

# CONTINUING EDUCATION CREDITS



## THE 2019 PPS ANNUAL CONFERENCE QUALIFIES FOR A MAXIMUM OF 1.35 CEUs (13.5 contact hours/CCUs).

Complete your online session evaluations and receive your credit certificate upon completion.

The deadline to enter sessions for continuing education credit and to retrieve your certificate is January 31, 2020.

### WEDNESDAY, OCTOBER 30, 2019

CEUs Contact Hours/CCUs

#### Administrators Certificate Program

12:30 pm – 3:00 pm	A01. Business Operations (Module 1 of 6)	0.25	2.5
3:15 pm – 5:15 pm	A02. Human Resources (Module 2 of 6)	0.2	2.0

#### Pre-Conference Workshops

1:00 pm – 5:00 pm	W01. Payment and Reimbursement Update 2019	0.4	4.0
1:00 pm – 5:00 pm	W02. Creating Your Patient's Experience: Your Whole Team Trained for Patient and Business Success	0.4	4.0

### THURSDAY, OCTOBER 31, 2019

#### General Session

7:30 am – 10:30 am	T01. Breakfast with Keynote, General Business Meeting, and Candidates' Speeches	0.1	1.0
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#### Administrators Certificate Program

10:45 am – 12:45 pm	A03. Business & Finance (Module 3 of 6)	0.2	2.0
1:30 pm – 4:00 pm	A04. Legal Compliance (Module 4 of 6)	0.25	2.5

#### Concurrent Educational Sessions

11:00 am – 12:30 pm	T02. Telehealth and Physical Therapy: What PT's Practicing in the Telehealth Environment are Experiencing! (BUZZ SESSION)	0	0
11:00 am – 12:30 pm	T03. Digital Marketing Strategies for the Modern PT Practice	0.15	1.5
11:00 am – 12:30 pm	T04. Emerging Issues Impacting the Private Practice Physical Therapist	0.15	1.5
11:00 am – 12:30 pm	T05. Reducing the Risk of Malpractice for the PT Private Practice	0.15	1.5
11:00 am – 12:30 pm	T06. Unlock the Power of Outcomes!	0.15	1.5
11:00 am – 12:30 pm	T07. Nutrition + PT: A Winning Combo for Your Patients and Profits	0.15	1.5

#### Concurrent Educational Sessions

2:30 pm – 4:00 pm	T08. You Have Compliance Questions? We Have Answers! (BUZZ SESSION)	0	0
2:30 pm – 4:00 pm	T09. Innovative Ways to Attract Your Ideal Patient Without Leaving Your Couch	0.15	1.5
2:30 pm – 4:00 pm	T10. Milliman Part 4: Analyze and Market Your Practice for Value-Based Care and APMs	0.15	1.5
2:30 pm – 4:00 pm	T11. The Statistics and Metrics That Will Matter Most in 2020	0.15	1.5
2:30 pm – 4:00 pm	T12. Solving the Biggest Problem Plaguing Your Practice: Employee Fit	0.15	1.5
2:30 pm – 4:00 pm	T13. Built to Sell: Demystifying Practice Value and the Sales Process	0.15	1.5

## FRIDAY, NOVEMBER 1, 2019

### Administrators Certificate Program

		CEUs	Contact Hours/CCUs
9:15 am – 11:45 am	A05. Marketing (Module 5 of 6)	0.25	2.5
2:00 pm – 5:00 pm	A06. Billing & Coding (Module 6 of 6)	0.3	3.0

### Concurrent Educational Sessions

10:15 am – 11:45 am	F01. The Opportunity Upstream: Employers Using Therapy to Get Ahead of Costs (BUZZ SESSION)	0	0
10:15 am – 11:45 am	F02. Marketing Bench Marking: Using Data to Maximize Profits	0.15	1.5
10:15 am – 11:45 am	F03. Employee Empowerment: Breaking Down Barriers To Optimize Productivity!	0.15	1.5
10:15 am – 11:45 am	F04. Does Your Practice Need an Eval? Using Your Diagnostic Skills to Evaluate Your Clinic	0.15	1.5
10:15 am – 11:45 am	F05. How to Slash Drop-offs to Improve Your Bottom Line: Three Strategies	0.15	1.5
10:15 am – 11:45 am	F06. Leveraging Estate Planning to Maximize Your Wealth	0.15	1.5

### Concurrent Educational Sessions

2:00 pm – 3:30 pm	F07. The Wellness Puzzle: Where Do Physical Therapists Fit? (BUZZ SESSION)	0	0
2:00 pm – 3:30 pm	F08. The New Way of Marketing: Get More New Patients From the Same Number of Calls	0.15	1.5
2:00 pm – 3:30 pm	F09. Putting your KPI's to Work for You	0.15	1.5
2:00 pm – 3:30 pm	F10. Are Your Managers Killing Your Company Culture?	0.15	1.5
2:00 pm – 3:30 pm	F11. Telehealth: Payment and Practice Considerations	0.15	1.5
2:00 pm – 3:30 pm	F12. The Negotiation Hack! Negotiation Techniques and Strategies for Private Practice PTs	0.15	1.5

### Concurrent Educational Sessions

3:45 pm – 5:15 pm	F13. Alternative Employee Compensation Models. What works, and What Doesn't (BUZZ SESSION)	0	0
3:45 pm – 5:15 pm	F14. The State of Direct Access Marketing: What Works In Today's Private Practice Market	0.15	1.5
3:45 pm – 5:15 pm	F15. Why More PT Owners Are Choosing The Hybrid Model	0.15	1.5
3:45 pm – 5:15 pm	F16. Creating a Win-Win: The Use of 'Job Scorecards' to Keep Employees Motivated and On Task	0.15	1.5
3:45 pm – 5:15 pm	F17. Electronic Communication - How to Connect & Stay Compliant with Patients and Practitioners	0.15	1.5

## SATURDAY, NOVEMBER 2, 2019

### General Session

9:15 am – 11:00 am	S01. Closing Breakfast with Keynote: Customer Experience is the New Competitive Advantage - What Works, What Doesn't and Why it Matters More Than Ever	0.1	1.0
<b>TOTAL</b>		<b>1.35</b>	<b>13.5</b>



### STATE APPROVALS

As a Component of the APTA, the Private Practice Section's courses are accepted in the following jurisdictions, as allowed by the type of course requirements in state regulations: AL, AZ, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, MI, MN, MO, MS, MT, NC, ND, NE, NH, NY, OK, OR, PR, RI, SD, TN, UT, VA, VT, WA, WI, WV, and WY.

The Private Practice Section is an Approved Provider through the California Physical Therapy Association (Provider # CPTAAP-12); the Texas Physical Therapy Association (Provider # 2008027TX); and the New York State Education Department, Office of the Professions.

This activity has been approved by the Arkansas State Board of Physical Therapy; the Louisiana Physical Therapy Board; the Maryland Board of Physical Therapy Examiners; the New Jersey Board of Physical Therapy Examiners (Course approval #1906-63), the New Mexico Board of Physical Therapy, and the Ohio Physical Therapy Association (approval #19S1594), as allowed by the type of course requirements in the state regulations.

This activity has been approved by the Nevada Board of Physical Therapy Examiners for a maximum of 0.85 CEUs, as allowed by the type of course requirements in the state regulations.

Alaska and Pennsylvania do not accept credits for content related to practice management.