



2025 O&P LEADERSHIP CONFERENCE

**Transforming O&P Care:
Navigating the Paradigm
Shift to Value-Driven Care**

JANUARY 17-19, 2025 | NEW ORLEANS

Friday, January 17, 2025

Emerging Leaders: Tomorrow's Change Makers

1:00-5:00pm

1:00pm

Welcome: Rick Riley

1:15-2:00pm

Translating Passion to Practice: How to be Entrepreneurial in Today's Challenging Healthcare Environment

Moderator: Kimberly Hanson, CPRH

Panelists: Sydney Robinson, MEng, Jessica Norrell, CPO, MBA, Jeff Brandt, CPO, Brent Wright, CP

In today's complex healthcare landscape, innovation and entrepreneurial thinking are more essential than ever. During this session, panelists will talk about how they channeled their passion into actionable strategies, transforming challenges into opportunities as well as how you can apply their insights to your journey. Specifically, you'll learn to recognize opportunities and how to adapt your ideas to meet emerging needs and gain insights into creating a roadmap for your entrepreneurial vision. After the session you will be able maximize your impact by channeling your passion into an innovation or entrepreneurial endeavor.

2:00-2:45pm

Empowering Growth in Prosthetic & Orthotic Manufacturing: Collaborative Pathways for Established and Emerging Companies

Moderator: Matt Swiggum

Panelists: Jessika Broström, Aaron Flores, PhD, Richard Hayes, Traci Dralle

This panel discussion will explore the critical need for an environment where both large-scale O&P companies, emerging ventures, and true start-ups, can thrive. Join the panelists to discover how smaller companies are achieving remarkable progress and how larger players can support these efforts, building a balanced, innovative O&P field that benefits the entire community.

2:45-3:15pm

Break

3:15-4:00pm

Fireside Chat: A conversation with AOPA Past Presidents

Panelists: Mitchell Dobson, CPO, Traci Dralle, Dave McGill, Teri Kuffel, JD

Join AOPA past presidents as they share insights and perspectives from their years of experience in O&P, reflect on AOPA's role in advocating for and advancing the profession, and how they got involved in AOPA and the impact it has had on them. This fireside chat will offer inspiration, guidance, and a deeper understanding of leadership, volunteer service, and AOPA. You will also gain valuable insights for your own journey in the O&P profession!

4:00-4:45pm

Leading for Impact

Moderator: Rick Riley

Panelist: Sydney Robinson, MEng, Jessika Broström, Aaron Flores, PhD, Traci Dralle

To help bring all the afternoon's conversations together, speakers will return to the stage to delve more into their personal leadership journeys and will then open it up to the audience to ask questions and share their own journeys.

4:45-5:00pm

Closing Remarks: Rick Riley

5:30-6:30pm

Opening Reception

Saturday, January 18, 2025

7:45-8:45am

Breakfast

8:45-9:00am

Welcome: Rick Riley

9:00-9:30am

What we've learned since our last Leadership Conference

Mitchell Dobson, CPO

This session dives into key insights gathered from feedback from within O&P, shedding light on the clinical, operational, and technological challenges and opportunities that define the profession. The current landscape, including the lack of standardized practices, the complexity of reimbursement processes, and the pressing need for an integrated data ecosystem will be presented. We'll also examine the opportunities offered by value-based healthcare, AI tools, and remote monitoring technologies. Strategies for stakeholder engagement and the development of a robust evidence base will also be discussed. This interactive session will encourage participants to share their perspectives and explore actionable steps to align the O&P profession with the future of healthcare.

9:30-9:45am

Q&A with Eve Lee, MBA, CAE and Mitchell Dobson, CPO

9:45-10:45am

Keynote: JD Kleinke, Medical Economist

Renowned healthcare expert J.D. Kleinke will kick off the Leadership Conference with an enlightening keynote that delves into the intricacies of medical

economics and its profound impact on the future of healthcare. With extensive experience as an author, entrepreneur, and policy analyst, he will share his unique insights into the challenges and opportunities facing the healthcare industry today, including the shift towards value-driven care. He will help us better understand the economic factors that influence healthcare decisions and patient care. This thought-provoking session will equip you with the knowledge and tools so your business can thrive.

10:45-11:00am

Break

11:00-Noon

Building a Path to Value-Driven O&P Care: Readiness, Lessons, and Next Steps
Mitchell Dobson, CPO and Dave McGill (w/live polling and audience interaction)

The shift toward value-driven care has become a central goal in healthcare, but what does it truly mean? In this session, we'll explore the concept of value-driven care and assess our readiness to make this transition. Reflecting on key achievements in O&P from the past year, we'll examine the foundational work that positions us to move forward while identifying persistent barriers that stand in the way. Participants will gain insight into our collective vision for the future. They will also define actionable next steps to create a healthcare landscape that prioritizes quality, outcomes, and sustainable care models. Join us to align our vision, address our challenges, and map the journey toward a value-driven system.

Noon-1:15pm

Lunch

1:15-2:45pm

**Breakout #1: Integrating Care Pathways and Clinical Guidelines:
Optimizing Outcomes through Evidence-Based Practice**

Sally Kenworthy, PhD, CPO and Shane Wurdeman, PhD, CP, FAAOP(D)

In healthcare, both care pathways and clinical guidelines serve as essential tools in guiding decisions for optimal patient outcomes. This session will explore the differences between the two, emphasizing how pathways coordinate the entire patient journey—from diagnosis to rehabilitation—across various providers, including physicians, allied health professionals, and O&P practitioners. Using the AFO (Ankle-Foot Orthosis) care pathway as a case study, this session will outline the strengths, weaknesses, opportunities, and threats associated with standardized care pathways, exploring how they can demonstrate the clinical and economic value of O&P expertise. Attendees will learn how standardized care pathways improve patient outcomes by ensuring consistency in treatment while underscoring the critical role of O&P professionals in enhancing quality and efficiency throughout the continuum of care.

2:45-3:00pm

Break

3:00-4:30pm

**Breakout #2: Advancing Orthotics and Prosthetics (O&P) through Data:
Building a Strategy for Evidence and Value**

Moderator: Sunny Ainley

Panelists: Jeff Brandt, CPO; Paul Prusakowski, CPO, LPO, FAAOP(invited); Katelyn O'Brien, Fanny Schulte, MS, MEd, CPO, LP, FAAOP(D), Andreas Kannenberg, MD(GER), PhD, Ralph Hooper, CPO

The O&P industry is on the cusp of transformation through a comprehensive data strategy aimed at elevating clinical practice, driving evidence-based decision-making, and highlighting the value of O&P interventions. This session will introduce the O&P Data Strategy, a framework designed to establish a standardized and integrated data ecosystem across the profession. Participants will gain insights into how this strategy addresses key challenges in data practices, enhances clinical care guidelines, and facilitates collaboration with health IT systems, including Electronic Health Record platforms. Join us to explore how a robust data foundation can strengthen O&P's role within healthcare and improve patient outcomes. (Note: Panel will run for 30 minutes and the remainder of the time will be the breakout.)

4:45-5:00pm

Closing Remarks: Rick Riley

Sunday, January 19, 2025

7:45-8:45am

Breakfast

8:45-9:00am

Welcome: Rick Riley

9:00-10:30am

The Time is Now: How to Build on Recent Successes & New Information

Moderator: Lesleigh Sisson, CFm, CFo

Panelists: Kimberly Hanson, CPRH, Joe McTernan, Maggie Baumer, JD, Molly McCoy, CPO

In 2024 there were steps taken to advance the understanding and direction of O&P care. There was the introduction of care pathways and the exploration of value-driven care. There was the release of two reports highlighting the current state of care for patients with limb loss and limb difference. There were gains in state-based legislation through So Every BODY Can Move. Lastly, there was also a monumental shift in the Medicare lower limb prostheses policy that recognized the clinical benefits of select prosthetic components may offer to an entirely new population of patients.

These show that a focus on collaboration, data-driven practices, and proper policy implementation can significantly contribute to improving patient care and professional standards in O&P. This session will address how to build on these recent successes and advancements.

10:30-10:45am

Break

10:45-11:30am

Staying in the Pole Position: Developing our Action Plan

Moderators: Rick Riley and Mitchell Dobson, CPO

Panelists: Molly McCoy, CPO, Fanny Schulte, MS, MSED, CPO, LP, FAAOP(D), Joe McTernan, Sagar Shetty, BOCPO

This session is your chance to help AOPA identify and think about the next big things in O&P. Identifying the next big thing involves recognizing emerging trends and technologies that can significantly impact patient care, fabrication, education, research, and policy. Once we identify the next big thing, what must we and you do to ensure that the O&P community remains at the forefront when working with all our partners to ensure proper execution (patients, CMS, insurers, etc.).

11:30-Noon

Closing Remarks: Rick Riley