

# Clinic Directors Path

This learning path is recommended to help you sharpen leadership skills, streamline clinic operations, and make strategic decisions that support both your team and your bottom line.

Following this path earns up to  
**1.2 CEUs**  
(12.00 contact hours/CCUs).

## WEDNESDAY, NOV 12

**1:00 PM–2:00 PM**

**#101: Moneyball for Private Practices: Startup Tactics to Grow, Profit & Exit**  
Paul Singh

**2:15 PM–3:15 PM**

**#103: How We Added \$900k in Cash-Based Services to Our Physical Therapy Practice**  
Stephen Rapposelli, Matt Phifer

**3:30 PM–4:30 PM**

**#104: Arrivals Solve All Business Problems: Your Front Desk Sales Team Lead the Way**  
Jerry Durham

**4:45 PM–5:15 PM**

**First-Time Attendees Meet & Greet**

**5:30 PM–7:30 PM**

**The Huddle: Business Updates & Welcome Reception**

## FRIDAY, NOV 14

**8:30 AM–9:30 AM**

**Power Hours with Exhibitors**

**10:30 AM–11:30 AM**

**#301: Case Studies in Innovation: Empowering People Through Tech & Culture:**

Scaling Innovation: Lessons from Team Rehab's AI Scribing Rollout  
Nick Weber

Joy: A New Standard for Business Health and How to Use It  
Lori Dillon

**11:30 AM–1:30 PM**

**Lunch in the Exhibit Hall**

**1:30 PM–2:45 PM**

**The Playmakers: Team Up, Network & Celebrate Community Impact**

**3:15 PM–4:15 PM**

**#308: Making Your Performance Reviews Meaningful!**  
Brandon Seigel

**4:30 PM–5:30 PM**

**Each concurrent session is equally relevant and beneficial**

**6:00 PM–10:00 PM**

**Closing Party!**

## THURSDAY, NOV 13

**8:00 AM–10:00 AM**

**Morning Momentum: Breakfast, Industry Insights, Dicus Award Celebration & Keynote Kickoff**

**10:30 AM–11:30 AM**

**#206: Revitalize Your Student Affiliation Program: The Future of Recruitment and Practice Success**  
Holly Petersen, Charlene Challenger-Smith

**11:30 AM–1:30 PM**

**Lunch in the Exhibit Hall**

**1:30 PM–2:30 PM**

**#211: Metrics, Mindset, and Momentum: Inspiring Growth Through Delegation and Trust**  
Jennifer Raams, Lindsay Keisman

**3:00 PM–4:00 PM**

**#216: Building High-Performance Teams to Prevent Burnout**  
Jason Collin

**4:00 PM–6:00 PM**

**Evening Reception in the Exhibit Hall**

## SATURDAY, NOV 15

**8:30 AM**

**Post-Game Breakfast**

**9:15 AM–10:15 AM**

**#401: Cracking the Code: The Easiest Path to Improvement for Each Therapist "Type"**  
Chris Hoekstra, Kelly Brown

**10:30 AM–12:30 PM**

**The Winning Drive: 2026 Regulatory & Payment Updates + Conference Highlights with the President**