



## 2026 NetWorks Summit Agenda Class of 2024

*\*Subject to changes*

**Wednesday, April 29, 2026**

**APTA Centennial Center | 3030 Potomac Ave, Alexandria, VA**

3:30 PM – 6:00 PM

**Registration Open** | 7<sup>th</sup> Floor

Arrive at the APTA Centennial Center and check in at the front desk. A staff member will guide you to the 7th-floor event space

5:15 PM – 6:15 PM

**Opening Keynote "The Mind of a Leader"** | Paris & Patla

*Amy Lafko, MSPT, MBA*

*Sponsored by Shockwave Centers of America*

In this interactive and experiential keynote presentation, Amy Lafko takes the audience into the mind of a leader with humor and storytelling from her personal and professional experience. Through "The Tale of Two Leaders," listeners are encouraged to examine their own mindsets and intentions of leadership. They will be challenged to let go of the patient-first mentality and shift their intentions to putting their people first.

6:15 PM – 7:15 PM

**Networking Reception** | Terrace

Join fellow Peer2Peer members for a networking reception on the Rooftop Terrace—a great opportunity to reconnect with returning participants and meet members from other NetWorks groups.

7:30 PM

**Dinner with your group**

Looking for a place to eat afterward? Our [Alexandria Restaurant Guide](#) features 20+ dining options within walking distance of both the Hyatt Centric Old Town Alexandria and the APTA Centennial Center. *You can find the guide on the P2P Hub under the 2026 NetWork Summit page.*

**Thursday, April 30, 2026**

**APTA Centennial Center**

7:00 AM - 8:00 AM

**Breakfast on your own**

If you'd like to hop on the Metro as a group to the APTA Centennial Center, meet in the lobby of the Hyatt Centric Old Town at 7:45 AM. It's a fun way to start the day together!

8:15 AM – 9:15 AM

**"Shift Happens"** | Paris & Patla

*Justin Moore, PT, DPT & Mike Horsfield, PT, MBA*

9:30 AM – 11:30 AM **Meaningful Metrics: Turn KPI's into Action and Increase Practice Value** | Boardroom  
*Mike Osler, PT, DPT*  
*Earn .2 CEU*

Tracking metrics is no longer optional in 2026. But measurement alone does not build a valuable PT practice. Many owners generate reports and review dashboards yet fail to convert data into disciplined execution. The primary barrier is not knowledge. It is execution. Without strategic action, even the best numbers sit idle while practice value stalls.

This session closes the gap between tracking and follow-through. Participants will learn how to identify the KPIs that directly influence profitability, risk profile, scalability, and buyer perception. More importantly, they will gain a practical framework for using data to drive strategic decisions to not only increase short-term efficiency and profitability, but also maximize EBITDA and long-term practice valuation.

A practice that monitors metrics remains status quo. A practice that uses data to drive decision-making will thrive amid professional challenges. Attendees will leave with clear priorities, decision filters, and accountability strategies to transform data into measurable growth and a stronger, more valuable business.

11:30 AM – 12:30 PM **Lunch Break (Lunch Provided)**  
Enjoy a relaxed lunch with your group while connecting with new colleagues or catching up with old friends.

12:30 PM – 2:30 PM **Difficult Conversation Home Exercise Program** | Boardroom  
*Lori Dillon, MPA*  
*Earn .2 CEU*

During this session, participants will explore why it is critical to lean into difficult conversations as a leader and will leave with practical approaches for navigating difficult conversations while maintaining solid relationships. Throughout the session, participants will interact with and learn from each other, and practice and reflect on the tools presented in real-time. Desired outcomes by the end of the session include renewed or increased confidence in approaching difficult conversations with others, and an appreciation for the collective experience, wisdom, and mentorship within the room.

3:00 PM - 5:00 PM **Deep Dive with Industry Experts** | 7<sup>th</sup> Floor

3:00 PM – 3:50 PM



*room switch*

4:00 PM – 4:50 PM



*room switch*

4:30 PM– 5:00 PM

This is a great chance to meet members outside your group. Industry experts will guide the discussions, and you can choose **two of the three** rooms to jump into meaningful conversations and take away practical ideas.

1. Recruiting & Retention with Lori Dillon, MPA & Julie Wingen
2. Succession planning with Mike Osler, PT, DPT
3. KPI's with Todd Gifford

6:30 PM

**Keep the conversations going @ Dinner!**

Utilize [our restaurant guide](#) to create your own dinner reservation, either with your group or with new friends you've made during the Summit. *You can find the guide on the P2P Hub under the 2026 NetWork Summit page.*

7:30 PM

**Murphy's Grand Irish Pub** | 713 King St, Alexandria, VA 22314

**Optional meet-up for dinner or a casual drink.** Completely informal—just a chance to relax and spend time together after the day's sessions

**Friday, May 1, 2026**  
**APTA Centennial Center**

8:00 AM - 9:00 AM

**Networking Breakfast** | 7<sup>th</sup> Floor/Terrace

Wrap up the Summit with a casual breakfast and time to reconnect with peers you met yesterday. Bring your business cards to swap contact info before heading out!

9:00 AM - 11:00 AM

**Mastermind Melds: Come to these share-and-steal sessions** | 7<sup>th</sup> Floor

9:05 AM – 10:00 AM

Join us again to connect with members beyond your group. Choose **two of the four rooms** and jump into open, peer-driven discussions to share insights, advice, and practical tips.



*room switch*

10:05 AM – 11:00 AM

1. Growth Strategies
2. Operating Systems Adaptations
3. Marketing / Social Media
4. Niche, Cash-Based, or Solo Practice

11:00 AM - 12:00 PM

**Closing General Session** | Paris & Patla

*Mike Horsfield, PT, MBA*

**Special  
Thanks to  
Our Sponsor**



**The Opening Keynote is generously sponsored by Shockwave Centers of America**, a manufacturer of high-quality, FDA-registered radial and focused shockwave devices, providing clinics with greater ability to help patients manage pain and support natural healing. The company provides complete training to practitioners across the country to deliver non-invasive treatment options for a range of musculoskeletal conditions, positioning itself as a resource for both patient care and clinical support.

*A representative from Shockwave Centers of America will also be onsite throughout the day on Thursday and available during breaks if you'd like to stop by and learn more about their work with clinics.*