

Cash-Based Business Path

This learning path is recommended to guide you through the nuances of building and sustaining a successful cash-based business, including innovative strategies, patient engagement tips, and real-world advice from peers who've made the leap—perfect for those ready to take control of their revenue model.

Following this path earns up to **1.1 CEUs** (11.00 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

#307: Specialty Networking Room: Cash-Based
TBA

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

#311: Thriving in Private Practice 2.0: Cash, Out-of-Network, and Insurance Models Uncovered
Sara Mikulsky, Theresa Marko, Karen Litzy, Seth Greiner

4:30 PM–5:30 PM

#313: Clinic Design: Creating Functional, Memorable and Inspiring Spaces to Grow Your Brand
Meg MacPherson

4:30 PM–5:30 PM

#317: Re-balancing the Provider/Client Relationship with D2C & Sustainability Strategies
Kelly Sanders, Jennifer Gamboa

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

#201: Adaptability: The Competitive Advantage in Rapidly Changing Healthcare
Amy Lafko

11:30 AM–1:30 PM

Lunch in the Exhibit Hall

1:30 PM–2:30 PM

#213: The Path to Tax Efficiency
Tom Hicks

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

#404: The Cash Pay Revolution: Innovative Payment Models in Physical Therapy
Scott Hebert, Michelle Babcock

10:30 AM–12:30 PM

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