High Altitude Lecture Series 2021

*Progressing the Profession: Cash Based Services and the Patient Experience*

**Course Overview:** This course will provide attendees with significant insights into multiple aspects of progressing the physical therapy profession. Attendees will gain conceptual and tactical knowledge regarding how to efficiently open a cash based physical therapy practice, improve current physical therapy practice outcomes and business potential, as well as enhance patient experiences by providing individualized patient care. Lecture series format will include verbal/visual lecture as well as interactive activities and discussions to stimulate creative thinking and performance improvement.

**Presenters:** Brian Kinslow PT, DPT and Nick Hadinger PT, DPT, USAW-1

**Day 1:**
Friday, August 6th, 2021
- What is a business?
- Finding your niche.
- Knowing your worth/value

*Special event: Alumni Happy Hour

**Day 2:**
Saturday, August 7th 2021
- How to speak directly to your niche.
- Art of the First Visit
- Maintaining your ecosystem
- Riding the wave and navigating realities
- Getting your message out

*Special event @ Evolve Flagstaff
**Pricing/CEUS:**

10 CEUs total

Early Bird Registration (ends July 14th)
- PT $125
- PTA $100
- Students $25

Regular Registration (through day of event)
- PT $150
- PTA $125
- Students $50