

CONFERENCE FACULTY

Mona Brown, MBA

Claudia Ellis, MA, CCC-SLP

Rosemary Gignilliat

Janet Krebs, MS, CCC-SLP

LeeAnn Kyriakides, MS, CCC-SLP, COM

Kevin Little, Partner

Jennifer Malone Priest, MA, CCC-SLP

Tonia Morris, RCC

Kevin O'Flaherty, Managing Partner

Barbara Samuels, MA

Amy Wetherill, MA, CCC-SLP, COM

J. Scott Yaruss, PhD, CCC-SLP, BCS-F, F-ASHA

Lynn Zimmerman, MA, CCC-SLP

Michelle Zeglin, MA, CCC-SLP

Speaker biographies and financial disclosures
can be found at www.AAPPSPA.org

COURSE CREDITS

This program is offered for up to
1.95 ASHA CEUs
(Intermediate level; Related area)



American Academy of Private Practice in Speech Pathology and Audiology is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. See course information for number of ASHA CEUs, instructional level and content area. ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

REGISTRATION FORM:

ONLINE REGISTER ONLINE AT WWW.AAPPSPA.ORG

Name: _____

Practice Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration Fees Prior to April 1, 2018. An additional \$50 will be added to fees after April 1, 2018.

Lunch is included in registration fee:

	<u>AAPPSPA Member*</u>	<u>Non-Member</u>
Conference	\$450	\$480
Conference 2 days	\$310	\$340
Conference 1 day	\$160	\$190
___ Thursday ___ Friday ___ Saturday		

**prior approval of membership is necessary*

Friday, April 27th: Annual Meeting (*luncheon included*)
Please RSVP to the Annual Meeting YES NO

Cancellation and Refunds: Requests for refund may be sent to lkryakides@comcast.net with the subject line "AAPPSPA Conference Cancellation." A processing fee of \$50 before April 10th and \$75 for requests after April 10 will be applied and cannot be waived. No refunds will be accepted after April 23rd.

To register by mail, send this form and check payable to AAPPSPA to:

AAPPSPA
Attention: Cindy
PO Box 252
Granville, NY 12832

Embassy Suites by Hilton Atlanta at Centennial Olympic Park

267 Marietta Street
Atlanta, Georgia, 30313, USA
404-223-2300

Make Your Hotel Reservations Early
Questions: please contact LeeAnn Kyriakides
lkryakides@comcast.net

AAPPSPA

53RD ANNUAL BUSINESS CONFERENCE

THE LEADERS IN SPEECH
PATHOLOGY AND AUDIOLOGY
ARE GATHERING TO CONNECT,
LEARN, SHARE, AND GROW.



ATLANTA, GA
EMBASSY SUITES BY
HILTON ATLANTA AT
CENTENNIAL OLYMPIC PARK

APRIL 26-28, 2018

Join Us!

Thursday, April 26, 2018

- 7:30-8:00 Registration
- 8:00-8:15 Introduction and Welcome
- 8:15-10:15 **Dealing with a Multi-generation Workforce**
Tonia Morris, RCC
- 10:15-10:30 Break
- 10:30-11:30 **Make & Take: Forms, Policies, & Templates**
Michelle Zeglin, MA, CCC-SLP & Jennifer Malone Priest, MA, CCC SLP
- 11:30-12:45 Lunch provided
- 12:45-2:45 **How to Grow Your Business Through Organic Internet Marketing and Networking**
Kevin O'Flaherty, Managing Partner
- 2:45-3:00 Break
- 3:00-3:30. **Hypnosis: Can You Use It?**
Barbara Samuels, MA
- 3:30-4:30. **AAPPSPA InterAct Live**
Amy Wetherill, MA, CCC-SLP, COM
LeeAnn Kyriakides, MS, CCC-SLP, COM & Claudia Ellis, MA, CCC-SLP

Friday, April 27, 2018

- 7:30-8:00 Registration
- 8:00-10:00 **School Age Stuttering Therapy: A Practical Approach**
J. Scott Yaruss, PhD, CCC-SLP, BCS-F, F-ASHA
- 10:00-10:15 Break
- 10:15-12:15 **School Age Stuttering Therapy: A Practical Approach continued**
J. Scott Yaruss, PhD, CCC-SLP, BCS-F, F-ASHA
- 12:15-1:45 Annual Meeting and Luncheon
- 1:45-3:45 **How To Fill Your Job Openings**
Rosemary Gignilliat
- 3:45-4:00 Break

- 4:00-5:00 **How to Use A Mentor to Help Launch, Grow, Change, Sell, or Close a Practice**
Amy Wetherill, MA, CCC-SLP, COM
LeeAnn Kyriakides, MS, CCC-SLP, COM & Claudia Ellis, MA, CCC-SLP

Saturday, April 28, 2018

- 8:00-8:30 Registration
- 8:30-10:30 **Scaling Up: Creating Multiple Profit Centers & Revenue Streams**
Mona Brown, MBA
- 10:30-10:45 Break
- 10:45-12:15 **Building Relationships with Referral Sources**
Janet Krebs, MS, CCC-SLP
- 12:15-1:30 Lunch Provided
- 1:30-3:00 **Identifying Your Ideal Client**
Lynn Zimmerman, MA, CCC-SLP
- 3:00-4:00 **Building Your Practice with A Vision to Sell**
Kevin Little, Partner

Learner Outcomes for the Conference: Participants will demonstrate the ability to:

- Identify simple secrets to increase revenue and profits by maximizing what they already have, such as primary & secondary sources of revenue, busy work versus real business development, effective business systems and managing ROI, securing capital to grow the business
- Effectively address challenging situations in the workplace including bullying and teasing, low motivation, difficulties with generalization, and more
- Improve their ability to demonstrate conflict resolution skills
- Identify private practice pitfalls resulting from ineffective/inaccurate ideal client identification
- Attract millennials and how to keep them on your payroll
- Modify your thinking in order to fill positions within the office
- Create salaries, benefits and perks to attract millennials
- Identify why medical practices salaries are so low
- Learning how to decipher the information you receive in communications with your professional network to determine if it is appropriate to your situation
- Learn how to use a trusted professional network in the daily operation of your practice

- Demonstrate necessary leadership skills to help maintain a functioning workplace
- Learn a technique that can be used to help patients to relax
- Identify a way to improve patient follow-through on treatment activities
- Contact potential referral sources
- Establish a relationship with a new referral source
- Maintain relationships with current referral sources
- Explore strategies to produce additional profit centers and streams of revenue
- Understand different types of profit centers, equity/investor considerations, partnerships, joint ventures, prime contracting and subcontracting
- Identify tactical moves and strategic actions to support business growth, sustainability and long-term business success
- Explore ways to increase business profitability
- Rank higher on a Google search
- Use networking to fuel marketing
- Become engaged in your community
- Select and implement several appropriate treatment strategies for helping school-age children and adolescents who stutter speak more easily and communicate more effectively
- Write meaningful, objective treatment goals and benchmarks to document progress in treatment across the entirety of the stuttering disorder
- Help students identify, understand, and overcome affective and cognitive reactions to stuttering.
- Describe several ways to effectively involve families, teachers, and others in the treatment plan
- Find, modify, and implement necessary paperwork to help run your business smoothly
- Be introduced to several new resources for compliance and streamlining
- Be able to utilize resources provided, modify, and implement new paperwork immediately
- Identify 3 reasons why defining the ideal client supports healthy practice growth
- Establish a format for re-evaluating the definition of your practice's ideal client on an ongoing basis
- Understand and enhance the elements of a medical practice that drive up value and drive value down
- Identify steps to plan and assure the buyer of continuity following the sale of a practice
- Use blog, podcast, and vlog to grow your business
- Utilize communication skills to minimize chaos in the workplace
- Learn ways to leverage your professional network to achieve your business goals