



Bootcamp

BPTM Bootcamp Event Guide

January 17th - 20th 2019
Orlando, Florida

[Walt Disney World Swan Resort](#)

Address: 1200 Epcot Resorts Blvd, Lake Buena Vista, FL 32830

Phone: (405)934-3000

Airport: Orlando International Airport

[Click On A Day Below To Access Agenda Details](#)

Agenda may be subject to change, final agenda will be available at Bootcamp

[THURSDAY](#) - JANUARY 17TH 2019

[FRIDAY MORNING](#) - JANUARY 18TH MORNING

[FRIDAY AFTERNOON](#) - JANUARY 18TH AFTERNOON

[SATURDAY](#) - JANUARY 19TH 2019

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THURSDAY

JANUARY 17TH 2019 - Evening

TIME	GENERAL
7:00pm	Registration & Welcome Party Get registered and join us in time for our welcome party! Partners register and set up your booths at this time. Swan Foyer



FRIDAY MORNING

JANUARY 18TH 2019 - MORNING

General Track: For those that are attending Bootcamp for the 1st time!

Advanced Track: For those that have attended Bootcamp before **and** our VIP Product X owners.

Product X Only (PX Only): Sessions reserved **only** for our VIP Product X Owners.

Product X Staff Only Track: All attendees that are staff members of Product X Owners **only**.

TIME	GENERAL	ADVANCED (See Description Above)	PRODUCT X STAFF
7:00am	Registration Pre-function Area, Level B		
8:00am	Building Your Dream Practice in 2019 It's time to get exactly what you want and finally have your dream practice. In this session, we'll dive into what is holding you back and how to plan to have your best year ever. Swan 1-4		
10:00am	Break - Partner Showcase Get out your bingo card, meet our sponsors during this break. Corridor A		
10:30am	Owner Hot Seat: Creating Bigger Breakthroughs in 2019 We'll start off by diving into some of your biggest business challenges and walk through solutions in real time. Swan 1-4	How to Create A Massive Online Presence to Draw More New Patients to Your Practice We will be diving into how to get people in your community to discover your practice online, improve your Google rankings, and make your website more effective at capturing leads. Presented by Practice Promotions. Swan 5	The Greater Role You Are Contributing To Where you fit into the vision of flipping the pyramid. Do more of what works and less of what doesn't. Ambassadors Room
11:00am	Green Ink Letters: What Works Today The Green Ink Letter is a sincere way to reconnect with past patients to see how they are doing post-PT care. This is a primary way to reactivate a past patient. Swan 1-4	How to Increase Your Per Visit Reimbursement in 2019 How to use advanced diagnostic testing modalities performed and fully reimbursed by insurance to PTs to increase your per visit reimbursement. Swan 5	Listening Skills We all knowing listening means more than hearing, but do you know the top listening tactics you need to improve patient engagement. Ambassadors Room
11:30am	7 Step Killer Exam (2019 Crash Course) Learn how to test, treat, and retest. A fresh take on how to optimize the 7SKE for 2019. Every therapist needs to touch on 7 vital points during the free screen or initial exam. Swan 1-4		Confirmation Calls In this session, we'll dive into best practices for Confirmation Calls and actually put knowledge into action. Ambassadors Room
12:00pm	Mastermind Lunch Find a new friend and mastermind over lunch. Grab and Go Lunch provided for Product X members.		



FRIDAY AFTERNOON

JANUARY 18TH 2019 - AFTERNOON

General Track: For those that are attending Bootcamp for the first time!

Advanced Track: For those that have attended Bootcamp before and our VIP Product X owners.

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Product X Staff Only Track: All attendees that are staff members of Product X Owners.

TIME	GENERAL	ADVANCED & PRODUCT X ONLY	PRODUCT X STAFF
1:00pm	<p>Write Emails that Magnetically Attract Patients</p> <p>Learn from Carl Mattiola about the importance of an email marketing system in 2019 and how easy it is to implement into your practice. Swan 1-4</p>	<p>Product X Only Session Max Value Seminar</p> <p>Are you building your business so that you can exit with the maximum value? In this session, we'll dive into real-life scenarios on what steps you need to take for building a business that will sell at max value. Swan 5</p>	<p>Front Desk Interactive</p> <p>Interactive session designed to help optimize the skills needed to maximize front desk systems. Ambassadors Room</p>
1:30pm	<p>Get More Raving Fans Than Ever Before</p> <p>The Killer Testimonial Machine is a surefire way to turn some heads and disrupt the health care system in your hometown. No better way to keep patients compliant with their program than to constantly see the successes of others. Swan 1-4</p>	<p>Product X Only Session Future of Product X Presentation</p> <p>New developments of Product X, beta tests and results. See what's on the Product X development roadmap and what new things are coming out and what that means to your practice. Swan 5</p>	<p>Masterminding</p> <p>Roundtable group exercises designed for you to problem solve with fellow PX staff. Ambassadors Room</p>
1:45pm	<p>Eliminate All Your Slow Seasons in 2019</p> <p>The Greatest Promotion Ever is an effective strategy to tap your past patient base, and generate a huge influx of patients in one quick campaign. Swan 1-4</p>		
2:00pm	<p>Eliminate All Your Slow Seasons in 2019</p> <p>The Greatest Promotion Ever is an effective strategy to tap your past patient base, and generate a huge influx of patients in one quick campaign. Swan 1-4</p>		
2:30pm	<p>Break - Partner Showcase</p> <p>Get out your bingo card, meet our sponsors during this break. Corridor A</p>		
3:00pm	<p>Improving Patient Outcomes with Manual Therapy</p> <p>Let Dan Neff show you how to produce better outcomes for your patients starting with their first visit. Minimize drop-offs and elevate your system for treatment using these techniques. Swan 1-4</p>		
3:30pm	<p>Making Your Dream a Reality</p> <p>If you're ready to make 2019 your best year yet, this is the session for you. Learn from Chad Madden and Carl Mattiola on how to tackle your Big Hairy Audacious Goals for 2019. Swan 1-4</p>		
4:15pm	<p>Begin With The End In Mind</p> <p>Special guest speaker Wade Schalles shares his story and lessons on what it takes to be an Olympic medalist. Get inspired and learn practical tactics on how to make your dreams a reality. Swan 1-4</p>		
5:00pm	<p>Happy Hour Reception & Award Ceremony</p> <p>Join us as we acknowledge community members and celebrate the successes of the last quarter for the BPTM nation. Terrace</p>		



Bootcamp

SATURDAY

JANUARY 19TH 2019 - FULL DAY

General Track: For those that are attending Bootcamp for the first time!
Product X Only (PX Only): Sessions reserved only for our VIP Product X Owners.

TIME	GENERAL	PRODUCT X ONLY
8:00am	<p>Growing Your Practice with Workshops: Best Practices for 2019 There is an entire system on how to run workshops, how to go through the media in your local market, how to test your offer and get the best return on your investment. There's a science to this, and if you do it wrong, you can lose a lot of money. Swan 1-4</p>	
10:30am	<p>Break - Partner Showcase Get out your bingo card, meet our sponsors during this break. Pre-function Area</p>	
11:00am	<p>Facebook Marketing in 2019: What PTs Need to Know Learn where your ideal patients hang out online and how you can convert them into paying customers. There are 3 low hanging fruits you can target today to start seeing new patients through your door. Swan 1-4</p>	
12:30pm	<p>The Biggest Physical Therapy Practice Growth Opportunity Scaling expert, John Logar, teaches you how to stand out from the crowd and learn the number one PT growth opportunity. Dive into the latest trends in buyer behaviors & what tactics you need to implement today to start scaling. Swan 1-4</p>	
1:00pm	<p>Lunch Training - Flipping the Pyramid Chad Madden and Carl Mattiola talk about your place in the process of flipping the pyramid. Boxed lunches are provided for all attendees. Salon C & D</p>	<p>Product X Only Session Product X Exclusive Luncheon Enjoy lunch with fellow Product X members as we answer your questions during our Coaches forum. Osprey</p>
2:30pm	<p>Scaling Up and Flipping the Pyramid Chad and Carl continue their presentation on flipping the pyramid, the many levels of freedom derived from this mission & how to be a part of the new vision for Health Care. Salon C & D</p>	
3:30pm	<p>Break - Partner Showcase Get out your bingo card, meet our sponsors during this break. Pre-function Area</p>	
4:00pm	<p>Lightforce Laser Case Studies Loads of owners have been using laser and getting great outcomes and as a business owner private practice owners have been offering it as a cash service to be able to pay for their laser and then some. Swan 1-4</p>	
5:30pm	<p>Partner Showcase Happy Hour Reception Enjoy the evening with us and our event partners by grabbing a drink and mingling. Don't forget your bingo cards! Pre-function Area</p>	
7:00pm	<p>Prior Registration Required Mastermind Dinner: Karl Dettmann Enjoy dinner with fellow attendees while listening to a special presentation by Karl Dettmann. Osprey</p>	



Bootcamp

SUNDAY

JANUARY 20TH 2019 - FULL DAY

General Track: For those that are attending Bootcamp for the first time!
 Product X Only (PX Only): Sessions reserved only for our VIP Product X Owners.

TIME	GENERAL	PRODUCT X ONLY	PRODUCT X STAFF
8:00am	<p>Total Motion Release Start the morning off with movement. A clinician who applies the TMR principles will create results up to 7 times faster and longer lasting with any technique they use. Swan 1-4</p>		
9:30am	<p>Break - Partner Showcase Get out your bingo card, meet our sponsors during this break. Pre-function Area</p>		
10:00am	<p>Have Your Patients Market for You This Year Learn how to conduct interviews with your patients to improve quality of care, seek referral sources and Google reviews, and boost your cash pay services. Teach your patients to market for you Swan 1-4</p>	<p>Dream to Reality Lab Identify exactly what you need to be doing on a quarterly basis to make your dream a reality. No more annual planning without action. Learn how to make each quarter actionable and results driven. Swan 5</p>	<p>Product X Portal Intro Learn about the Product X Portal, how it is important to the growth of your practice and how to best use it. Osprey</p>
10:30am	<p>2019 Engagement With Your Current Patients Both patient & referral source newsletters are critical to your marketing funnel. In this session, we'll cover both direct mail & email systems to engage with current patients, and new traffic sources. Swan 1-4</p>		<p>Panel for Closing Straight to IE How to convert patients directly to IEs before they show up to a workshop. Turn workshop registrants into paying patients before the workshop even happens. Osprey</p>
11:00am	<p>Trust-Building Exercise Learn about Lencioni's trust pyramid and how to identify the 5 dysfunctions of a team and what could be holding your practice back from the next stage of growth. Swan 1-4</p>	<p>Fund Your Growth and Scale Your Practice Set yourself up for successful growth without going broke. This is the proforma on how to scale your business without going broke. Swan 5</p>	<p>Workshop Marketing Logistics Learn how you as a staff member can run a workshop end to end. From coordination to execution, we'll teach you exactly what to do. Osprey</p>
12:00pm	<p>Networking Lunch Grab a new friend and network over a meal. Grab and go boxed lunches are provided for Product X attendees. Pre-function Area</p>		
1:00pm	<p>Personal Management Having a healthy, growing business starts with you. In this session, we'll explore getting your body, mentality, and mind optimized for business success. Swan 1-4</p>	<p>How to Get Paid More and Quicker in Your Dream Practice Let Robert Kowalik teach you the top methods on reimbursements and what it takes to get paid more and quicker in 2019. Swan 5</p>	<p>Working with an Oversubscribed Practice What to do when you are at capacity with your practice and waiting to hire, where to put people and keep your workshops going! Osprey</p>
2:00pm	<p>Masterminds Roundtable group exercises designed for you to problem solve with fellow practice owners. Swan 1-4</p>	<p>Product X Masterminds Roundtable group exercises designed for you to learn from fellow Xers. Swan 5</p>	<p>A Day In The Life Panel on the day in the life of seasoned staff members that are actively flipping the pyramid and working in a dream practice. Osprey</p>
3:00pm	<p>Break - Partner Showcase Get out your bingo card, meet our event partners during this break.</p>		

	Pre-function Area
3:30pm	<p align="center">Panel: Get The Max Value When Selling Your Practice</p> <p>Whether you're thinking about selling now or not, it's important to run your business with exit strategies in mind that will maximize the value of your practice. Learn from this panel on what it takes to run your practice at its Max Value.</p> <p align="center">Swan 1-4</p>
4:15pm	<p align="center">2019 Marketing Calendar Lab</p> <p>Build a rock solid, day-by-day plan that your staff can execute to get more patients into your practice. Together we'll dive into every major event in 2019 and how to create a foolproof marketing calendar for 2019.</p> <p align="center">Swan 1-4</p>
4:45pm	<p align="center">How To Go Home From Bootcamp</p> <p>How to go home without overwhelming those that matter... and still moving forward.</p> <p align="center">Swan 1-4</p>
5:00pm	<p align="center">Event Conclusion</p> <p align="center">Go forth and conquer 2019.</p>