

CONFERENCE AGENDA

Schedule is subject to change. All times are Eastern Standard Time (EST).

THURSDAY, OCTOBER 6

7:30 PM - 9:00 PM

DAY 1

FRIDAY, OCTOBER 7

6:30 AM - 7:30 AM

8:00 AM - 8:30 AM

8:30 AM - 9:00 AM

9:00 AM - 12:30 PM

MEET, GREET & GRAB A COCKTAIL

Location: Orlando Foyer Area

Don't miss a great opportunity to meet and network with other owners... Straight off the plane? Come as you are and grab a beverage!

YOGA CLASS

Location: Orlando IV-VI

Optional & Complimentary

Just breathe! Start your day off right with "Yoga is for Every Body" a refocusing and welcoming class graciously presented by Jessica Hatfield, OT, CEO, owner, and registered yoga instructor.

REGISTRATION

Location: Orlando Foyer Area

GENERAL SESSION BEGINS

Welcome & Introductions

Location: Orlando IV-VI

Diane Crecelius, along with Survival Strategies, Inc., proudly present Paloozaversary—Flourish! 2022. Diane has excelled at applying all she has learned thus, booming her practice into a network of clinics. Her passion of Palooza is to present the successful know-how she has implemented to help drive your team's success in private practice!

MARKETING FORMULA FOR SUCCESS

Marketing Plus Stats Ensures Volume

Doctor's Visits vs. Digital Marketing

Traditional and Digital Marketing Success—The Key to Both

- The Organized Method of Traditional Marketing
- Visiting Doctors is a Pain—or is it?

The Truth about Waitlists and Referral Development

- Building Relationships in your Community
- The How and the Why
- Digital Marketing—Grabbing Attention in a Distracted World

"OWNER IN THE HOT SEAT"

Fellow Owner Sharing Successes

PRACTICAL

Putting Theory into Action

DAY 1 CONT.

FRIDAY, OCTOBER 7

9:00 AM - 12:30 PM

12:30 PM - 2:00 PM

2:00 PM - 3:30 PM

3:30 PM - 5:30 PM



INSPIRATION STATION

Turning a Breakdown into a Breakthrough

Clinic Owners Share How to Pivot to Win

THE ART OF SETTING TARGETS FOR MARKETING

Meeting Targets with Accuracy and Efficiency

PRACTICAL

Putting Theory into Action

LUNCH*

**Meals not included.*

GAINING CONTROL OVER BILLING & COLLECTIONS

Let's Set Goals!

- Targets—Set, Focus, Achieve!
- Avoiding the “Just Work Hard” Theory
- Setting Effective Targets for your Company
- Using Statistics to Gain Control over your Collections

“OWNER IN THE HOT SEAT”

Fellow Owner Shares Successful Actions with Effective Reimbursement

PRACTICAL

Putting Theory into Action

BREAKOUTS



We're so happy you're here! At the end of each conference day, please scan this QR code to give us your feedback. Thank you!

CONFERENCE AGENDA

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DAY 2

FRIDAY, OCTOBER 7

7:00 AM - 8:00 AM

YOGA CLASS

Location: Orlando IV-VI

Optional & Complimentary

“Yoga is for Every Body” a refocusing and welcoming class generously presented by Jessica Hatfield, OT, CEO, owner, and registered yoga instructor.

9:00 AM - 12:30 PM

A NEW RECRUITING & HIRING STRATEGY FOR A NEW ERA

Location: Orlando IV-VI

A masterful presentation by Keynote Speaker, MBA, Patrick Valtin

Over the last 35 years, Patrick has presented in over 39 countries and trained over 140,000 people in the areas of personnel selection.

12:30 PM - 2:00 PM

LUNCH*

**Meals not included.*

2:00 PM - 4:00 PM

CONTINUED... A NEW RECRUITING & HIRING STRATEGY FOR A NEW ERA

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CONFERENCE AGENDA

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DAY 3

SUNDAY, OCTOBER 9

7:00 AM - 8:00 AM

YOGA CLASS

Location: Orlando IV-VI

Optional & Complimentary

Just breathe! Start your day off right with “Yoga is for Every Body” a refocusing and welcoming class generously presented by Jessica Hatfield, OT, CEO, owner and registered yoga teacher.

9:00 AM - 10:30 AM

FLOURISHING IN YOUR PRACTICE

Location: Orlando IV-VI

Managing Clinic Production with Measurable Objectives

- Breakthrough! Goal Attainment—Made Simple
- Coordinating Departments for Outstanding Outcomes
- Achieving Goals through Metrics and Organization

“OWNER IN THE HOT SEAT”

Guest Owner Sharing Successes

PRACTICAL

Putting Theory into Action

INSPIRATION STATION

From Challenged to Champion - Hear from Clinic Owners who defied the odds and got where they wanted to be!

10:30 AM - 12:30 PM

BREAKOUTS

12:30 PM - 2:00 PM

LUNCH*

**Meals not included.*

2:00 PM - 4:00 PM

FRONT DESK MASTERY MANAGEMENT & CONTROL

Statistics That Drive Success Up Front

- Coordinating the Front Desk and the Clinic for Optimum Production, Delivery and Revenue
- Ensuring a Target Set is a Target Hit

PRACTICAL

Putting Theory into Action A New Recruiting & Hiring Strategy for a New Era