

Topic Ideas

Here are some topic ideas inspired by the feedback from the 2024 conference evaluations. Think of this as a brainstorming resource to spark ideas for your proposals for the 2025 conference. Our goal is to explore a diverse range of topics that will truly resonate with various audiences in the field of physical therapy.

This list is not comprehensive, so please feel free to submit on any topic not listed below!

Payment

For New Business Owners:

- Understanding billing processes and reimbursement models for new practices
- How to negotiate with insurance providers for better rates (what they really value)

For Experienced Business Owners/Executives:

- Advanced strategies for improving profit margins in physical therapy practices
- Navigating payer mix and developing a sustainable financial model

For Small, Single-Location Practice Owners:

- Practical tips for managing cash flow in a small practice
- Understanding value-based care and its impact on reimbursement

For Business Operations Professionals:

- Strategies for managing declining reimbursements and payer contracts
- Exploring alternative payment models and their implications for practice revenue
- Multi-layered compensation schemas (Linking performance and merit to pay)

Marketing and Public Relations

For New Business Owners:

- Building your brand: Effective marketing strategies for startups
- How to leverage social media to attract new patients

For Practice Administrators:

- Marketing techniques to enhance patient engagement and retention
- Developing a referral network: Strategies for building relationships with other healthcare providers

For Experienced Business Owners/Executives:

- Direct-to-employer marketing strategies and success stories
- Advanced SEO tactics for cash-based practices

For Niche/Cash-Based Practice Owners:

- How to market niche services effectively to attract the right patients

- Creating compelling testimonials and case studies for marketing purposes

Operations Management

For New Business Owners:

- Essential operational metrics for managing a new practice
- How to build efficient workflows and processes from the ground up

For Practice Administrators:

- Best practices for scheduling and managing patient appointments
- Implementing effective compliance programs to minimize risk

For Experienced Business Owners/Executives:

- Strategies for scaling operations while maintaining quality of care
- Financial management: Advanced budgeting and forecasting techniques
- Considerations in selling my practice (maximizing value and minimizing buyer risk)

For Small, Single-Location Practice Owners:

- Practical tips for optimizing clinic space and resources
- How to implement technology solutions that improve operational efficiency

Legal, Ethics and Compliance

For New Business Owners:

- Understanding legal requirements for starting a physical therapy practice
- Essential compliance practices for new clinic owners

For Practice Administrators:

- Navigating contracts with insurance companies: Key points to consider
- Ethical considerations in marketing and patient communications

For Experienced Business Owners/Executives:

- Advanced topics in legal compliance and risk management
- Best practices for protecting your practice from legal disputes

For Niche/Cash-Based Practice Owners:

- Understanding regulations specific to cash-based practices
- Ethical marketing practices for cash-based services

Human Resource Management

For New Business Owners:

- Building a strong team: Hiring and onboarding strategies
- Employee retention strategies for new practices

For Practice Administrators:

- Effective performance management and employee engagement techniques
- How to develop training programs that support staff growth

For Experienced Business Owners/Executives:

- Leadership skills for managing diverse teams in a physical therapy setting
- Strategies for fostering a positive workplace culture

For Small, Single-Location Practice Owners:

- How to manage a small team effectively and maintain high morale
- Understanding payroll and benefits for small practices

Business Design and Development

For New Business Owners:

- Designing a patient-centered practice model
- Evaluating location and market needs for new clinics

For Experienced Business Owners/Executives:

- Strategies for expanding your practice: Adding locations or services
- Financial models for evaluating potential acquisitions or mergers

For Small, Single-Location Practice Owners:

- Growth strategies for single-location practices: When and how to expand
- Creating value in your practice for future sale

For Niche/Cash-Based Practice Owners:

- Developing specialized services to stand out in the market
- How to create a sustainable business model for niche practices

Technology

For New Business Owners:

- Introduction to health IT: Essential tools for new practices
- How to leverage telehealth to expand service offerings

For Practice Administrators:

- Data analytics for improved patient care and operational efficiency
- Implementing EHR systems: Best practices and lessons learned

For Experienced Business Owners/Executives:

- Future trends in health technology and their implications for practice management
- Advanced data management and utilization for better outcomes
- Experience in using AI scribe systems in documentation

For Niche/Cash-Based Practice Owners:

- How technology can enhance the patient experience in cash-based practices
- Exploring the role of AI in streamlining operations and patient care

Leadership Development

For New Business Owners:

- Essential leadership skills for first-time practice owners
- Strategies for effective decision-making in a new business

For Practice Administrators:

- Building leadership capacity within your team
- Conflict resolution strategies for a harmonious workplace

For Experienced Business Owners/Executives:

- Advanced leadership development: Mentoring and coaching future leaders
- Navigating change: Leadership strategies for a transforming healthcare

landscape

For Small, Single-Location Practice Owners:

- How to lead with influence and inspire your small team
- Balancing leadership responsibilities with clinical duties