



ASCEND



PROGRAM

#AscendEvent

POWERED BY  
WebPT

# DAY 1 SCHEDULE

SEPTEMBER 29, 2017

7:00  
AM

**Breakfast and Registration**

Ascend  
Central

12:30  
PM

**Lunch**

*Grab a bite and chat with exhibitors.*

Ascend  
Central

9:00  
AM

**Raise Your Game: What High Achievers Do During the Unseen Hours**  
*Alan Stein, Jr.*

Regency  
Ballroom

10:10  
AM

**Break**  
*Grab a coffee at our caffeination station.*

Ascend  
Central

**Using Outcomes to Improve Incomes**

*Mike Manzo, PT, MPT*  
*Mike Mundry, DPT*

Diplomat  
Ballroom

**How to Effectively Manage a Medicare Audit**  
*Mary R. Daulong, PT, CHC, CHP*

Regency  
Ballroom

2:00  
PM

10:20  
AM

**Future-Proof Your Practice by Clarifying Your Value**  
*Sarah Lyon, OTR/L*

Diplomat  
Ballroom

**Employee Stock Ownership Plan (ESOP): A Possible Succession and Exit Strategy**

*Jerry Rush, PT, OCS, CEAS*  
*Matt Morgan, DPT, OCS, Cert. MDT, CEAS*  
*Mark Brown, MSPT, OCS, CMPT, Cert. MDT, CEAS*  
*Thomas J. Marsilio, MPT, EP*

Palladian  
Ballroom

**Making Grassroots Advocacy Work For You: How to Get it Done at National, State, and Local Levels**  
*Michael Connors, PT, DPT, OCS, PhD*

Palladian  
Ballroom

11:20  
AM

**Break**  
*Explore the space and stretch your legs.*

Ascend  
Central

3:00  
PM

**Break**

*Satisfy your sweet tooth with a treat.*

Ascend  
Central

11:30  
AM

**The Current State of Health Care: A Fireside Chat with Nancy Ham and Karen DeSalvo**  
*Nancy Ham*  
*Karen DeSalvo, MD, MPH, MSc*

Regency  
Ballroom

3:15  
PM

**The Exchange**

*Presented by Rehab Nation*

Regency  
Ballroom

4:30  
PM

**Happy Hour**

*Enjoy drinks on us. Hosted by Reliable IT and Strive Labs.*

Ascend  
Central

# DAY 2 SCHEDULE

SEPTEMBER 30, 2017

7:00 - 7:30 AM	Express Boot Camp with RockTape	Ascend Central		<b>The New Realities of Building a Multi-Clinic, Market-Leading Company Today: "You're Gonna Need A Bigger Boat!"</b> <i>Paul J. Martin, MPT, CBI, M&amp;AM</i>	Regency Ballroom
7:00 AM	Breakfast	Ascend Central			
9:00 AM	<b>Losing to Gain: Why Physical Therapy is Crucial in the Fight Against Obesity</b> <i>Dr. Jimmy Chow, MD, ABOS</i> <i>Heidi Powell</i> <i>Chris Powell</i>	Regency Ballroom	1:00 PM	<b>The Silent Killer: Ransomware and Healthcare Cybersecurity</b> <i>F. Iman Joshua, CISM, CISSP</i>	Diplomat Ballroom
				<b>Medicare Myth-Busters: Dispelling Common Compliance Misconceptions</b> <i>Rick Gawenda, PT</i>	Palladian Ballroom
10:30 AM	<b>Break</b> <i>Grab a coffee at our caffeination station.</i>	Ascend Central	2:00 PM	<b>Break</b>	Ascend Central
10:40 AM	<b>The Power of the Patient: Leveraging Promoters to Drive New Business and Improve Revenue</b> <i>Ryan Klepps, PT, DPT</i> <i>Scott Hebert, PT, DPT</i>	Diplomat Ballroom	2:10 PM	<b>Partnering to Increase Revenue: An Expert Panel</b> <i>Gene Shirokbrod, DPT</i> <i>Pete Celano, MBA</i> <i>Barton N. Bishop, DPT, SCS, TPI CGFI-MP2, CSCS</i>	Diplomat Ballroom
	<b>Top of Mind, Top of Search: 4 Ways to Help Prospective Patients Find You Online</b> <i>Shawn McKee</i> <i>Charlotte Bohnett</i>	Palladian Ballroom		<b>New Evaluation Codes: Case Scenarios Incorporating the Four Components</b> <i>Rick Gawenda, PT</i>	Palladian Ballroom
			3:10 PM	<b>Break</b> <i>Satisfy your sweet tooth with a treat.</i>	
11:40 AM	<b>Lunch</b> <i>Grab a bite and network with someone new.</i>	Ascend Central	3:20 PM	<b>The State of Rehab Therapy in 2017</b> <i>Heidi Jannenga, PT, DPT, ATC/L</i>	Regency Ballroom

ASCEND

SEPTEMBER 28-29, 2018

PHOENIX

ARE YOU READY FOR ASCEND 2018?



LEARN



NETWORK



GROW

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