

A Two-Day Program Designed to

# Expand Your Presence & Grow Your Practice

HOLLYWOOD, FL  
APRIL 5-6

REGISTER EARLY  
AND SAVE \$200

**REGISTER NOW**

Wednesday April 5

## PRACTICE ENHANCEMENT TRAINING (NON-CME)

8:15 am - 8:45 am	Program Introduction	Mark J. Tager, MD
8:45 am - 9:15 am	You are a Brand, What's Your Plan?	Robert Hughes
9:15 am - 10:00 am	How to Make Your Website Really Delive	
10:00 am	Break	
10:15 am - 11:45 am	Clarifying Your Unique Service Proposition	Roundtable Discussions with faculty members serving as group leaders Tager, Hughes, Hampton, Hartley
11:45 am - 12:30 pm	Making Yourself an Authority through Content Creation & Social Media	Tahl Humes, DO
12:30 pm - 1:15 pm	Mentoring Lunch	All Faculty
1:15 pm - 2:00 pm	Presentation Skills	Mark J. Tager, MD
2:00 pm - 3:15 pm	Group A: Creating a Great Office Team	Tahl Humes, DO
	Group B: Telling Your Story	Ron Hartley Mark J. Tager, MD Robert John Hughes
3:15 pm	Break	
3:45- pm - 5:00 pm	Group B; Creating a Great Office Team	Tahl Humes, DO
	Group A: Telling Your Story	Ron Hartley Mark J. Tager, MD Robert John Hughes
5:00 pm - 5:30 pm	Summary and Homework Assignments	Mark J. Tager, MD

Thursday April 6

8:30 am - 8:45 am	Program Introduction	Mark J. Tager, MD
8:45 am - 9:30 am	How to Structure, Measure and Grow Your Cash Pay Practice	Erick Lundquist, MD
9:30 am	Break	
10:00 am - 10:30 am	Plugging the Leaks in Your Practice	Ron Hartley
10:30 am - 11:00 am	Creating the Optimal Patient Mix	Shilpa P. Saxena, MD
11:00 am - 12:00 pm	Adding Revenue Sources to Your Practice	Industry Mentors
12:00 pm	Mentoring Lunch	All Faculty
1:30 pm - 2:00 pm	Understanding Your Why	Shilpa Saxena, MD Robert John Hughes
2:00 pm - 3:30 pm	Group A: Getting Your Message on Video	Mark J. Tager, MD
	Group B: Patient Engagement Techniques	Robert John Hughes Shilpa P. Saxena, MD Erik Lundquist, MD
3:30 pm	Break	
4:00 pm - 5:00 pm	Group B: Getting Your Message on Video	Mark J. Tager, MD Robert John Hughes
	Group A: Patient Engagement Techniques	Shilpa P. Saxena, MD Erik Lundquist, MD
5:00 pm - 5:30 pm	Creating Your Action Plan	Mark J. Tager, MD
End of Session		