


PPS 2018 SCHEDULE-AT-A-GLANCE

THE BROADMOOR | COLORADO SPRINGS, CO | NOVEMBER 7-10

WEDNESDAY, NOVEMBER 7, 2018

Session ID

Administrators Certificate Program

12:30 pm – 2:30 pm  Business Operations (Module 1 of 6) A01

Pre-Conference Workshops

1:00 pm – 5:00 pm Payment and Reimbursement Update 2018 W01

1:00 pm – 5:00 pm Innovative Tools to Promote Employee Engagement and Increase Your Company's Success W02

1:00 pm – 5:00 pm Turn Health-Facing: Applying a Population Health Management Framework in PT Practice W03

1:00 pm – 5:00 pm Peer2Peer Activities

Administrators Certificate Program

2:45 pm – 4:45 pm  Marketing (Module 2 of 6) A02

General Session

5:15 pm – 8:00 pm Opening Session with Awards Ceremony and President's Reception Gala

THURSDAY, NOVEMBER 8, 2018

General Session

7:30 am – 10:30 am Breakfast with Keynote, General Business Meeting, and Candidates' Speeches T00

Administrators Certificate Program

10:45 am – 12:45 pm  Human Resources (Module 3 of 6) A03

Concurrent Educational Sessions

11:00 am – 12:30 pm The Relationship Between Cash Practices and Medicare T01

11:00 am – 12:30 pm Revenue Cycle Management Blunders—and How to Fix Them T02

11:00 am – 12:30 pm Efficacy of a Workplace Injury Prevention Program: Improving Community Alliances & Health T03

11:00 am – 12:30 pm Eight Free, Easy Online Tools to Supercharge Social Media Posts T04

11:00 am – 12:30 pm Money Isn't Everything: Entrepreneurial Ways to Increase Employee Engagement T05

12:30 pm – 6:00 pm Exhibit Hall Open

12:30 pm – 2:30 pm Lunch with Exhibitors

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THURSDAY, NOVEMBER 8, 2018 (continued)

Administrators Certificate Program

1:30 pm – 4:00 pm  Legal Compliance (Module 4 of 6) A04

Concurrent Educational Sessions

2:30 pm – 4:00 pm International Perspectives on Private Practice Physical Therapy T06

2:30 pm – 4:00 pm Emerging Payment and Practice Issues T07

2:30 pm – 4:00 pm Private Practice and Business Education: Implementing SMART T08

2:30 pm – 4:00 pm How to Leverage Loyal Patients to Improve Revenue T09

2:30 pm – 4:00 pm Metrics, Dashboards, and Data, OH MY? How to Navigate the Yellow Brick Road of Private Practice T10

2:30 pm – 4:00 pm New Hire Mentorship: Bridging the Academia-to-Clinical-Practice Divide T11

4:00 pm – 6:00 pm Reception with Exhibitors

FRIDAY, NOVEMBER 9, 2018

7:30 am – 2:00 pm Exhibit Hall Open

7:30 am – 8:30 am Continental Breakfast in Exhibit Hall

Solution Rooms (NEW!): Committee volunteers or other speakers facilitate multiple roundtables

8:30 am – 10:00 am **Marketing:** Blogs; Podcasts; Social Media; Building Relationships with Physicians; Community/Neighborhood Outreach; and more

8:30 am – 10:00 am **PPS Benefits and Resources:** Key Contact Program; Peer2Peer Program; Fit Factor Tool; New PPS website Monthly Marketing Toolkit; 99 Marketing Ideas; and more

8:30 am – 10:00 am **Practice Issues by Lifespan:** Startup (pair with Old Timers); 1-3 Years; 3+ Years; Multi-Site; Single-Site; Exit Strategies

8:30 am – 10:00 am **Niche/Specialty Practices:** Telehealth; Bike Fit/Eric Moen; Peds; Pelvic Health; Scoliosis; and more

8:30 am – 10:00 am **Starting a Consulting Side Hustle:** Tips and advice

Administrators Certificate Program

9:45 am – 11:45 am  Business & Financial Management (Module 5 of 6) A05

PPS 2018 SCHEDULE-AT-A-GLANCE

FRIDAY, NOVEMBER 3, 2017 (continued)

Concurrent Educational Sessions

10:15 am – 11:45 am	Private Equity	F01
10:15 am – 11:45 am	Navigating Value-Based Payment: What You Need to Know	F02
10:15 am – 11:45 am	Balance Your Budget with Balance/Fall Prevention Programming	F03
10:15 am – 11:45 am	The Content Rules: A PT's 7-Step Guide to Content Marketing That Works	F04
10:15 am – 11:45 am	Maximize Your Time: Implementing Effective Productivity Principles in Your Practice	F05
10:15 am – 11:45 am	Strategic Growth: Big Data, Cash Cows, & Mangy Dogs	F06

11:45 am – 2:00 pm Lunch with Exhibitors

Concurrent Educational Sessions

2:00 pm – 3:30 pm	Humanitarian Work: What You Should Know	F07
2:00 pm – 3:30 pm	Milliman Data - PT Value Project	F08
2:00 pm – 3:30 pm	Should You Add Wellness Coaching Services to Your PT Practice?	F09
2:00 pm – 3:30 pm	Sell Me This Pen! A Proven Ethical System to Never Fear Face-to-Face Selling Again	F10
2:00 pm – 3:30 pm	Leadership: Cultivating Your Leaders of Tomorrow	F11
2:00 pm – 3:30 pm	Medicare, Maintenance, and Medical Necessity: What All Outpatient Therapists Need to Know	F12

Administrators Certificate Program

2:00 pm – 5:00 pm	 Billing & Coding (Module 6 of 6)	A06
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Concurrent Educational Sessions

4:00 pm – 5:30 pm	Collecting and Using Outcomes	F13
4:00 pm – 5:30 pm	How California Keeps Winning on Payment: The Align Networks Lawsuit Case Study	F14
4:00 pm – 5:30 pm	Value-based Care – the New Business Metrics	F15
4:00 pm – 5:30 pm	Direct-to-Consumer PT: Re-engineering Practice to Meet Consumer-Based Values	F16
4:00 pm – 5:30 pm	I Know Who You Are, I Saw What You Did: What Your Practice & Employees Are Posting Are in Violation	F17
4:00 pm – 5:30 pm	Sellers' Perspectives in Successful Private Equity Partnerships: Key Considerations	F18

7:00 pm – 10:00 pm Closing Celebration

SATURDAY, NOVEMBER 10, 2018

General Session

8:00 am – 10:30 am	Closing Breakfast with Keynote—Best-Selling Co-Author of #1 National Best Seller: <i>The Four Disciplines of Execution</i>
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