

# Practice Administrators Path

This learning path is recommended for practice administrators who want to enhance their impact behind the scenes—covering topics like scheduling, patient communication, compliance, and team coordination.

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

## WEDNESDAY, NOV 12

**1:00 PM–3:00 PM**

**#102: A Hands-On Workshop to Demystify Generative AI and Practical Applications for Everyday Use in PT Practices**

Rich Kenny & Lindsey Kenny

**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**

**Administrators Breakfast**

**10:30 AM–11:30 AM**

**#303: Getting Google's Attention: Can't-Miss Online Visibility Strategies for Your Local Clinic**

Peter Cartier

**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**

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

Meg MacPherson

**4:30 PM–5:30 PM**

**#316: Maximize Your PT Practice Profits: Systems & Strategies for Financial Mastery**

Nathan Shields

**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**

**#205: Navigating Compliance and IT Security: Essential Strategies for a Physical Therapy Clinic**

Jody Swearingen

**11:30 AM–1:30 PM**

**Lunch in the Exhibit Hall**

**1:30 PM–2:30 PM**

**#210: Dollars & Sense: Billing Tips for Real Practice Owners**

Kristen Wilson

**3:00 PM–4:00 PM**

**#220: Year-Round Financial Management and Tax Planning for Private Practices**

Kevin Reynolds, David Light

**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**

**#402: How To Manage a Successful Front Desk Team Across Multi-Site Locations**

Dee Bills

**10:30 AM–12:30 PM**

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