



HOW TO EXPLODE YOUR PRACTICE

LIVE VIRTUAL EVENT: FRIDAY, OCT 9, 16, 23, 2020



COMMUNITY & CONFERENCES

DAY 1

FRIDAY, OCT 9, 2020

7:00 - 7:30 AM

7:30 AM - 10:00 AM

WELCOME TO PALOOZAVERSARY, Celebrating our second year of Community and Conferences. We particularly want to celebrate the determination, drive, hard work and courage it required to step up and prevail in the most uncertain of times.

If that's not worth celebrating I don't know what is! But 2020 is not over. That's why we are going for it and we are going for it, BIG! You're going to get what you need to recharge, reinvent, and recover strong, Palooza Strong! We are going to show you how to "Resume the Boom and Explode your Practice".

My promise to each and everyone of you never waivers: "Stability, Expansion and the Preservation of Private Practice." It's just needed now more than ever. Join us!

—NANCY MURA, PEDS-A-PALOOZA CO-CREATOR

AGENDA*

WELCOME

OVERCOMING THE RESISTANCE

Presenter: Diane L. Crecelius, PT, CEO

- Get Over the Overwhelm!
- Effectively Confront and Handle: CEO and Staff Overwhelm.
- Getting your Staff Inspired: Creatively End Objections and Resistance
- Tired of Hearing....(fill in the blank)
"I can't complete my documentation in my session."
"I need more plan time."
"Marketing is not my job."
- Policy - Define and Enforce the Expectation

IMPLEMENTATION

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*Agenda subject to change to accommodate information that may become more relevant during these unprecedented times.

10:00 AM - 11:00 AM

POWER PANEL

A panel of successful practice owners sharing successful actions in ALL areas of private practice! This is a PALOOZAversary favorite and we are bringing it back! This is a tell all, share all of challenges overcome, goals realized, expectations exceeded and where the Palooza Culture really shines as nothing is held back.

11:00 - 12:00 PM

LUNCH

12:00 - 2:00 PM

POWER PANEL CONTINUED

DAY 2

FRIDAY, OCT 16, 2020

A DAY WITH JODIE REED, MARKETING DIRECTOR, ABC PEDIATRIC THERAPY NETWORK

7:00 AM - 11:00 AM

REFERRAL DEVELOPMENT + SOCIAL MEDIA MARKETING FOR THE PEDIATRIC PRIVATE PRACTICE

Presenter: Jodie Reed, Marketing Director,
ABC Pediatric Therapy Network

- Promote Within your Company Budget
- Promote, Grow, Grow Some More!
- Debunk the Myths of Marketing
 - “I can’t afford to market.”
 - “I have so many patients I don’t need to market”
- Creative Marketing Ideas that Work!

IMPLEMENTATION

11:00 AM - 12:00 PM

LUNCH

1:00 - 2:00 PM

REFERRAL DEVELOPMENT + SOCIAL MEDIA MARKETING FOR THE PEDIATRIC PRIVATE PRACTICE CONTINUED

- Social Media for Private Practice
- Social Media—What Works
- Good Works Well Known— Why PR is FUNDAMENTAL
- Get your Staff Excited and On Board to Promote your Business

DAY 3

FRIDAY, OCT 23, 2020

7:00 - 9:00 AM

STABILITY THAT LEADS TO EXPANSION

Expanding Under Uncertain Times, It IS Possible

Growing with Control, Not Fear

Feasibility and Finding the Right Location for your Next Clinic

Pros & Cons of Expanding Current Office or Opening a Satellite?

Doing the Math to Grow

IMPLEMENTATION

9:00 - 11:00 AM

POWER PANEL

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11:00 AM - 12:00 PM

LUNCH

12:00 - 2:00 PM

POWER PANEL CONTINUED

2:00 - 3:00 PM

Q & A WITH POWER PANEL (OPTIONAL)

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