



Business Power Summit
Session Schedule
Schedule Subject to Change
Times are listed in EST
Non-CME

Saturday, October 3, 2020:

10:00 am	Opening Keynote & State of the Industry	Tim Sawyer	0.25 hr
10:15 am	Making the Transition into a Cash-Pay Practice & Relationship-Driven Business	Chris Siano, DO, MPH	1 hr
11:15 am	Protecting Your Practice in Today's Digital World	Jacob Horn	0.5 hr
11:45 am	Enhancing the Patient Experience: Treatment Plans, Memberships & Recurring Revenue Streams	Kelly Engelmann, MSN, FNP-BC, FAAFM, ABAAHP	1 hr
12:45 pm	Lunch & Learn Sponsored by Emerson Ecologics (Non-CME) <i>Grow Your Practice with Wellevate, A4M's Recommended Virtual Dispensary</i>		
1:45 pm	The Law: Growing Your Practice in Compliance	Brad Adatto, JD	1 hr
2:45 pm	Legal Q & A with Attendees	Brad Adatto, JD	0.25 hr
3:00 pm	Putting Patients Before Profits: How to Increase Brand Recognition & Customer Loyalty	Warren Danforth	1 hr
4:00 pm	Building the Best Financial Model for Your Elective Medical Practice	Anthony Castore	1 hr
5:00 pm	Top Sales & Marketing Lessons Learned to Scale Your Business in 2021	Tim Sawyer	1 hr
6:00 pm	Q & A	Faculty	0.5 hr
6:30 pm	Close of Session		