarts

CEU = 0.20

Intermediate

In today's increasingly competitive business environment, as well as in our hectic personal situations, it doesn't pay to be "stuck in a rut." We all have to come up with new solutions to new--AND old--challenges. But how do you learn to break old patterns? How do you learn to envision challenges as opportunities? How do you learn, in short, to "see things differently?" In this session, you'll quickly see how and why Bill is able to dig down far further than most typical speakers. This interactive and highly entertaining session will put you in touch with your own unique sense of innovation and creativity. Using the tools of professional comedy writers, you'll learn how to look at situations differently and see possibilities that remain hidden to others.

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

1. Recognize the one--and only--difference between creative and non-creative people.
2. Describe the creative process of thinking and what it actually feels like.
3. Describe how to ease friction within the team.

Bill Stainton

Speaker
Producing Results

3:00 pm - 5:00 pm

Administrators Certificate Program - Human Resources (Module 5 of 6 for the Administrators Certificate Program Qualification)

CEU = 0.20

Intermediate

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; 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:

1. Describe how to increase the knowledge of human resources essential roles to meet legal compliance requirements, resources for essential roles to meet legal compliance requirements.
2. Define training and development essentials to sustain high levels of productivity and to attract and retain a productive workforce.
3. Develop strong leadership and continually improve the culture and practice image by implementing systems of accountability.

Diane McCutcheon

President

DM Business Management Consulting Services, Inc.

7:00 pm - 10:00 pm



Final Event Reception/Dinner: Colorado Experience! – Complimentary to Conference Registrants. Guest Tickets on sale.

Saturday, November 8

7:30 am – 11:00 am

Registration Open – Attendees and Exhibitors

8:00 am - 10:15 am

Plenary Keynote with Networking Breakfast and Incoming Board of Directors Swearing In

Keynote Presentation – The 5 Best Decisions the Beatles Ever Made... and Why You Should Make Them Too!

CEU = 0.15

Bill Stainton

Bio Link: <http://billstainton.com/>

It's Show Time! Life is not a dress rehearsal; neither is business. How would your organization be different if everyone stopped making excuses and started producing better results in every area of their lives? Not "later," not "someday," but now! Because when it's show time, all that matters is results. And in your business, as well as in your life, every day is show time. Multiple Emmy Award-winning TV Executive Producer and Thought Leader Bill Stainton has discovered that whether you're producing an award-winning television show, an award-winning team, or an award-winning life, real results come down to three simple questions: What's the show? Who's the cast? Where's the script?

The 5 Best Decisions the Beatles Ever Made! What does a seriously award-winning team look like? What does it take to lead them? And, ultimately, what does it take for your team to really make it to the top? Why not find out—and have some fun along the way!—from one of the most successful teams ever? The Beatles were—and, even more than 40 years after they broke up, still are—the most commercially and critically successful band in history. So how did they do it? How can *you* do it? In this entertaining, energizing, and enlightening keynote, internationally-recognized Motivational Speaker and Thought Leader, Bill Stainton (who's been cited in *The Wall Street Journal*, among others) combines music, video, and hilarious audience interaction to help you take your own team to the "top of the charts!" (And it's got an ending that you and your attendees will not soon forget!)

8:00 am - 11:00 am

Administrators Certificate Program - Business & Financial Management (Module 6 of 6 for the Administrators Certificate Program Qualification)

CEU = 3.0

Beginner

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. The concepts contained in this section pertain to the understanding of basic financial operations and metrics found within private practice clinics, a prerequisite to the making of sound decisions.

Upon completion of the course, the participants should be able to:

1. Interpret common financial statements, including the balance sheet, income statement and statement of cash flows.
2. Analyze metrics used to manage the operations of a PT practice.
3. Evaluate a set of financial projections for PT practice.
4. Develop and manage a physical therapy practice budget.

Stephen Albanese, PT, DPT, CSCS

Co-Owner

Access Physical Therapy & Wellness

Shannon Albanese

Chief Operating Officer

Access Physical Therapy & Wellness

10:30 am – 11:30 am

Concurrent Sessions

Medical Identity Theft: Who Benefits, Who Loses

CEU = 0.10

Intermediate

Medical identity theft is a growing threat in the nefarious world of identity theft. Although it is not as well-known as financial identity theft, the impact of medical identity theft is long-lasting and life-threatening. With only one arrest made in every 700 cases, medical identity theft costs consumers and businesses nearly \$60 billion each year. Do you know who you're treating? Do you know who you are billing? Will a data breach happen to you?

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

1. Recognize the importance of protecting your data.
2. Describe how medical identity theft happens.
3. Define policy and procedures on patient practices.

Linda Vincent, RN

Principal

Vincent & Associates

Private Practice Alignment Strategies

CEU = 0.10

Intermediate

This presentation provides private practice physical therapists with a thorough explanation of the many ways in which they can structure a partner agreement with health systems or hospitals. As part of the presentation, we'll guide the audience in knowing how to evaluate a potential partner, including an explanation of what areas need to be assessed in a health system or hospital before engaging in partnership agreements. The content of our presentation addresses every private practice physical therapists' search for viable strategies that will keep them competitive amidst delivery model changes. To support our presentation, we'll review with the audience a case study that highlights how one private practice partnered with a local hospital and what outcomes were generated. As many private practice physical therapists are considering this option, it's important to show all possible outcomes and provide the tools to evaluate partnership viability. Key presentation points include: survival strategies, partnership models and growth strategies. We will also share with the audience several financial forecasting examples that compare a private practice's current performance with projected business volume under a Professional Services Arrangement with a health system or hospital.

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

1. Recognize the various ways to create alignments with health systems.
2. Describe the process involved in converting a practice to either a joint venture arrangement, a HOPD or a PSA.
3. Recognize the financial implications of pursuing a health system alignment strategy, including operating costs and staffing expense.

John Sievers, MPH, MHA

VP, Physical Therapy Business Development
Nueterra

Digital Marketing - Driving Inbound Marketing for Your Success on the Web

CEU = 0.10

Intermediate

What is inbound marketing? How will it help you grow your practice? This course will help you (the physical therapist) better understand the stages of the marketing funnel that prospective patients as well as other relevant audiences go through. The PT participant will gain insight into what it takes to Attract, Convert, Close and Delight the online user. Inbound marketing is not a tactic, channel or technology. It is a way to approach your practice's marketing in order to capitalize on how patient consumers make healthcare buying decisions today. The course leaders will enable participants to better understand the Top 5 Benefits of Inbound for their practice. This course will include an Inbound Marketing Check List for participants to use in evaluating their current situation. The Check List will be explained by the course leaders for use as a take-away from the session but it will also no doubt lead to questions during the session. Many significant research findings will serve as the basis for this presentation. At the course conclusion, the physical therapist will have gained a clearer understanding of the benefits for adopting the Inbound Methodology. Specifically we would hope the participant have gained a clearer understanding of the elements vital for lead generation.

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

1. Define inbound marketing.
2. List the Top 5 Benefits of Inbound Marketing to PT Clinics.
3. Describe how to evaluate your clinic's ability to generate new patient leads.

Randall (RJ) Jacobs, BA, MBA

President
TAG Communications Inc.

Don Farber

VP Digital Experience and Strategy
TAG Communications Inc.

The Effect of Utilization Management on Patient Care in Physical Therapy Settings

CEU = 0.10

Intermediate

The use of external Utilization Management (UM) companies to review physical therapy utilization is increasing dramatically. We are told by these companies that their decisions are made based on evidence based practice, and not on a mathematical formula. A group of Private Practitioners in Illinois are collecting and comparing data from out patient offices that looks at how many visits are part of the benefit plan for their clients, how many visits are requested by the clinician based on their clinical judgment, and finally, how many visits are approved by the UM company. Our hypothesis is that when a UM company is involved, a significant number of requested visits are denied and that patient care is compromised in the process. We also hope to show that the range of approved visits is very narrow with no correlation to diagnosis. We expect to have over 500 episodes of care as part of this survey by mid-year. The purpose of this presentation is to share the results of this survey with other PT's and Administrators and share how we are educating the payers in our area and consumers regarding how this effects patient care.

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

1. Compare the utilization trends of patients under the review of UM companies compared to recommended utilization based on clinical judgement.
2. Describe the effects of UM companies on the clinical and administrative aspects of a physical therapy setting.
3. Identify ways to use this information to educate payers and consumers regarding the effect of UM companies on patient care.

Rick Rausch, PT, MBA
President
Sovereign Rehabilitation

Questions? Call 800-517-1167 or email privatepracticesection@apta.org