

DAY 1 SCHEDULE

SEPTEMBER 9, 2016



SEPTEMBER 9-10, 2016 | TEXAS

PASSION NEVER FAILS



PROGRAM

#AscendEvent

7:00 AM	BREAKFAST AND REGISTRATION	Ascend Central	12:30 PM	LUNCH <i>Grab a Bite and Chat with Exhibitors</i>	Ascend Central
9:00 AM	THE 5 SECRET FORCES OF STORYTELLING <i>Chris Smith</i>	Lone Star	TRACKING FOR SUCCESS: WHY OUTCOME MEASURES ARE ESSENTIAL TO YOUR PRACTICE <i>Heidi Jannenga, PT, DPT, ATC/L</i> <i>Troy Bage, PT, DPT</i>		Longhorn
10:10 AM	BREAK <i>Grab a Coffee at Our Caffeination Station</i>	Ascend Central			
HOW TO DOCUMENT DEFENSIBLY AND EFFICIENTLY <i>Bradley LaFave</i> <i>Brian Kunich PT, OCS, COMT</i>		Lone Star			
10:20 AM	APPLYING SOUND STRATEGIES TO DENIAL MANAGEMENT <i>Diane McCutcheon</i>	Rodeo			
DESIGNING A PROFESSIONAL DEVELOPMENT PROGRAM (BECAUSE AMAZING THERAPISTS DON'T JUST HAPPEN) <i>Bridgit Finley, PT, DPT, OCS, FAAOMPT</i>		Longhorn	DRINKING WATER FROM A FIRE HYDRANT: THE NEXT GENERATION OF PAYMENT AND POLICY REFORM IMPACTING REHABILITATION PROFESSIONALS <i>Justin Moore, PT, DPT</i>		Rodeo
11:20 AM	BREAK <i>Explore the Space and Stretch Your Legs</i>	Ascend Central	2:30 PM	BREAK <i>Satisfy Your Sweet Tooth with a Treat</i>	Ascend Central
EFFECTIVE BILLING AND REVENUE CYCLE MANAGEMENT <i>Bradley LaFave</i> <i>Elizabeth Warren</i>		Lone Star	BRACE YOURSELF—PAYMENT REFORM IS COMING <i>Moderator:</i> <i>Gene Shirokobrod, DPT</i> <i>Expert Panel:</i> <i>Troy Bage PT, DPT</i> <i>Mike Connors, PT, DPT, OCS, COMT, PhD(c)</i> <i>Justin Moore, PT, DPT; and Paul Gaspar, PT, DPT</i>		Lone Star
11:30 AM	CJR AND REHAB THERAPY: HOW DO WE COEXIST? <i>Rick Gawenda, PT</i>	Longhorn			
THE ULTIMATE GUIDE TO MARKETING AUTOMATION: HOW MODERN MARKETING STRATEGIES CAN IMPROVE PATIENT OUTCOMES, DRIVE PRACTICE REVENUE, AND SAVE YOU TIME <i>Scott Hebert, PT, DPT</i> <i>Ryan Klepps, DPT</i>		Rodeo			
			4:40 PM	HAPPY HOUR	Ascend Central

DAY 2 SCHEDULE

SEPTEMBER 10, 2016

6:30 AM	RUN WITH ROCKTAPE	Stretch Lounge	12:15 PM	LUNCH <i>Grab a Bite and Chat with Exhibitors</i>	Ascend Central
7:00 AM	BREAKFAST	Ascend Central			
9:00 AM	THE ESSENTIAL ELEMENTS OF A SUCCESSFUL PRACTICE IN THE NEW ERA OF HEALTH CARE <i>Heidi Jannenga, PT, DPT, ATC/L</i>	Lone Star	1:15 PM	THE SURPRISING AND TRUE SOURCES OF STRATEGIC COMPETITIVE ADVANTAGE <i>Larry Benz, DPT, OCS, MBA, MAPP</i>	Lone Star
10:10 AM	BREAK <i>Explore the Space and Stretch Your Legs</i>	Ascend Central	2:15 PM	BREAK <i>Satisfy Your Sweet Tooth with a Treat</i>	Ascend Central
10:20 AM	PROVIDING ACCURATE CLAIMS FOR PAYMENT AND AVOIDING POTENTIAL LIABILITY ISSUES <i>Tom Ambury, PT, CHC</i>	Longhorn	2:30 PM	EVIDENCE-BASED MARKETING: BRANDING FOR MAXIMUM ENGAGEMENT <i>Ben Fung, DPT, MBA Gene Shirokobrod, DPT</i>	Rodeo
	GROWING YOUR PRACTICE: WHAT GOT YOU HERE WON'T GET YOU THERE <i>Daniel Rootenberg, PT, DPT, CSCS</i>	Rodeo		UNDERSTANDING THE NEW EVALUATION CODES FOR 2017 <i>Rick Gawenda, PT</i>	Longhorn
11:20 AM	BREAK <i>Satisfy Your Sweet Tooth with a Treat</i>	Ascend Central	3:30 PM	BREAK <i>Last One—Make it Count</i>	Ascend Central
11:30 AM	2016 PRACTICE OF THE YEAR AWARD PRESENTATION	Lone Star	3:40 PM	EMOTIONS AT WORK: HOW TO CULTIVATE THE POSITIVE <i>Daphne Scott, PT, DPT, FAAOMPT, OCS</i>	Lone Star

ASCEND

SEPTEMBER 28-29, 2018
PHOENIX

ARE YOU READY FOR ASCEND 2018?



LEARN



NETWORK



GROW

REGISTER NOW