



Ascend Program

8:00 AM	Breakfast ▲ Location: Skyline	
9:00 AM	Ascend 2015 Kickoff ▲ Location: Lakefront	
9:10 AM – 10:10 AM	<b>The PT's Playbook: 5 Key Plays to Win the Future</b> Instructor: <i>Heidi Jannenga</i> Target Audience: <b>Beginner</b> ▲ Location: Lakefront	
10:10 AM – 10:20 AM	Break: Mix, mingle, and refresh. ▲ Location: Skyline	
10:20 AM – 11:20 AM	<b>Using Data to Improve Your Practice</b> Instructor: <i>Julie Fritz</i> Target Audience: <b>Intermediate</b> ▲ Location: Lakefront	<b>Direct Access: Quick Access to Patients, Quicker Access to Physicians</b> Instructors: <i>Dave Manzo</i> and <i>Mike Manzo</i> Target Audience: <b>Intermediate</b> ▲ Location: Riverwalk
11:20 AM – 11:30 AM	Break: Take ten to reboot your mind and body. ▲ Location: Skyline	
11:30 AM – 12:30 PM	<b>Customer Concierge: The Difference Between Customer Service and Experience</b> Instructor: <i>Jody Ruppert</i> Target Audience: <b>Beginner</b> ▲ Location: Riverwalk	<b>Best Practices for Documenting in 2015</b> Instructor: <i>Deborah Alexander</i> Target Audience: <b>Intermediate</b> ▲ Location: Lakefront
12:30 PM – 1:30 PM	Lunch: Grab a bite, talk to vendors, or just take a load off. ▲ Location: Skyline	
1:30 PM – 2:30 PM	<b>You Can't Capitalize on What You Don't Track: Why Outcome Measures are Essential to the Success of Your Clinic</b> Instructor: <i>Troy Bage</i> Target Audience: <b>Intermediate</b> ▲ Location: Lakefront	<b>Using Equipment to Increase Referrals and Reimbursement</b> Instructor: <i>Mike Riley</i> Target Audience: <b>Beginner</b> ▲ Location: Riverwalk
2:30 PM – 2:40 PM	Break: Time to grab something sweet. ▲ Location: Skyline	
2:40 PM – 3:40 PM	<b>Physical Therapy Marketing Online: 4 Proven Systems That'll Make You an Expert in Your Community</b> Instructor: <i>David Straight</i> Target Audience: <b>Beginner</b> ▲ Location: Lakefront	<b>Cash and Compliance</b> Instructors: <i>Ann Wendel</i> and <i>Rick Gawenda</i> Target Audience: <b>Beginner</b> ▲ Location: Riverwalk
3:40 PM – 4:00 PM	Break: Satisfy those hunger pangs. ▲ Location: Skyline	
4:00 PM – 5:00 PM	<b>Show Me the Money: Positioning Your Practice for Investment</b> Instructor: <i>Joseph LaPorta</i> Target Audience: <b>Intermediate</b> ▲ Location: Riverwalk	<b>The Brand-Culture Connection</b> Instructor: <i>Robert Babb</i> Target Audience: <b>Intermediate</b> ▲ Location: Lakefront
4:00 PM – 5:00 PM	WebPT Product Showcase ▲ Location: Lakefront	



# Saturday's Agenda

**7:00 AM** **Run with RockTape**  
Set the pace for a great day. Join us for a refreshing run along the river!  
Location: **RockTape Recovery Center**



**8:00 AM – 9:00 AM** Breakfast ▲ Location: **Skyline**

**8:15 AM** **Breakfast with SOLS**  
Fuel your day—and your practice's revenue—by attending this special breakfast event with SOLS. You'll learn how 3D-printed orthotics can improve patient outcomes and boost your bottom line—no messy plaster required.  
Location: **Lakefront**



**9:00 AM – 10:00 AM** **Leveraging the Value of PT**  
Instructor: *Jeff Hathaway*  
Target Audience: **Beginner** ▲ Location: **Lakefront**

**10:00 AM – 10:10 AM** Break: Take a breath as you move to your next session. ▲ Location: **Skyline**

**10:10 AM – 11:10 AM** **ICD-10 for Physical and Occupational Therapy: It Isn't Rocket Science, Part 1**  
Instructor: *Rick Gawenda*  
Target Audience: **Intermediate** ▲ Location: **Lakefront**

**A Minute Saved is a Penny Earned: The Revenue-Boosting Time Management Game Plan**  
Instructor: *Jamey Schrier*  
Target Audience: **Advanced** ▲ Location: **Riverwalk**

**11:10 AM – 11:20 AM** Break: Stretch your legs, re-caffeinate, or grab a bite. ▲ Location: **Skyline**

**11:20 AM – 12:20 PM** **ICD-10 for Physical and Occupational Therapy: It Isn't Rocket Science, Part 2**  
Instructor: *Rick Gawenda*  
Target Audience: **Intermediate** ▲ Location: **Lakefront**

**PT in the Subscription Economy: What Your Clinic Has in Common with Netflix and Spotify**  
Instructors: *Ryan Klepps* and *Scott Hebert*  
Target Audience: **Intermediate** ▲ Location: **Lakefront**

**12:20 PM – 1:20 PM** Lunch: Grab some grub, and take a moment to stretch and refresh at the RockTape Recovery Lounge.  
Location: **Skyline**

**1:20 PM – 2:20 PM** **Creating a Conscious Positive Culture**  
Instructor: *Daphne Scott*  
Target Audience: **Beginner** ▲ Location: **Lakefront**

**2:20 PM – 2:40 PM** Break: Time to grab something sweet. ▲ Location: **Skyline**

**2:40 PM – 3:40 PM** **Practice of the Year Award Presentation**  
Closing remarks start at 3:40. ▲ Location: **Lakefront**

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