

Summit **AGENDA**



Below is a snapshot of two action-packed days. *All times Pacific!*

DAY 1: JUNE 17

- △ 8:00 AM | Practice Development Seminar
- △ 10:00 AM | Breakout Courses
- △ 12:00 PM | Practice Development Seminar
- △ 1:00 PM | Closing

DAY 2: JUNE 18

- △ 8:00 AM | General Session
- △ 9:00 AM | Breakout Courses
- △ 10:00 AM | Practice Development Seminar
- △ 11:00 AM | General Session
- △ 1:00 PM | Closing

COURSES

The Audigy team is pulling together a dynamic two days focused on creating practice momentum and filled with insights, industry knowledge, and opportunities. Many courses are CEU eligible for AAA, IHS, and ASCENT.

Final courses, presenters, and times subject to change.

REGISTRATION INFORMATION

Registration is 100% on us.

That's two complimentary days of practice development seminars, a wealth of breakout courses, an exciting lineup of guest speakers, plenty of networking with your peers, and access to our manufacturing partners. Plus the hard-won expertise and knowledge of Audigy's team of consultants and subject-matter experts. It's an exclusive Summit unlike any we've done before!

From coding and billing to IT to marketing, you get access to a wealth of wisdom — all with our signature personal touch.

**REGISTER NOW AT
[AUDIGY.COM/GUEST-SUMMIT-2021](https://audigy.com/guest-summit-2021)**

REGISTER NOW

**JUNE
17 & 18**

BREAKOUT 1 – JUNE 17

**Up to 10 CEU hours will be available from ASCENT, IHS, and AAA upon completion of the program.*



| AUDIENCE | BUSINESS FUNCTION | COURSE TITLE | COURSE OVERVIEW | FACILITATOR(S) | MEDIUM |
|---|--------------------------------|---|--|---------------------------------|---------------------------------|
| Owners, Physicians, Practice Administrators, Office Managers | Business Operations | Contract Requirements: Be Careful What You Sign! | Do contracts seem like they are written in a different language? Do your eyes glaze over when you have to look at one? These symptoms will be addressed in this session on what to look out for to optimize your payments if you choose to contract with any third party, be it commercial or a third-party administrator. | Debbie Abel | Pre-recorded |
| Office Managers, Au.D. Assistants, FOS, BOS | Patient Engagement & Retention | Creating a Great First Impression | Whether you're walking into a consultation or speaking to a patient on the phone, the patient's initial evaluation of you or your practice matters. Research shows that most people gather a first impression of a person within 7 seconds. In this course, we will examine the ways to be engaging, both verbally and nonverbally, that will result in lasting first impressions. | Lindsay Ash and Angie Warner | Live |
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Team Alignment | Repeating Success: Creating Good Habits | Are you having trouble achieving your personal, professional, or financial goals? This course will help you understand how to make easy, long-term habits that drive you toward your goals. | Rachel Giles and Kevin Rose | Pre-recorded with live workshop |
| Owners, Practice Administrators, Office Managers, BOS | Finance & Accounting | Show Me the Money: End-of-Day Procedures and QuickBooks 101 | Could you use some support with your books? This course will cover daily, weekly, and monthly office processes in QuickBooks that are necessary for accurate financial record keeping. | Sara Perrott and Heather Brown | Pre-recorded |
| Owners, Physicians, Providers, Au.D. Assistants | Patient Engagement & Retention | The Most Amazing Person You've Ever Met: Making Your Introduction Memorable | Stories are a fundamental part of human life as they help us understand and engage with one another. This course will help you discover your own story so that you are able to connect with your patients earlier and more effectively. | Trent Niarkos and Carl Cook | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Marketing Captains | Marketing | In a Digital World: Marketing Principles in a Digital Environment | Looking to better understand digital marketing and how to make the most of your digital marketing spend? This course will outline need-to-know digital marketing concepts, highlight ways that you can expand your digital presence, and teach you to optimize your campaigns. | Jenna Haagen and John Loveridge | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Lead Providers, Lead FOS | Team Alignment | Captain, My Captain: What Type of Leader are You? | This course will provide an overview of the 7 styles of leadership with fun examples provided for each style. Attendees will learn how to identify their own leadership style. There will be an interactive workshop to discuss the different leadership styles and how they apply to certain issues or audiences. | Taylor Moor and Jeremy Roulin | Pre-recorded with live workshop |

BREAKOUT 2 – JUNE 17

**Up to 10 CEU hours will be available from ASCENT, IHS, and AAA upon completion of the program.*

| AUDIENCE | BUSINESS FUNCTION | COURSE TITLE | COURSE OVERVIEW | FACILITATOR(S) | MEDIUM |
|---|--------------------------------|---|--|----------------------------------|---------------------------------|
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Team Alignment | Personal Leadership: Taking Charge of Your Own Development | This course will teach you how to maximize your own potential through taking advantage of opportunities within your business. We will discuss setting clear goals and how to create your own legacy. | Jeremy Roulin and Danielle Frank | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Lead Providers, Lead FOS | Team Alignment | Conversations You Don't Want to Have (and Must): Managing Employee Challenges and Giving the Right Feedback | Join us to be a better manager and leader for your business. This course will help you start, navigate, and resolve difficult conversations around conflict, work performance, or policy violation. You will be given a detailed process for documenting and following up on difficult coaching conversations. | Zea Wintersong and Jason Lee | Pre-recorded with live workshop |
| Owners, Office Managers, Au.D. Assistants, FOS | Patient Engagement & Retention | Along for the Ride: A Patient's Journey | Audiology practices provide services and top technology to satisfy some of the most important human needs: health, safety, and well-being. In today's hearing health care, practices are increasingly pressured to satisfy the patient, making these emotional connections essential for long-term success. This course will outline each step of the patient journey and how each person in the practice plays a role in patient care. | Amy Hernandez and Rachel Giles | Live |
| Owners, Physicians, Practice Administrators, Office Managers, Lead Providers, Marketing Captains | Marketing | Stand Out in a Crowd: Branding Basics | Looking to rebuild or more clearly define your business's brand? In this course, we will look at the foundational components of a brand and offer you a clear strategy to build, or rebuild, your own. | Kirstin Moran and Jessica Mullen | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Team Alignment | Everyday Leaders: Captainships in Your Practice | Being a leader does not mean doing everything yourself. By empowering your team to take lead on tasks and projects, you are helping create a growth culture where all team members contribute in a measurable way. This course will help you identify how to set captainships in motion to further develop your people and processes. | Rob Kennedy and Steve Hughbanks | Pre-recorded |
| Owners, Physicians | Business Operations | Do You Have a Plan? How to Walk Away | This course is aimed at providing attendees the tools to determine if they have conducted the proper planning to prepare their business for sale, as well as what options are available to them to ensure they reach their goals. We will outline what a business transition plan looks like and how it should be developed to meet the needs of the seller. We will also provide an update on the hearing health care business market, highlight ways in which transactions can be facilitated, and discuss what can be expected over the next 12 to 24 months. | Sam Haney and Scott Bishop | Live |

BREAKOUT 3 – JUNE 18

**Up to 10 CEU hours will be available from ASCENT, IHS, and AAA upon completion of the program.*



| AUDIENCE | BUSINESS FUNCTION | COURSE TITLE | COURSE OVERVIEW | FACILITATOR(S) | MEDIUM |
|---|--------------------------------|---|---|-------------------------------------|---------------------------------|
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Team Alignment | Creating a Respectful and Inclusive Workplace | This course explores how to build a work environment that nurtures everyone's best selves through respect and inclusion. Fostering a healthy, functional, innovative workplace requires more than technical experience and skill; it calls for an environment in which team members of different races, ethnicities, genders, and more are welcomed and can come together, collaborate, support each other, and thrive. | Zea Wintersong and Shareefah Hoover | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Business Operations | Too Many Open Tabs: The Multitasking Myth | We all love to be productive. We love to feel like we are clicking on all cylinders. We love to know that we are giving something our very best. And we often attempt to maximize our output by taking on as many tasks at once as we can manage. You have many, many responsibilities at work, and even more interruptions. This course aims to equip you with strategies and processes to help you become an overachiever without overexerting yourself. | Trent Niarkos and Cassie Schulz | Pre-recorded with live workshop |
| Owners, Physicians, Practice Administrators, Lead Providers | Finance & Accounting | Revenue Stream Analysis: Itemization, Over-the-Counter, Third Parties, Oh My! | Private practitioners face more pressure than ever in today's evolving industry to integrate new hearing products and third-party contracts into their practice. The importance of understanding your revenue streams and effectively aligning them to your business goals is essential for maintaining financial health. In this course, we will explore how to evaluate your practice's diversification through a data-driven approach to determine what products and contracts fit your brand and patients' needs. | Sam Haney and KC Grzelka | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Marketing Captains | Marketing | The Mysterious Digital Marketing Space: Debunking Myths and Focusing on What Matters | Digital marketing can be a busy space. In this course, you will learn how to identify what is truly important for your digital presence and what you can avoid. We will look at some claims made by digital companies and break down whether they're truth or myth. We will also discuss reporting — what is important and what may just be vanity metrics. | Eric Brende and Lindsay Ash | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers | Business Operations | What to Know and How to Do It: Utilizing Pulse to Measure and Track Your Business Results | Building a strong business is about having a firm foundation in place. In this course, you will learn the key metrics to hone in on and how to leverage Audigy's Pulse platform to set you and your team up for long-term success. | Danielle Frank and Nathan Boone | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants | Patient Engagement & Retention | e-patient: A Unique Patient Experience | Are you ready for a resource to help your consultations stay organized and efficient? For the first time ever, practices and providers will be able to customize their e-patient workflow to truly align with the PFL process. Come learn how providers will now be able to give patients a truly unique and custom patient experience. | Kelsey Fleming and Carl Cook | Live |

POST-SUMMIT ON-DEMAND COURSES

**Up to 10 CEU hours will be available from ASCENT, IHS, and AAA upon completion of the program.*

| AUDIENCE | BUSINESS FUNCTION | COURSE TITLE | COURSE OVERVIEW | FACILITATOR(S) | MEDIUM |
|--|--------------------------------|---|---|---------------------------------|---------------------------------|
| Owners, Office Managers, Providers, Outreach Captains | Marketing | It's Who You Know: Building Physician Outreach Connections | Physician outreach is an essential grassroots strategy designed to build relationships with area providers to help drive consistent flow into your practice. In this course, we will walk through the foundational steps for successful medical referral engagements. | Amelia Dale and Aaron Josten | Pre-recorded with live workshop |
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Team Alignment | Built to Last: Mission, Vision, and Values that Withstand the Test of Time | Do you have an understanding of the importance of a mission statement and what it can do for your employees, potential employees, patients, and other practice stakeholders? This course will help clarify the difference between mission, vision, and values, and teach you how to create them with your team. | Zea Wintersong and Shaun White | Pre-recorded with live workshop |
| Owners, Physicians, Practice Administrators, Office Managers, Lead Providers, Lead FOS | Business Operations | How to Take Back Your Business: Leaving Hearing Benefit Managers Behind | In this course, we will discuss how to move away from Hearing Benefit Managers (also known as third-party administrators) while maintaining the strength of your business. We will be discussing strategic steps to take with your team and your patients in order to walk away from HBMs for good. | Jody Tompkins and Carl Cook | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, BOS | Finance & Accounting | Managing Accounts Receivable: How to Leverage Cycle and CounselEAR | In this course, you will learn the 5 key elements of maximizing your cash flow by effectively managing your accounts receivable for private-payer sales and insurance claims. We will guide you through this process by reviewing CounselEAR and Cycle for sales invoices, payments, statuses, and reporting. | Eileen Kuffner and Lisa Schultz | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Marketing Captains, FOS, BOS | Marketing | Know Your Audience: Database Integrity and Marketing Strategy | Database integrity is very important to both your operational effectiveness and marketing! In this course, we'll highlight key tips for keeping your database clean, share resources, and go over Audigy programs and services that can support. | Jenna Haagen and Kelsey Rutis | Pre-recorded |
| Owners, Physicians, Practice Administrators, Office Managers, Providers, Au.D. Assistants, FOS, BOS | Patient Engagement & Retention | Look the Part: Professionalism in the Workplace | Putting your best foot forward is critical if you wish to be viewed as a competent and trustworthy professional. In this course, we will examine what professionalism looks like in the workplace, why it's important, and how to exemplify it. | Angie Warner | Live |