

ACHIEVE GREATNESS

PROGRAM

WiFi Details
Network name: **Ascend2018** | Password: **Phoenix**

#ASCENDEVENT

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WebPT

This program serves 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. Here's how:

1. Visit the app store on your mobile device, and search “**EventMobi.**”
2. Download and open the EventMobi app.
3. Enter code “**Ascend2018.**”
4. Search and select **ASCEND.**

HAVE QUESTIONS FOR THE PRESENTER?

Follow these steps to submit your questions through the app during a session:

1. Open the app.
2. Navigate to “**Sessions.**”
3. Select your session.
4. Scroll to the bottom of the session details and use the “**Ask a Question**” feature.

WANT TO EARN CEUs? HERE'S HOW:

1. Scan your badge as you enter each session.
2. Check your inbox for an email from us during the week following the conference (this email will go to the address you used to register for Ascend).
3. Open the email, click the link, and confirm the sessions you attended.
4. Print your certificate(s).

VENDOR SHOWCASE

Join us in the foyer outside of Ascend Central to get to know the following vendors, products, and groups.

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|---------------------------|---------------------------|
| Friday: 12:40 PM–12:50 PM | WebPT Analytics |
| 1:30 PM–1:40 PM | Performance Health |
| Saturday: 1:00 PM–1:10 PM | WorldPay |
| 1:30 PM–1:40 PM | WebPT Success Team |

DAY 1 | FRIDAY, SEPTEMBER 28, 2018

TIME	BILLING/COMPLIANCE ROOM 101 AB	OPERATIONS ROOM 106 BC	EXECUTIVE STRATEGY ROOM 106 A
7:00 AM	Breakfast and Registration Ascend Central Room 301 CD		
9:00 AM	Ascend Day One Kickoff General Session Room PTs Over Painkillers: A Data-Centric Approach to Managing America's Opioid Crisis David Elton <i>Senior Vice President of Clinical Programs</i> Optum		
10:10 AM	Coffee Break		
10:20 AM	Improving Clinical Practice—and Payment Rates—through Effective Documentation John Wallace PT, MS <i>Chief Business Development Officer of Revenue Cycle Management</i> WebPT	How to Grow Your Practice in the Land of the Giants Paul Martin MPT, CBI, M&AMI <i>President</i> Martin Healthcare Advisors, LLC	Education, Audits, and Outcomes: 3 Pillars to Clinical Success Neil Washington PT, ATC, CSCS <i>Director of Outpatient Programming</i> Northeast Rehab Hospital Network Randy O'Neil MSPT <i>Director of Outpatient Training and Orientation</i> Northeast Rehab Hospital Network
11:20 AM	Break Explore the space and stretch your legs.		
11:30 AM	Billing Open Forum Ellen Strunk PT, MS, GCS, CEEAA, CHC <i>Principal</i> Rehab Resources and Consulting, Inc. Benjamin Barron MSPT <i>Director of Business Development</i> Collectivity Barbara Gillett <i>Vice President of Operations and Revenue Cycle Management</i> WebPT	Actionable Insights Using KPIs and Budgets Kimberlee Gould <i>President and Founder</i> MEDbook Solutions	Machine Learning, AI, Bots, and Behavior Change: Tech Trends Impacting the Rehab Industry Nancy Ham CEO WebPT Russell Olsen <i>Vice President of Innovation and Product Management</i> WebPT
12:30 PM	Lunch and Vendor Showcase Ascend Central Room 301 CD Grab a bite to eat and chat with exhibitors.		
2:00 PM	Gearing Up for MIPS: How Therapy Providers Can Prep for 2019 Rick Gawenda PT <i>Founder and President</i> Gawenda Seminars & Consulting, Inc.	The Death of the Dreaded Donut Drop: Generating New Patient Referrals Through Physician/Provider Relationships Bruce Watson PT, MS <i>CEO and Founder</i> 48 Consulting Group, LLC	Money Isn't Everything: Entrepreneurial Ways to Increase Employee Engagement Brian Hartz DPT, MPT, OCS, CSCS <i>Owner and President</i> HARTZ Physical Therapy
3:00 PM	Snack Break Ascend Central Room 301 CD Satisfy your sweet tooth with a treat.		
3:15 PM	General Session Room Trailblazer Talks Larry Benz PT, OCS, MBA, MA <i>President and CEO</i> Confluent Health Cruz Romero PT, DPT <i>Performance Physical Therapist</i> EXOS The Exchange		
5:30 PM – 6:30 PM	Networking Happy Hour		

DAY 2 | SATURDAY, SEPTEMBER 29, 2018

TIME	BILLING/COMPLIANCE ROOM 101 AB	OPERATIONS AND EXECUTIVE STRATEGY ROOM 106 BC
7:00 AM	Breakfast Ascend Central Room 301 CD	
9:00 AM	Ascend Day Two Kickoff General Session Room Beyond Clinical Practice: A Fireside Chat with ESPN's Injury Analyst Stephanie Bell, PT Stephanie Bell PT <i>Injury Analyst</i> ESPN Heidi Jannenga PT, DPT, ATC <i>President and Co-Founder</i> WebPT	
10:15 AM	Coffee Break	
10:30 AM	Fact, Fiction, or Fable: Deciphering Medicare Payment, Regulations, and Rules Rick Gawenda PT <i>Founder and President</i> Gawenda Seminars & Consulting, Inc.	Smart Leadership: How to Provide Value-Added Communication Amy Lafko MSPT, MBA <i>Owner and Principal</i> Cairn Consulting Solutions
12:30 PM	Lunch and Vendor Showcase Ascend Central Room 301 CD Last chance to chat with exhibitors! Make sure you visit 'em all.	
2:00 PM	False Claims Act: Effective Compliance Programs and Recent Government Cases Involving Rehabilitation Providers James Rough CFE, CHC, CCEP <i>Principal</i> SunHawk Consulting, LLC Veda Collmer OT <i>Chief Compliance Officer</i> WebPT	Digital Marketing Strategies for the Modern PT Practice Ryan Klepps PT, DPT <i>Director of Onboarding and Member Education</i> WebPT Scott Hebert PT, DPT <i>Director of Product Management – PRM</i> WebPT
3:00 PM	Break	
3:10 PM	Keys to Getting Paid—and Keeping It Ellen Strunk PT, MS, GCS, CEEAA, CHC <i>Principal</i> Rehab Resources and Consulting, Inc.	Leveraging Outcomes in Your Clinics and Communities Jason L. Kelsey PT, DPT, MTC <i>Assistant Vice President of Outpatient Rehab and Sports Medicine</i> WellStar Health System-WCO
3:10 PM	Marketing Open Forum Room 106 A Shawn McKee VP of Marketing WebPT Charlotte Bohnett Director of Demand Generation WebPT WebPT Marketing Team	
4:10 PM	Break	
4:20 PM	General Session Room Are We There Yet? Where Physical Therapy is Heading Sharon Dunn PT, PhD, OCS <i>President</i> APTA Closing Remarks	