

# AGENDA

Tuesday, March 14, 2017

TIME	SESSION	SPEAKER
8:30 AM	Breakfast Buffet - <i>(sponsored by Esaote)</i>	
8:30 AM – 10:00 AM	Supplier Showcase & Demonstrations	
10:00 AM	WELCOME	Mayor JC Bermudez <i>Founding Mayor of the City of Doral</i>
10:10 AM	OrthoNOW: The Patient's Solution to a Problem	Alejandro Badia, MD <i>CEO, CMO &amp; Co-Founder</i>
10:35 AM	A Micro Model that Makes Macro Sense	Justin Irizarry <i>CFO &amp; Co-Founder</i>
11:00 AM	Franchise Development 2017 and beyond	Christine Dura <i>Chief Development Officer</i>
11:25 AM	Franchising Healthcare: Moving the Soymilk Carton to the Refrigerator Case	Hossein Kasmai <i>CEO of Franchise Creator</i>
11:45 AM	New Frontiers: Using Mobile and AI to develop patient relationships	Mallesh Murugesan <i>CEO &amp; Co-Founder of Abeyon</i>
12:05 PM	Telemedicine: Connecting Caregivers like never before	Brent Saiontz <i>President &amp; Chief Operating Officer of SirenMD</i>
12:25 PM	Media's role in the evolving healthcare system	Alexandra Villoch <i>President &amp; Publisher- Miami Herald</i>
12:45 PM	Lunch served <i>Sponsored by Cutting Edge Lasers &amp; National UC Realty</i>	
12:45 – 1:45 PM	Supplier Showcase & Demonstrations	
1:45 PM	The Human Connection in Healthcare	Arminda Figueroa / Marilyn Oliva <i>CEO &amp; Founder / Senior Account Director Latin2Latin</i>
2:15 PM	A Testimony to the Model	OrthoNOW Patients
2:30 PM	The Empowered PA	Michelle Gough <i>VP of the Florida Academy of PA's</i>
3:00 PM	Panel Discussion: Common misdiagnoses in an orthopedic urgent care setting	Dr. Alejandro Badia, Dr. Gregorio Caban, Jorge Garrote DPT, Dr. Mauricio Herrera, Yanira Serralta PA-C, Dr. Jon Tucker, Dr. Gabriel Widi Moderator: Thelma Cela
4:00 PM	SBA Financing for New and Existing Businesses	Dan Pace <i>CFO of First Financial</i>
4:15 PM	Patient Projections: Comparative Analysis & Experience Modeling	Mike Zelnik <i>President of National UC Realty</i>
4:30 PM	Digital strategies for connecting with Millennials	Christian Pillat <i>Managing Director &amp; Founder of Adfinitely</i>
4:55 PM	Closing Remarks	
5:00 PM	Adjourn Day 1	

**Day 1 - Open to franchisees, exhibiting and sponsoring suppliers, potential franchisees, and invited healthcare professionals**