

## 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:

- Present – Education Committee Chair
- 2017-2018- 2<sup>nd</sup> 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 18. Courses are not pre-approved unless indicated otherwise.

## Directions/Hotel Information

**Hilton Garden Inn Airport/Westshore  
5312 Avion Park Dr. Tampa, FL 33607**

### 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.**

**Lunch** will be provided at the course and refreshments will be made available

### 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](mailto:mwood@theahainc.org) or 970-818-1322.



## The Business Connection

**November 5th-7th, 2020**



**Hilton Garden Inn  
Airport/Westshore**

**5312 Avion Park Dr, Tampa,  
FL 33607**

## Business Connection

This 2.5-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.

### Learning Outcomes:

- Participants will identify the types of Business Structure available in a medical therapy practice
- Participants will identify and explain the rationale for each Practice Structure for a medical therapy practice
- Participants / therapists will describe the process for developing a private practice incorporating hippotherapy
- Participants will discuss how to develop contracts, wellness and opportunities on how to develop the growth and expansion of the medical therapy practice.
- Participants will identify and begin to develop, Mission and Vision statements and a Business Plan with a
- Break Even analysis and Proforma Budget.
- Participants will identify understand billing reimbursement, CPT coding fees set-up and cash flow.

## Registration Information

- Participants will understand and implement basic marketing techniques to grow the practice.
- Participants will discuss the relevance and importance of an exit plan
- Participants will identify the professional relationships between AHA, Inc. and its educational offerings, PATH Intl., and the AHCB by giving 3 examples of how these relationships impact Best Practice when incorporating hippotherapy as a treatment tool into a therapy plan of care.

**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 cancellations received within three weeks prior to the start of the course. Notification will only be made to advance registrants. Neither AHA, Inc. or the host facility is responsible for any expenses incurred by registrants due to such adjustments

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

## Registration Form

any special restrictions on the registration form.

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\*AHA, Inc. Member #/exp: \_\_\_\_\_  
New memberships are accepted. Join today at  
[www.americanhippotherapyassociation.org](http://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.: \_\_\_\_\_

### Early registration on or before October 22, 2020

\_\_\_\_\_ **\$425 for AHA, Inc. Members**

\_\_\_\_\_ **\$500 for Non- AHA, Inc. Members**

### Registration after October 22, 2020

\_\_\_\_\_ **\$475 for AHA, Inc. Members**

\_\_\_\_\_ **\$550 for Non-AHA, Inc. Members**

**Check - payable to AHA, Inc.**

**Charge -  MC  VISA  AMEX**

**Name on Card** \_\_\_\_\_

**Card Number** \_\_\_\_\_

**Exp. Date** \_\_\_\_\_ **Security Code** \_\_\_\_\_

**Billing zip code** \_\_\_\_\_

