

Independence & Freedom for **PT/OT's** through Private Practice Success



2009 Course Description

Who Should Attend

- Experienced Owners
- New Owners
- Beginners
- Those thinking of starting

Objectives

- 1) Demonstrate how to cost effectively increase revenue, referrals, and reimbursement.
- 2) Quickly maximize reimbursement from insurance companies, patients and attorneys.
- 3) Design an effective front desk system and train staff for ideal performance.
- 4) Take advantage of all revenue channels such as cash, PPO, WC, MC, Auto, Lien, HMO, POS, IPA contracts, etc.
- 5) Recite physician conversation and interaction by applying scripts
- 6) Design an effective ad to gain new patients directly from the public.
- 7) Learn which equipment help generate new business and which software is most effective and affordable.
- 8) Demonstrate how to apply and use proprietary forms, documents, tools, templates and scripts to maximize reimbursement, revenue and referrals.

Instructor Bio

James Ko, MPT is a nationally recognized expert in private practice. He is a private practice owner for over 10 years and has helped develop the most successful practices in the country.

What You Will Walk Away With

- 1) A step-by-step plan on how to truly succeed in private practice quickly and affordably.
- 2) Tools and knowledge that can be applied the very next day!
- 3) Independence and Freedom!

What Others Are Saying

"This is absolutely invaluable. Don't think twice about taking this course. You will not regret it. It's absolutely worth it!"

- Tanya Dougherty, PT (Los Angeles, CA)

"Take the course! It will save you money and mistakes." - Kimberly Glick, OT

"This is the best decision you'll ever make."
- Lynn Rodis, PT (Florida)

"This is inspiring, excellent information that is very empowering." - Elizabeth Russel, PT (Illinois)

Day 1 (Sat) 8:00am - 5:00pm

- 8:00 Registration. Introductions.
- 8:30 Private Practice Secrets
- 9:00 Advanced **Marketing** (It's not what you think)
- 10:00 **Advertising** (Creating ads that work)
- 11:00 **Promotions:** How to create excitement in your practice
How to reach the public ethically yet effectively
How 2-hours per week can turn into an extra \$12,000/mo
- 12:00 Lunch Together: More Private Practice Secrets
- 1:00 How to make contact and **interact with MD's** effectively
- 2:00 **Automation:**
How Technology Can Reduce Your Expenses by 40%
How to Get More Done with Less Time & Money
- 3:00 **Cash Programs:** How to tap into the community directly and build cash programs that work! Tools to make it easy!
- 4pm Q&A. Quiz.

5:00 - 6:00pm (Optional) Technical Startup Steps.
How to start a practice Correctly.

Day 2 (Sun) 8:00am - 5:00pm

- 8:00 **Activation:** How NOT to lose a prospective new patient.
What to say and What NOT to say.
- 10:00 **Advanced Intake:** Intaking a new patient properly.
Designing or Re-Designing Your **Front Desk System**
Secret to **Collecting Money** from Patients.
Forms that give you legal recourse against insurance
Signs you must have displayed.
- 11:00 **Advanced Billing Secrets.** Coding Secrets.
Medicare Billing Secrets. Best Procedures.
Collection (Insurance) Secrets
- 12:00 Lunch on your own
- 1:00 **Maximizing Reimbursement.**
Using Modifiers to Double Your Revenue.
- 2:00 **Appealing Denials.** Insurance Short-listing.
Secret Provider Rights
- 3:00 Tracking **Daily Productivity** & Profitability
- 4pm Q&A. Quiz.

*Outline may not be followed exactly. Schedule is subject to change

Register Now by...

- 1) Going online to www.IndeFree.com. Venue info available there.
- 2) Calling (800) 801-4511
- 3) Fax the registration form on the next page to (408) 228-0711

2009 Course Registration Form

100% MONEY-BACK GUARANTEE

1

Choose Your Course

Secrets & Steps to
**Private Practice
Success**

\$729

Advanced
**Automation &
Employee Secrets**

\$399

Clinical Excellence &
**Fast-Acting
Techniques**

\$399

CA, Newport Beach*	Jan	<input type="checkbox"/> 17-18		
FL, Orlando*	Feb	<input type="checkbox"/> 21-22		
NV, Las Vegas*	Mar	<input type="checkbox"/> 14-15		
DC, Washington*	Apr	<input type="checkbox"/> 4-5		
IL, Chicago*	May	<input type="checkbox"/> 23-24		
CA, San Francisco*	Jun	<input type="checkbox"/> 13-14		
MA, Boston	Jul		<input type="checkbox"/> 18	<input type="checkbox"/> 19
MN, Minneapolis	Aug		<input type="checkbox"/> 15	<input type="checkbox"/> 16
CA, Newport Beach	Sep		<input type="checkbox"/> 19	<input type="checkbox"/> 20
FL, Miami	Oct		<input type="checkbox"/> 17	<input type="checkbox"/> 18
HI, Oahu**	Nov	<input type="checkbox"/> 5-7	<input type="checkbox"/> 8	<input type="checkbox"/> 9-10

*8:00am to 5:00pm both days. You may enroll for only one day (either Sat or Sun) for \$399 online.

*Optional: Add "**Technical Startup Steps**" from 5-6pm on the first day for only \$49.

**Take the entire 6-Day "Annual Conference", all classes, in Hawaii for only \$995.

2

Add-a-Buddy for only \$99 per Day (optional)

Yes, I'd like to add _____ Buddy(s) for \$99 each per day.
Bring an employee, associate, friend, spouse, etc.

#1 Buddy Name _____

Email _____

#2 Buddy Name _____

Email _____

#3 Buddy Name _____

Email _____

3

Make Payment & Reserve Your Seat

1 FAX the info below to (408) 228-0711

Name _____

Occupation _____

Phone # _____

Email Address _____

Name on Credit Card _____

Credit Card Type: Visa MC AmerX Discover

Billing Street _____

City/State/Zip _____

Credit Card # _____

Exp. Date _____ Code (on back of card): _____

Total to be charged \$ _____

Signature _____

2 ONLINE at www.IndeFree.com

3 TELEPHONE us at 1.800.801.4511

www.IndeFree.com
(800) 801-4511

Fee includes: Step-by-Step Manual, Proprietary Forms, Documents,
Marketing Samples, Templates, Scripts, One-Year Support.

Special Early-Bird rates may be available online.

Dates are subject to change.

Go to www.IndeFree.com for the most up-to-date and venue information.

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