OHIO OPTOMETRIC ASSOCIATION

Practice Management Institute (PMI)

OOA'S ANNUAL TEAM-BUILDING EVENT FOR DOCTORS AND STAFF

Wednesday May 4, 8:30-4:00 pm, Columbus, Ohio

Register On-Line at www.OOA.org

Featured Speaker Dr. Alan Glazier, founder of ODs on Facebook

OOA is excited to present Dr. Alan Glazier, founder of ODs on Facebook, eye care's largest, most engaged and influential forum as the featured speaker at 2016 PMI. Dr. Glazier's morning topic (9:15-11:15 a.m.): "The Greatest Social Media Course EVER." Appropriate for both doctors and staff the lecture is a guide to social media, strategies, purpose, method and goals to grow a practice as well as a review of how to use the internet to market a practice (2 hours COPE approved 47499-PM).

Schedule:

8:30 - Registration, time with Exhibitors

9:15 - Morning lecture by Dr. Alan Glazier:
      The Greatest Social Media Course EVER (2 hours COPE: 47499 PM)

11:15 - Time with Exhibitors and Lunch

1:00 - Breakout session #1

1:50 - Coffee Break and time with Exhibitors

2:30 - Breakout session #2

3:20 - Ohio Optometry Update, "Think About Your Eyes"

Exhibitors

ABB Optical Group ~ Allergan ~
Carr Healthcare Realty ~
Cincinnati Insurance Company ~ Clinisync ~
Diversified Ophthalmic ~
Essilor ~ Granville Investment Group ~
Lombart Instrument ~ Optovue ~
RevolutionEHR ~ VSP

Breakout Session #1

1) Yelp Help-Managing Your Online Reputation - Dr. Alan Glazier (1 hour COPE: 42216 PM)

2) An Optometrist's Guide to Employment Law - OOA Executive Director Keith Kerns (1 hour)

3) Improving Patient Recall - Stephen Farebrother (1 hour ABO, AOA-CPC)

4) Realeyes Training - Dr. Jeff Walline (2 hours)

5) Henry - How to Navigate the Changes in Meaningful Use, Clinical Quality Reporting, PQRS, Registries, and Health Information Exchanges! (2 Hours)

Breakout Session #2

1) Selling on Purpose - Stephen Farebrother (1 hour ABO, AOA-CPC)

2) Telephone Triage: Timely Management of Emergency Calls - Dr. Beth Muckley & Dr. William Rudy (1 hour)

3) Realeyes Training Continued

4) Henry - How to Navigate the Changes in Meaningful Use… Continued   **See Back Side for Session Descriptions**

Afternoon Breakout Session Descriptions:

Dr. Alan Glazier
Yelp Help-Managing Your Online Reputation: This lecture discusses the importance of online social reviews for driving business and provides information on how to optimize good reviews to help grow your practice (1 hour COPE approved 42216-PM).

Dr. Beth Muckley & Dr. William Rudy
Telephone Triage: Timely Management of Emergency Calls: Demand for appointments commonly outweighs availability so daytime telephone triage has become the norm for juggling appointment systems, waiting times and prioritizing emergencies. This course is designed to help staff understand common types of ER calls and how to effectively schedule and prioritize appointments. (1hour)

Mr. Stephen Farebrother, VSP Vision Care
Improving Patient Recall: This course discusses the average rate in most practices and helps develop an action plan that can take the rate to the next level. Common pitfalls to avoid and tips for success will be shared. (1 hour ABO, AOA-CPC)

Selling on Purpose: This course compares and contrasts selling on purpose versus selling on accident, and zeroes in on inventory, displays, features and benefits and retail strategies. (1 hour ABO, AOA-CPC)

Mr. Keith Kerns, OOA Executive Director
An Optometrist's Guide to Employment Law: This seminar will cover employment law basics, provide tips for your practice and answer your questions.

Dr. Jeff Walline
Realeyes Educational Training: Realeyes is a classroom education program created by the Ohio Optometric Association. Realeyes includes four standardized, interactive, age-appropriate curricula that are presented by volunteer optometrists in the community. Topics covered include eye anatomy, eye safety and eye disorders.

Dr. Jay Henry
How to Navigate the Changes in Meaningful Use, Clinical Quality Reporting, PQRS, Registries, and Health Information Exchanges!: This course will provide an overview of the most up-to-date EHR Incentive Program stages, update you on Quality Reporting changes, introduce you to the use of Registries as well as Health Information Exchanges, and prepare you for the future of Optometry.

Registration for PMI

OD Name 1: _____

OD Name 2: _____

OD Name 3: _____

Staff Name 1: _____

Staff Name 2: _____

Staff Name 3: _____

Staff Name 4: _____

Staff Name 5: _____

Please Select Afternoon Breakout Sessions (list # from front side)

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Breakout Session 1: _____ Breakout Session 2: _____

Price Breakdown

OOA OD Member — $149.00 X _____ = _____

OD Non-Member — $249.00 X _____ = _____

1st Staff Member— $149.00 X _____ = _____

Additional Staff — $69.00 X _____ = _____

Total $_____

Payment Type: ☐ Check (Payable to OOA)   ☐ Credit Card

Credit Card Number: _____

Exp. Date: _____

Name on Credit Card:_____

Signature: _____

Practice Name _____

Contact Email _____