



PATH 1
START A PRACTICE

PATH 2
GROW A PRACTICE

7:30
AM

Registration, Networking and Breakfast

8:00
AM

Keynote: Larry Benz or John Childs

9:00
AM

Create a Business Plan

Chuck Felder

Customer Service

Lynn Steffes

10:00
AM

Break: Exhibitor Area

10:30
AM

Starting a Business 101

Small Business Association of TX

**Building Company Culture
From Within**

Lynn Steffes

11:30
AM

Lunch: Exhibitor Area

12:30
PM

**Building a Website and Promoting
your Practice Online**

David Straight

Maximize Your Referral Network

Hoy and Katz

1:30
PM

Break: Exhibitor Area

1:40
PM

Making Direct Access Work for You

Dave Manzo

Making Cash-Based Work for You

Dr. Jarod Carter

2:40
PM

Break: Exhibitor Area with Light Snacks

3:10
PM

Insurance Contracting

PTPN, Preferred or Pinnacle

Negotiating with Payers

Jeff Hathaway

4:10
PM

Break: Exhibitor Area

4:20
PM

Q&A Panel and Discussion

Heidi Jannenga

5:40
PM

Reception

5:40
PM

Dinner: (Optional - Additional \$35)

SEPTEMBER 20, 2014

DALLAS, TX