

WE KEEP YOU MOVING®

OrthoNOW
ORTHOPEDIC URGENT CARE

2017 FRANCHISE CONVENTION
MARCH 14-15, 2017



PRESENTING:

The 2nd Annual OrthoNOW Franchise Convention

Join entrepreneurs and thought leaders to explore the future of orthopedic healthcare delivery

OrthoNOW



is breaking the barriers by changing the way healthcare is accessed

and delivered

2017 ONFC



Alejandro Badia, MD
CEO, CMO & Co-Founder
Program Chairman



Justin Irizarry
CFO & Co-Founder



Christine Dura
Chief Development
Officer



Eric Rylander
VP of Operations
& Marketing
Program Director



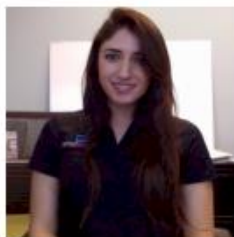
Thelma Cela
Director of Clinical
Operations



Hossein Kasmai
CEO of Franchise
Creator



Arminda Figueroa
Founder & President
of Latin2Latin



Michelle Katz
Franchise Project Coordinator
Program Planning

PROGRAM HIGHLIGHTS

INCLUDE

- Supplier Showcase & Demonstrations
 - Panel Discussion on Common Orthopedic Misdiagnoses
 - Franchise Developments
 - Telemedicine & Mobile App advancements
 - Business Development Workshops
 - Digital Strategies
 - The Empowered PA
 - The Human Connection in Healthcare
 - Patient Testimonials
 - Leveraging Business Relationships
 - An Evening Social with great views of Biscayne Bay & Downtown Miami
- ...and MORE!

Gabriela Carrero
Master of Ceremonies



Gabriela Carrero is an Account Executive and Publicist at Latin2Latin Marketing + Communications, LLC where she works with the agency's healthcare sector.

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CONVENTION INFORMATION



WHEN

WHERE

Day 1- March 14th, 2017
8:30 AM - 5:00 PM

Day 2 - March 15th, 2017
8:30 AM - 4:00 PM
(current Franchisees only)

MARC Institute
8850 NW 20th St.
Doral, FL 33172

EVENING SOCIAL March 14th, 2017
7:00 PM

Venetian Causeway
San Marco Island, Miami, FL



REGISTRATION

ADVANCE REGISTRATION

All attendees of the Convention and Social Event must pre-register.

Please contact Michelle Katz at michelle@orthonowcare.com for the registration details.

FEE DEADLINE

The \$295 fee is waived until March 6th. Registrations after March 6th will be subject to an attendance fee of \$295 per person.

* Sponsored by

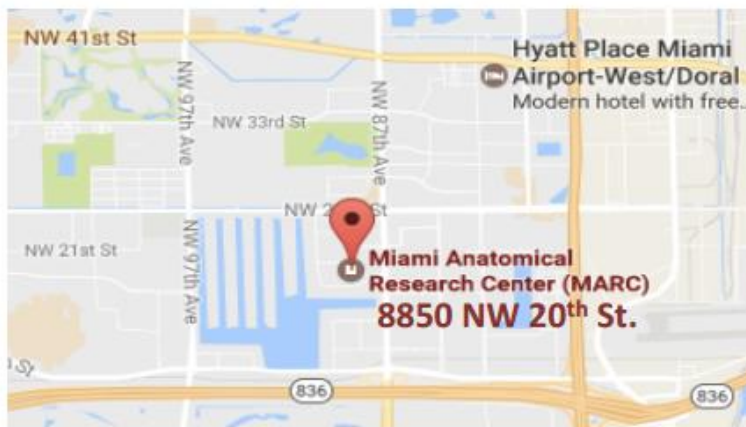


Early registrants will also have the opportunity to receive a one-of-a-kind convention drawstring bag along with a C.A.P.*



COURSE LOCATION

All of the sessions and exhibits will be held at the Miami Anatomical Research Center. The M.A.R.C brings advanced educational, training and conference facilities to Miami - a true "destination" location, and the "Gateway of the Americas." Because M.A.R.C was envisioned as a cutting-edge and technologically mature facility from its inception, every aspect of the facility's planning and construction has been carefully considered, ensuring that the center will exceed future expectations for growth, advancements in technology, and shifts in purpose.



*Chronic. Acute. Preventative.

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 & Co-Founder</i>
10:35 AM	A Micro Model that Makes Macro Sense	Justin Irizarry <i>CFO & 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 & Co-Founder of Abeyon</i>
12:05 PM	Telemedicine: Connecting Caregivers like never before	Brent Saiontz <i>President & Chief Operating Officer of SirenMD</i>
12:25 PM	Media's role in the evolving healthcare system	Alexandra Villoch <i>President & Publisher- Miami Herald</i>
12:45 PM	Lunch served <i>Sponsored by Cutting Edge Lasers & 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 & 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 & 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

AGENDA

Wednesday, March 15, 2017

TIME	SESSION	SPEAKER
8:30 AM	Welcome Breakfast - (sponsored by Adfinitely) Year in Review	
9:00 AM	Introduction to Franchisees	Alejandro Badia, MD <i>CEO, CMO & Co-Founder</i>
9:15 AM	Franchisee Presentations	OrthoNOW® Franchisees
10:15 AM	Workers Comp 101 - working with adjusters - insurance - marketing segment	Mari Diaz & Donna Check <i>OM Healthcare</i>
10:45 AM	Ergonomics	Jorge Garrote, DPT <i>Licensed Physical Therapist</i>
11:05 AM	Approaching Insurance Contracts workshop: Contracts for your Center	Justin Irizarry / Thelma Cela <i>CFO & Co-Founder / Director of Clinical Operations</i>
11:40 AM	Financial Advising: Pre Opening - Post Opening	Justin Irizarry <i>CFO & Co-Founder</i>
12:05 PM	Exploring technology and new modalities to improve patient care: Mobile app - Chirrp	Eric Rylander / Mallesh Murugesan <i>VP of Marketing & Operations / CEO & Co-Founder of Abeyon</i>
12:30 PM	Lunch-n-Learn <i>Sponsored by CASCO/Midland & Quantus Solutions</i>	Hossein Kasmal
1:15 PM	Group Musculoskeletal Activity	
2:00 PM	Field Audits: How to Audit Yourself	Thelma Cela <i>Director of Clinical Operations</i>
2:20 PM	2017 Marketing Plans: chronic, acute, preventative	Eric Rylander <i>VP of Marketing & Operations</i> L2L <i>Marketing + Communications Agency</i> Maria Roman <i>Business Development Manager</i>
2:40 PM	Marketing Workshop	
3:15 PM	Customer Service Workshop	
3:45 PM	Awards	
4:00 PM	Adjourn Day 2	

Day 2 - Open to current franchisees ONLY

CLINICAL PANEL

Panel Discussion

Common Misdiagnoses in an Orthopedic Urgent Care Setting



Moderator

Thelma Cela serves as the Director of Clinical Operations of OrthoNOW®, the country's only orthopedic urgent care center franchise. She holds a degree in Psychology from the University of Miami. Thelma has over two decades of experience in the healthcare industry and has previously held senior positions in such leading organizations as Leon Medical Centers and Mercy Hospital. As the Director of Clinical Operations she is responsible for clinical policies and procedures and monitoring healthcare policy changes. Thelma is a lifelong resident of Miami and has also served on the healthcare business council of the South Florida Hispanic Chamber of Commerce and is a graduate of the Greater Miami Chamber of Commerce's Leadership Class XV.



Dr. Alejandro Badia, FACS, is a hand and upper extremity surgeon at Badia Hand to Shoulder Center in Doral, Florida. Badia served as worldwide president of ISSPORTH and co-founded the world renowned Miami Anatomical Research and Training Center (M.A.R.C.) and The Surgery Center at Doral. After years of a successful medical career and a renowned international speaking legacy, he saw a need for specialized orthopedic urgent care centers to immediately assess and treat a range of orthopedic and sports injuries and founded OrthoNOW®, the only orthopedic urgent care center franchise in the country.



Dr. Gregorio Caban is a Diplomate of the American Board of Foot and Ankle Surgery. He is certified in Foot Surgery and in Complex Reconstructive Rear foot Surgery. Dr. Caban has co-authored several podiatry journal articles and has held multiple conferences and seminars. Dr. Caban is part of the team of the Step of Life Foundation Surgical Mission to Dominican Republic and of the Yucatan Cripple Children Project to Merida, Mexico.



Jorge Garrote, PT, DPT, ACSM CEP, was born in Cuba and raised in Spain. He attended Barry University for undergrad studies in exercise physiology and graduated in 2012. During his time at Barry University he was involved in the Strength and Conditioning for the Athletics Department. He received his Certified Exercise Physiology with the American College of Sports Medicine shortly afterwards. Mr. Garrote graduated from Florida International University with his Doctorate in Physical Therapy in 2016 with a focus in the orthopedic population. Hobbies include spear fishing, soccer, and travel.

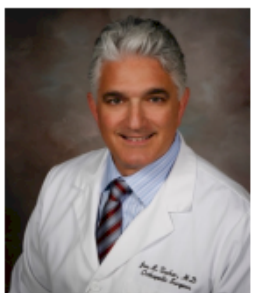
CLINICAL PANEL



Dr. Mauricio Herrera is an orthopedic surgeon that specializes in Sports Medicine and Arthroscopic Surgery. He specializes in treating all types of shoulder pain, hip and knee pain, as well as elbow and ankle sports-related injuries. A native of New York City, he completed his orthopedic surgery residency in New York City at Columbia University/Columbia Presbyterian Medical Center, where he was Chief resident. He obtained his medical degree at the University of California at San Francisco. Dr. Herrera has published and presented his research at numerous local and national meetings on topics regarding arthroscopic and sports related injuries. He is a member of the American Academy of Orthopaedic Surgeons, Arthroscopy Association of North America and the American Orthopaedic Society for Sports Medicine. He is a Diplomate and is Board Certified by the American Board of Orthopaedic Surgeons. He is also Board Certified in Sports Medicine by the ABOS.



Yanira Serralta, PA-C, was born in Cuba and raised in Finland. She attended Florida International University, majoring in political science and pre-med. She graduated from Miami-Dade College Physician Assistant program in 2010, and maintains her certification with the National Commission on Certification of Physician Assistants (NCCPA), is a member of AAPA, and has been part of the official Miami Ironman 70.3 medical team since 2012. Her lifetime involvement in athletics allows her to relate with patients' desire to return to their activities quickly. Hobbies include skiing, weight lifting and golf.



Dr. Jon Tucker is the Founder, CMO, and Chief Strategist of Tucker IME. In his dual roles he mentors the various experts affiliated with the company, administers the professional aspects of the consulting business, and focuses on network development on both the client and panel sides of the business. For the 25 years prior to taking on these roles, Dr. Tucker served as a noted expert in many thousands of cases requiring expertise in the analysis of musculoskeletal disorders.

He spent his career as a Board-Certified Orthopedic Surgeon as well as a Certified Impairment Rating Examiner and has served as a Reviewer for AMA Guides to the Evaluation of Permanent Impairment. He was a member of the PA Department of Labor and Industry IRE Task Force, is a former President of the Pennsylvania Orthopedic Society and is a Fellow of the American Academy of Orthopedic Surgeons.



Dr. Gabriel Widi is a board eligible Neurosurgeon. A graduate of the Yale University School of Medicine, Dr. Widi completed his surgical residency at Jackson Memorial Hospital in Miami where he also completed his fellowship in minimally invasive spine surgery. His interests include the treatment of both cranial and spine pathology from tumors, vascular malformations, and degenerative conditions using the latest cutting edge technology available today. Born in Nicaragua and raised in Miami, where he attended the University of Miami and graduated summa cum laude, he is proud to serve his local South Florida community

SPEAKERS

Mayor Juan Carlos “JC” Bermudez is the founding Mayor of the City of Doral and returned to office in 2016 as its Mayor. As Mayor for the first 9 1/2 years of the city’s history. Bermudez oversaw the creation of the city’s award winning Finance and Parks departments, adding over 121 acres of playgrounds, ballfields and recreational facilities. During the first Bermudez administration Doral received numerous national accolades including Best City for Business Start Ups by Business Week, #2 of America’s top 25 Towns to live well in Forbes.com. Mayor Bermudez was selected by his fellow elected officials as the President of the Miami Dade County League of Cities in 2010-2011. Additionally, he received the Good Government Award from The Greater Miami Chamber of commerce in 2009. Mr. Bermudez earned his B.A. from University of Miami and his law degree from Notre Dame. He has practiced law in South Florida for the past 28 years and is a partner at Lubell Rosen, LLC.



Hossein Kasmai is the founder and CEO of Franchise Creator, a leading franchise consulting firm headquartered in Miami, Florida. He has been and is currently a franchise consultant to many brands that under his advice have transformed from a local business into global franchise brands. Kasmai has founded many franchise concepts of his own including Guard-A-Kid. In only five years after its initial launch, Guard-A-Kid expanded to over 175 franchises in 11 countries worldwide. As a Professional Engineer and an experienced business person, Mr. Kasmai was previously an executive with Motorola leading a large group of engineers in developing new wireless products. Hossein has been featured in many publications including Entrepreneur magazine, Franchise Times magazine, Specialty Retail magazine Opportunity World magazine, Inc magazine, NBC news, CBS news, The Miami Herald, Des Moines Register, etc.



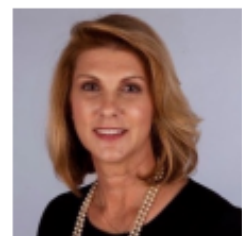
Mallesh Murugesan, CEO & Co-founder of Abeyon is an innovative leader with a deep understanding of clinical information systems and technology’s role in medicine. His 15 years of technology experience includes developing and executing strategic IT initiatives, and leading service innovation initiatives at Miami Children’s Hospital. Abeyon, under Mallesh’s leadership, has developed several mobile healthcare applications around patient engagement and care coordination. Mallesh, recently co-founded an Artificial Intelligence based chatbot platform company called chirrp that provides next generation of customer engagement.



Brent Saiontz is President and Chief Operating Officer of SirenMD. Prior to SirenMD, Brent Saiontz has been a partner at Red Wizard Group, a holding company that invests in, finds, and manages companies across a variety of industries. Prior to Red Wizard Group, Brent worked at H.I.G. Capital in the Leveraged Buyout Group and Deutsche Bank Securities in the Mergers & Acquisitions Group. Brent received an MBA from the Wharton School at the University of Pennsylvania and a BA from Harvard University.



SPEAKERS



Alexandra Villoch is President & Publisher of the Miami Herald Media Company. She is responsible for both the *Miami Herald* and the Spanish-language *el Nuevo Herald* newspapers and their print and digital products. She also heads operations for INDULGE luxury magazines; Palette, the lifestyle magazine for the South Florida LGBT community; Family Matters Miami, the local resource magazine for parents. She is a past-Chair of The Beacon Council; Chair Emeritus of the One Community, One Goal Initiative of The Beacon Council; and member of the Board of Governors of the Greater Miami Chamber of Commerce. Villoch was honored with the International Economic Development Council Citizen Leadership Award in 2012, as well as the inaugural South Florida Woman of Vision Award and Greater Miami Chamber of Commerce Power Leader of the Year Award in 2016.



Arminda "Mindy" Figueroa, celebrating her 10th year as the Founder & CEO of the award winning, Fort Lauderdale headquartered engagement solutions agency, L2L Marketing + Communications, is a true maverick, and recognized leader in the traditional, multicultural, direct and digital marketing fields. She has built a successful career focused on generating awareness of the essential role of the multicultural market in corporate America. Prior to launching L2L, Mindy was Project Director for Scholastic Media, and oversaw the launch of the children's TV series, *Maya & Miguel*, the #1 new TV show for kids on PBS. Figueroa previously held senior marketing positions at The Bravo Group (a Young & Rubicam agency), Univision.com, Verizon and Anheuser-Busch. Ms. Figueroa is a frequent presenter at industry seminars and conferences, and is a board member of the Hispanic Federation of New York among others.



Marilyn Oliva, Senior Account Director at L2L Marketing + Communications, specializes in marketing strategy planning with a focus on online modern marketing solutions. She has spent more than a decade in senior marketing management positions working for and with billion dollar international corporations including; Citrix Systems, American Express, AT&T, and Research International, all of which helped her to understand the enormous need for a more customer focused and strategic approach to marketing. Marilyn holds a Bachelor of Science in Marketing and a Master of Business Administration, both from Rutgers University. She also holds an Associate of Arts degree from the NY School of Interior Design. She is a diligent member of the community serving on the Board of the Greater Ft Lauderdale Chamber of Commerce, Board Member of Tower Forum, Co-Chair of the Leadership Broward Foundation ELO program. And Marketing Committee Chair of Hispanic Unity of Florida.



Michelle Gough is a Physician Assistant with 10 years of patient care experience. She graduated from Mid-America Nazarene University with a Bachelor's degree in Biology in 2004, and then obtained her Master's in Physician Assistant Studies at Wichita State University. She has practiced in a Community Health Center, Private Family Practice, and Private Hospital (Hospitalist PA) in Kansas, before moving to Florida. Here she has worked in Surgery/Trauma at Niklaus (Miami) Children's Hospital, and for the last 5 years at the Center for Arthritis and Rheumatic Diseases in Miami. She has previously served as Miami Dade Area Representative for the Florida Academy of Physician Assistants, and now serves as the Vice President of the organization. Michelle believes strongly in the PA profession, and advocates for them daily. "Because of the flexibility, adaptability, and cost-effectiveness of PAs, the profession can play a critical role in delivery system transformation and, in particular, the provision of more integrated, team based care. She affirms that physicians and PAs working in team-oriented practices are a proven model for delivering high-quality, cost-effective patient care."

SPEAKERS



Dan Pace, is Chief Financial Officer and Chief Executive Officer of First Financial, an organization dedicated to providing a broad spectrum of financial services to its clients including; equipment leasing, SBA loans, commercial mortgages, as well as secured and unsecured lines of credit. He attended Penn State and played middle linebacker before entering the financial world. After six years as a commodities broker Dan relocated to Florida. Dan initially joined First Financial as Sales Director and continuously advanced to his current position as CFO and CEO. His experience as a commodities broker and entrepreneur have served him well in his positions with First Financial. His main objective as CEO has been to develop vendor relationships with not only large organizations but to reach out to the smaller up and coming vendors to provide their customers with leasing and financing options. As CFO, Dan has worked diligently to ensure that his portfolio performance remains stellar in order to provide his clients with the most competitive financing programs available.



Christian Pillat is the Managing Director and Founder of Adfinitely. Adfinitely works with Franchises and National Brands to launch online marketing campaigns. Over the last 6 years, Christian has successfully launched marketing campaigns for over 80 nationally recognized brands. He is a thought leader in digital marketing for multi-location businesses, has been featured on the Eric Holtzclaw Building a Better Business Radio Show, and was recently named one of Atlanta's 30 Under 30.



Michael Zelnik serves as the President and founder of Zelnik Realty Group and the National UC Realty division. Mike's commercial real estate expertise spans 39 years and includes working with small businesses as well as Fortune 500 companies on a national level. Mike has earned the prestigious CCIM designation as well as SIOR. He is a regular contributor to multiple professional magazines and is a requested speaker for webinars and national real estate conventions. Mike attributes his real estate success to his combination of extensive training and decades of experience as a commercial property owner. As such, he offers the unique ability to analyze a transaction from an owners' point of view, rather than a commissioned sales person.

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HOTEL ACCOMMODATIONS

PARTNER HOTELS

Trump National Doral Hotel

4400 N.W. 87th Avenue Miami, FL 33178
Yosie Crespo at 305-591-6637

Intercontinental West Miami

2505 NW 87th Ave. Miami, FL 33172
Ximena Diaz; 305-468-1400 Ext.# 4009

Hyatt Place Miami Airport West

3655 NW 82nd Ave. Miami, FL 33166
Tel: 305-718-8292

Provident Doral at The Blue

5300 NW 87th. Ave
Miami, FL 33178
Tel: 305-640-6600



ALTERNATE AFFORDABLE HOTELS

Holiday Inn Express Doral, Miami

8436 NW 36th Street Miami, FL 33166
Tel: 305-592-4799

Courtyard Marriott

3929 N.W. 79 Avenue Miami, FL 33166
Tel: 305-477-8118

Staybridge Inn and Suites

3265 NW 87TH Avenue Miami, FL 33172
Tel: 305-500-9100

Hampton Inn

3620 NW 79TH Avenue Miami, FL 33166
Tel: 305-513-0777



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ABOUT ORTHONOW®

OrthoNOW®, the nation's only franchised network of specialized orthopedic urgent care Centers, is focused on assessment and treatment of a range of orthopedic and sports injuries, chronic conditions, and preventative protocols – all on a walk-in basis. Specialties include anything related to the foot, ankle, knee, hip, wrist, hand, elbow, shoulder and spine.

Every OrthoNOW® is equipped with digital imaging equipment and offers the latest techniques and treatments by a team of orthopedic physicians and orthopedic specialized ancillary providers including ARPWave Neuro Therapy which dramatically alleviates acute and chronic pain and expedites recovery time from surgery.

OrthoNOW® recently launched the mobile app v2.0 for iPhone users which features a revolutionary feature called On My Way NOW™ which allows patients to notify an OrthoNOW® Center that they are in route, the reason they're coming and what time they expect to arrive. The recently released upgraded app now includes integration with Uber. OrthoNOW's flagship center is in Doral, Florida, with franchised Centers in Florida, Georgia and other locations coming soon.

For more information visit: www.OrthoNOWcare.com.



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