



REDEFINING MEDICINE

## The Ultimate Practice Management & Marketing Workshop

*Pre-Conference Workshop*

Thursday May 16, 2019 | Orlando, FL

8:45 am	Opening Comments	Tim Sawyer
9:00 AM	The Law: Growing Your Practice in Compliance	Brad Adatto
10:00 AM	<b>Break</b>	
10:30 AM	Building Your Wellness Practice with a Reoccurring Revenue Model	Dr. Michael Bedecs, D.O.
11:00 AM	Marketing Secrets of the Fastest-Growing Elective Medical Practices	Tim Sawyer
11:45 AM	Creating a World-Class Sales & Service Team	Jennifer Pearlman, MD, FAARM, ABAARM
12:30 PM	<b>Lunch</b>	
1:30 PM	Panel Discussion: Current Trends in Marketing & Technology – Interact with the Experts!	All Faculty
2:15 PM	Social Media Best Practices that Actually Make a Difference	Jennifer Pearlman, MD, FAARM, ABAARM
3:00 PM	The Five Miracles of New Patient Conversion	Jill Lezaic, DO
3:30 PM	<b>Break</b>	
4:00 PM	How to Leverage the Modern Digital Ecosystem to Find, Serve & Keep More Patients Profitably	Tim Sawyer
5:00 PM	Speak with the Experts and Analyze your Online Presence! (Bring your Google Analytics!)	Adam DeGraide and Tim Sawyer
6:00 PM	<b>Close of Session</b>	