



**2017 PPS Annual Conference**  
**Schedule of Education Programs and Activities**

*The PPS Annual Conference strives to provide the most current business management education available to Physical Therapists and their staff working in Private Practice. Conference speakers represent a wide variety of backgrounds, including practitioners, academics, researchers, and commercial vendors. While some of the educational content comes from proprietary sources, all information provided to attendees at the PPS Annual Conference is intended to be unbiased.*

**Wednesday, November 1, 2017**

8:30 AM – 8:00 PM      **Registration Open – Attendees and Exhibitors**      **Lower Level Registration**

12:30 PM - 2:30 PM      **A01. Administrators Certificate Program: Business Operations (Module 1 of 6)**  
 Stephanie Nard, BS, BA (Brantwood Children’s Home)      **Marquette**

Attendees will be provided an overview of key areas necessary to ensure efficient and effective business operations of a PT practice, including licensure, Medicare certification, liability insurances, risk management, and taxes.

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

1. Analyze the primary needs of the practice’s business operations.
2. Identify areas of threat and exposure as it relates to the business operations.
3. Develop a strategic plan for addressing and resolving identified needs, threats, and concerns.

1:00 PM – 5:00 PM      **Pre-Conference Sessions**

**W01. Payment and Reimbursement Update 2017 [Additional fee applies]**      **Waldorf**

- Bridget Morehouse, PT, MBA (ATI Physical Therapy)
- Mary Daulong, PT (Business & Clinical Management Services, Inc.)
- Rick Gawenda, PT (Gawenda Consulting)
- Jim Hall, CPA (Rehab Management Services)
- Craig Johnson, PT, MBA (Therapy Partners, Inc.)
- Janet Shelley, PT, DPT (Medical Billing Center)

Back again by popular demand, the PPS Payment Policy Committee will present updates on the most relevant payment and reimbursement topics for the private practice physical therapist. This session will include updates about CMS and commercial payers, as well as the latest on coding and billing. The session will allow time for Q&A; and will provide multiple resources to assist members with navigating the reimbursement landscape.

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

1. Review the current payment and reimbursement policies for major payers in the industry, including: Medicare; Medicaid; and major commercial payers.
2. Define physical therapy coding and billing requirements.
3. Identify PPS resources on payment and reimbursement.

**W02. Scalable Marketing Strategies for Success in Today's PT Practice Pre-Conference Workshop**

Brian Gallagher, PT (MEG Business Management, LLC.) *[Additional fee applies]* Buckingham

For this workshop-style training session, you will be asked to come with your practice numbers and historical data in order to build a practice marketing plan uniquely designed to fit your practice. The workshop will cover marketing and public relations metrics, along with standards of operations and company policies that must be in place in order for marketing to succeed. You will leave with a marketing roadmap to follow for the next 12 months, no matter what size or how many years you have been in practice. Attendees will break into three categories: Owners seeking to recover from a downturn in their practice; Owners who are looking for scalability and expansion; and Owners/potential owners who are 0-3 years in the start-up phase of business.

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

1. Develop a strategic marketing plan for your PT private practice.
2. Describe the application of the four keys to business success in marketing a PT private practice.
3. Name the two products of the marketing division of every physical therapy private practice.
4. Define three statistics for each of the two products that need to be measured.

1:00 PM – 5:00 PM

**Peer2Peer Class of 2016**

**Grand Traditions**

1:00 PM – 5:00 PM

**Peer2Peer Class of 2017**

**Salon B**

2:45 PM - 4:45 PM

**A02. Administrator Certificate Program: Human Resources (Module 2 of 6)**

**Marquette**

Diane McCutcheon (DM Business Management Consulting)

This administrators training session will focus on the essential human resource functions most private practices perform 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. The session 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:

1. Describe the importance of Human Resource's role with regards to meeting compliance requirements, maintaining superior operational efficiency, and attracting and retaining a productive workforce.
2. Explain why training and development is essential to sustaining high levels of productivity and implement an orientation program in your clinic.
3. Explain why every practice must present strong leadership and continually improve the culture and practice image by implementing systems of accountability.

5:15 PM – 8:00 PM

**Opening Session with Awards and President's Reception Gala**

**Grand Ballroom**

**Thursday, November 2, 2017**

7:00 AM – 6:00 PM	<b>Registration Open – Attendees and Exhibitors</b>	<b>Lower Level Registration</b>
7:00 AM – 7:30 AM	<b>Networking Breakfast</b>	<b>Normandie Lounge</b>
7:30 AM - 10:30 AM	<b>Keynote, General Business Meeting, and Candidates’ Speeches</b>	<b>Grand Ballroom</b>
7:30 AM - 10:30 AM	<b>T00. Keynote: The 5-Second Rule—Achieve Breakthrough Performance in Your Career and Life</b> Mel Robbins	<b>Grand Ballroom</b>

Mel Robbins demystifies neuroscience research on the brain and the latest social science research to explain why and how you are your own worst enemy every day. You’ll learn how to identify the mistakes you’re making and create lasting behavior change within yourself and apply it to your business. You’ll also discover one radical idea that will forever alter how you approach life.

Mel uses riveting videos, case studies, and hilarious personal stories that will amaze and entertain you, all the while giving you the resources you need to soar. She leverages audience participation to demonstrate behavior change. The lessons and tools can be applied immediately to help you grow your business and leave feeling deeply inspired, empowered, and equipped to tackle your professional and personal dreams.

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

1. Identify exactly how to use the 5-Second Rule to make small, life-improving decisions.
2. Apply the “two modes” principle and close the knowledge-action gap by discovering the two modes in which your brain operates.
3. Describe how habits are created and apply the lessons learned in order to break the habit of self-doubt and build the habits of courage and confidence.
4. Describe the best way to inspire and motivate team members and be equipped with the tools to do so.

**10:45 AM - 12:15 PM Concurrent Sessions**

**T01. Expanding Your Practice’s Digital Footprint: Implementing a Telehealth Component Within Your Patient Care Model**  
Darwin Fogt, PT (eWellness Healthcare)

**Grand Ballroom**

This new channel of practice is revolutionary and brings the physical therapy profession up-to-speed with current advances in technology and with how other specialties have already incorporated remote-monitored treatments to their existing practices. This course will describe the benefits of adding a telehealth component to an existing patient care model within a physical therapy practice. Practical considerations including resource management, technological requirements, advantages and disadvantages of this mode of treatment, potential patient population niches, and HIPAA compliance requirements will all be discussed. The audience will learn that most technology is already in place, affording them an easy and inexpensive adoption of telehealth into their current practice model. Participants should be practice managers or owners who are interested in expanding their practice beyond the limitations of their physical footprint.

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

1. Describe a best-practice design for implementing a telehealth solution within an existing physical therapy practice.
2. Identify patient populations who would benefit from a telehealth physical therapy approach.
3. Discuss telehealth adoption strategies.

**T02. Dispelling the Most Common Physical Therapy Myths****Salon A-1**

Rick Gawenda, PT (Gawenda Seminars &amp; Consulting, Inc.)

The goal of this course is to dispel “urban myths” about Medicare and private insurance carrier rules and regulations. Myths that will be addressed in this session include therapy students can’t treat Medicare outpatients, PTs can’t double-book Medicare patients, PTs can’t bill 2 CPT codes during the same 15-minute period, PTs can’t bill more than four units per hour, the definition of group therapy applies only to Medicare, the definition of “requires direct one-on-one contact” applies only to Medicare, Medicare requires an order to begin outpatient therapy services, Medicare requires a re-evaluation every 10 visits, Medicare doesn’t pay for maintenance therapy, and all insurances carriers follow the “8-minute rule” for billing purposes.

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

1. Describe how to schedule Medicare and commercial insurance patients including double booking.
2. Describe how to bill more than 4 units in an hour as well as 2 CPT codes during the same 15-minute time frame
3. Outline the difference between progress reports and reevaluations as well as rehabilitative therapy versus maintenance therapy.

**T03. Concussion Management: How to Start a Comprehensive Program for Your Practice**

David Bertone, PT, DPT (db Orthopedic Physical Therapy, PC)

**Salon A-2**

Concussion management is a growing area for private practitioners and they need to learn how to implement a comprehensive program. Baseline concussion testing is an easy way to get your program integrated into the community so that PTs become the source for post-concussion syndrome rehabilitation. The course will give you basic knowledge in concussion management and the specifics of starting a cash-based program for baseline testing.

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

1. Describe the pathophysiology, biomechanics, epidemiology, and diagnosis of concussion.
2. Develop a baseline concussion testing program in your practice.
3. List the four components of a comprehensive treatment program for a concussed athlete.

**T04. HIPAA Security for Physical Therapists: How to Decipher and Implement the Standards***Administrators Advanced Course***Salon A-3**

Mary Daulong, PT (Business &amp; Clinical Management Services, Inc.)

Alicia Nevins-Mahoney, BA (Business &amp; Clinical Management Services, Inc.)

Teresa Daulong, BS (Business &amp; Clinical Management Services, Inc.)

This course will provide an overview of HIPAA’s Security Rule in user-friendly language, expounding on implementation procedures necessary to demonstrate HIPAA compliance. While the focus of the presentation will be on the Security Rule’s ‘Required’ Standards, it will also include a discussion of the Security Rule’s ‘Addressable’ Standards and how to assess their applicability to each practitioner’s unique setting.

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

1. Execute a HIPAA Risk Assessment.
2. Determine if HIPAA Security “Addressable” Standards require implementation.
3. Articulate which policies must be implemented based on the outcome of the Risk Assessment.

**T05. Millennials and Management: Bridging the Gap****Salon A-5**

James Buenaventura, PT, DPT (California State University Long Beach)

Laura Gull, PT, DPT (Ramsey Rehab)

Carrie Cunningham, PT (Northeast Georgia Medical Center)

Millennials: the members of the generation making up the majority of the world’s workforce and allegedly the least understood. Approach to daily interactions can vary between generations, but none has garnered the eye rolls, sighs, and frustrations as those with a millennial. Gradually, companies are seeing greater representation of this generation in middle and now upper management. How does one communicate with the most inward facing “selfie generation” that also happens to be the most outwardly engaged “social generation”? What is the best way to not only engage these individuals but also mentor for growth leadership positions? What does leadership look like to a millennial? Can millennials manage other generations effectively? What strategies will help maximize formal and informal opportunities to develop necessary skills? This session aims to answer these questions through research, discussion, and experiential knowledge of the topic. Greater understanding in this area will help improve the millennial/management relationship and find the best fit for the millennials’ strengths in a clinic’s business model.

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

1. Describe expectations millennials have of management.
2. Describe tendencies of millennial managers.
3. Develop strategies to meet millennial expectations and provide opportunities and support for effective mentoring for the millennial as both mentor and mentee.

10:45 AM - 12:45 PM

**A03. Administrators Certificate Program: Marketing (Module 3 of 6)****Salon A-4**

Lynn Steffes, PT, DPT (Steffes &amp; Associates Consulting Group)

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:

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

12:30 PM – 6:00 PM

**Exhibit Hall Open****Salon CD**

12:30 PM – 2:30 PM

**Lunch with Exhibitors****Salon CD**

1:30 PM - 4:00 PM

**A04. Administrators Certification Program: Legal Compliance (Module 4 of 6)****Salon A-4**

Paul Welk, PT, JD (Tucker Arensberg)

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:

1. Demonstrate general understanding of HIPAA Privacy and Security Rules, the HITECH Act, and the HIPAA Omnibus Rule.
2. Demonstrate general understanding of the concept of fraud and abuse.
3. Identify key practical situations to avoid from both a HIPAA and fraud and abuse perspective.

2:30 PM - 4:00 PM

**Concurrent Sessions**

**Grand Ballroom**

**T06. Automatic Success: Using the Rule of 8 for You and Your Staff**

Stephen Rapposelli, PT (Performance Physical Therapy and Fitness)

As a private practice owner, you are not only concerned with your own personal success, but of the success of your staff. It can be overwhelming! With only 24 hours in a day, how can you devote all the time and attention to others who rely on you, let alone yourself? The purpose of this practical and engaging session is to give the participant a list of tactics, to be used individually or collectively, to automate the daily routine to almost guaranteed success.

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

1. Describe the rationale of why making small daily routines is critical for success and daily personal improvement in a goal-oriented lifestyle.
2. Describe what 8 actions, done daily, will almost guarantee success.
3. List at least one online, free resource to assist participants in accomplishing 8 daily habits of success, as well as design a framework for teaching staff and family.

**T07. Rules, Regulations, and Reviews: What Every Medicare Provider Must Know**

*Administrators Advanced Course*

**Salon A-1**

Robbie Leonard, PT, DPT (Medical Billing Center)

Are you familiar with these entities: OIG, GAO, CERT, RAC, ZPIC, MAC, and MEDPAC? Do you know what your utilization statistics are for Medicare patients compared to other practices? Do you know exactly what to do if you receive a request for records for a Medicare audit? Do you know the regulations that might cause denials under a Medicare review? Will your documentation be sufficient in a Medicare therapy cap audit? These are some of the many questions we will address in this session. Medicare audits are on the rise, and physical therapy has been on the OIG worklist for several years. Attend this session to review the most commonly misunderstood rules and regulations, learn about the multiple audit entities and how to respond to a record request, learn about the regulations that may put your practice at the most risk, and leave with tools to educate your therapists on key items for Medicare compliance.

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

1. Describe the various Medicare auditing entities and the objective of each of the entities.
2. Identify regulations that are commonly misunderstood that put practices at risk in audits.
3. Identify how your practice compares to National and Regional utilization statistics.

**T08. The PT Value Gap: If We Provide Such a Great Value, What Is the Problem?**

Jerry Henderson, PT (Clinicient)

**Salon A-2**

Peter Kovacek, PT, DPT, MSA (Kovacek Management Services)

Despite growing awareness over the tremendous utilization costs of MSK, chronic pain, and the opioid epidemic, the value of physical therapy seems to go unrecognized and under-appreciated by payers, our medical colleagues, and the public. Several problems directly contribute to PT's value-gap and continue to limit our reimbursements and referrals outside of the traditional physician-therapist pipeline. These problems are multi-factorial and include isolation as a profession, communication problems, standardization, case management, care silos, and historical basis of the medical mind set. In this

presentation, we will cover pertinent topics and brainstorm together on practical ideas for participating in value-based care.

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

1. Describe the barriers to showing the value of PT.
2. Explain the components of a simple patient engagement strategy.
3. Describe practical tools for patient engagement.

#### **T09. How To Build A Self-Governing Coaching Culture**

**Salon A-3**

Robert Wainner, Executive/Professional Coach (ICF/ACC); PT, PhD (Confluent Health)

Laurence Benz, PT, DPT, MBA, MAPP (Confluent Health)

Daphne Scott, PT, DSc, MAAP (DS Leadership Life)

Outstanding leaders and managers are highly sought after, while technical and functional expertise is the foundation for effective performance. Research has shown that Social and Emotional Intelligence (SEI) competencies overwhelmingly distinguish outstanding leaders from average performers. Executive and professional coaching have been demonstrated to be an extremely valuable tool for effecting positive change in individuals and the companies they lead. Coaching also helps leaders understand and manage their emotions effectively and to build resonant relationships with others. However, it's expensive and typically only available to selected "C-suite" leaders. Is it possible to leverage coaching on a larger scale primarily to mid-level managers and experience similar results? The answer is "Yes"! We developed a practical and effective two-prong coaching and culture-building initiative based on Conscious and Resonate Leadership principles. These leadership approaches are synergistic and share the fundamental characteristics of having an SEI foundation and inspiring change from within versus externally. A year after implementation across our organization, we measured positive changes in the SEI scores of our clinic directors and key leaders.

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

1. Describe the four domains of social and emotional intelligence.
2. Describe how to implement the key elements of Conscious and Resonate Leadership.
3. List three specific tools and approaches used for building a self-governing, coaching culture.

#### **T10. When Exceptional Service Becomes your Marketing: Taking Cues from Disney**

Jill Murphy, DPT (MotionWorks Physical Therapy)

**Salon A-5**

Both marketing researchers and patients agree the most influential reason for patients to select a specific doctor or service is the direct word-of-mouth referral from someone they trust. While this can be a double-edged sword, it creates a tremendous opportunity to gain new clients with limited monetary investment. How can you maximize the valuable resource of word-of-mouth? Find out the steps to establish and maintain a culture of exceptional quality from the patient's initial experience at the front desk to experiencing the physical therapists' full plan of care, alongside patient financial counselors, billing, and other clinic staff. Learn how to surpass clients' expectations beyond simply offering great customer service, but also in the types and extent of services offered, the feeling patients experience when they walk into your clinic, how they are treated, and the perks clients enjoy that they cannot find anywhere else. Finally, we'll examine Disney's example of putting this super-charged culture of quality service into practice across its brands and thousands of employees and what physical therapy clinics can adopt in practice to create and sustain a culture of consistently exceeding patients' expectations.

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

1. List four specific ways to deliver patient-centered care in your clinic.
2. Recall the major steps critical to establishing and supporting a culture of exceptional service.
3. Apply three concepts from Disney to improve your clinic's culture of customer service Monday morning.

4:00 PM – 6:00 PM

**Reception with Exhibitors**

**Salon CD**

**Friday, November 3, 2017**

8:00 AM – 5:00 PM

**Registration Open – Attendees and Exhibitors**

**Lower Level Registration**

8:00 AM - 9:00 AM

**Moderated Networking Sessions**

**MN01. Marquette Project 2: The Second Round**

**McCormick Boardroom**

***A PPS Spotlight Session***

*Administrators Advanced Course*

James Hall, CPA (Rehab Management Services LLC)

Mary Daulong, PT (Business & Clinical Management Services, Inc.)

Marquette is an ongoing project engaged in researching insurance payer medical policies and lack of administrative simplification. Activities in the project include documenting the top five state and national payers websites and grading how easy/difficult it is to find 20-25 standard items on those websites as well as how long it takes to locate this information. The information found will be disseminated to participants for the purpose of assisting them correctly in coding claims and support medical necessity in the event a claim is denied. *This session is intended to be a discussion about how this data might be used to affect change at the state or federal level and what other data points should be collected.*

**MN02. Test Your Liability IQ: Top Reasons PT Practices Get Sued**

**Salon A-1**

Jennifer Flynn, BA (Healthcare Providers Service Organization (HPSO)

Lynn Pierce, BSN, RN (CNA/HPSO)

The objective of this session is to utilize CNA's database of physical therapy private practice closed professional liability claims to identify liability patterns and trends. By highlighting events that resulted in financial loss or expenses, we highlight the types of situations most likely to have serious adverse outcomes for patients and create liability exposures for physical therapists working in a private practice. Using this information, physical therapy practices can examine their own current policies and procedures in relation to the allegations of malpractice and losses experienced by their peers.

**MN03. Elevating the Profession: Permeating Medicine while Connecting with the Community**

April Oury, PT, MS (Body Gears Physical Therapy)

**Room 4M**

Meghan Simonetti, PT, DPT (Body Gears Physical Therapy)

The DPT degree serves many purposes, one being to elevate the profession and encourage direct access nationwide. We have seen progress in some areas, but something is missing. What's the hold-up?! As clinicians, we need to take responsibility for this delay and permeate the medical field from the bottom up, from the inside out, from the patients to the referral sources—not the other way around. This session will highlight the importance of patient choice when making decisions about their health care and how we as PTs can affect that decision-making process. We will embody #ChoosePT and discuss strategies of how we clinicians can be a catalyst for positive change to the profession. We will discuss the use of technology and media to connect with patients and market to an untapped population, staff motivational techniques to encourage best practices for amazing patient outcomes/engagement/ satisfaction, and how to initiate conversations using necessary language we all must have to communicate to each other, to referral sources, to current patients, and to potential patients in order to elevate the entirety of physical therapy.



**MN04. Physical Therapy to Keep You Well: New Marketing Approach****Salon A-2**

Patrice Hazan, PT, DPT, MA (GroupHab Physical Therapy and Wellness)

The days of marketing to physicians is over. Succeeding in the current health care environment as a PT private practice owner requires a new approach. Many innovative physician practices are turning toward a concierge approach where patients are members of the practice and pay a monthly membership fee. A physical therapist can offer a similar model by linking rehabilitation and wellness. Innovative delivery of care requires a unique product, something different and better than what is currently available in the community, a product that maximizes the knowledge and expertise of physical therapists. Developing the wellness relationship with patients requires much more than simply having a gym membership. A unique and innovative delivery of care utilizing PT expertise and knowledge is the exclusive offering of group PT wellness classes and wellness services. Coordinate the annual wellness exam with the wellness offerings and patients will never leave your care.

**MN05. How to Utilize Benchmarks and Data-Driven Marketing Plans to Grow Your Practice**

Shannon O'Kelley, MPT (IRG Physical &amp; Hand Therapy)

**Salon A-3**

Laura Moroney, MS (IRG Physical &amp; Hand Therapy)

This course will teach physical therapists and their administrators tools to help build a strong physical therapy practice through basic data analysis, brand strategy, and marketing planning. We will discuss several healthy benchmarks, specifically clinical durations, payor mix and referral type. Utilizing this data, we will provide examples of targeted marketing efforts that have been successful for our company, including seasonal campaigns, brand-building materials and segmented outreach to doctors by specialty and practice type.

**MN06. Taking Treatment to the Digital Age: TeleRehab in 2017****Salon A-4**

Kelly Sanders, PT, DPT (Movement for Life)

Janet Shelley, PT, DPT (Medical Billing Center)

As the healthcare landscape in the United States evolves, telehealth is becoming a more feasible practice option for providers and payers alike. Advances in technology, consumer comfort with this medium of care as well as demand for more efficient care paradigms have helped start to move the needle in the political and payment realms for this practice environment. This interactive presentation will provide an overview of the current environment of telehealth related to payment, licensure and practice. Participants will share examples of telehealth in their therapy practices. Attendees will discuss payer policies if known, specific to their geographic region.

**MN07. PPS Peer2Peer Networks****Grand Traditions*****A PPS Spotlight Session***

Mike Horsfield, PT, MBA (Rock Valley Physical Therapy)

The PPS Annual Meeting has always been a great incubator of ideas and relationships. Every year, thought-provoking conversations among respected colleagues lead to promises we make to ourselves to go home and transform our businesses. Unfortunately, many of us find it difficult to integrate those innovative concepts into our daily practices and we revert back to "business as usual" on Monday morning. PPS Peer2Peer Networks is a "mastermind" concept designed to break this cycle. It transforms old-school networking by coordinating small groups of like-minded, non-competitive physical therapists who are practice executives in a proven format with two key ingredients: trust and accountability. Come learn more about what many participants are calling "The best thing I have ever done for my business."

**MN08. Political Engagement at Work: PPS Key Contacts Impact Federal Policy**

***A PPS Spotlight Session***

**Room 4P**

Alpha Lillstrom Cheng, JD, MA, PPS Lobbyist  
Cristina Faucheux, PT, Key Contact Task Force Chair

Open to all PPS members, this moderated networking session will feature PPS' strong Key Contact program. All those interested in engaging with their elected officials will be provided tips and resources for advancing the PPS Advocacy agenda. Section lobbyists will update attendees on the highest priority issues in federal policy to illustrate the influence of your advocacy and provide concrete examples of how PPS members can help legislation move along its path to become law. We will coach attendees through an applied action alert meeting with an on-the-spot letter writing campaign in support of repealing the Therapy Cap.

**MN09. Administrators Certificate Graduates**

**Room 4L**

***A PPS Spotlight Session***

*Administrators Advanced Course*

Connie Ziccarelli (Rehab Management Solutions)

A time for graduates of the Administrative Certification program to gather and discuss topics that relate to the continuation of educational content for the Certification Program and post-Certification level content. The input and recommendations will be given back to the PPS Board of Directors, Education Committee, and the Annual Conference Work Group.

**MN10. Strategies to promote your practice: Introducing The Monthly Marketing Toolkit & Fit Factor**

***A PPS Spotlight Session***

**Salon A-5**

Michelle Collie, PT, DPT, MS (Performance Physical Therapy)

This session will allow participants to gain a complete understanding of the available marketing and public relations tools and resources available to PPS members. This will include The Fit Factor, the monthly marketing tool kit, the marketing 101 video series, 99 marketing ideas and more! Whether your goal is to gain new patients or to educate the community and referral sources on what private practice physical therapy is, you will learn where to access these resources and how to use them effectively in practices. This will be a dynamic, interactive hour and every participant will leave excited to add PPS's tools to their marketing and PR plans.

9:00 AM – 2:00 PM

**Exhibit Hall Open**

**Salon CD**

9:00 AM – 10:00 AM

**Continental Breakfast in Exhibit Hall**

**Salon CD**

9:45 AM - 11:45 AM

**A05. Administrators Certificate Program: Business and Financial Management (Module 5)**

Shannon Albanese, PT (ACCESS Physical Therapy)

**Salon A-4**

Stephen Albanese, PT, DPT (ACCESS Physical Therapy)

Christopher Albanese, PT, MS (ACCESS Physical Therapy)

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 this course, the participant should be able to:

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

10:15 AM - 11:45 AM

### **Concurrent Sessions**

#### **F01. Successful Growth Tactics of the Most Profitable Physical Therapy Practices** **Grand Ballroom**

Jamey Schrier, PT, DPT (The Practice Freedom Method)

This course is designed to help owners understand the four core areas of operating a successful practice including Marketing, Time Management, Hiring, and Financial. Each core area will be discussed in depth and specific strategies will be shared that will help participants improve business acumen on how to increase personal income, be more efficient and take more time off, and build an amazing team.

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

1. Describe four core areas of successful practices and be able to list one strategy for each.
2. Utilize at least three strategies to accelerate new patient growth, consistently hire better employees, identify poor financial trends, and have a more efficient work schedule.
3. Describe the four key components needed to take large, complicated project into a manageable step-by-step action plan.

#### **F02. Implementing an Administrative Power Center in your Practice** **Salon A-1**

*Administrators Advanced Course*

Diane McCutcheon (DM Business Management Consulting)

The Administrative Power Center (APC) is a series of operational processes 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 the 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:

1. Identify seven flaws in current administrative operational processes at the front desk and with billing that prevents payment for services.
2. Evaluate seven employee abilities and skills required in front desk and billing positions.
3. Identify six basic denials due to employee deficiencies at the front desk and billing.

#### **F03. Interoperability: What Is It and Why Should Physical Therapists Care?** **Salon A-5**

*Administrators Advanced Course*

Heidi Jannenga, PT, DPT (WebPT)

As a result of the recent healthcare reform efforts—namely, those answering the call for more integrative, collaborative care—hospital systems will continue to stretch into outpatient healthcare markets as they acquire or partner with more and more rehab clinics. Thus, the need to share and exchange patient information and data across healthcare sectors that were previously siloed will continue to grow—quickly. In the years to come, software automation that enables seamless information transfer will be immensely helpful, for providers, payers, and patients alike. It has the potential to produce meaningful data at every level, from the way the healthcare system as a structure is faring, all the way down to the manner in which a single patient is responding to a specific treatment. And there’s a huge opportunity for healthcare

professionals to use that data to inform decisions that will impact us all. But first, PTs have to understand interoperability and recognize its impact on patient care, clinic revenue, and the greater healthcare landscape. To that end, the presenter will discuss what interoperability is, how it works in healthcare, and why physical therapists should make it a priority.

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

1. Define interoperability and its related terms and acronyms.
2. Identify the levels of interoperability, the various avenues to interoperability, and the challenges associated with achieving interoperability.
3. Describe the importance of interoperability to PT patient care and reimbursements.

**F04. Heard it Through the Grapevine? Fake News and Compliance Consequences** **Salon A-3**

Nancy Beckley, MBA, MS (Nancy Beckley & Associates LLC)

Wade Meyer, PT, DPT, MJ (ATI Physical Therapy)

Tempted to take cash from a Medicare patient because someone told you it was “ok if over the therapy cap”? Reading therapy newsletters and websites that give “how to” but don’t provide the regulatory citation or source? Do you know if it’s fake news? Get on the “real compliance grapevine” and hear from certified compliance experts who will show you how to spot fake news: one is a top compliance consultant to private practice, and the other is a compliance executive with large multi-state therapy practice. Oh, and BTW – did you know that the OIG, FBI, and DOJ read online forums, posts, and discussions? If you’re at risk for acting on fake news to code and submit claims, this is a session you can’t afford to miss.

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

1. Describe how to spot fake news and appropriately respond and react.
2. Demonstrate how to source compliance references for both Federal healthcare payers and commercial payers.
3. Describe how the risk for fraud, waste and abuse can be reduced by getting on the “compliance grapevine.”

**F05. The Strategic Approach to Social Media**

**Salon A-2**

Sally Falkow (Meritus Media)

Mike Falkow (Meritus Media and Rogue Magazine)

The Internet has changed the way people find information and news, and it has given the public a voice. Online reviews and ratings are some of the most influential factors in choosing a health professional today. Social media is a powerful marketing and PR tool, but it needs to be done with the same level of strategic intent as any other marketing action. Learn how to hone your social media skills to find exactly the right people to connect with and then create content that resonates with that audience in the right place at the right time.

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

1. Develop a social media strategy to expand your practice.
2. Outline the 10-point strategic approach and measure results.
3. Describe how to optimize your practice’s Facebook content to grow a community of loyal fans.

2:00 PM - 5:00 PM

**A06. Administrators Certificate Program: Billing and Coding (Module 6)**

Salon A-4

Rick Gawenda, PT (Gawenda Seminars & Consulting, Inc.)

Understanding coding, billing, and payment is critical to the financial success of a physical therapy practice. This session will discuss the new physical and occupational therapy evaluation codes that went into effect in 2017, use of the Advance Beneficiary Notice of Non-Coverage for outpatient therapy services, Medicare therapy cap and therapy cap exception process, and the difference between being a participating provider and a non-participating provider in the Medicare program. The session will also define some of the more commonly used CPT codes by PTs and PTAs and provide examples of interventions that are included within each CPT code. Codes to be discussed include manual electrical stimulation, home TENS unit instruction, therapeutic exercise, neuromuscular reeducation, aquatic therapy, therapeutic activities, wheelchair management, orthotic management and training, orthotic and prosthetic checkout, prosthetic training, and physical performance test and measurement. The session will define the "8-minute rule" and provide billing scenarios teaching participants how to bill correctly based on the insurance carrier policy. Lastly, the session will review the difference between maintenance therapy and rehabilitative therapy as well as the Merit-Based Incentive Payment System and its impact on physical therapists in private practice.

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

1. Describe how to select the appropriate CPT code based upon interventions provided.
2. Describe when to issue an advance beneficiary notice of noncoverage (ABN) and be able to accurately complete the ABN form.
3. Describe the Merit-Based Incentive Payment System (MIPS) and its impact on physical therapists in private practice.

2:00 PM – 3:30 PM

**Concurrent Sessions**

**F06. Eat What You Kill: The Time for an Industry Change is NOW!**

Grand Ballroom

Biagio Mazza, PT, DPT, MPT (Elite Physical Therapy and Integrative Health)

Guaranteed salaries and pay-per-hour is a dead model. Therapists will never care about their own productivity without 'skin in the game.' The savvy PT owner needs to innovate or die. I chose to change my model of payment to the therapist because I was not willing to change my model of delivery of care. Since our change, every therapist has made more money, and our practice has made more money, despite reimbursement continuing to decline.

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

1. Define the most salient challenges regarding health care reimbursement.
2. Demonstrate three ways therapists are typically paid for services.
3. Define an innovative method of payment for therapists that may maximize the profitability of your practice.

**F07. Money Isn't Everything: Entrepreneurial Ways to Increase Employee Engagement**

*Administrators Advanced Course*

Salon A-1

Brian Hartz, MPT, DPT (HARTZ Physical Therapy)

Managing employees and maximizing efficiency is paramount to having a successful practice. Are your employees, both clinical and administrative, giving 100% effort in building the success of the practice? Could they be doing more? Is it challenging to attract outstanding talent to your practice or do you struggle with staff turnover? Is your financial incentive plan not producing the results you had hoped? This course is designed to help the practice owner increase employee engagement, promote internal marketing, increase employee satisfaction, increase community impact and clinic exposure, and have unparalleled employee retention and ability to attract new employees. In addition, a detailed outline of successful alternatives to traditional cash-based incentives for your employees will be provided.

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

1. Identify alternative opportunities to incentivize staff to promote employee engagement.
2. Design a strategy to increase internal marketing efforts, promote teamwork among staff, and create an unparalleled work environment.
3. Formulate a comprehensive strategy to capitalize on building strategic alliances within the community to increase practice exposure.

#### **F08. Through The Eyes Of The Acquirers**

**Salon A-2**

Paul Martin, MPT (MartinHealthcare Advisors)

The firms that are buying rehab companies right now evaluate opportunities based on two things: classic M&A principles for the rehab industry and market conditions today, not three or six months ago. We are currently involved with or tracking deals being negotiated across the country. We're in a continuous dialogue with the top acquirers and are watching their objectives and valuation formulas evolve continuously as each new group of deals is completed. If you're thinking about selling within the next 18-24 months, you need to know what "the other side" is thinking. You owe it to yourself to understand the classic M&A principles that current buyers still follow. This session will provide answers to the three most important questions in the market today: What are acquirers looking for? What factors determine how they would value my company? How should I position my company to be their first choice?

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

1. Describe the three types of management structures that acquirers are looking for in a business.
2. Define how and why private equity has changed the way companies in today's market are acquired.
3. Describe at least four myths and misconceptions that there are in the current industry.

#### **F09. Health Care Consumerism: How To Help Patients Make Better Decisions About Paying Out-Of-Pocket For PT**

**Salon A-3**

Paul Gough, Chartered Physiotherapist, BS (Paul Gough Physio Rooms - Private UK Physio Clinic)

I've spent the last 10 years growing a Private Pay Physio Clinic in a country with a completely free socialist health care system as my main competition. I have learned many lessons about how to communicate with, market to, and ultimately help people make better and more informed decisions about choosing to pay for their health. As more PT clinics are affected by patients with increasing co-pays or deductibles, this course will give PTs an understanding of the different ways that they must externally market and then communicate with their patients so that they can show the real value of what we do—so much that patients will be happy to pay for it. There is a huge difference in the way that patients who are referred by doctors 'show up' versus those who come via direct marketing, and I will explain these differences to PTs so that they can use their marketing and communication to show value in advance of the patient showing up (so that they receive much less push back). This will be all about ways to communicate the TRUE value of what a PT does.

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

1. Create a marketing plan that is able to seek out and target patients in need of PT and clearly show the value of what the clinic will do for them.
2. Identify the 93% of people who are in need of PT currently NOT being given a referral from a physician.
3. Describe the differences between patients referred by doctors and patients coming via direct access.

**F10. Direct-to-Employer PT: Building Supply and Demand****Salon A-5**

Mike Eisenhart, PT (Pro-Activity Associates, LLC.)

Heidi Ojha, DPT

Holly Johnson, PT, DPT (PT Pros Harlan Clinic)

This course will provide an introduction to the basic concepts of population health and in particular to the challenges faced by employers. Panelists discuss why and how PTs can offer viable solutions by appealing directly to employers. Whether the employer is self-insured or not, they are motivated more than ever to lower healthcare costs and maintain a healthy and productive workforce. Initiating outreach directly to the employer community to convey the value of physical therapist-led efforts in reducing future overall health care costs and morbidity will be outlined. An overview of the potential challenges and pitfalls in establishing employer-based programs will also be presented. Participants will be introduced to the concept of population health management as a tool to “transform society.”

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

1. Explain why outreach to the employer community is important to the PT profession.
2. Define the primary population health problems facing employers and US healthcare system.
3. Describe how PTs are uniquely qualified to offer employers a population health-based solution.
4. Discuss program essentials and what is needed to get started.

3:45 PM – 5:15 PM

**Concurrent Sessions****F11. VALUE 2017: Client Engagement, Client Retention, Client Satisfaction-GUARANTEED!***Administrators Advanced Course***Grand Ballroom**

John Vacovec, PT (Physical Therapy &amp; Sports Rehab. Inc.)

Therapists need a self-guiding working tool of how to make a new client feel like they are the only person in the room. These skills are not taught in school. I will show you a proven working platform focused around standardization that your whole company, regardless of how many therapists or locations, can easily implement with peer-to-peer accountability and less management, moving the perception of value by focusing on expectations and what really matters to clients and also begin the critically needed branding of our industry. Direct access means nothing until we make changes. Do your therapists understand the components of building lifelong relationships? Do they give the client their undivided attention versus the computer they are sitting at? We'll touch on what the client is thinking and values and what they think of us.

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

1. Describe the simple self-guiding working platform that guarantees your client the best therapy experience without your constant involvement.
2. Define the Danger, Opportunity, and Strength (DOS) method.
3. Outline the the critical components to building a life-long relationship with your client so they'll give you their undivided attention.

**F12. The 80/20 Rule: Operations Planning to Drive Profit****Salon A-1**

Benjamin Keeton, DPT, MBA (The Jackson Clinics, LP)

Running a successful physical therapy practice can be exhausting. There are seemingly endless tasks and responsibilities and it can be difficult for you and your team to focus on the highest priorities of the business. One solution to this problem is to use your limited time as efficiently as possible. This course will teach an operations plan that creates efficiency by helping your team focus on the highest priorities of the company and gets everyone moving in the same direction. The operations plan has been derived from

decades of operations management at a national level, across multiple industries. It has been put in practice across our 15-clinic physical therapy practice and we have seen very positive results.

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

1. Develop three major goals, strategies, and action items to achieve your highest priorities as a company.
2. Describe how to measure if team members are behaving consistently with the action items and if you are reaching your goals.
3. Describe 3-5 ways you can empower your team to feel in control of the outcomes of each goal.

**F13. Evidence-Based Mobile Technology in the Modern PT Practice**

**Salon A-2**

Lisa Fitzpatrick, DrOT (GeiaFit Inc.)

This course will provide an overview of the use of mobile technology in health and how it is driving the consumer to be involved in overall healthcare choices. We will provide results using grounded theory from a six-month pilot study and secondary data about the increasing role of technology in healthcare. The pilot study analyzed the results from patients and clinics who have adopted a mobile health technology tool for overall patient engagement. We will address results of patient compliance and communication, patient recovery, and overall outcome and use of the mobile-based platform post-discharge from formal physical therapy services.

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

1. Explain the grounded theory approach and how this can be used in research in physical therapy practice.
2. Identify three mishaps that physical therapy clinics make when implementing technology into a PT practice.
3. Identify 2-3 measures for assessing patient-reported outcomes.

**F14. How to Deliver Corporate Wellness Programs: The Product, the Process, the Dollars** Salon A-3

Jaclyn Chadbourne, MA (United Medical Gym, Inc. and Universal Medical Technology)

Brian Cardin, PT (Cardin & Miller Physical Therapy and the Carlisle UMedGym)

The complexity of moderate- to high-risk populations requires more than a physical activity tracker and an internet-based application to improve one's health. Physical therapists are perfectly aligned to play a crucial role in the healthcare sector as a valuable member of an interdisciplinary team of experts dedicated to improving health and wellness in broad populations. Stakeholders are in need of providers that are able to demonstrate improvement in health outcomes through the execution of cost-effective programming that aligns with the growing popularity of online 'wellness' platforms and groups. Creating a system in which private physical therapy practices are able to connect with larger stakeholders requires collaboration, dedication to data, consumer engagement, and technology. Through the use of clinical best practices and innovative technology, therapists can demonstrate their capacity to deliver cost-effective care throughout the lifespan for populations of all health risk status and bring a diversified revenue stream into their practice.

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

1. Describe the concept of wellness and prevention.
2. Identify five key providers needed to successfully execute community wellness based programming.
3. List three ways to integrate wearable technology into a physical therapy practice in a way that drives revenue and enhances engagement.



**F15. It's in the "How": Sustained Competitive Advantage****Salon A-5**

Laurence Benz, PT, DPT, MBA, MAPP (Confluent Health)

Physical therapy business owners are tasked to implement value producing strategies that create a sustained strategic competitive advantage. This has typically involved moving from a company with blind obedience to informed acquiescence whereby their organizations operate in a hierarchy, policy, and good business practices that have been introduced in the 20th Century. Private practices have gotten good at it, and it is now time to move to a new level called self-governance which enables companies to lead with moral authority and use a set of core principles, and social imperatives which in turn allow a company to have a legacy and sustainable performance over the long haul. The way to get there is not in the "what" or the "why" but the "how" and not the "how to." This presentation will include strong data and evidence that demonstrates how this move has enabled companies to outperform their competitors.

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

1. Define types of companies in the physical therapy marketplace including blind obedience, informed acquiescence, and self-governing.
2. Define strategic competitive advantage (SCA) in the physical therapy marketplace.
3. Differentiate inspired vs. engaged employees

7:00 PM - 10:00 PM

**Closing Celebration**

House of Blues

**Saturday, November 4, 2017**

8:00 AM – 10:30 AM

**Closing Breakfast with Keynote: How to Fascinate: From First Impressions to Lasting Value**

Sally Hogshead

**Grand Ballroom**

We live in a distracted world. The average attention span is just 9 seconds. Yet if we only have 9 seconds to communicate value, how do we break through? To stop the distraction and engage a listener, we must create moments of intense focus. Yet when we do break through-- when we use our personality advantages to connect and communicate—the results are extraordinary. This session teaches audiences how to reach their highest level of performance and learn how to fascinate: to become more memorable and valued. When companies learn how to fascinate, their products become more desirable, their customers turn into advocates, and their best employees never want to leave.

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

1. Recognize how to authentically communicate who they are at their best.
2. Interpret what high-performing professionals do differently.
3. Develop how to build engaged teams that outperform.
4. Develop the perfect words to describe their personality's key differences and how they add value.