



Hamontree Lecture Series

Friday October 9, 2015

9:00 AM – 10:00 AM

The Sam E. Hamontree, CP(E) Business Education Award was created to recognize the best business paper submitted for presentation at the AOPA National Assembly. This award is envisioned as a counterpart to the Thranhardt Award given each year to the best clinical abstract(s). The audience will be invited to cast their vote for the award winner. The winner will be announced at the Saturday morning General Session. (The following presentations run consecutively within this program.)

<p>9:00 AM – 9:15 AM</p>	<p>Make Your Online O&P Presence Unforgettable... in Every Way (B4A) <i>Christina Thronson, Web Marketing Manager</i> Are you using a run-of-the-mill approach to online marketing? Learn how to take advantage of the latest remarketing and social listening tools, valuable search engine optimization, search engine marketing, and social media marketing techniques that will enhance your customers' experience.</p>
<p>9:20 AM – 9:35 AM</p>	<p>Control Your Marketing Message by Controlling the Medium (B4B) <i>Thomas McGovern, Managing Partner</i> There are all kinds of economic pressures facing orthotic and prosthetic patient care facilities: RAC audits, facility accreditation, OSHA and Medicare regulations. A successful O&P facility needs a business plan which includes a marketing plan. Owners must use basic marketing principles to find new referral sources and keep the ones they already have.</p>
<p>9:40 AM – 9:55 AM</p>	<p>Managers of Health Care are not Trained to Succeed in Business (B4C) <i>Tyler Ritchey, MBC, CP, ACM</i> As the health care industry continues to change and evolve at a rapid pace, sound management practices become increasingly critical for the function and survival of health care organizations. The purpose of this study is to understand through a review of the literature, the current landscape of the health care industry, the need for qualified individuals to lead, manage and effect change in today's organizations. Core competencies to manage successfully health care organizations include the ability to self-manage, adapt to change, make key decisions, analyze, and evaluate situations and communicate effectively to name a few. This study could be used to better understand and further analyze current medical education and curriculum and current processes of training and promotion within organizations.</p>