



APTA Private Practice Speaker Toolkit

Preparing Your Proposal Submission

Presentation Format (Note: All formats must include time for questions and answers):

Pre-Conference programs (Wednesday, October 9, 2024): Four hours in length, including time for questions from the audience. This will be one of a few sessions offered at the same time. You may present as a single speaker, a group of up to three individual speakers on a similar topic, or as a moderated panel presentation. The intention is that the pre-conference programming includes a greater level of interactivity for participants. Your proposal should describe the instructional methods you will use during your course. For example, you may include activities such as small group discussions, practical application activities, or other instructional methods. A timed agenda outlining your session activities and the sub-topics or content of focus during each time slot is also required for your submission so that the Annual Conference Program Work Group has an opportunity to review the submission with a full understanding of the type of learning experience the audience will have while attending the course.

Breakout Sessions (Thursday- Saturday, October 10-12, 2024): 90 minutes in length, including time for questions from the audience. This will be one of several sessions offered at the same time. You may present as a single speaker, a group of up to three individual speakers on a similar topic, or as a moderated panel presentation. For in-depth topics, two sessions may be submitted and linked by title.

Alternatively, for in-depth topics, you may propose a pre-conference workshop, as these are intended to offer deeper learning experiences and are typically four hours in length. Breakout sessions typically include a didactic lecture with a question-and-answer period.

^{NEW}Case Studies (Thursday- Saturday, October 10-12, 2024): 30 minutes in length, including time for questions from the audience. This will be one of several sessions offered at the same time. You may present as a single speaker only. As a case study, the intention is for small practice owners to outline how your practice has identified a common problem for PTs in Private Practice and your solution and results, along with any challenges you encountered and how you overcame those challenges.

Example include:

- Unique recruiting strategies for recruiting in a tough environment.
- Leadership development
- Improving documentation efficiencies
- Unique growth strategies
- Process improvement projects
- Creating efficiencies in patient intake and front desk processes
- Revenue Cycle Management improvement
- Staff engagement and retention strategies

^{NEW} **Peer2Peer Workshops (Wednesday, October 9, 2024):** Two hours in length, including time for questions from the audience. *This session will be available to members of the Peer2Peer Networks program only.* You may present as a single speaker or a group of up to three individual speakers on a similar topic. As a workshop, the course should include a greater level of interactivity for participants. Your proposal should describe the instructional methods you will use during your course. For example, your workshop may include activities such as small group discussions, practical application activities, or other instructional methods. A timed agenda outlining your session activities and the sub-topics or content of focus during each time slot is also required for your submission so that the Peer2Peer Program Workgroup has an opportunity to review the submission with a full understanding of the type of learning experience the audience will have while attending the course.

Current Peer2Peer membership size: 105

Strategies for Success

Choose a topic:

- that is **practical** –for example, something that has a direct impact on improving the practice
- that will provide knowledge, skills, or information that can be applied **right away**
- that is hot, cutting-edge, or offers a new perspective

Proposal Submission Requirements:

1. Your title should capture, in 15 words or less, who your session is for and the topic that will be covered. It is recommended that the titles are clear about the content and why a person would want to attend.
2. The description and overall purpose of the educational session should, in 250 words or less, build on your title, focus on takeaways, and be as persuasive and concise as possible.
3. Learning objectives/outcomes set the direction of the session and keep the presentation or training focused. To help bring the content to life and make it actionable, please clearly define how your session will support attendees in implementing and applying their learnings back at the office. Put the emphasis on participants acquiring skills rather than simply receiving knowledge. For help writing objectives/takeaways, try combining a skill that participants need to know how to do and what they need to know to do that. For example, you can complete the stem “Upon completion of this course, participants will be able to...”. See the link for “Guidelines for writing learning objectives and content” on the welcome screen.
4. A timed agenda is needed for all proposals (*excluding Case Studies*); please include an agenda outlining how time will be spent during the allotted program time.
5. 5 current bibliographic references that have been published within the **last seven years** (based on the date of the conference). Your bibliographic references should include the materials upon which your presentation content is based.
6. Speaker information (including credentials, biography, institution, and contact information) – depending on the length and format of the presentation, generally prefer no more than 3 speakers per session.
7. Three keywords relative to the educational session.
8. Recommended participant level: Consider your audience. What level of practitioner would

you recommend this session to? Basic, intermediate, and advanced. Definitions for each level are as follows:

- *Basic* = This level assumes that participants have little information within the areas to be covered, so the focus of the activity is a general orientation and increased awareness.
- *Intermediate* = This level assumes that the participants are generally familiar with the topic, so it focuses on increased understanding and application.
- *Advanced* = This level assumes thorough familiarity with the topic and focuses on advanced techniques, recent advances, and future directions.

9. Speaker disclosure statement (indicate if there is potential for conflict of interest, bias, or material gain, or indicate if there is no conflict).