



2011 Annual Conference Administrator Council Wrap-Up

By Connie Ziccarelli

THE 2011 PRIVATE PRACTICE SECTION'S Annual Conference in Seattle was a huge success! PPS reports the largest conference attendance in recent history, and the city of Seattle did not disappoint. With the stage set in the Emerald City under sunny skies, the PPS Administrators' Council was ready for a few days of learning and networking.

The Administrators' Council enjoyed lunch together on Thursday with speakers discussing the importance of customer service in practice, using Nordstrom's customer service standards as the benchmark. On Friday morning, the Council hosted an invitation-only breakfast featuring

speakers who stressed the need for involving patients in the billing and collection processes early and suggested designating a "billing concierge" in a practice. Each session pushed the attendees' thinking to the next level!

This annual conference launched the **Administrator Certification Program**, a program designed specifically for private practice physical therapy administrators was positively received by the attendees. Although 98 attendees registered for the program, one speaker filled the room with 115 attendees! Throughout the conference, attendees heard from industry leaders in

the areas of human resources and business operations, coding and billing, legal compliance, marketing, financial management, and practice performance.

Upon completion of all 6 sessions, administrators were qualified to sit for the Private Practice Section Certification Exam. Successful completion of the test earns administrators the title of **Certified Practice Administrator**.

Participants were not limited to all work and no play! The President's Reception Thursday evening provided an excellent opportunity to relax and connect with old friends and acquaintances. The

PT Benchmark

10th Anniversary!



"During the last three years our partners have found PT Benchmark invaluable in managing their clinics. It has empowered us to make more informed decisions about our practices which has helped us grow more than 15% both years, retain valued staff, and improve the quality of our services."

Paul Gaspar, PT, DPT

Hundreds of physical therapists have trusted **PT Benchmark** to help them manage and grow their practices for 10 years now!

Isn't it time to join **PT Benchmark 2012** and get the vital information you need to make the right business decisions!

**To learn more about
PT Benchmark 2012,
Call or Visit our
Extensive Web Site Today!**



949.280.3449
www.HCSconsulting.com

Farewell Dinner on Friday was a great way to cap off the week in Seattle with an evening at the Experience Music Project. With dinner and dancing at the one-of-a-kind Rock and Roll Museum, we left the PPS 2011 Annual Conference feeling like rock stars! ■

Connie Ziccarelli is principal and chief operations officer of Rehab Management Solutions. She is a member of the PPS Administrators' Council and liaison to the PPS Program Work Group. She can be reached at cziccarelli@rehabmgtolutions.com.



Five-Minute Fix

Create a tickler file with a series of folders labeled from 1 through 31. Place any physical paperwork needed, such as itineraries, agendas, articles, and tickets, in the appropriately dated folder. Refer to the tickler file on your calendar, making important papers easy to retrieve and clearing your desk! ■

Dreaming of Long-Term Success?

Take control of your future with a partner who can help you find the ideal combination of quality patient care and increased financial opportunity.

- Build a profitable, new center
- Improve the financial viability of an existing center
- Develop a succession plan
- Successfully navigate health care industry changes

NUETERA | *putting opportunity into action*
PHYSICAL THERAPY

Find out how Nuetera can bring the business resources and capital necessary to achieve long-term success. Call 1-888-887-2619, email info@nuetera.com, or visit www.nueterapt.com today.

- Strategic Partnership Alliances
- Succession Planning Options
- Expanding Existing Practices
- Developing New Facilities