

# PPS 2019 HANDOUTS

## ADMINISTRATORS CERTIFICATE SESSIONS

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3:15 pm – 5:15 pm [Human Resources \(Module 2 of 6\)](#)

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10:45 am – 12:45 pm [Business & Finance \(Module 3 of 6\)](#)

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1:30 pm – 4:00 pm [Legal Compliance \(Module 4 of 6\)](#)

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9:15 am – 11:45 am [Marketing \(Module 5 of 6\)](#)

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2:00 pm – 5:00 pm [Billing & Coding \(Module 6 of 6\)](#)

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## THURSDAY, OCTOBER 31

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11:00 am – 12:30 pm [Digital Marketing Strategies for the Modern PT Practice](#)

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11:00 am – 12:30 pm [Emerging Issues Impacting the Private Practice Physical Therapist](#)

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11:00 am – 12:30 pm [Reducing the Risk of Malpractice for the PT Private Practice](#)

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11:00 am – 12:30 pm [Unlock the Power of Outcomes!](#)

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2:30 pm – 4:00 pm [Milliman Part 4: Analyze and Market Your Practice for Value-Based Care and APMs](#)

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2:30 pm – 4:00 pm [The Statistics and Metrics That Will Matter Most in 2020](#)

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2:30 pm – 4:00 pm [Solving the Biggest Problem Plaguing Your Practice: Employee Fit](#)

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2:30 pm – 4:00 pm [Built to Sell: Demystifying Practice Value and the Sales Process](#)

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## FRIDAY, NOVEMBER 1

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10:15 am – 11:45 am [Marketing Bench Marking: Using Data to Maximize Profits](#)

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10:15 am – 11:45 am [Employee Empowerment: Breaking Down Barriers to Optimize Productivity!](#)

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10:15 am – 11:45 am [Does Your Practice Need an Eval? Using Your Diagnostic Skills to Evaluate Your Clinic](#)

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10:15 am – 11:45 am [How to Slash Drop-offs to Improve Your Bottom Line: Three Strategies](#)

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10:15 am – 11:45 am [Leveraging Estate Planning to Maximize Your Wealth](#)

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2:00 pm – 3:30 pm [The New Way of Marketing: Get More New Patients From the Same Number of Calls](#)

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2:00 pm – 3:30 pm [Putting your KPIs to Work for You](#)

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2:00 pm – 3:30 pm [Are Your Managers Killing Your Company Culture?](#)

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2:00 pm – 3:30 pm [The Negotiation Hack! Negotiation Techniques and Strategies for Private Practice PTs](#)

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2:00 pm – 3:30 pm [Telehealth: Payment and Practice Considerations](#)

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3:45 pm – 5:15 pm [Alternative Employee Compensation Models. What Works, and What Doesn't](#)

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3:45 pm – 5:15 pm [The State of Direct Access Marketing: What Works In Today's Private Practice Market](#)

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3:45 pm – 5:15 pm [Why More PT Owners Are Choosing the Hybrid Model](#)

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3:45 pm – 5:15 pm [Creating a Win-Win: The Use of "Job Scorecards" to Keep Employees Motivated and On Task](#)

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3:45 pm – 5:15 pm [Electronic Communication—How to Connect & Stay Compliant with Patients and Practitioners](#)

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