

Faculty

Lori is a Physical Therapist who is Board Certified as a Clinical Specialist in Hippotherapy. She is a Coordinating Faculty for the AHA, Inc. for over 20 years. She is a 1990 Graduate Touro College of Health Sciences, Bachelor's Degree in Community Health Science and Master's Degree in Physical Therapy. She had a physical therapy private practice on Long Island, New York for 25 years specializing in treating pediatric developmental delays and the neuro pediatric population. Her practice in Pediatrics incorporated NDT, Pediatric Myofascial Release, Cranial Sacral, Brain Gym, Bal-A-Vis-X, Manual Therapy, Hippotherapy and Aquatic interventions into her patient's plan of care. Lori is a Professor and Director of Clinical Education Clinical at South University Virginia Beach, PTA Program. She teaches the Clinical Education Prep courses, Hab/ Rehab and Adv Hab / Rehab as well as Intro to PT, Professional Seminars and Current Rehab Issues. Lori is a member of APTA and a Lifetime member of AHA, Inc. She represented the United States at the First Symposium of Physiotherapists and Riding Instructors in Surry England in 1991 and was Clinical Director at Milligan Hill EAT at The Center for Discovery in Harris NY from 2001-2005. She also was Interim Executive Director and Therapy Services Director at NCEFT from 2005 -2007. Lori is presently Director of Academic Clinical Education at South University, Virginia Beach PTA Program .Lori has been honored with the following awards:

- 2010 Woman of the Year Distinguished Woman Award, Oyster Bay, Long Island, New York for her work done in the Health Care Industry
- 2013 AHA Inc. Barbara Glasow Therapist of The Year Award
- Listed in Empires Who's Who for work done in hippotherapy

She has served on the AHA Board of Directors in the following capacity:

- 2017- Present- 2nd Vice President
- 1996- 2010 served as Vice President, Education Chairperson, Standards and Practice Chairperson, Nominating Committee, Conference Committees.

Continuing Education

A certificate of attendance will be provided. Contact hours total 14. Courses are not pre-approved unless indicated otherwise.

Directions/Hotel Information

1301 E 7th Ave, Tampa, FL 33605 US
**Hampton Inn & Suites Tampa
Airport Avion Park**

Hotel Accommodations:

We have reserved a block of rooms for the course. Please contact the hotel to make a room reservation. Please mention: **AHA, Inc. Business Course.**

Breakfast is included with your room.
Lunch will be provided at the course.

Transportation:

Shuttle service will be provided from The Hampton Inn to/from the airport.

Registration:

Please fill out registration form and email or fax it in. Fax # 877-700-3498.

Questions: Please contact the Member Services Coordinator at mwood@theahainc.org or 970-818-1322.



The Business Connection

November 8th-9th, 2019



Hampton Inn & Suites Tampa

5329 Avion Park

Tampa, FL 33607

Business Connection

This 2-day course will provide therapists the basics of how to start a private therapy practice incorporating hippotherapy as a treatment strategy. It will include information for administrators in the horse industry, including those currently offer equine assisted activities, how to develop/add a therapy practice or partnership with one into their current business model. Topics will include: business plan development, budget and contracts, location and clinic requirements, staffing and support personnel, CPT code and billing information, for profit and non-profit marketing strategies and more.

Course Objectives:

- To understand the process of developing a private practice incorporating hippotherapy.
- To determine the best type of business structure for your practice.
- To understand the process of developing a budget, business plan and break-even analysis.
- Discuss how to develop contracts with a variety of programs.
- Discuss the development of a wellness program for your practice.
- To understand billing reimbursement, CPT coding fees and set-up cash flow.
- Discuss opportunities on how to develop the growth and expansion of your practice.
- Review of best practices by OT, PT and ST utilizing hippotherapy.
- To understand and implement basic marketing techniques to grow your program.
- To discuss the relevance and importance of an exit plan.

Registration Information

This course is taught lecture style, with a power point, and requires attendee participation in group activities throughout. All materials are sent to the attendees electronically prior to the course. Course fees include breakfast and lunch. Indicate any special restrictions on the registration form.

Intended Audience: Occupational therapists, Physical therapist, and Speech Language Pathologists interested in starting up a private practice incorporating hippotherapy. Administrators of equine assisted activities programs looking to add/grow services by contracting with OT, PT and/or SLP professionals or adding a therapy branch to their current business model.

Cancellation Policies: AHA, Inc. reserves the right to adjust course dates, times and faculty to accommodate unforeseen circumstances including cancellation of the course due to insufficient registration up to 3 weeks prior to the scheduled start date. Notification will only be made to advanced registrants. Neither AHA, Inc. nor the host facility is responsible for any expenses incurred by registrants due to such adjustments.

Participant cancellation requests must be made in writing no less than 3 weeks prior to the course start date to receive a refund, minus a \$100 administrative fee. No refunds will be given for cancellations received within three weeks prior to the start of the course.

The curriculum may be utilized only under the conditions set forth by AHA, Inc.

Registration Form

Name: _____

Address: _____

City/ State/ Zip: _____

Phone: _____

Email: _____

*AHA, Inc. Member #/exp: _____
New memberships are accepted. Join today at
www.americanhippotherapyassociation.org.

Credentials as listed on course certificate:

Non-therapists: *Please Circle one:* Riding Instructor /
Horse handler /Administrator/ Other _____

Special needs-mobility restrictions/diet/etc.:

Registration is limited.

Early registration on or before October 17, 2019

_____ \$425 for AHA, Inc. Member
_____ \$500 for Non-AHA, Inc. Member

After October 17, 2019

_____ \$475 for AHA, Inc. Member
_____ \$550 for Non-AHA, Inc. Member

___ Check - payable to AHA, Inc.
___ Charge - MC VISA AM EX
Name on Card _____

Card Number _____

Exp. Date _____ Security Code _____

Billing zip code _____