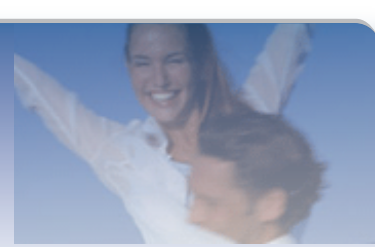


Independence & Freedom for **PT/OT's** through **Private Practice Success**



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 a Strong Staff System Increases Revenue by 300% or more (you can't do it alone)
- 3:00 **Leadership:** Critical positions you MUST fill
Employee Recruiting, Compensating & Managing
- 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 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

2008 IndeFree Course Registration Form

(Hurry classes fill-up fast!)

1. Choose Your Location & Date

Dates are subject to change. Go to www.IndeFree.com for the most up-to-date and venue information.

Regular Rate*	Entire 2-day Course \$729	Day 1 Only \$399	Day 2 Only \$399	Add "Technical Startup Steps" \$49
CA, Newport Beach	<input type="checkbox"/> Jan 12-13 (8-5pm)	<input type="checkbox"/> Jan 12 (Sat)	<input type="checkbox"/> Jan 13 (Sun)	<input type="checkbox"/> Jan 12 (5-6pm)
FL, Miami	<input type="checkbox"/> Feb 16-17 (8-5pm)	<input type="checkbox"/> Feb 16 (Sat)	<input type="checkbox"/> Feb 17 (Sun)	<input type="checkbox"/> Feb 16 (5-6pm)
NV, Las Vegas	<input type="checkbox"/> Mar 22-23 (8-5pm)	<input type="checkbox"/> Mar 22 (Sat)	<input type="checkbox"/> Mar 23 (Sun)	<input type="checkbox"/> Mar 22 (5-6pm)
DC, Washington	<input type="checkbox"/> Apr 26-27 (8-5pm)	<input type="checkbox"/> Apr 26 (Sat)	<input type="checkbox"/> Apr 27 (Sun)	<input type="checkbox"/> Apr 26 (5-6pm)
IL, Chicago	<input type="checkbox"/> May 10-11 (8-5pm)	<input type="checkbox"/> May 10 (Sat)	<input type="checkbox"/> May 11 (Sun)	<input type="checkbox"/> May 10 (5-6pm)
FL, Orlando	<input type="checkbox"/> Jun 21-22 (8-5pm)	<input type="checkbox"/> Jun 21 (Sat)	<input type="checkbox"/> Jun 22 (Sun)	<input type="checkbox"/> Jun 21 (5-6pm)
CA, Newport Beach	<input type="checkbox"/> Jul 26-27 (8-5pm)	<input type="checkbox"/> Jul 26 (Sat)	<input type="checkbox"/> Jul 27 (Sun)	<input type="checkbox"/> Jul 26 (5-6pm)
MN, Minneapolis	<input type="checkbox"/> Aug 9-10 (8-5pm)	<input type="checkbox"/> Aug 9 (Sat)	<input type="checkbox"/> Aug 10 (Sun)	<input type="checkbox"/> Aug 9 (5-6pm)
NY, New York	<input type="checkbox"/> Sep 13-14 (8-5pm)	<input type="checkbox"/> Sep 20 (Sat)	<input type="checkbox"/> Sep 21 (Sun)	<input type="checkbox"/> Sep 20 (5-6pm)
TX, Houston	<input type="checkbox"/> Oct 18-19 (8-5pm)	<input type="checkbox"/> Oct 18 (Sat)	<input type="checkbox"/> Oct 19 (Sun)	<input type="checkbox"/> Oct 18 (5-6pm)
HI, Maui (Special 5-day)	<input type="checkbox"/> Nov 14-18 (Special 5-day Schedule)			

*Discounts may be available online. All rates include: Step-by-Step Manual, Proprietary Forms, Documents, Advertising Samples, Templates, Scripts, One-Year Support.

2. Add-a-Buddy for only \$199 (optional)

You can add an associate, friend, or spouse for only \$199. They get to attend all days with you. Add the Buddy on at any time. Just make sure to add them to your original enrollment. Limit three buddies per registrant.

Yes, I'd like to add ___ Buddy(s) for \$199 each. My total amount for payment will be \$ (all costs included)

List buddy(s) name and emails here: _____

3. Make Payment By...

1 FAXING the information below to our toll-free # 1.408.228.0711

Name of Primary Attendee _____ Occupation _____

Phone # _____ Email Address _____

Name on Credit Card _____ Credit Card Type: ___Visa ___MC ___AmerX

Billing Address _____

Credit Card # _____ Exp. Date _____

3-digit Code (on back of card): _____ Signature of Approval _____

2 GOING ONLINE with your credit card info to WWW.INDEFREE.COM

3 TELEPHONE US at 1.800.801.4511

A Pre-Workshop Packet will be **emailed** to you 14 days prior to the workshop. Workshop venue information may be found on our website at www.IndeFree.com. You will need to make your own hotel and travel accommodations. Prices are subject to change. Special discounts may be offered when enrolling online. Refund policies may be found at www.IndeFree.com.

www.IndeFree.com
1.800.801.4511

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