APTA Private Practice Annual Conference
Nov. 11-14, 2026| Colorado Springs, CO

Proposal submission deadline: 11:59 p.m., Monday, January 19, 2026

Proposals for the APTA Private Practice Annual Conference educational sessions and preconference courses are submitted online through the Private Proposals Submission Site. APTA Private Practice makes the decision to accept or reject a proposal and determines the final content, format, and scheduling of any presentation.

Proposals undergo a blind review by the Annual Conference Program Work Group based on their relevance to the conference audience and educational goals. **DO NOT** include the presenter's name or organization in the submission (e.g., avoid phrases like "Join Dr. Smith from ABC Clinic").

Proposal Submission notifications will be sent after **April 22, 2026**

Key Points to Remember When Submitting Your Proposal:

- **Purpose of the Submission Site:** The Private Practice Proposals Submission Site is for educational proposals only. Educational sessions aim to provide attendees with knowledge, skills, or insights related to the business of physical therapy, focusing on professional development.
- **Avoid Promotional Content:** Proposals must be free of any promotional material. Submissions with promotional language typically receive lower scores.
- **Include Strong References:** Proposals should include 5-7 credible references or evidence-based research, with sources no older than 7 years (**dated 2019 or later**).
- **List All Participants:** Ensure all intended speakers are included in your proposal. Additional speakers cannot be added after acceptance.
- **Selection Criteria:** Proposals will be evaluated based on evidence foundation, clarity, participant interest, fiscal feasibility, and logistical considerations. •
  Sponsored Sessions: The Submission Site does not accept or review proposals for sponsored sessions. Contact **Bob Timmins (**rtimmins@ppsapta.org / 856-380-6938) for sponsorship opportunites and **Emmy Kelly** (ekelly@ppsapta.org / 856-380-6858**)** for exhibit opportunities.

Questions about submitting a proposal? Contact Kat Castillo, Education and Program Manager (kcastillo@ppsapta.org), or Robbie Leonard, Annual Conference Program Work Group (robbie@8150advisors.com).

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Presentation Formats:

Note: All formats must include time for questions and answers.

Pre-Conference programs (Wednesday, November 11, 2026): Four hours in length, including time for questions from the audience. This will be one of a few sessions offered at the same time. You may present as a single speaker or with one additional individual speaker on a similar topic. The intention is that the pre-conference programming includes a greater level of interactivity for participants. Your proposal should describe the instructional methods you will use during your course. For example, you may include activities such as small group discussions, practical application activities, or other instructional methods. A timed agenda outlining your session activities and the sub-topics or content of focus during each time slot is also required for your submission so that the Annual Conference Program Work Group has an opportunity to review the submission with a full understanding of the type of learning experience the audience will have while attending the course. *We will be looking for proposals that will attract a large number of attendees who are willing to pay for an additional course and arrive early to attend.*

Breakout Sessions (Thursday-Saturday, November 12-14, 2026): 60 minutes in length, including time for questions from the audience. This will be one of several sessions offered at the same time. You may present as a single speaker or with one additional individual speaker on a similar topic. Alternatively, for in-depth topics, you may propose a pre-conference workshop, as these are intended to offer deeper learning experiences and are typically four hours in length. Breakout sessions typically include a didactic lecture with a question-and-answer period.

Breakout for Practice Administrators (Thursday-Saturday, November 12-14, 2026): 60 minutes in length, including time for questions from the audience. Each concurrent block will feature one dedicated session focused on key topics in private practice administration. These sessions offer valuable insights to help administrators and attendees enhance efficiency, compliance, and leadership within their practices. We encourage you to submit your proposals and bring fresh, practical content to the table.

Below are a few suggested topics for administrative content to inspire your proposals. This is not an exhaustive list, but we hope it provides a starting point:

- Efficient and Effective Insurance Verification and Authorization: Tips and Tricks
- Best Practices for Over-the-Counter Collections
- Credentialing: Streamlining the Process
- Evaluating and Improving Your Revenue Cycle
- HIPAA and HITECH Compliance: Essentials for Every Practice
- Front Desk Processes: ABNs, POC Tracking, and Out-of-Network Conversations
- Dos and Don'ts for Out-of-Network Billing
- Improving Arrival Rates: Strategies that Work
- Leveraging AI for Administrative and Billing Functions
- Leadership Development for Administrative Teams
- Managing Complex HR Scenarios: *such as*
    - What Should Be Included in an Employee File
    - Steps for Employee Mediation
    - How to Have Difficult Conversations

Please note that upon approval, the Annual Conference Program Workgroup may reach out to you to discuss the possibility of expanding your session topic to a 90-minute format. Any adjustments will

be coordinated with you directly.

Case Studies (Thursday- Saturday, November 12-14, 2026): 30 minutes in length, including time for questions from the audience. This will be one of several sessions offered at the same time. You may present as a single speaker only. As a case study, the intention is for small practice owners to outline how your practice has identified a common problem for PTs in Private Practice and your solution and results, along with any challenges you encountered and how you overcame those challenges.

Examples include:

- Unique recruiting strategies for recruiting in a tough environment.
- Leadership development
- Improving documentation efficiencies
- Unique growth strategies
- Process improvement projects
- Creating efficiencies in patient intake and front desk processes
- Revenue Cycle Management improvement
- Staff engagement and retention strategies

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Strategies for Success

Choose a topic that…

- is **practical** –for example, something that has a direct impact on improving the practice
- will provide knowledge, skills, or information that can be applied **right away.**
- is hot, cutting-edge, or **offers a new perspective**.

Proposal Submission Requirements

1. **Title**
    a. **Limit**: 15 words
    b. **Tip**: Clearly indicate the session's focus and audience appeal.

2. *NEW* **Indicate Intended Audience:**
    a. **Requirement**: Select from the following categories: New Business Owners, Practice Administrators, Experienced Business Owners/Executives, Small, Single-Location Practice Owners, Business Operations Professionals, Niche/Cash-Based Practice Owners, or Early-Career Clinicians Interested in Private Practice.
    b. **Tip**: Ensure the content is tailored to the appropriate group of conference attendees.

3. **Session Description**
    a. **Limit:** 250 words
    b. **Tip**: Explain the session's key takeaways and overall purpose. Be concise and engaging —this description will be used to promote the session and attract attendees.

4. **Learning Objectives**
    a. **Max**: 4 objectives
    b. **Tip**: Focus on actionable skills. Define how attendees will apply what they learn in their practice. See the 'Guidelines for Writing Learning Objectives and Content'.

5. **Timed Agenda**
    a. **Requirement**: Provide a detailed agenda showing how time will be allocated during the session
    b. **Tip**. Be as specific as possible to help reviewers clearly visualize the session content.
    c. **Note**: Not required for Case Studies.

6. **Bibliographic References**
    a. **Requirement**: Include a minimum of 5-7 content references or evidence-based research
    b. **Limit:** References must be **no more than 7 years old** (e.g., dated no later than 2018).
    c. **Guidelines**: References cannot include YouTube videos, podcasts, or presentations. All references must list publication dates, sources, and authors. Web-based references must also include access dates.
    d. **Sample format:** American Physical Therapy Association. Economic Value of Physical Therapy: U.S. Report. Accessed September 20, 2024, https://www.valueofpt.com/globalassets/value-of-pt/economic_value_pt_u.s._report_from_apta-report.pdf.

7. **Speaker Information**
    a. **Include:** the name, credentials, biography, institution, and contact information for each speaker.
    b. **Note**: No more than 3 speakers per session.
    c. **Note**: DO NOT include the presenter's name or organization in the submission (e.g., avoid phrases like "Join Dr. Smith from ABC Clinic").

8. **Keywords**

   a. **Requirement**: Provide 3 keywords relevant to the session topic.
   b. **Tip**: These help potential attendees find your session.

9. **Participant Level**
   a. **Options**:
      i. Basic: Introductory content for those with little prior knowledge.
      ii. Intermediate: For participants with general familiarity, focusing on application and understanding.
      iii. Advanced: For those with thorough knowledge covering advanced techniques and future trends
   b. **Tip**: Tailor the content to match the recommended audience level.

10. **Conflict of Interest Disclosure**
    a. **Requirement**: Indicate any potential conflicts or confirm no conflicts exist.

Indicate Intended Audience

As part of your session proposal, please clearly specify the PRIMARY targeted audience for your presentation. We understand your presentation may appeal to more than one audience, but consider one primary target. This helps ensure that the content is tailored to the appropriate group of conference attendees. When selecting your intended audience, consider factors such as professional experience, job role, and familiarity with the subject matter. Please select from the following categories:

For New Business Owner

This group consists of individuals who have recently started their practice or are in the early stages of business ownership. They may want insights on foundational aspects such as setting up operations, managing finances, and effective marketing strategies to attract new clients.

For Practice Administrators

Designed for administrators who manage the day-to-day operations of a physical therapy private practice. They are likely interested in learning about billing, compliance, HR management, and operational efficiency to enhance practice performance.

For Experienced Business Owners/Executives

Targeted at seasoned professionals with several years of experience in the industry. They may seek advanced business strategies, leadership development techniques, and approaches to scaling their practices while navigating complex growth challenges and seeking exit strategies.

For Small, Single-Location Practice Owners

For owners operating a single-location practice. They might be looking for practical advice on maximizing resources, managing small teams effectively, improving patient retention, and building strong community relationships for long-term success.

For Business Operations Professionals

Designed for professionals overseeing various business functions, including Clinic Directors, Human Resources Professionals, Marketing & Business Development Specialists, and Financial Managers/Controllers. These sessions may want to focus on optimizing staff management, business development, financial planning, and improving operational efficiency.

For Niche/Cash-Based Practice Owners

For practice owners who focus on niche markets or run cash-based practices. Sessions will explore strategies for building specialized services, marketing to specific patient populations, optimizing payment models, and maximizing client retention without relying on insurance-based reimbursements.

For Early-Career Clinicians Interested in Private Practice

Ideal for clinicians with a few years of experience who are considering transitioning into private practice ownership. Sessions will introduce essential business concepts and provide insights into the opportunities and challenges of starting a private practice.