

CONTINUING EDUCATION

Start Time	End Time	Title	CEUs	Contact Hours/ CCUs
Wednesday, November 1, 2017				
12:30 PM	2:30 PM	A01 - Administrators Certificate Program: Business Operations (Module 1 of 6)	0.2	2.0
2:45 PM	4:45 PM	Administrators Certificate Program: Human Resources (Module 2 of 6)	0.2	2.0
1:00 PM	5:00 PM	W01. Payment and Reimbursement Updates 2017	0.4	4.0
1:00 PM	5:00 PM	W02. Scalable Marketing Strategies for Success in Today's PT Practice Pre-Conference Workshop	0.4	4.0
Thursday, November 2, 2017				
7:30 AM	10:30 AM	T00. Keynote: The 5 Second Rule—Achieve Breakthrough Performance in Your Career & Life	0.1	1.0
10:45 AM	12:15 PM	T01. Expanding Your Practice's Digital Footprint: Implementing a Telehealth Component Within Your Patient Care Model	0.15	1.5
10:45 AM	12:15 PM	T02. Dispelling the Most Common Physical Therapy Myths	0.15	1.5
10:45 AM	12:15 PM	T03. Concussion Management: How to Start a Comprehensive Program for Your Practice	0.15	1.5
10:45 AM	12:15 PM	T04. HIPAA Security for Physical Therapists: How to Decipher and Implement the Standards	0.15	1.5
10:45 AM	12:15 PM	T05. Millennials and Management: Bridging the Gap	0.15	1.5
10:45 AM	12:45 PM	A03 - Administrators Certificate Program: Marketing (Module 3 of 6)	0.2	2.0
1:30 PM	4:00 PM	A04 - Administrators Certification Program: Legal Compliance (Module 4 of 6)	0.25	2.5
2:30 PM	4:00 PM	T06. Automatic Success: Using the Rule of 8 for You and Your Staff	0.15	1.5
2:30 PM	4:00 PM	T07. Rules, Regulations and Reviews: What Every Medicare Provider Must Know	0.15	1.5
2:30 PM	4:00 PM	T08. The PT Value Gap: If We Provide Such a Great Value, What Is the Problem?	0.15	1.5
2:30 PM	4:00 PM	T09. How To Build A Self-Governing Coaching Culture	0.15	1.5
2:30 PM	4:00 PM	T10. When Exceptional Service Becomes Your Marketing: Taking Cues from Disney	0.15	1.5
Friday, November 3, 2017				
8:00 AM	9:00 AM	MN01. Marquette Project 2: The Second Round	0	0
8:00 AM	9:00 AM	MN02. Test Your Liability IQ: Top Reasons PT Practices Get Sued	0	0
8:00 AM	9:00 AM	MN03. Elevating the Profession: Permeating Medicine while Connecting with the Community	0	0
8:00 AM	9:00 AM	MN04. Physical Therapy to Keep You Well: New Marketing Approach	0	0
8:00 AM	9:00 AM	MN05. How to Utilize Benchmarks and Data-Driven Marketing Plans to Grow Your Practice	0	0
8:00 AM	9:00 AM	MN06. Comprehensive Joint Replacement (CJR) Expansion, Impact, Successes, Challenges: An Interactive Session for PTs Involved In or Considering Helping Hospitals Meet Their "Targets"	0	0
8:00 AM	9:00 AM	MN07. PPS Peer2Peer Networks	0	0

8:00 AM	9:00 AM	MN08. Political Engagement at Work: PPS Key Contacts Impact Federal Policy	0	0
8:00 AM	9:00 AM	MN09. Administrators Certificate Graduates	0	0
8:00 AM	9:00 AM	MN10. Strategies to promote your practice: Introducing The Monthly Marketing Toolkit & Fit Factor	0	0
9:45 AM	11:45 AM	A05. Administrators Certificate Program: Business & Financial Management (Module 5)	0.2	2.0
10:15 AM	11:45 AM	F01. Successful Growth Tactics of the Most Profitable Physical Therapy Practices	0.15	1.5
10:15 AM	11:45 AM	F02. Implementing an Administrative Power Center in Your Practice	0.15	1.5
10:15 AM	11:45 AM	F03. Interoperability: What Is It and Why Should Physical Therapists Care?	0.15	1.5
10:15 AM	11:45 AM	F04. Heard it Through the Grapevine? Fake News and Compliance Consequences	0.15	1.5
10:15 AM	11:45 AM	F05. The Strategic Approach to Social Media	0.15	1.5
2:00 PM	5:00 PM	A06. Administrators Certificate Program: Billing & Coding (Module 6)	0.2	2.0
2:00 PM	3:30 PM	F06. Eat What You Kill: The Time for an Industry Change is NOW	0.15	1.5
2:00 PM	3:30 PM	F07. Money Isn't Everything: Entrepreneurial Ways to Increase Employee Engagement	0.15	1.5
2:00 PM	3:30 PM	F08. Through The Eyes Of The Acquirers	0.15	1.5
2:00 PM	3:30 PM	F09. Health Care Consumerism: How To Help Patients Make Better Decisions About Paying Out Of Pocket For PT	0.15	1.5
2:00 PM	3:30 PM	F10. Direct-to-Employer PT: Building Supply and Demand	0.15	1.5
3:45 PM	5:15 PM	F11. VALUE 2017: Client Engagement, Client Retention, Client Satisfaction-GUARANTEED!	0.15	1.5
3:45 PM	5:15 PM	F12. The 80/20 Rule: Operations Planning to Drive Profit	0.15	1.5
3:45 PM	5:15 PM	F13. Evidence-Based Mobile Technology in the Modern PT Practice	0.15	1.5
3:45 PM	5:15 PM	F14. How to Deliver Corporate Wellness Programs: The Product, the Process, the Dollars	0.15	1.5
3:45 PM	5:15 PM	F15 - It's in the "How": Sustained Competitive Advantage	0.15	1.5
Saturday, November 4, 2017				
8:00 AM	10:30 AM	Closing Breakfast with Keynote: How to Fascinate: From First Impressions to Lasting Value	0.1	1.0

The PPS Annual Conference qualifies for a maximum of 1.50 CEUs (15.0 contact hours/CCUs).

The following states recognizes Private Practice Section (PPS), an APTA Component, as an approved provider of continuing education for this conference: AL, CA, CT, FL, IA, ME, MN, NH, NM, SD, WA, & WV.

This activity has been submitted to the following states boards for approval: CA, LA, MD, MA, NV, NJ, OH, OK, RI, & TX.

This activity has been submitted to the Federation of State Boards of Physical Therapy (FSBPT) for approval to award contact hours. FSBPT's ProCert certification is currently accepted by AK, AR, AZ, CA, CO, DE, DC, GA, HI, ID, IL, IN, KS, KY, MI, MS, MO, MT, NE, NC, ND, OR, PR, SC, TN, UT, VT, VA, WI, AND WY.