



ASCEND

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WIFI: AscendEvent | PASS: ascend2022

NEED-TO-KNOW INFO

The next few pages serve as a quick guide for everything taking place here at Ascend. For more details about the schedule of events—and our brilliant speakers—please download the Ascend app.



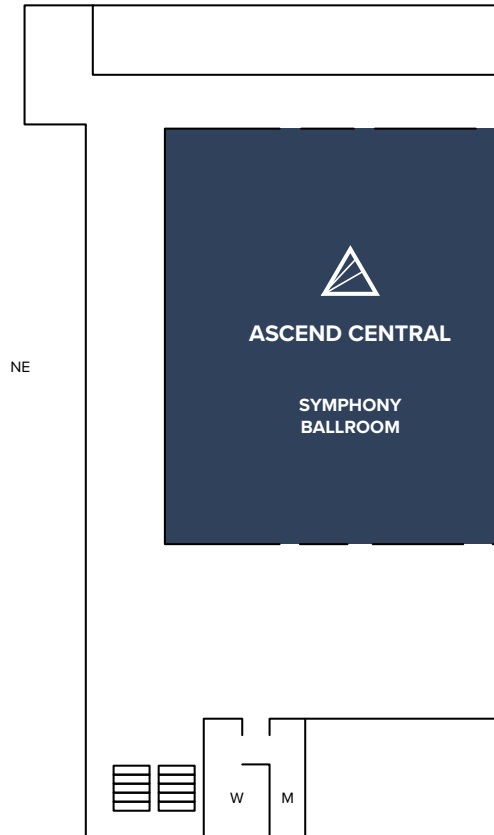
HOW TO DOWNLOAD THE EVENT APP:

Visit the app store on your mobile device and search “**Bizzabo.**”

Download and open the Bizzabo app.

Enter your registration email.

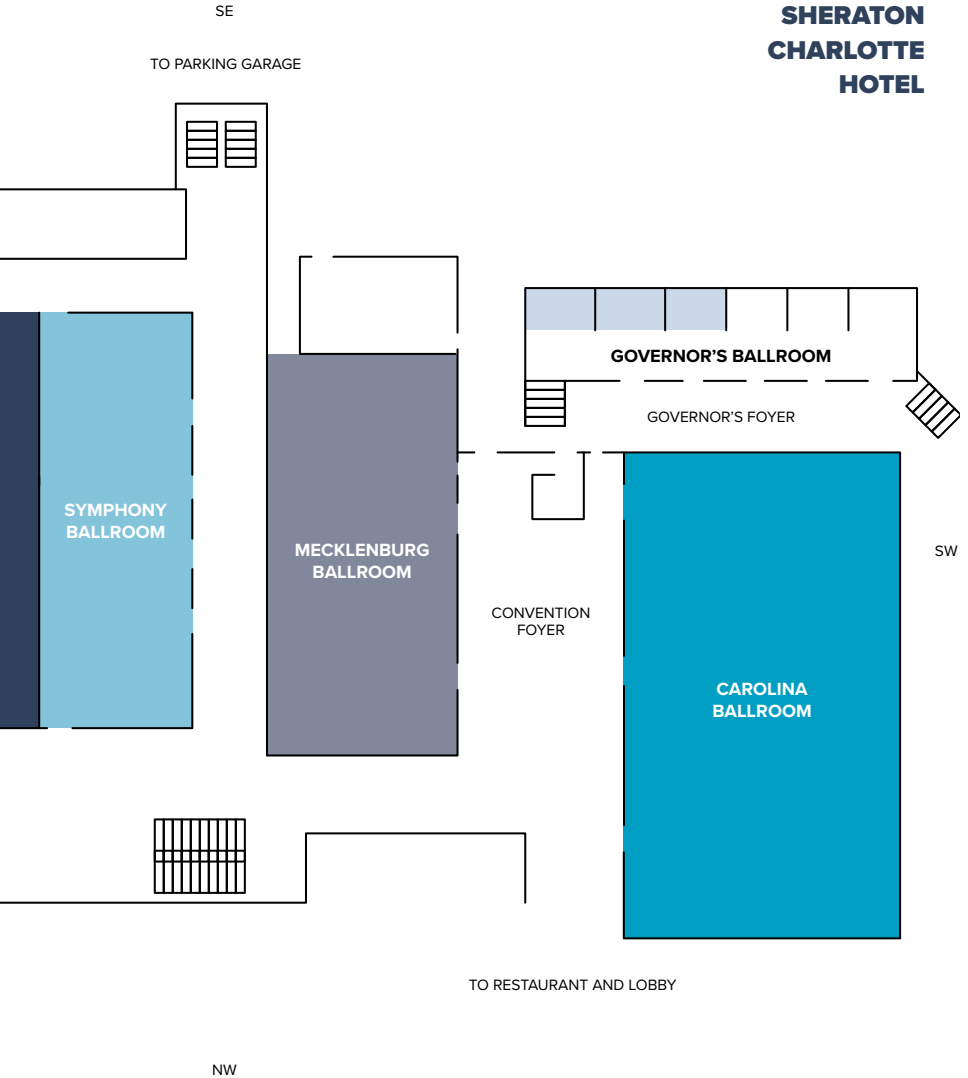
Confirm your email address and enjoy the event!



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**SHERATON
CHARLOTTE
HOTEL**



DAY 1 | FRIDAY

MAY 20, 2022

7:00–8:30 AM	OPEN REGISTRATION AND BREAKFAST ASCEND CENTRAL		
8:30–10:15 AM	ASCEND KICKOFF AND KEYNOTE CAROLINA BALLROOM Stop + Shift: The Mindset Reset That Changes Everything Karen Allen Mindset Expert and TEDx Speaker		
10:15–10:25 AM	COFFEE BREAK		
10:25–11:25 AM	CAROLINA BALLROOM Interoperability: Changing the Discussion from Technology to Outcomes Jon Elwell CEO Kno2 OPERATIONS	SYMPHONY BALLROOM Therapist Intervention and Charging Training (Part I) John Wallace, PT, MS, OCS (ret.) SVP of Revenue Cycle Management WebPT CLINICAL	MECKLENBURG BALLROOM The Intrapreneur vs. Entrepreneur: Finding Your Path to Private Practice Success Brian Gallagher, PT Founder and President MEG Business Management LEADERSHIP
11:25–11:35 AM	COFFEE BREAK		
11:35 AM–12:35 PM	CAROLINA BALLROOM 4 Secrets of a “Good to Great” Company Jason Lobb, PT, OCS COO Mountain Land Physical Therapy Rick Lybbert, PT, OCS CEO and President Mountain Land Physical Therapy OPERATIONS	SYMPHONY BALLROOM Therapist Intervention and Charging Training (Part II) John Wallace, PT, MS, OCS (ret.) SVP of Revenue Cycle Management WebPT CLINICAL	MECKLENBURG BALLROOM The Psychology of Engagement: Integrating the Necessary Skills to Improve Outcomes John Woolf, PT, MS, ATC, COMT, PhD (cand.) CEO Patient Success Systems LEADERSHIP
12:35–2:00 PM	LUNCH ASCEND CENTRAL Grab a bite to eat, check out the exhibitors, and learn about their cutting-edge products!		

2:00–2:45 PM

TRAILBLAZER TALKS

CAROLINA BALLROOM | SYMPHONY BALLROOM | MECKLENBURG BALLROOM | GOVERNOR'S BALLROOM

See the event app or program for more details.

ROUND ONE | 2:00–2:20 PM

ROUND TWO | 2:25–2:45 PM

2:45–2:55 PM

BREAK

2:55–4:25 PM

CAROLINA BALLROOM

Breaking New Ground: How Rehab Therapy Practices Can Innovate in 2022

MODERATOR:

Eric Fernandez
Director | Hyperice
Rehab Division

PANELISTS:

Michelle Collie,
DPT, MS, OCS
Owner and CEO
| Performance
Physical Therapy

Randy Hite, PT
Director | Apex
Performance Center

Ashley Campbell,
PT, DPT, SCS
Director of Rehab
| Nashville Hip
Institute at TOA

OPERATIONS

SYMPHONY BALLROOM

Understanding Remote Therapeutic Monitoring as it Applies to Outpatient Physical and Occupational Therapy

Rick Gawenda, PT
President | Gawenda
Seminars &
Consulting, Inc.

CLINICAL

MECKLENBURG BALLROOM

DEI in Action: How Clinics and Therapists Can Take Real Steps to Expand Inclusivity in Practice

MODERATOR:

Heidi Jannenga,
PT, DPT, ATC
Co-Founder and Chief
Clinical Officer | WebPT

PANELISTS:

Kendell Jno-Finn, PT, DPT
Founder and President
| M3 Performance
Physical Therapy

Robin Black
Chief People Officer |
Ivy Rehab Network

Tobey DeMott
Yeates, PT, DPT
Associate Chair for
Diversity, Equity,
and Inclusion in the
Department of Physical
Therapy and Human
Movement Sciences |
Northwestern University

LEADERSHIP

GOVERNOR'S BALLROOM

WebPT Reach Success Session

Kelsey Duede
Senior Success
Manager | WebPT

Adrienne Sliz
Operations Enablement
Specialist | WebPT

Miranda Buell
Enterprise Success
Manager | WebPT

WEBPT

4:25–4:35 PM

SNACK BREAK

ASCEND CENTRAL

4:35–5:20 PM

THE EXCHANGE

ASCEND CENTRAL

See the event app or program for details.

5:20–7:00 PM

NETWORKING HAPPY HOUR

ASCEND CENTRAL

Enjoy light bites and libations to celebrate the end of day one. Cheers!

DAY 2 | SATURDAY

MAY 21, 2022

7:00–8:30 AM	OPEN REGISTRATION AND BREAKFAST ASCEND CENTRAL			
8:30–9:30 AM	CAROLINA BALLROOM Seven Steps to a Seven-Figure Practice: Maximize Profitability Without Compromising Your Well-Being Jamey Schrier, PT Owner and CEO Practice Freedom U OPERATIONS	SYMPHONY BALLROOM Making MIPS Work for You Dianne Jewell, PT, DPT, PhD, FAPTA President and CEO Sheltering Arms Corporation CLINICAL	MECKLENBURG BALLROOM Reimagining Employee Engagement Post-COVID-19 Brian Hartz, DPT, OCS Owner and CEO HARTZ Physical Therapy and Employees First Consulting LEADERSHIP	
9:30–9:40 AM	COFFEE BREAK			
9:40–11:10 AM	CAROLINA BALLROOM The Future is Here: How to Put Remote Therapeutic Monitoring into Practice to Improve Patient Outcomes MODERATOR: Heidi Jannenga, PT, DPT, ATC Co-Founder and Chief Clinical Officer WebPT PANELISTS: James Heathers, PhD Chief Scientific Officer Cipher Skin Rick Gawenda, PT President Gawenda Seminars & Consulting, Inc. Kathleen Rosas, PT, DPT Clinical Content Product Manager Keet Health CLINICAL	SYMPHONY BALLROOM Designing an 11–Star Experience: How the Chairs in Your Clinic are Impacting Patient Outcomes Keaton Ray, PT, DPT, OCS Co-Founder and COO MovementX Fred Gilbert, PT, DPT, OCS Chief People Officer MovementX OPERATIONS	MECKLENBURG BALLROOM Self Awareness and Teamwork: Two Overlooked Ingredients to Business Success Karen Litzy, PT, DPT Owner Karen Litzy Physical Therapy, PLL LEADERSHIP	GOVERNOR'S BALLROOM WebPT Reach Success Session Kelsey Duede Senior Success Manager WebPT Adrienne Sliz Operations Enablement Specialist WebPT Miranda Buell Enterprise Success Manager WebPT WEBPT

11:10–11:20 AM	<p>COFFEE BREAK</p> <p>ASCEND CENTRAL</p>		
11:20–12:00 PM	<p>THE EXCHANGE</p> <p>ASCEND CENTRAL</p> <p>See the event app or program for details.</p>		
12:00–1:30 PM	<p>LUNCH</p> <p>ASCEND CENTRAL</p> <p>Grab a bite to eat, check out the exhibitors, and learn about their cutting-edge products!</p>		
1:30–2:30 PM	<p>CAROLINA BALLROOM</p> <p>Rehab Therapy M&A Market Update: Are We Headed Up or Down?</p> <p>Paul Martin, PT, M&AMI President Martin Healthcare Advisors, LLC</p> <p>LEADERSHIP</p>	<p>SYMPHONY BALLROOM</p> <p>The Truth About Denials: How to Minimize Financial Waste to Maximize Your Clinic's Bottom Line</p> <p>Jennifer Worthy, MBA, CHFP VP of Revenue Cycle Management Operations WebPT</p> <p>CLINICAL</p>	<p>MECKLENBURG BALLROOM</p> <p>Striking the Balance: Productivity and Payer Policies</p> <p>John Wallace, PT, MS, OCS (ret.) SVP of Revenue Cycle Management WebPT</p> <p>CLINICAL</p>
2:30–2:40 PM	<p>LIGHT BITES AND LIBATIONS</p>		
2:40–3:30 PM	<p>ASCEND SEND-OFF AND CELEBRATION</p> <p>CAROLINA BALLROOM</p> <p>You won't want to miss this!</p>		

THE EXCHANGE

WHEN:

FRIDAY, MAY 19

4:35 PM

SATURDAY, MAY 20

11:20 AM

LOCATION:

ASCEND CENTRAL

Do you have a major win you can share or are you looking for guidance from others on something that's troubling you? Now is your time to work together.

The Exchange is a small peer-to-peer discussion session where you get the opportunity to network and grow together around a specific topic. All you need to do is select a topic, find its table number, sit at that table, and share. Please note there are only 10 spots per topic so you might want to pick a couple topics you're interested in.

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TABLE # TOPIC

- | | |
|-----------------------------------------------|----------------------------------------------------------------------|
| 1. Alternative Compensation Models | 18. Effective Patient Management Outside of the Clinic |
| 2. Practice Metrics | 19. Value-Based Care |
| 3. Patient Engagement | 20. Patient Experience |
| 4. Healthcare Equity | 21. Referral Management |
| 5. Diversity, Equity, and Inclusion | 22. Patient Engagement |
| 6. Remote Therapeutic Monitoring | 23. Maximizing Payment: Productivity, Compliance, and Billing |
| 7. PT's Role As Primary Care Providers | 24. Billing and Collections |
| 8. Adjunct Cash-Based Services | 25. VR in Your Clinic |
| 9. Employee Engagement | 26. Diversifying Revenue Streams |
| 10. Marketing Strategies | 27. Interoperability |
| 11. Patient Adherence | 28. Measuring Outcomes |
| 12. Advocacy | 29. Burnout |
| 13. Building a Positive Workplace | 30. Documentation Efficiency |
| 14. Business Sales and Acquisition | 31. Front Office Workflows |
| 15. DPT Curriculum | 32. Reducing Claim Holds and Denials |
| 16. Wellness and Preventative Care | 33. Financial Reporting |
| 17. MIPS and MIPS Value Pathways | 34. WebPT Tips and Tricks |
| | 35. Choose Your Own Topic |

TRAILBLAZER TALKS

WHEN:

FRIDAY, MAY 19

2:00 PM–2:45 PM

Ready to feel inspired? Join us for our Trailblazer Talks—two rounds of fast-paced, hyper-focused, and passion-fueled presentations.

LOCATIONS:

SYMPHONY
BALLROOM

MECKLENBURG
BALLROOM

GOVERNOR'S
BALLROOM

CAROLINA
BALLROOM

Here's how it works:

1. Choose one talk in each time slot to attend.
2. Head to each talk's assigned room and enjoy the show!

2:00 PM

2:20 PM

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What to Sell and How to Sell it: Incorporating Sales into Your Service to Expand Clinical Reach and Increase Profits

Elizabeth Pearl, PT
Owner and CEO | Pearl Physical Therapy

SYMPHONY BALLROOM

Physical Therapists Are Capable of Changing the World—So Why Aren't We Doing It?

Kendell Jno–Finn, PT, DPT
Founder and President | M3 Performance and Physical Therapy

MECKLENBURG BALLROOM

Lobbying for Change: Leveraging Data, Research, and Clinical Excellence

JeMe Cioppa–Mosca, PT, MBA
Senior Vice President | HSS Rehabilitation and Performance

GOVERNOR'S BALLROOM

Will Digital Disruption Force PT Evolution or Extinction?

Chuck Thigpen, PhD, PT, ATC
Vice President for Care Delivery | ATI Physical Therapy

CAROLINA BALLROOM

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