

# Agenda



SEPTEMBER 20, 2014

DALLAS, TX

ASCEND PROGRAM

TRACK 1 **START A PRACTICE** TRACK 2 **GROW A PRACTICE**

7:30 AM Registration, networking, and breakfast

8:30 AM **Keynote Presentation: Business Matters**  
Heidi Jannenga, PT, DPT, ATC/L  
*Cambridge Ballroom*

9:00 AM **Create a Business Plan for Private Practice Physical Therapy**  
Chuck Felder, PT, SCS, ATC, MBA  
*Somerset Ballroom*

**Activating Your Referral Network**  
Lynn Steffes, PT, DPT  
*Cambridge Ballroom*

10:00 AM **Break: Exhibitor Area**

10:30 AM **Managed Care Contracting: Things I Need to Know and Wish I Did Not Have to**  
Steve Allred, PT, MBA  
*Somerset Ballroom*

**Making Direct Access Work for You**  
Dave Manzo and Mike Manzo, PT  
*Cambridge Ballroom*

11:30 AM **Lunch: Cambridge Ballroom**

**Product Chat (WebPT Members Only)**  
*Normandy Ballroom*

12:30 PM **Building a Website and Promoting Your Practice Online**  
David Straight, PT, DPT, OCS  
*Somerset Ballroom*

**Know When to Hold Them or When to Fold Them: Developing an Effective Exit Strategy**  
Joe LaPorta  
*Cambridge Ballroom*

1:30 PM **Break: Exhibitor Area**

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1:40  
PM

**Choosing Liability Insurance for Yourself  
and Your Practice**

Judy Simmons  
*Somerset Ballroom*

**Building Value for Patients in Cash-Based  
Models**

Aaron LeBauer, PT, DPT, LMBT  
*Cambridge Ballroom*

2:40  
PM

**Break:** Exhibitor Area with Light Snacks

3:10  
PM

**Execute**

David Browder, PT, DPT, OCS  
*Cambridge Ballroom*

4:10  
PM

**Break:** Exhibitor Area

4:20  
PM

**Q&A Panel and Discussion**

Heidi Jannenga, PT, DPT, ATC/L  
*Cambridge Ballroom*

5:40  
PM

**Reception:** Somerset Ballroom

6:40  
PM

**Dinner** (for those who RSVP'd)



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