

Private Practice Secrets 2.0

2017 Maui Conference AGENDA

Nov 3-8 (Fri-Wed)

See Details on Page 2.

DAY 1	Fri, Nov 3: Marketing & Internet
8:00am	Big Mistakes Made in Private Practice and How to Avoid Them
9:00am	Fast Marketing Tricks for More Physician and Family n Friend Referrals
9:30-9:45am	BREAK
9:45-10:30am	Quick Internet Strategies That Gets You More Patients
10:30am-12pm	Best Ways to Use Open Clinics, Workshops, and Group Events to Boost New Patient Volume.

DAY 2	Sat, Nov 4: Cash Flow, Billing & Collections
8:00am	The 3 Step Cash Flow Boosting Strategy
9:00am	The Biggest "Drainers" of Money and How to Eliminate
9:30-9:45am	BREAK
9:45-10:30am	Billing & Coding Made Easy
10:30am-12pm	Collections Made Easy

DAY 3	Sun, Nov 5: Employees
2:00pm	Recruiting Made Simple
3:00pm	Staff Training Scripts, Outlines, and Automation Tools
3:30-3:45pm	BREAK
3:45-5:00pm	The 7 Step System to Building Strong Employee Performance

DAY 4	Mon, Nov 6: Documentation & Software
8:00am	The Guide to Lightning Fast Documentation
9:00am	Removing Redundancies and Avoid Audit and Request for Refunds
9:30-9:45am	BREAK
9:45-10:30am	Software, Modifications and Tools for the Dream System
10:30am-12pm	Secrets to Fast Exams, Documentation, and Less Paperwork

DAY 5	Tue, Nov 7: Cash and Elective Service Sales
8:00am	The Secret to More Cash-Service Sales
9:00am	One Simple Trick to Getting OON and Hi-Deductible and Co-Pay Patients To On-Board
9:30-9:45am	BREAK
9:45-10:30am	A Simple Way to Get Clients for Your Services
10:30am-12pm	Top 5 Elective Services and How to Sell Them

DAY 6	Wed, Nov 8: Profit and Clinical Systems
8:00am	Top 3 Inefficiencies That Cost More Than You Think
9:00am	5 Quick Tricks To Happier Patients and More Referrals
9:30-9:45am	BREAK
9:45-10:30am	Productivity Secrets: Cost Per Slot, Revenue Per Slot, and More.
10:30am-12pm	The 7 Step Plan to More Profits and Happiness

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AGENDA Details

DAY 1: Marketing & Internet

“Just finished our Open Clinic last Thursday. Had 15 RSVP, 18 showed, and 6 on schedule so far.” –Paul Colosky Jr., Valeo PT

There are 20 fast marketing techniques to start increasing your patient numbers. The best method for you depends on if you want more insurance or cash-based patients (INN, OON, etc). Then we show you how to use the best method based on your budget. And don't worry, there are plenty of things you can do that doesn't cost much at all. You'll get the fastest tips on Internal Marketing, External, Physician and Family-n-Friend techniques to get more patients quickly. And don't forget about your website and Google ranking! We show you quick changes to make on your website to convert more visitors to patients.

DAY 2: Cash Flow, Billing & Collections

“Wow, did more 100% COC today! With coc and elective services, we are hitting \$10k cash this month! We were averaging \$3-4k/mo cash last year...I feel like I can breathe again. Money is flowing in the right direction and it feels so great to pay bills!”

–Mary Kostka, Ohana OT

There are 3 main steps to go from a “Low Cash Flow Clinic” (1-2 months of reserves based on expenses) to a “High Cash Flow Clinic” (over 6-months of reserve). This is one of the most important trainings you can take as a private practice owner and it's not available anywhere else. We show you how to get paid fast from insurances AND patients. How to help cash-pay patients to get reimbursed on their own. How to eliminate A/R (accounts receivables) and start getting paid upfront. What codes you should use and STOP using. It doesn't matter if you are cash or insurance based, or both, these tricks are a must for any clinic.

DAY 3: Employees

“This Activation Training video is great!! ... Now time to train!”

– Reginald Tiu, Restore Plus PT

Training staff can take up a lot of time and money if not done correctly. The ultimate goal of any clinic is to increase quality care, boost staff performance/morale, get patients loyal, and increase profits. It's a tall order if you don't have the right tools, scripts and systems. Learn how to train your receptionist, clinical staff, biller, marketer and use a system that is proven to work! Without this training, it's difficult to have a strong foundation for growth.

DAY 4: Documentation & Software

“OMG! The Quick Screen and eval is incredible! ... My evals are down to 5-minutes!...I am enjoying seeing patients again. My stress levels are much lower and I feel a new calmness that I have not had for a long time! Thanks James Ko!” – Mike Uhrlaub, Flex PT

The #1 killer of a clinic is lengthy documentation. It hurts staff morale, patient care quality, cost-per-slot, profitability, and more. We show you how to cut documentation time so you can focus on growing your patient loyalty and clinic. And believe it or not, you'll end up more compliant in case of audit. No matter if you are a cash-based or insurance clinic, this is essential for success.

DAY 5: Cash & Elective Service Sales

"I was able to implement ONE thing, and the best thing is that IT WORKS! I didn't realize that patients are willing to pay the total cost of care when you tell them the reason why...Thanks James!" – Jennifer Angeles, KTS Physical Therapy

The future of HIGH-LEVEL clinic success is a 50/50 hybrid (cash to insurance). Knowing how to structure a system so that it is sound, legal and successful is not known by many. We show you what other practice owners--just like you--are doing to make it happen. We give you the exact tools, policies, forms, and systems to make it easy. AND we show you how to create programs, and advertise, in a way that converts to get more cash pay patients and clients.

DAY 6: Profit & Clinical Systems

"James provides clarity, energy and wisdom and his tools are immediately applicable. What every PT never learned in school but are absolutely essential for clinical excellence!" –Caren Lieberman, PT

There's nothing that makes a practice more enjoyable than when you have plenty of money in the bank, happier patients that want to complete their plan of care, low headaches and insurance hassles, and a well-paid staff. In this section, you will get the step-by-step on how to make it happen in your clinic.

"This is the only conference I recommend investing your time and money on if you're in private practice. Forget about the other conferences that make you yawn."

If you're hesitant about making the travel to Hawaii, don't be. With the money you save* AND the guaranteed return-on-investment with the quick tips, tools and strategies, it's the best money you'll ever spend for your future happiness. Not to mention, the magic of Hawaii helps to create an experience you'll never forget. Don't hesitate. Register now.

**Comparable trainings like this from James Ko typically costs \$4,000 to \$50,000.*

LEARN MORE about the PPS 2.0 Conference here:

<http://privatepracticesecrets.com/event-info>

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