

WEDNESDAY, OCTOBER 6

12-205-S **ROOM 205-S**
1:30 PM–3:30 PM **TWO HOURS**

A Forensic Study to Assist You in Understanding Your Profitability

Jay Binkowitz, Optometric Consultant; Valerie Manso

This course will provide owners and decision makers a detailed methodology in identifying the unique operational costs and profitability of your professional and dispensary businesses. You will learn how to financially monitor and operate both of your businesses individually in addition to determining your true bottom line.

13-205-S **ROOM 205-S**
3:45 PM–5:45 PM **TWO HOURS**

How to Implement Disney® Management into Your Practice

Mark Wright, OD, FCOVD

This course will show you how to utilize practice demographic information, create a usable service theme, implement service standards, as well as how to utilize staff, setting and policies to deliver the service theme. Most importantly, this course will show you how to integrate this all together to enhance service and increase revenue.

THURSDAY, OCTOBER 7

21-205-S **ROOM 205-S**
8:30 AM–9:30 AM **ONE HOUR**

Review-Based Staff Compensation Strategies and Benchmarks

Jay Binkowitz, Optometric Consultant

This course will present new ways to evaluate and reward performance based on specific and measurable elements that support increased productivity and profitability by strengthening job knowledge and accountability. You will learn a new method of creating compensation packages for your entire staff along with setting up a quarterly review structure to ensure compliance with and implementation of your practice goals. This will all be tied into a shared incentive pool for your staff that is based upon individual merit and results.

22-205-S **ROOM 205-S**
9:45 AM–11:45 AM **TWO HOURS**

Tried and True vs. New Marketing Techniques

Peter Shaw-McMinn, OD; Vanessa Shaw-McMinn, OD

This course will cover new marketing techniques from a young doctor's viewpoint in contrast to marketing techniques used by offices that have proved to be successful in the past. The young doctor will discuss how she uses social media to market her new practice and provide a guide for the attendee to set this up in their practice. The veteran doctor will explain marketing plans and techniques that have been used by practices in the past and will provide a guide for the attendee to incorporate them.

23-205-S **ROOM 205-S**
2:45 PM–3:45 PM **ONE HOUR**

A Systems Approach for Prescribing and Dispensing

Peter Shaw-McMinn, OD; Mark Wright, OD, FCOVD

The United States significantly lags behind the rest of the world in providing AR on prescribed lenses. This course

will provide a systems approach to communicating the need and benefits of AR on lenses to patients. Description of ways to position AR to the patient throughout the exam experience will be covered, including scripts for use by every member of the staff. Strategies for overcoming patient obstacles will be discussed.

24-205-S **ROOM 205-S**
4:00 PM–6:00 PM **TWO HOURS**

Pulse Points of a Million Dollar Practice

Walter West, OD

This presentation will deliver 10 lessons that teach skills in areas where optometrists can improve their individual and professional performances.

FRIDAY, OCTOBER 8

31-205-S **ROOM 205-S**
8:30 AM–10:30 AM **TWO HOURS**

Five Ways to Increase Profits

MODERATOR: Peter Shaw-McMinn, OD

PANELISTS: Carole Burns, OD; Walter West, OD; Gary Gerber, OD

Many doctors and staff seem to be working harder and enjoying less profit. Three practice management experts share their ideas on how to increase profits in your office. Each will give a 30-minute presentation allowing plenty of time for discussion and questions. Come join us and learn 1) how to make your practice more efficient by controlling expenses, 2) how to increase revenue per patient and 3) how to bring in more patients to build your practice.

32-205-S **ROOM 205-S**
10:45 AM–11:45 AM **ONE HOUR**

Managing Your Practice Profitability One Hour at a Time

Walter West, OD

This course will provide the practitioner and staff a new perspective on the value of clinic time on an hourly basis. Learn the basics of how an optometric practice can increase hourly production.

30-503-V **LOCATED IN EYEMAX THEATER — ROOM 503-V**
1:00 PM–2:00 PM **ONE HOUR**

FREE

KEYNOTE ADDRESS

The Recession's Over! Now What?

Jeff Thredgold, President, Thredgold Economic Associates

This presentation will include an up-to-the-minute and entertaining discussion of the economy and financial markets, as well as valuable tips to help you survive and thrive now that the Great Recession is over. Discussion will include gaining market share, attracting talented people and recognizing that We Will Get Through This! You'll get solid, up-to-date and useful information delivered in a fast-paced and entertaining presentation. Jeff Thredgold is president of Thredgold Economic Associates, an economic consulting firm, as well as an author and adjunct professor of finance. He spent nearly 40 years in banking and has made dozens of appearances on CNBC-TV and CNN.

Not for Credit

33-205-S **ROOM 205-S**
2:45 PM–4:45 PM **TWO HOURS**

The Great Debate — Staff Management Tactics

MODERATOR: Peter Shaw-McMinn, OD

PANELISTS: Mark Wright, OD, FCOVD;

Walter West, OD; Gary Gerber, OD; Pam Boyd

When doctors and office managers get together the main topic of discussion is often human resource management. What works in one successful practice often does not in another successful practice. Three practice management experts debate policies on: hiring and firing staff; offering bonuses and "spiffs;" evaluating staff, including performance reviews; cross-training staff or not; and training staff, including weekly staff meetings. Strategies will be debated by each panel member followed by a question and answer period.

34-205-S **ROOM 205-S**
5:00 PM–6:00 PM **ONE HOUR**

Communications within Your Practice: Your Path to Success

Walter West, OD

This course will guide professional practitioners and their staff throughout the process of identifying 30 elements of effective communications and demonstrate how altering their communications style can improve understanding among patients as well as coworkers.

SATURDAY, OCTOBER 9

41-205-S **ROOM 205-S**
8:30 AM–9:30 AM **ONE HOUR**

E-Prescribing and Incorporating EMR into Your Practice

Mark Wright, OD, FCOVD

This course will discuss how to do E-prescribing. Incorporating electronic medical records into your practice is something that we all have to do eventually. This course will identify the minefields to avoid and the features you should consider when selecting electronic medical record software. Keys for successful implementation will be discussed.

42-205-S **ROOM 205-S**
9:45 AM–11:45 AM **TWO HOURS**

Use the Medical Model and Advanced Technology to Improve Patient Care and Profits

Craig Thomas, OD

Tough economic times demand that optometrists find new ways to practice optometry. Learn how to transform your practice from a vision care model to one that includes the delivery of medical eyecare.

43-205-S **ROOM 205-S**
1:45 PM–3:45 PM **TWO HOURS**

Retaining Valuable Employees

Craig Thomas, OD

Optometrists know how hard it is to keep good employees. Learn how to be an effective manager in a service-oriented business such as optometry. Emphasis is placed on staff retention basics, such as hiring the right people, and then providing good leadership and management to your team.

44-205-S **ROOM 205-S**
4:00 PM–5:00 PM **ONE HOUR**

Cheap Marketing That Pays Off Big Time

Gary Gerber, OD

Effective marketing doesn't have to break your budget. Learn the secrets this well known consultant uses with his clients. Secrets that have little cost, yet reap huge returns.