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[www.aaoe.net/annual-conference](http://www.aaoe.net/annual-conference)

# AAOE



Save an  
additional \$150

*by getting a code from an  
AAOE board member or  
member of the Industry  
Relations Advisory  
Board*



# Inspire

# AAOE ANNUAL CONFERENCE

*For The Business Side of Orthopedics*

ATLANTA MAY 2-5

From the moment you walk into the first session, you will learn tips, tools, and secrets of success from orthopedic practice executives who share similar experiences, challenges, and goals. Come learn strategies and tactics that actually work.

This robust agenda is focused on your needs to help you lead, grow your practice, and address challenges. When you return to your practice you will be ready to share a post-conference briefing with staff, where you can not only highlight what you've learned, but be ready to plan and implement it!

*Join us for . . .*

### Inspiration

Our Keynotes, “Sometimes the Challenge Chooses Us” and “You FIRST” will leave you feeling inspired and re-energized and even add some tools to your toolbox.

### Education with ROI

**Substantial Peer-to-Peer education with over 60% of speakers being AAOE members!** We're bringing you highly relevant topics with best practices and the latest industry trends.

### Meet professionals who get you

We'll have daily, thoughtfully crafted connections in multiple formats for creating meaningful relationships with your peers. **Create or expand your network nationally!**

### FUN!

From a happy hour with your board of directors to the opening and May the Fourth receptions in the exhibit hall, live t-shirt printing and many exhibit hall prizes, we have lots of fun and energizing experiences!



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“This is my fifth year at the AAOE Conference. I have been in office management / practice management for 26 years and attending the AAOE conference is the highlight of my year. It’s an opportunity to network with other people. Also, it’s an opportunity to hear from others that are in the same place as you and to hear their woes, their encouragement, and the ways they improve their processes and to share like-minded ideas. **I love attending and it’s a great yearly event that I look forward to.**”

Caressa Lynch  
Kansas City Bone & Joint

# GENERAL SESSIONS

## Keynotes



### OPENING KEYNOTE

## Sometimes the Challenge Chooses Us

— Mark Pollock

*Explorer, Speaker, and Founder*

### LEARNING OBJECTIVES

Learning objectives are focused on helping people to:

- Explore their performance potential.
- Turn challenges into opportunities.
- Collaborate to solve complex problems.

Sometimes we choose our challenges, and sometimes our challenges choose us. What we decide to do about them is what counts. Deciding to be a competitor, a realist, and collaborator offers us a chance of maintaining a resilient mindset under pressure.

Mark Pollock is an inspiring explorer, speaker, and founder who motivates leaders and teams to build resilience and achieve beyond their expectations. Despite losing his sight in 1998, Mark became a renowned adventure athlete, competing in ultra-endurance races across extreme terrains and becoming the first blind person to race to the South Pole. After a devastating fall in 2010 that left him paralyzed, Mark embarked on a new mission to explore the potential of technology in curing paralysis. He is the chairman of Collaborative Cures, founder of Run in the Dark, and has been recognized as a Young Global Leader by the World Economic Forum.



### CLOSING KEYNOTE

## You FIRST

Maria Milagros  
— (Vasquez)

*Speaker, Coach, and Author*

### LEARNING OBJECTIVES

- Encourage and inspire attendees with an incredible story of overcoming adversity.
- Educate attendees with data proven techniques that when put into practice can create positive change in every area of our lives.
- Empower attendees to make self-care a priority with small sustainable actions.

Maria Milagros (Vazquez) is an award-winning keynote speaker, author, and 2x TEDx speaker known for her impactful storytelling and personal growth expertise. She empowers individuals through talks, workshops, and life coaching, using her own life experiences to encourage others to overcome limiting beliefs and live extraordinary lives. A survivor of abuse, depression, and a severe childhood accident, Maria transforms her past challenges into a present filled with health, happiness, and abundance, demonstrating the power of mindset shifts and personal responsibility. With over 15 years of experience in leadership and personal development, Maria equips her audiences with practical tools and lasting mindset changes.



# Schedule at a Glance

## THURSDAY, MAY 1, 2025

5:00 pm - 6:00 pm

Welcome Happy Hour (Attendees Only)

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Highlighted activities to the left are networking opportunities!



## FRIDAY, MAY 2, 2025

7:30 am - 6:00 pm

Registration Open

7:30 am - 3:15 pm

Exhibitor Set Up

9:00 am - 10:00 am

Coffee and Networking in The Hive

10:30 am - 12:45 pm

Speed Meetings (*separate registration required*)

10:30 am - 12:45 pm

Pre-Conference Workshop (*separate registration required*)

1:15 pm - 2:00 pm

Concurrent Education Sessions

2:15 pm - 3:00 pm

Concurrent Education Sessions

3:00 pm - 3:15 pm

Coffee Break

3:15 pm - 4:30 pm

Group Discussions by Practice Size

4:30 pm - 5:00 pm

The Hive Welcome Event (*all are welcome!*)

4:30 pm - 6:15 pm

Opening Reception in the Exhibit Hall

6:15 pm - 6:45 pm

President and Volunteer Reception (*by invitation only*)

6:45 pm - 7:30 pm

State Receptions (*by invitation only*)

## SATURDAY, MAY 3, 2025 *May the Fourth*

7:30 am - 8:30 am

Continental Breakfast

7:30 am - 8:30 am

Networking in the Hive

8:00 am - 6:30 pm

Registration Open

8:45 am - 9:45 am

Opening Keynote

10:00 am - 10:45 am

Concurrent Education Sessions

11:00 am - 4:15 pm

Exhibit Hall Open

11:00 am - 1:00 pm

Networking & Lunch in the Exhibit Hall

1:15 pm - 2:15 pm

Concurrent Education Sessions

2:30 pm - 3:15 pm

Concurrent Education Sessions

3:15 pm - 3:45 pm

Coffee Break in the Exhibit Hall

3:45 pm - 5:00 pm

Group Discussions by Topic

5:15 pm - 6:30 pm

May the Fourth Reception in the Exhibit Hall





# Schedule at a Glance

## SUNDAY, MAY 4, 2025

### Charity Day

|                     |                                                   |
|---------------------|---------------------------------------------------|
| 7:30 am - 8:30 am   | Continental Breakfast                             |
| 7:30 am - 8:30 am   | <b>Networking in the Hive</b>                     |
| 8:00 am - 4:15 pm   | Registration Open                                 |
| 8:30 am - 9:15 am   | Concurrent Education Sessions                     |
| 9:30 am - 1:45 pm   | Exhibit Hall Open                                 |
| 9:30 am - 10:30 am  | Coffee & Networking in the Exhibit Hall           |
| 10:45 am - 11:45 am | General Sessions and Awards                       |
| 12:00 pm - 1:30 pm  | Networking & Lunch in the Exhibit Hall            |
| 1:15 pm - 1:45 pm   | AAOE Prize Event <i>(must be present to win!)</i> |
| 1:45 pm - 6:00 pm   | Exhibitor Tear Down                               |
| 2:00 pm - 2:45 pm   | Concurrent Education Sessions                     |
| 3:00 pm - 3:45 pm   | Concurrent Education Sessions                     |
| 3:45 pm - 4:00 pm   | Coffee Break                                      |
| 4:15 pm - 5:00 pm   | Facilitated Roundtables                           |
| 5:15 pm - 5:45 pm   | <b>Hive Event</b>                                 |
| 5:30 pm - whenever  | Explore Atlanta!                                  |

### Charity Shirt Day



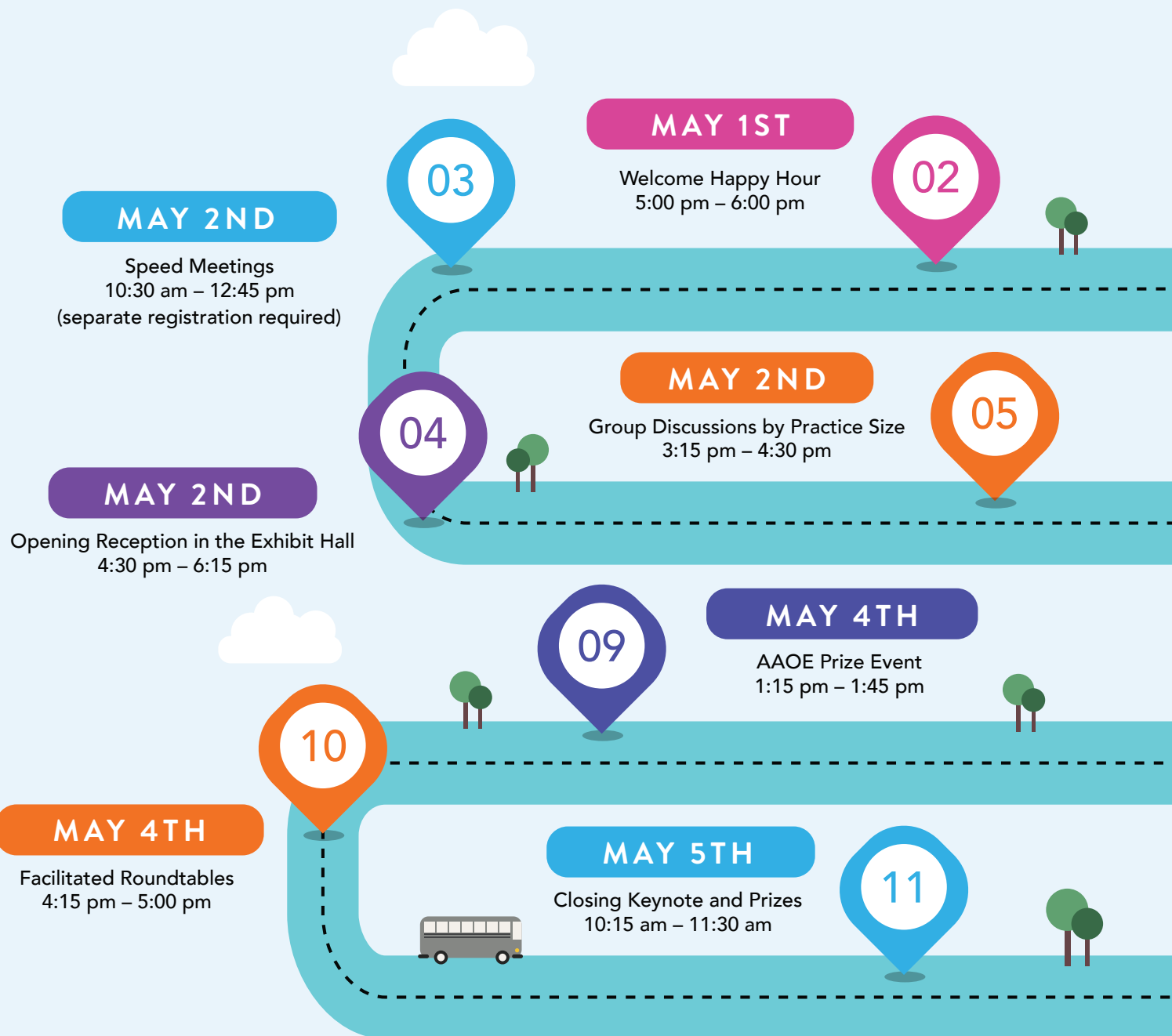
*Wear your Charity T-Shirt Sunday May 4, 2025 to be a part of the group photo! This year's Conference Charity is Agape Youth & Family Center in Atlanta. Donate \$25 pre-show or \$35 onsite to receive a t-shirt. Encourage your staff to donate, including your team onsite at the conference and those back at home!*

Sponsored by



## MONDAY, MAY 5, 2025

|                     |                                                             |
|---------------------|-------------------------------------------------------------|
| 7:30 am - 8:30 am   | Continental Breakfast                                       |
| 8:00 am - 11:00 am  | Registration Open                                           |
| 8:15 am - 9:00 am   | Concurrent Education Sessions                               |
| 9:15 am - 10:00 am  | Concurrent Education Sessions                               |
| 10:15 am - 11:30 am | Closing Keynote and Prizes <i>(must be present to win!)</i> |



# PLANNING YOUR *Trips*

**MAY 1ST**

Arrive in Atlanta

01



**MAY 3RD**

Opening Keynote  
08:45 am – 09:45 am

06



07

**MAY 3RD**

May the Fourth Reception in the Exhibit Hall  
5:15 pm – 6:30 pm

08



**MAY 3RD**

Group Discussions by Topic  
3:45 pm – 5:00 pm

12

**MAY 5TH**

Travel Home

*Be sure to stay for the  
closing general session and  
prizes (must be present to  
win), ending at 11:30 am!*



## Inspire

**AAOE ANNUAL CONFERENCE**  
For The Business Side of Orthopedics  
ATLANTA MAY 2-5



# Hotel & Registration

AAOE has reserved a room block with discounted rates starting at \$219 for conference attendees at the Hyatt Regency Atlanta.

To book your hotel room, please register for the 2025 AAOE Annual Conference. After you have registered your confirmation email will be sent which will contain a link to book your hotel stay. Attendees can book their rooms now; exhibitors will be able to book after exhibitor staff registration opens at the end of January.

## Conference Hotel

Hyatt Regency Atlanta  
265 Peachtree Street NE, Atlanta, GA 30303  
Phone: +1 404-577-1234

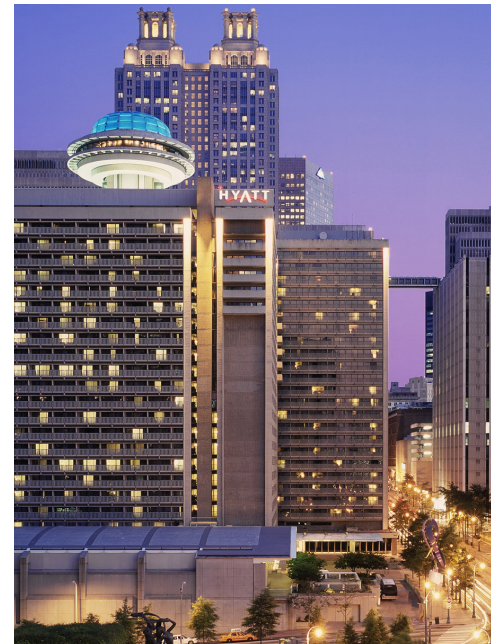
## Annual Conference Registration Information

| Attendee<br>Registration Type | Best Value<br><b>Ends January 31</b> | Standard Rate<br><b>After March 14</b> |
|-------------------------------|--------------------------------------|----------------------------------------|
| AAOE Member                   | \$499                                | \$599                                  |
| Non-Member                    | \$849                                | \$949                                  |

### Not an AAOE member?

You can apply for membership at the same time you register for the conference! Paying for membership through 2025 and for conference registration at the same time saves you more than \$400!

The Hyatt Regency Atlanta is just minutes from Mercedes-Benz Stadium, State Farm Arena, Georgia Aquarium, King Center, and World of Coca-Cola, Ponce City Market, Krog Street Market, Piedmont Park, the BeltLine path, plus historic neighborhoods, shops, and dining.



**REGISTER NOW!**

[www.aaoe.net/annual-conference](http://www.aaoe.net/annual-conference)

# NETWORKING Events

*"Having attended numerous AAOE conferences, I can attest to its increasing value year after year. The knowledge gained and connections made are truly invaluable to our professional growth and practice success.*

*I strongly encourage you to register early and join us in Atlanta. It's an investment in yourself and your professional development that will yield significant returns. Looking forward to seeing you in Atlanta at AAOE 2025!"*

Joe Ogle, Director,  
OrthoOklahoma,  
a Division of Stillwater Medical

## Welcome Happy Hour!

Thursday, May 1, 2025

5:00 pm – 6:00 pm

Attendees Only

Sponsored by:



Join the AAOE Board of Directors and volunteers for cocktails and appetizers and grow your network! Plan to meet up with old friends and be ready to make new ones. Be sure to chat with board members and volunteers about what YOU need.

## Speed Meetings

Friday, May 2, 2025 10:30 am – 12:45 pm

(Separate Registration Required)

Apply for Speed Meetings with Vendors for a quick exploration of products and services from top companies that could make your business the best it can be. You will be scheduled with participating company representatives based on your purchasing needs, but without obligation. All participants will receive a \$500 honorarium plus a free hotel room night for full participation!

## Peer-to-Peer Connections

The AAOE Annual Conference is THE place for orthopedic and musculoskeletal practice professionals to connect with and learn from each other. Join your peers in group discussions!

### Group Discussions by Practice Size

Friday, May 2, 2025

3:15 pm - 4:30 pm

### Group Discussions by Topic

Saturday, May 3, 2025

3:45 pm - 5:00 pm

### Facilitated Roundtables

Sunday, May 4, 2025

4:00 pm - 5:15 pm

## Opening Reception in Exhibit Hall

Friday, May 2, 2025 4:30 pm – 6:15 pm

Conference festivities kick off Friday evening with the Opening Reception. Head to the exhibit hall for appetizers, drinks, and great company! Mingle with other attendees and chat with helpful company representatives about your product and service needs.



# NETWORKING *Events*

*"My favorite part of the annual conference is reconnecting with my peers, who I've known for the past seven or eight years and making new friends all across the country."*

David Kobasa, Practice Manager,  
South Shore Orthopedics

## May the Fourth Reception in the Exhibit Hall

**Saturday, May 3, 2025 5:15 pm – 6:30 pm**

Join other attendees for a fun reception in the exhibit hall complete with appetizers, drinks, and great company! This is another opportunity to mingle with other attendees and chat with helpful company representatives about your product and service needs.



## Charity Day: Agape Youth and Family Center

**Sunday, May 4, 2025**

Sponsored by:



Donate \$25 or more to Agape Youth and Family Center at registration (\$35 on-site) and receive a t-shirt. Be sure to wear your Agape Youth and Family Center shirt on Sunday and be included in the group picture on stage at the general session.



## Buzz by The HIVE

Whether you are a first-time conference "new-bee" or a seasoned attendee, you bee-long! All are welcome to thrive in The Hive. Plan to stop by this open and organic meet up space that will be buzzing with opportunity to connect and collaborate with your peers, as well as association leaders.

**Friday, May 2, 2025** 9:00 am - 10:00 am  
4:30 pm - 5:00 pm

**Saturday, May 3, 2025** 7:30 am - 8:30 am

**Sunday, May 4, 2025** 7:30 am - 8:30 am  
5:15 pm - 5:45 pm  
Volunteer Information Session





## FACILITATED *Roundtable Discussions*

Join us on Sunday, May 4 at 4:00 pm - 5:15 pm for facilitated discussions designed to help orthopedic leaders, staff, and surgeons share ideas, strategies, and build their network. Attendees will choose the roundtable group that best fits their career stage or function.

### CEO Executive Roundtable

Join your peers in orthopedic leadership for the AAOE Executive Roundtable to collaborate on strategies, share visions, and address big issues.

**Recommended for:** C-Suite\* Professionals and Practice Administrators (i.e., most senior staff who reports directly to the Board). \*We recommend CFOs attend the Finance Leader Roundtable.

### Senior Leadership (Non-CEO/Practice Administrator) Roundtable

This discussion is designed for senior practice professionals who are responsible for leading and directing their assigned functional area.

**Recommended for:** Operation directors, technology directors, human resource directors, and related positions.

### Mid-Career/Mid Management Professional Roundtable

If you have over five years of experience working in practice management and/or are working in a management role that reports to a functional area director, this roundtable is for you. Exchange ideas on how to succeed in your role and prepare for further career advancement.

**Recommended for:** Operation managers, technology managers, human resource managers, and related positions.



### Young & New Professional Roundtable

This discussion is designed for practice professionals who are new to the practice setting, or new in their careers. Join us to build your network and learn from others who are getting their start.

**Recommended for:** Practice professionals with less than 5 years of experience **or** are under 40 years old.

### Finance Leader Roundtable

Engage in strategic conversations and gain insights on navigating financial challenges, optimizing revenue streams, and capitalizing on market trends specific to the orthopedic industry. Network with fellow finance leaders, share best practices, and explore innovative financial solutions driving success in orthopedic healthcare.

**Recommended for:** CFOs, finance managers, accountants, revenue cycle managers, and related positions.



## Live T-Shirt Printing

Sponsored by



If you've never seen a screen-printing setup, it's pretty darn cool! Choose a design and print your very own t-shirt all while networking throughout the process. A fun and unique experience!

## Treasure Chest

Sponsored by



Stop by the OSSUR booth and see if your key unlocks the treasure chest. If you have a winning key, you get to pick a prize from the treasure chest.

## AAOE Bucks

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AAOE Bucks will be distributed to every exhibitor to hand out at his or her booth. Each exhibitor will be able to hand out this currency to attendees at their own discretion. Attendees will use this money to bid on three different fun prizes! The more money the attendees get, the better chance they have to be a winner at the AAOE Auction.

THANK YOU TO *Our Sponsors*



# Education Sessions



## Artificial Intelligence

- AI Adoption in Medical Coding Challenges the Status Quo
- Compliance Concerns with AI and ChatGPT
- State of Orthopedics AI: Transforming Patient Experiences & Operational Efficiency
- Unlocking Digital Greatness: Transforming Visitors into Customers with AI-Powered Strategies



## Compliance

- How to Effectively Communicate Audit Results
- Navigating Cybersecurity and Compliance in Healthcare: Preparing for the Worst
- Preparing for Security Rule Changes with HICP and HPH CPGs



## ASC and Ancillary Services

- ASCs: Shaping the Future of Orthopedics
- DME Year in Review and Roadmap
- Exploring New Service Lines – Finding Your Way in the Weeds
- Rheumatology - A Financial Roadmap for an Orthopedic Practice
- What Can DME Do For Me?



## Culture

- Building a Winning Culture in Orthopedic Practices: Strategies for Success
- Culture and Your Part In It - Lessons in Leadership
- DEI in Orthopedics: Enhancing Retention, Growth, and Patient Outcomes
- Shifting Paradigms: Seeing Physician Burnout Through A New Lens



## Business Development

- Evaluating Partnership Options - The Future of Independent Practice
- Orthopedic Practice Models: Considering the Implications of Private Clinic vs. Hospital-Owned Settings
- Refining Your Patient Mix and Boosting Profitability
- Strategic Partnerships: The Good, The Bad, & The Ugly



## Data Analytics

- Benchmarking Basics: How to Use Orthopedic Practice Management Metrics
- Data Alchemy: Unleashing Hidden Insights to Drive Growth and Efficiency!
- Secrets from Top Performing Practices

# Education Sessions



## Human Resources

- Choose Wisely: Staff Augmentation vs. Outsourcing
- Mentoring Employees: Building a Stronger Workforce
- Transforming Your Practice: Recruit Exceptional Orthopedic Talent
- Winning the Talent Game: Recruitment and Retention in Orthopedic Healthcare



## IT and Cybersecurity

- Attracting New Patients with the Latest Technology
- Preparing Ortho Clinics for Cyber Attacks



## Leadership

- Guiding the Future: Leadership Insights from Past Presidents
- Maximizing the Value of Your AAOE Membership
- Preventing and Addressing Burnout in Orthopedic Practices



## Marketing & Communication

- HIPAA Compliancy & Digital Marketing Trends
- What is Your Employer Brand?



## Operations

- Customer Service Excellence: Overcoming Challenges and Elevating Patient Care
- Is it Time to Negotiate Your Contracts?
- Negotiating With Confidence
- Refunds and Prepayments
- Residency Trained Athletic Trainers in Orthopedic Care
- Right Person, Right Role, to Support your Orthopedic Practice
- Staying Independent: Strategies for Thriving in a Changing Landscape
- Teamwork: What It Is and How to Create It



## Value-Based Care

- Employer Direct Contracting "101". Stay Ahead of the Curve by Connecting Locally!
- Lessons Learned from Reporting MIPS for Eight Years
- Think Differently! Embrace Apple's Philosophy to Grow Direct Pay and Ditch BUCAH Dependence

2025 Annual Conference

# MAY THE 4<sup>TH</sup> BE WITH YOU

Saturday, May 3, 2025

Join other attendees for a fun reception in the exhibit hall complete with appetizers, drinks, and great company! This is another opportunity to mingle with other attendees and chat with helpful company representatives about your product and service needs.



# Charity Day

Sunday, May 4, 2025

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AAOE return label



20  
25

Inspire

ATLANTA  
MAY 2-5

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