



## Topic Ideas

Here are some topic ideas inspired by the feedback from the 2025 conference evaluations. Think of this as a brainstorming resource to spark ideas for your proposals for the 2026 conference. Our goal is to explore a diverse range of topics that will truly resonate with various audiences in the field of physical therapy.

***This list is not comprehensive, so please feel free to submit on any topic not listed below!***

### Payment

#### **For New Business Owners:**

- Understanding billing processes and reimbursement models for new practices
- How to negotiate with insurance providers for better rates (what they really value)

#### **For Experienced Business Owners/Executives:**

- Advanced strategies for improving profit margins in physical therapy practices
- Navigating payer mix and developing a sustainable financial model

#### **For Small, Single-Location Practice Owners:**

- Practical tips for managing cash flow in a small practice
- Understanding value-based care and its impact on reimbursement

#### **For Business Operations Professionals:**

- Strategies for managing declining reimbursements and payer contracts
- Exploring alternative payment models and their implications for practice revenue
- Multi-layered compensation schemas (Linking performance and merit to pay)

### Marketing and Public Relations

#### **For New Business Owners:**

- Building your brand: Effective marketing strategies for startups
- How to leverage social media to attract new patients

#### **For Practice Administrators:**

- Marketing techniques to enhance patient engagement and retention
- Developing a referral network: Strategies for building relationships with other healthcare providers

#### **For Experienced Business Owners/Executives:**

- Direct-to-employer marketing strategies and success stories
- Advanced SEO tactics for cash-based practices

#### **For Niche/Cash-Based Practice Owners:**

- How to market niche services effectively to attract the right patients

- Creating compelling testimonials and case studies for marketing purposes

## **Operations Management**

### **For New Business Owners:**

- Essential operational metrics for managing a new practice
- How to build efficient workflows and processes from the ground up

### **For Practice Administrators:**

- Best practices for scheduling and managing patient appointments
- Implementing effective compliance programs to minimize risk

### **For Experienced Business Owners/Executives:**

- Strategies for scaling operations while maintaining quality of care
- Financial management: Advanced budgeting and forecasting techniques
- Considerations in selling my practice (maximizing value and minimizing buyer risk)

### **For Small, Single-Location Practice Owners:**

- Practical tips for optimizing clinic space and resources
- How to implement technology solutions that improve operational efficiency

## **Legal, Ethics and Compliance**

### **For New Business Owners:**

- Understanding legal requirements for starting a physical therapy practice
- Essential compliance practices for new clinic owners

### **For Practice Administrators:**

- Navigating contracts with insurance companies: Key points to consider
- Ethical considerations in marketing and patient communications

### **For Experienced Business Owners/Executives:**

- Advanced topics in legal compliance and risk management
- Best practices for protecting your practice from legal disputes

### **For Niche/Cash-Based Practice Owners:**

- Understanding regulations specific to cash-based practices
- Ethical marketing practices for cash-based services

## **Human Resource Management**

### **For New Business Owners:**

- Building a strong team: Hiring and onboarding strategies
- Employee retention strategies for new practices

### **For Practice Administrators:**

- Effective performance management and employee engagement techniques
- How to develop training programs that support staff growth

### **For Experienced Business Owners/Executives:**

- Leadership skills for managing diverse teams in a physical therapy setting
- Strategies for fostering a positive workplace culture

### **For Small, Single-Location Practice Owners:**

- How to manage a small team effectively and maintain high morale
- Understanding payroll and benefits for small practices

## **Business Design and Development**

### **For New Business Owners:**

- Designing a patient-centered practice model
- Evaluating location and market needs for new clinics

### **For Experienced Business Owners/Executives:**

- Strategies for expanding your practice: Adding locations or services
- Financial models for evaluating potential acquisitions or mergers

### **For Small, Single-Location Practice Owners:**

- Growth strategies for single-location practices: When and how to expand
- Creating value in your practice for future sale

### **For Niche/Cash-Based Practice Owners:**

- Developing specialized services to stand out in the market
- How to create a sustainable business model for niche practices

## **Technology**

### **For New Business Owners:**

- Introduction to health IT: Essential tools for new practices
- How to leverage telehealth to expand service offerings

### **For Practice Administrators:**

- Data analytics for improved patient care and operational efficiency
- Implementing EHR systems: Best practices and lessons learned

### **For Experienced Business Owners/Executives:**

- Future trends in health technology and their implications for practice management
- Advanced data management and utilization for better outcomes
- Experience in using AI scribe systems in documentation

### **For Niche/Cash-Based Practice Owners:**

- How technology can enhance the patient experience in cash-based practices
- Exploring the role of AI in streamlining operations and patient care

## **Leadership Development**

### **For New Business Owners:**

- Essential leadership skills for first-time practice owners
- Strategies for effective decision-making in a new business

### **For Practice Administrators:**

- Building leadership capacity within your team
- Conflict resolution strategies for a harmonious workplace

### **For Experienced Business Owners/Executives:**

- Advanced leadership development: Mentoring and coaching future leaders
- Navigating change: Leadership strategies for a transforming healthcare

landscape

**For Small, Single-Location Practice Owners:**

- How to lead with influence and inspire your small team
- Balancing leadership responsibilities with clinical duties