



All Days Thu Sep 24 Fri Sep 25 Sat Sep 26

All Sessions (23) My Interests

Thu Sep 24

9:58 AM - 1:00 PM PDT (3 Hours, 2 Min)
ASCEND KICKOFF—A Day of Networking
We understand that networking is important—so important, in fact, that we added another day to Virtual Ascend! Now, you will have the opportunity to connect, network, and grow alongside the industry's best and brightest for three full days.
While we can't meet in person this year, we still want to provide a space for you to feel connected with the Rehab Therapy Community—Ascend Central Slack Community.
Slack will be our virtual networking hub before, during, and after the event.
We 100% recommend joining the Ascend Central Slack Community. This is where ALL the networking, conversations, sponsor booths, and collaborating will happen.
Keep an eye out! You will receive an email on September 23rd asking you to join our Ascend Central Slack Community.
Learn more about Ascend Networking opportunities [here](#).

9:59 AM - 1:00 PM PDT (3 Hours, 1 Min)
Join Ascend Central
This year, our famous networking hub, Ascend Central, will happen virtually via Slack. Join our Ascend Central Slack community to network live with others, engage with sponsors, and stay up-to-date on important event information in real-time! Click [HERE](#) to join.

9:59 AM - 1:00 PM PDT (3 Hours, 1 Min)
Snap a selfie in the photobooth
Snap a selfie in the photobooth and post it for a chance to win a cool prize! Here's how:
1. Click [here](#) to access the booth.
2. Select either "Still" or "Gif" (if you receive a dialogue box requesting access to your camera, click "Accept")
3. Add some flare! Choose a sticker or two to add to your selfie.
4. Click "Take Picture" and say cheese!
5. Choose to retake your picture if desired.
6. Once you're happy with your snapshot, click "Approve."
7. Send the photo to your email.
8. Post it in [#AscendCentral](#) on Slack!

10:00 AM - 10:45 AM PDT (45 Min)
Ask an Expert: Josh Golden | Answering questions about Google and Facebook advertising
BROADCAST HAS ENDED
This session is for All-Access ticket holders
Ever wish you could talk with an expert about how to advertise through Google or Facebook? Us too!
That's why we are hosting Ask an Expert sessions at Ascend! Our experts are ready to answer all of your burning questions LIVE.
Josh Golden
Digital Marketing Manager
WebPT

10:15 AM - 11:15 AM PDT (1 Hour)
Networking Reception: Round 1
Enjoy our first round of virtual networking. Meet new people—and connect with long-time Ascend friends—via video conferencing.
How does it work?
Once you click the link, you'll see yourself—and everyone else—represented by a little avatar. You can move around the room by clicking or dragging your mouse. If you get close enough to someone else, a video chat opens. You can see other people moving around the space and talking to each other, but you cannot hear or see their conversation unless you stand in the small circle around them.
How do I move around the room?
Click anywhere in the room with your mouse and your avatar will make one "step." Hold the button on your mouse and move your mouse around to drag your avatar.
Click [HERE](#) to join!

11:00 AM - 12:00 PM PDT (1 Hour)
Ask an Expert: John Wallace | Answering questions about billing compliance
BROADCAST HAS ENDED
This session is for All-Access ticket holders
Ever wish you could talk with an expert about the ins and outs of billing compliance? Us too!
That's why we are hosting Ask an Expert sessions at Ascend! Our experts are ready to answer all of your burning questions LIVE.
John Wallace
Chief Business Development Officer of Revenue Cycle Management
WebPT

11:30 AM - 1:00 PM PDT (1 Hour, 30 Min)
Networking Reception: Round 2
Enjoy our second round of virtual networking! Meet new people—and connect with long-time Ascend friends—via video conferencing.
How does it work?
Once you click the link, you'll see yourself—and everyone else—represented by a little avatar. You can move around the room by clicking or dragging your mouse. If you get close enough to someone else, a video chat opens. You can see other people moving around the space and talking to each other, but you cannot hear or see their conversation unless you stand in the small circle around them.
How do I move around the room?
Click anywhere in the room with your mouse and your avatar will make one "step." Hold the button on your mouse and move your mouse around to drag your avatar.
Click [HERE](#) to join!

12:00 PM - 12:45 PM PDT (45 Min)
Ask an Expert: Rick Gawenda | Answering questions about Medicare compliance
BROADCAST HAS ENDED
This session is for All-Access ticket holders
Ever wish you could talk with an expert about the ins and outs Medicare compliance—Us too!
That's why we are hosting Ask an Expert sessions at Ascend! Our experts are ready to answer all of your burning questions LIVE.
Rick Gawenda
Consultant
Gawenda Seminars & Consulting, Inc.

Fri Sep 25

10:00 AM - 11:20 AM PDT (1 Hour, 20 Min)
Virtual Ascend Kickoff and Keynote
BROADCAST HAS ENDED
Let's kick off Ascend with opening remarks from WebPT CEO Nancy Ham. After covering some housekeeping items, she'll present data that showcases the impact of the pandemic on rehab therapy. Then, it's time for the much-anticipated keynote from habit expert James Clear, the #1 New York Times Bestselling Author of Atomic Habits.
Nancy Ham
CEO
WebPT
Speaker
James Clear
#1 New York Times Best...
Keynote

11:20 AM - 11:40 AM PDT (20 Min)
Traillblazer Talk | Diversity, Equity, and Inclusion Matters to Your People—and Your Bottom Line
BROADCAST HAS ENDED
Lisa VanHoose
Associate Professor and Program Director, Physical Therapy Department
University of Louisiana at Monroe
Speaker

11:20 AM - 11:40 AM PDT (20 Min)
Traillblazer Talk | Fighting for a Better Future: Advocacy During Times of Crisis
BROADCAST HAS ENDED
Heidi Jannenga, PT, DPT, ATC
Co-Founder and Chief Clinical Officer
WebPT
Speaker

11:20 AM - 11:40 AM PDT (20 Min)
Traillblazer Talk | Rehab Therapy in the Convenience Economy: Why We Must Embrace Telehealth
BROADCAST HAS ENDED
Scott Hebert, PT, DPT
Director of Product Management
WebPT
Speaker

11:20 AM - 11:40 AM PDT (20 Min)
Traillblazer Talk | Staff Compensation Models for a New Era
BROADCAST HAS ENDED
Edward Miersch
President and CEO
MOTION PT Group, Inc.
Speaker

11:40 AM - 12:30 PM PDT (50 Min)
Rebound from the Slow Down
BROADCAST HAS ENDED
Our world has been turned upside down, and there's no way to know what's coming next. So in this session, we'll focus on future-proofing your organization, with an emphasis on rebounding, reconnecting, and realigning. That way, you're primed and prepared for growth in this new world!
Objectives

- Identify rebounding skills such as reigniting and reconnecting your team.
- Recognize tools to redesign your organization so it is future-proof.
- Recognize methods to align your leadership team.
- Identify strategies for growth in the new normal.

Level of Instruction: Intermediate
Amy Lafko
Owner and Principal
Lafko Consulting Solutions
Speaker

12:30 PM - 1:00 PM PDT (30 Min)
The Exchange | Adapting Your Clinic to the Age of COVID
BROADCAST HAS ENDED
All-Access ticket holders only
Engage in the spirit of collaboration by participating in the Exchange: small group discussions where you can network and grow while discussing a specific topic.

12:30 PM - 1:00 PM PDT (30 Min)
The Exchange | Billing Best Practices
BROADCAST HAS ENDED
All-Access ticket holders only
Engage in the spirit of collaboration by participating in the Exchange: small group discussions where you can network and grow while discussing a specific topic.

12:30 PM - 1:00 PM PDT (30 Min)
The Exchange | Compliance Considerations
BROADCAST HAS ENDED
All-Access ticket holders only
Engage in the spirit of collaboration by participating in the Exchange: small group discussions where you can network and grow while discussing a specific topic.

12:30 PM - 1:00 PM PDT (30 Min)
The Exchange | Modern Marketing Strategies
BROADCAST HAS ENDED
All-Access ticket holders only
Engage in the spirit of collaboration by participating in the Exchange: small group discussions where you can network and grow while discussing a specific topic.

Sat Sep 26

10:00 AM - 10:40 AM PDT (40 Min)
Day 2 Kickoff | Emotional Burnout: How to Deal with Feeling Overwhelmed, Fearful, and Stressed in Uncertain Times
BROADCAST HAS ENDED
Dr. Heidi Jannenga kicks off day two with the announcement of the Ascend Practice of the Year award winners. Then, Tovana Denise will provide a thought-provoking talk on burnout.
Heidi Jannenga, PT, ...
Co-Founder and Chief Cl...
WebPT
Speaker
Tovana Boggs
Life Coach and Founder
Thrive Network for Wo...
Speaker

10:40 AM - 11:45 AM PDT (1 Hour, 5 Min)
Healthcare Compliance in the Digital World
Compliance Track
BROADCAST HAS ENDED
As the coronavirus pandemic has made abundantly clear, technology is an asset for rehab therapists—and their patients. We harness the Internet to help with everything from marketing and operations to telehealth and the patient experience. Yet, technology comes with its own set of challenges. In the case of the pandemic, rehab therapists were desperate to leverage innovative technology in order to provide care during shelter-in-place mandates. And yet, compliance rules lagged in the face of urgency. As we learn to navigate this new normal, we're equipped to innovate even more, but we still face compliance challenges. Even if we're not careful, those challenges can turn into pitfalls—like costly HIPAA breaches, payment rejections and denials, privacy violations, and lawsuits. And something as seemingly benign as sharing exercises on your website to help prepare a runner for a marathon or using your electronic medical record to document a patient visit has the potential to land you in hot water should someone get hurt and choose to sue.
In this session, compliance and legal experts Veda Colmer, JD, OTR/L, and Dianne Jewel, PT, DPT, PhD, FAPTA, will walk you through several example situations, including telehealth, and share how to properly handle them, so you can safely and confidently use technology in your practice.
Objectives
Upon completion of this course, you will be able to:

- Recognize the opportunities and challenges that technology presents in health care, and distinguish between situations where it is and is not safe to use technology.
- Develop a plan to optimize technology use in the clinic while minimizing risk.
- Identify compliance guidelines for using technology in a physical therapy practice.
- Understand the avenues for regulatory advocacy related to technology and innovation.

Level of Instruction: Intermediate
Veda Colmer, JD, O...
General Counsel
Phoenix Spine and Joint
Speaker
Dianne Jewel, PT, D...
Director of Clinical Pract...
WebPT
Speaker

10:40 AM - 11:45 AM PDT (1 Hour, 5 Min)
What to Operate, What to Drop, and How to Grow from Here
Operations Track
BROADCAST HAS ENDED
The pandemic has left everyone across the country scratching their heads for one reason or another. For rehab therapy business owners, they've been rethinking how they operate their businesses. Whether they need an improved system for personal management, greater diversification of service offerings, or better patient outcomes, practice owners are looking for opportunities to deliver value across the board.
In this presentation, Brian Gallagher, PT, will not only share new and innovative ideas, but also provide the tools and training to implement them. He'll outline how restructuring and reprogramming outdated operations can bring about real and meaningful change.
Learning Objectives

- Participants will be able to accurately evaluate the old operating structure and systems of operation in order to discover where greater diversification of services can exist within their practices.
- Participants will be able to develop and implement a five-phase hiring protocol to ensure that only those who are willing to exchange within a set standard of expectations can remain.
- Participants will be able to design and implement a minimum of three cash-based services directed toward achieving the goal of 20% of their annual gross income coming from cash-based services.
- Participants will be able to describe the ideal operating structure for their practice that ensures streamlined communication and delegation among personnel.

Level of Instruction: Advanced
Brian Gallagher
Founder and CEO
MEG Business Management

11:45 AM - 12:45 PM PDT (1 Hour)
Opportunities for Telehealth and Physical Therapy
Compliance Track
BROADCAST HAS ENDED
In this presentation, Steven Windwer will share the results of a patient survey conducted by Bay State Physical Therapy in partnership with Northeastern University's Department of Physical Therapy, Movement, and Rehabilitation Sciences to better understand the impact of telehealth on physical therapy during the COVID-19 pandemic. Specifically, Dr. Windwer will present survey findings on the impact of physical therapy on patient access, patient satisfaction, completion of care plans, and the cost of care. Additionally, the presentation will explore possible applications for telehealth in physical therapy beyond COVID-19.
Objectives

- Compare the adoption of telehealth pre- and post-COVID.
- Examine the potential benefits of telehealth in the delivery of physical therapy on:
 - patient access,
 - patient satisfaction,
 - completion of care plans, and
 - the cost of care.
- Recommend how telehealth practices might use telehealth in the future.
- Understand obstacles that might get in the way of recommendations.

Level of Instruction: Basic
Steven Windwer
CEO
Bay State Physical Therapy
Speaker

11:45 AM - 12:45 PM PDT (1 Hour)
Proposed vs. Passed: What Medicare Changes Are Actually Happening in 2021?
Compliance Track
BROADCAST HAS ENDED
On August 3, 2020, the Centers for Medicare and Medicaid Services (CMS) released its annual proposed rule for services paid under the Medicare Physician Fee Schedule (MPFS) during the 2021 calendar year. This rule also includes proposed changes to the Merit-Based Incentive Payment System (MIPS) program for the 2021 performance year—which will ultimately impact participants' 2023 Medicare payments. This session will explain all of these proposed changes as well as their impact on outpatient therapy services overall and the financial stability of individual practices. This session will also provide updates regarding the Advance Beneficiary Notice of Noncoverage (ABN), TRICARE and low back pain, ICD-10-CM codes for fiscal year 2021, and much more.
Objectives

- List three changes CMS has proposed in the MPFS proposed rule that will impact outpatient therapy in 2021.
- Recall the proposed performance threshold for the 2021 MIPS performance period.
- Explain how to determine whether you're required to participate in the MIPS program for the 2021 performance period.
- Identify the date when you must begin using the newly revised ABN form.

Level of Instruction: Intermediate
Rick Gawenda
Consultant
Gawenda Seminars & Consulting, Inc.