

## Practice Enhancement Training Pre-Conference Session Schedule

*Schedule Subject to Change*

**Thursday, April 12, 2018**

7:30 AM – 7:45 AM	Program Introduction	Mark J. Tager, MD	15 m
7:45 AM – 8:15 AM	How to Choose, Improve or Modify Your Reimbursement Model	Shilpa P. Saxena, MD & Rebecca Hunton, MD	30 m
8:15 AM – 8:45 AM	Legal, Regulatory and Compliance Issues You Need to Know	Kristen Montez, JD	30 m
8:45 AM – 9:30 AM	Handling Common Human Resource Issues	Shilpa P. Saxena, MD Rebecca Hunton, MD Kristen Montez, JD	45 m
9:30 AM – 9:45 AM	<b>Break</b>		
9:45 AM - 10:05 AM	How to Create a Great Patient Experience	Shilpa Saxena, MD	25 m
10:05 AM – 10:25 AM	Fixing the Weak Links in Your Service Delivery	Mark J. Tager, MD	20 m
10:25 AM – 10:45 AM	How to Ethically Sell Products & Services to Patients	Mark J. Tager, MD	20 m
10:45 AM – 11:35 AM	The Art of Patient Communication	Shilpa P. Saxena, MD Rebecca Hunton, MD	50 m
11:35 AM – 11:55 AM	Incorporating Group Visits into Your Practice	Shilpa P. Saxena, MD	20 m
11:55 PM – 12:40 PM	<b>Lunch</b>		
12:40 PM – 1:05 PM	Branding Your Practice	Robert John Hughes	20 m
1:05 PM – 1:40 PM	Creating a Comprehensive Marketing Strategy	Robert John Hughes Jill Carnahan, MD	35 m
1:40 PM - 2:10 PM	Basics of Digital Marketing	Tim Sawyer	30 m
2:10 PM – 2:40 PM	Making Social Media Work for You	Jill Carnahan, MD	30 m
2:40 PM – 3:10 PM	<b>Break</b>		
3:10 PM – 3:55 PM	Group A: Personal Website Analysis Group B: Improving Your Live and Video Presentations	Tim Sawyer Mark J. Tager, MD & Robert John Hughes	45 m
3:55 PM – 4:40 PM	Group A: Improving Your Live and Video Presentations Group B: Personal Website Analysis	Mark J. Tager, MD & Robert John Tim Sawyer	45 m
4:40 PM - 4:55 PM	Wrap Up	Mark J. Tager, MD	15 m
4:55 PM -5:00 PM	<b>Close of Session</b>		