

**Friday, April 25**

## Networking Breakfast

and Private Practice 101 (Residents Only) .....7:00 - 8:00 am

Welcome from OPPS & AAO-HNS/F ..... 8:00 - 8:15 am

## Benchmarking for Your Ancillaries

8:15 - 9:00 am

Moderator:  
**David E. Melon, MD**

Comfort Break with Exhibitors ..... 9:00 - 9:30 am

## Technology and AI in Private Practice: Updates and Trends

9:30 - 10:15 am

Moderator:  
**Annette M. Pham, MD**

## Beyond Benefits: How a Strong Culture Enhances Employee Retention

10:30 - 11:15 am

Moderator:  
**Melanie Wilson Seybt, MD**

## Case Studies in Data Analytics: How Do You Measure Up?

11:30 am - 12:30 pm

Moderator:  
**Daniel R. Gold, MD**

Lunch and Afternoon Coffee with Exhibitors

## Hearing Aid Industry Leaders Panel: Maximizing Best Hearing Healthcare

12:30 - 1:30 pm

Moderator:  
**Jeffrey S. Weingarten, MD**

## In-Office Surgery 2.0: Pearls and Pitfalls

1:30 - 2:30 pm

Moderator:  
**G. Lee Bryant, Jr., MD**

Comfort Break with Exhibitors ..... 2:30 - 3:00 pm

## Best Practices in Incorporating APPS into Practice

3:00 - 4:00 pm

Moderator:  
**Nora W. Perkins, MD**

## Two to Tango: How Physician/Payer Relations Impact Policies for Improved Patient Outcomes and Cost Savings

4:15 - 5:15 pm

Moderator:  
**Eileen M. Raynor, MD**

Networking Reception ..... 5:15 - 6:30 pm

## Registration Hours

**Thursday, April 24**  
4:00 - 7:00 pm

**Friday, April 25**  
6:30 am - 5:00 pm

**Saturday, April 26**  
7:30 am - 4:30 pm

## Exhibitor Set Up Hours

**Thursday, April 24**  
6:00 - 8:00 pm

## Exhibitor Breakdown Hours

**Saturday, April 26**  
4:15 - 8:00 pm

**Saturday, April 26**

Networking Breakfast .....8:00 - 8:45 am

## Advocacy Hour: ENT PAC Welcome & Why Advocacy in ENT Matters

8:45 - 9:45 am

Moderators:  
**Annette M. Pham, MD and  
Matthew D. Scarlett, MD**

Comfort Break with Exhibitors ..... 9:45 - 10:15 am

## Mastermind Roundtables: Ask the Experts

10:15 - 11:00 am

Moderator:  
**Various**

## Subspecialties in Private Practice

11:15 am - 12:00 pm

Moderator:  
**Douglas D. Reh, MD**

Lunch and Afternoon Coffee with Exhibitors

## Strategies for Success in Value-Based Care (VBCs) and MIPS Value Pathways (MVPs) in Private Practice

12:00 - 1:00 pm

Moderator:  
**Willard C. Harrill, MD**

## Marketing and Reputation Management: Strategies for Different Budgets

1:00 - 1:45 pm

Moderator:  
**Srinivas R. Kaza, MD**

Comfort Break with Exhibitors ..... 1:45 - 2:15 pm

## Coding & Billing in 2025: Payment Considerations for New Devices and Technologies

2:15 - 3:00 pm

Moderator:  
**Eli R. Groppo, MD**

## Revenue & Cost Allocation Models: Strategies for Your Business

3:15 - 4:15 pm

Moderator:  
**Andrew J. Tompkins,  
MD, MBA**