

ASCEND

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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.

DOWNLOAD OUR OFFICIAL EVENT APP!

Ascend is in your pocket! Download to get the best onsite experience.

Visit the app store on your mobile device and search “**Ascend 2023.**”

Download and enter your registration email.

Confirm your email address and enjoy the event!



SECOND FLOOR

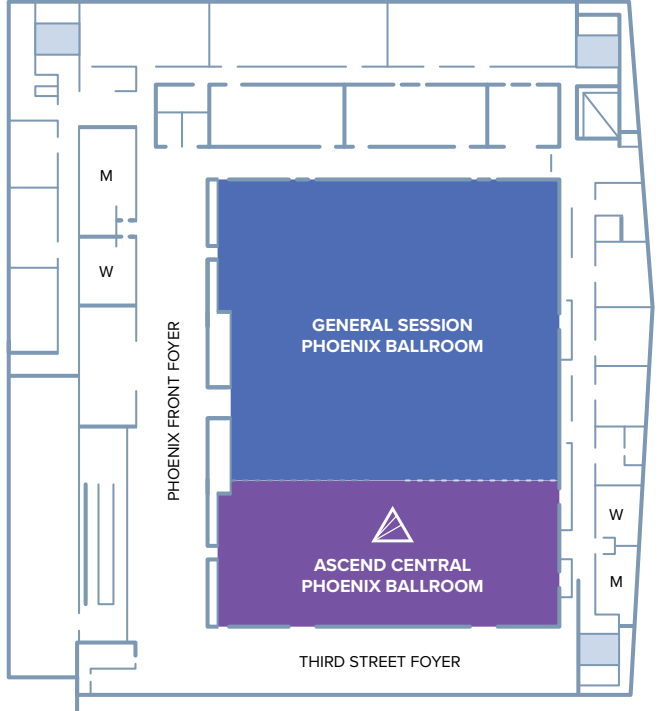
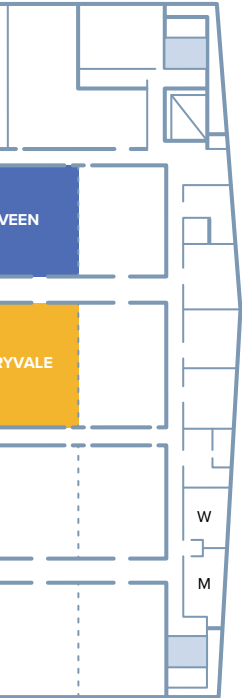


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SHERATON PHOENIX HOTEL

THIRD FLOOR



DAY 1 | FRIDAY

SEPTEMBER 22, 2023

| | | | | | | | | |
|--|---|---|--|--|--|---|---|--|
| <p>7:00– 8:30 AM</p> | <p>OPEN REGISTRATION AND BREAKFAST</p> | | | | | | | |
| <p>8:30– 10:15 AM</p> | <p>ASCEND KICKOFF & KEYNOTE GENERAL SESSION, PHOENIX BALLROOM The Rehab Therapy Labor Shortage: A Brass Tacks Discussion on Changes Needed to Survive and Thrive Heidi Jannenga, PT, DPT, ATC Co-Founder and Chief Clinical Officer WebPT Josh Funk, DPT CEO Rehab 2 Perform JeMe Cioppa-Mosca, PT, MBA Senior Vice President HSS Rehabilitation and Performance Uzair Hammad, PT, DPT, NCS Board Certified Neurologic Clinical Specialist Orlando Health</p> | | | | | | | |
| <p>10:15– 10:25 AM</p> | <p>COFFEE BREAK</p> | | | | | | | |
| <p>10:25– 11:25 AM</p> | <p>SESSIONS, BLOCK ONE (60 MINUTES)</p> <table border="1"> <tr> <td data-bbox="186 673 377 1096"> <p>ENCANTO A</p> <p>Interoperability Unleashed: The Vital Lifeline for Physical Therapy Survival</p> <p>Therasa Bell Co-Founder, President, and CTO Kno2</p> <p>Peter Schoch, MD Chief Health Officer Kno2</p> <p>OPERATIONS</p> </td> <td data-bbox="377 673 569 1096"> <p>ENCANTO B</p> <p>The Roadmap to Retaining Your Workforce (Part I)</p> <p>Brandon Seigel Chief Problem Solver Wellness Works Management Partners</p> <p>LEADERSHIP</p> </td> <td data-bbox="569 673 760 1096"> <p>AHWATUKEE</p> <p>In-Network vs. Out-of-Network vs. Cash Pay: A No-Holds-Barred Discussion About Hybrid Payment Models</p> <p>John Wallace PT, MS SVP of Member Value WebPT</p> <p>Gwen Simons, Esq, PT, OCS, FAAOMPT Founder Simons & Associates Law</p> <p>Brian Gallagher, PT Founder and President MEG Business Management</p> <p>CLINICAL</p> </td> <td data-bbox="760 673 968 1096"> <p>MARYVALE</p> <p>Navigating Tomorrow's Rehab Therapy Landscape: WebPT's Next-Gen Documentation Solution (Round One)</p> <p>Emily Carr Success Manager WebPT</p> <p>Natalie Downes Success Manager WebPT</p> <p>Jon Schneider Director, Product Management WebPT</p> <p>Rachel Maxwell Product Manager WebPT</p> <p>WEBPT</p> </td> </tr> </table> | | | | <p>ENCANTO A</p> <p>Interoperability Unleashed: The Vital Lifeline for Physical Therapy Survival</p> <p>Therasa Bell Co-Founder, President, and CTO Kno2</p> <p>Peter Schoch, MD Chief Health Officer Kno2</p> <p>OPERATIONS</p> | <p>ENCANTO B</p> <p>The Roadmap to Retaining Your Workforce (Part I)</p> <p>Brandon Seigel Chief Problem Solver Wellness Works Management Partners</p> <p>LEADERSHIP</p> | <p>AHWATUKEE</p> <p>In-Network vs. Out-of-Network vs. Cash Pay: A No-Holds-Barred Discussion About Hybrid Payment Models</p> <p>John Wallace PT, MS SVP of Member Value WebPT</p> <p>Gwen Simons, Esq, PT, OCS, FAAOMPT Founder Simons & Associates Law</p> <p>Brian Gallagher, PT Founder and President MEG Business Management</p> <p>CLINICAL</p> | <p>MARYVALE</p> <p>Navigating Tomorrow's Rehab Therapy Landscape: WebPT's Next-Gen Documentation Solution (Round One)</p> <p>Emily Carr Success Manager WebPT</p> <p>Natalie Downes Success Manager WebPT</p> <p>Jon Schneider Director, Product Management WebPT</p> <p>Rachel Maxwell Product Manager WebPT</p> <p>WEBPT</p> |
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| <p>11:25– 11:35 AM</p> | <p>COFFEE BREAK</p> | | | | | | | |



11:35 AM–
12:35 PM

SESSIONS, BLOCK TWO (60 MINUTES)

ENCANTO A

Google, AI, and Instagram: How to Get More Patients and New Hires Without Getting Overwhelmed

Rick Lau, BSc Engg
Healthcare Entrepreneur
| Clinic Accelerator,
CallHero, Painhero

OPERATIONS

ENCANTO B

The Roadmap to Retaining Your Workforce (Part II)

Brandon Seigel
Chief Problem Solver
| Wellness Works
Management Partners

LEADERSHIP

AHWATUKEE

RTM Unplugged: Payer Updates, Data-Driven Trends, and Real-World Applications

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

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

Kathleen Rosas, PT, DPT
Senior Product
Manager | WebPT

CLINICAL

MARYVALE

Enhancing Outpatient Rehab Performance: Unveiling Key Intelligence Indicators

Miranda Buell
Manager of Member
Success | WebPT

Kayla C De Baca
Director of Product
Management | WebPT

WEBPT

12:35–
2:00 PM

LUNCH

PHOENIX BALLROOM

Grab a bite to eat, check out the exhibitors, and learn about their cutting-edge products!

1:30 PM

VENDOR SHOWCASE

Join **Performance Health** at the Marketplace Booth in Ascend Central to learn more about their innovative products.

2:00–
2:20 PM

TRAILBLAZER TALKS, ROUND ONE (20 MINUTES)

ENCANTO A

A Million-Dollar Dilemma: Is Integrating Chiropractic in Your Practice a Recipe for Success or Disaster?

Darryl Yardley, PT,
MScPT, MCISC
Chief Operating Officer
| Clinic Accelerator

ENCANTO B

Empower Your Team: How Employee Engagement Can Change Your Life

Brian Hartz, MPT, DPT,
OCS, CSCS
CEO and President |
HARTZ Physical Therapy

AHWATUKEE

The Cash-Based Mindset: What In-Network Clinics Can Learn from the Cash-Based Movement

Keaton Ray, PT, DPT, OCS
Co-Founder and COO
| MovementX

2:25–
2:45 PM

TRAILBLAZER TALKS, ROUND TWO (20 MINUTES)

ENCANTO A

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Keaton Ray, PT, DPT, OCS
Co-Founder and COO
| MovementX

2:45–
2:55 PM

BREAK

DAY 1 | FRIDAY

CONTINUED

2:55–
4:25 PM

SESSIONS, BLOCK THREE (90 MINUTES)

ENCANTO A

Solving the “Income Squeeze” with the Progressive PT Practice Model

Brian Gallagher, PT
Founder and President |
MEG Business Management

OPERATIONS

ENCANTO B

Embracing the Apple Mindset: How to Upgrade Your Clinic for Endless Growth

Josh Funk, DPT
Founder and CEO |
Rehab 2 Perform

LEADERSHIP

AHWATUKEE

Compliance Pulse: What You Need to Know About the Latest Updates in Rehab Therapy

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

CLINICAL

4:25–
4:35 PM

SNACK BREAK

4:35–
5:20 PM

THE EXCHANGE

GENERAL SESSION, PHOENIX BALLROOM

See event app or The Exchange handout for details.

5:20 PM

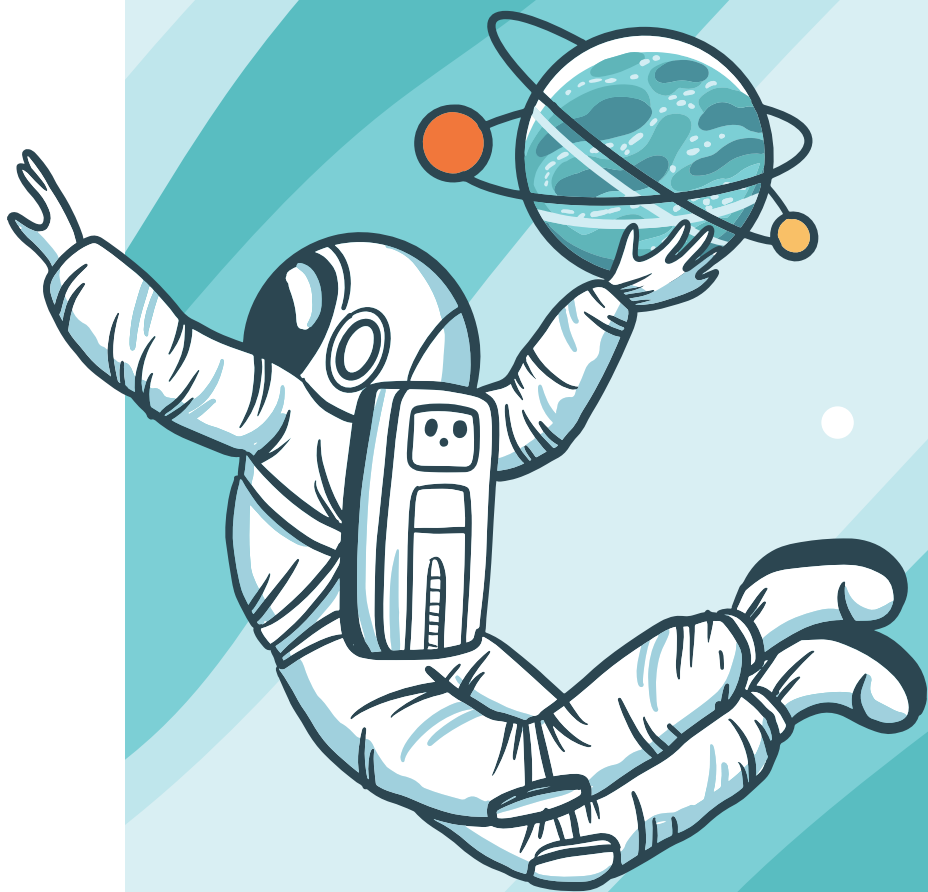
CHEERS AND BEERS: SPONSORED BY BETTERHEALTHCARE

7:30–
9:30 PM

NETWORKING HAPPY HOUR

PHOENIX BALLROOM

Join us for the Happiest of Hours as we celebrate 10 years of Ascend!



DAY 2 | SATURDAY

SEPTEMBER 23, 2023

| | | | | |
|-------------------|---|---|--|---|
| 7:30–8:30 AM | BREAKFAST | | | |
| 8:30–9:45 AM | KEYNOTE GENERAL SESSION, PHOENIX BALLROOM From Local to Global: Creating a Network of High-Performance Allies Steven Tashjian High Performance Consultant The Elevation Project | | | |
| 9:45–9:55 AM | COFFEE BREAK | | | |
| 9:55–11:25 AM | SESSIONS, BLOCK ONE (90 MINUTES) | | | |
| | ENCANTO A The Hybrid Revolution: Transforming MSK Care with Direct-to-Employer and Direct-to-Consumer Relationships Scott Hebert, PT, DPT CEO Second Door Health | ENCANTO B Navigating Success: A Proven Framework to Overcome Obstacles and Strategically Shape Your Future Amy Lafko, MSPT Founder Cairn Consulting Solutions | AHWATUKEE Stop, Drop, and Audit Your Managed Care Contracts Connie Zicarelli Founder Guidepost Consultants & Practice Management | |
| | OPERATIONS | LEADERSHIP | CLINICAL | |
| 11:25–11:35 AM | SNACK BREAK | | | |
| 11:35 AM–12:35 PM | SESSIONS, BLOCK TWO (60 MINUTES) | | | |
| | ENCANTO A AI to the Rescue: The Future of Streamlining PT Workflows Pedro Teixeira, MD, PhD Co-Founder and CEO PredictionHealth | ENCANTO B Hiring with Purpose: Creating a Visionary Workforce for Future Success Kendell Jno-Finn, PT, DPT, CMPT, TPI-M2 Principal and Owner M3 Performance and Physical Therapy | AHWATUKEE What Are Reviewers Really Looking For? Lessons Learned from Over 200 Payer Audits John Wallace PT, MS SVP of Member Value WebPT | MARYVALE Empowering Engagement: Navigating the Patient Journey with Keet Health and PRM Chris McLaughlin Product Manager WebPT Sage Campos Enterprise Success Manager WebPT Blake Stephens Sr. Product Manager WebPT |
| | OPERATIONS | LEADERSHIP | CLINICAL | WEBPT |

12:40–
1:00 PM

THE EXCHANGE

PHOENIX BALLROOM

See event app or The Exchange handout for details.

1:00–
2:00 PM

LUNCH

PHOENIX BALLROOM

Grab a bite to eat, check out the exhibitors, and learn about their cutting-edge products!

2:00–
3:00 PM

SESSIONS, BLOCK THREE (60 MINUTES)

ENCANTO A

Revolutionizing PT: Empowering Patients and Boosting Profits Through Advanced Diagnostic Technologies

Dimitrios Kostopoulos,
DPT, MD, PhD, DSc, ECS
Co-Founder and
Chairman of the Board |
Hands-On Companies

OPERATIONS

ENCANTO B

Unlocking Success: Navigating the Sale of Your PT Business in Uncertain Times

Paul J. Martin, MPT,
CBI, M&AMI
President | Martin
Healthcare Advisors, LLC

LEADERSHIP

AHWATUKEE

Elevating Outcomes: Maximizing Patient Success Through Proven Coaching Techniques

Joyce Glick, PT, MHS
Lifestyle Health Coach | Next
Level Health Coaching

CLINICAL

MARYVALE

Navigating Tomorrow's Rehab Therapy Landscape: WebPT's Next-Gen Documentation Solution (Round Two)

Emily Carr
Success Manager | WebPT

Natalie Downes
Success Manager | WebPT

Jon Schneider
Director, Product
Management | WebPT

Rachel Maxwell
Product Manager | WebPT

WEBPT

3:00–
3:10 PM

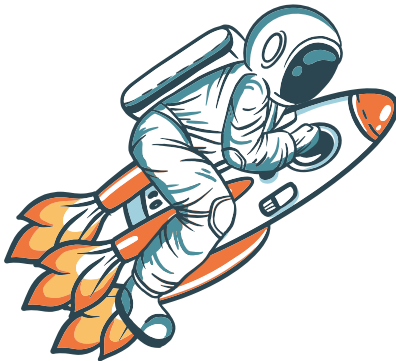
LIGHT BITES AND LIBATIONS

3:10–
4:00 PM

ASCEND SEND-OFF

GENERAL SESSION, PHOENIX BALLROOM

Gather for one last celebration before putting everything learned at Ascend 2023 into practice!



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TO OUR SPONSORS**





CELEBRATING



YEARS OF
ASCEND