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### WIFI DETAILS

Network Name: Renaissance\_CONFERENCE

Enter conference code "ascend2019" in the pop-up box.

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## AGENDA DAY ONE

### FRIDAY, SEPTEMBER 20

7:00 AM–8:30 AM	ASCEND CENTRAL BREAKFAST		
8:30 AM–10:15 AM	GREAT NORTHERN ASCEND KICKOFF AND KEYNOTE Are You Running Your Business or is It Running You? SUE HAWKES, CEO   YESS!		
10:15 AM–10:25 AM	ASCEND CENTRAL COFFEE BREAK		
10:25 AM–11:25 AM	GREAT NORTHERN From Zero to Hero: Understanding SEO in the Golden Age of Search SARAH BIRD, CEO   Moz	GREAT HALL Are Your Managers Killing Your Company Culture? DR. BRIAN HARTZ, PT, MPT, DPT, OCS, CSCS Founder and CEO   HARTZ Physical Therapy	
11:20 AM–11:30 AM	ASCEND CENTRAL BREAK		
11:35 AM–12:35 PM	GREAT NORTHERN Alternative Revenue Streams Panel Moderator: NANCY HAM, CEO   WebPT Panel: LINDSAY BECKER, PT, DPT, SCS, CSCS, CGFI-M3 Owner and Director of Performance   Buckeye Performance Golf JENNIFER ALLEN, PT, DPT, OCS, SCS, CHT CEO and Co-Founder   Bodycentral Physical Therapy & Sports Medicine SHAWN BURGER, PT, DPT, CSCS Vice President of Outpatient Division   Burger Physical Therapy	GREAT HALL Medicare's Targeted Probe and Education Review: Why Would They Pick You? MARY DAULONG, PT, CHC, CHP President and CEO   Business & Clinical Management Services, Inc.	HIAWATHA Draft Pick to Hall of Famer: The Roadmap to Expertise DANIEL MCCUTCHEN, PT, DPT, OCS Chief Compliance Officer and Director of Professional Development   Makovicka Physical Therapy

12:35 PM–2:00 PM	ASCEND CENTRAL LUNCH Check out the exhibitors and get your DearWorld photo taken.		
2:00 PM–2:20 PM	GREAT NORTHERN   GREAT HALL   THE CONSERVATORY   ZEPHYR TRAILBLAZER TALK Round 1	<i>See event app or Trailblazer Talks handout for details.</i>	
2:25 PM–2:40 PM	GREAT NORTHERN   GREAT HALL   THE CONSERVATORY   ZEPHYR TRAILBLAZER TALK Round 2	<i>See event app or Trailblazer Talks handout for details.</i>	
2:40 PM–2:55 PM	ASCEND CENTRAL SNACK BREAK		
2:55 PM–4:25 PM	GREAT NORTHERN Payer Rule-Palooza: What You Need to Know to Get Reimbursed in 2019 and Beyond RICK GAWENDA, PT Founder and President   Gawenda Seminars and Consulting, Inc	GREAT HALL A Guide to the Healthcare Marketing Ecosystem KEITH JENSEN, MA Chief Marketing Officer   Waud Capital Partners	HIAWATHA Making Metrics Matter: Strategies for Utilizing Metrics to Maximize Productivity and Reimbursement BRANDON SEIGEL President   Wellness Works Management Partner
4:35 PM–5:15 PM	ASCEND CENTRAL THE EXCHANGE <i>See event app or Exchange handout for details.</i>		
5:15 PM–7:00 PM	ASCEND CENTRAL NETWORKING HAPPY HOUR SPONSORED BY PERFORMANCE HEALTH Grab a drink, meet new people, and take your DearWorld photo.		

TODAY IS THE DAY

## AGENDA DAY TWO

### SATURDAY, SEPTEMBER 21

7:00 AM–8:30 AM	ASCEND CENTRAL BREAKFAST		
8:30 AM–9:50 AM	GREAT NORTHERN DAY TWO KICKOFF AND KEYNOTE Why Doers Must Delegate: The Key to Next-Level Success in Practice AMY LAFKO, MSPT, MBA Owner and Principal   Cairn Consulting Solutions		
9:50 AM–10:00 AM	ASCEND CENTRAL COFFEE BREAK		
10:00 AM–11:30 AM	GREAT NORTHERN Mergers & Acquisitions in 2020: How to Know When the Time is Right for You PAUL MARTIN, MPT, CBI, M&AM President   Martin Healthcare Advisors	GREAT HALL The Slippery Slope of Sloppy Documentation: Why Therapists Get Denials During Documentation Reviews JOHN WALLACE, PT, MS Chief Business Development Officer of Revenue Cycle Management   WebPT	HIAWATHA Alternative Employee Compensation Models: What Works and What Doesn't JASON WAMBOLD, MSPT Co-Founder   OnusOne
11:30 AM–11:40 AM	ASCEND CENTRAL BREAK		
11:40 AM–12:15 PM	ASCEND CENTRAL THE EXCHANGE <i>See event app or Exchange handout for details.</i>		

12:15 PM–1:30 PM	ASCEND CENTRAL LUNCH Enjoy lunch and check out the exhibitors.		
1:30 PM–2:30 PM	GREAT NORTHERN How to Build a Winning Front-Desk Management System BRIAN GALLAGHER, PT Owner and CEO   MEG Business Management	GREAT HALL PT Advocacy: Turning Advocacy into Achievement DR. BRENDAN SULLIVAN, PT, DPT, OCS, MTC, MSCS, CSCS Founder   Empire Health & Wellness Center BEN BARRON, MSPT Vice President of Business Development   WebPT	HIAWATHA Attain and Retain: Using WebPT Reach to Convert Leads into Patients SCOTT HEBERT, PT, DPT Director of Product Management   WebPT ADRIENNE SLIZ, Operations Enablement Specialist   WebPT
2:30 PM–2:45 PM	GREAT HALL AND HIAWATHA ENTRANCES SNACK BREAK		
2:45 PM–3:50 PM	GREAT HALL How to Become the Authority in Physical Therapy with Marketing DR. STERLING CARTER, DPT, MS, CSCS President and CEO   Sterling Physical Therapy & Wellness MR. STEPHEN CARTER, MBA, PMP CEO and Co-Founder   Sterling Staffing Solutions	HIAWATHA The Neuroscience Behind Impactful Conversations: Simple Practical Applications for Leaders and Teams JUDY CIRULLO, PT, ACC, CPC, ELI-MP Owner   PT Team Success Formula	

TODAY IS THE DAY