

2017 Practice Management Institute Course Descriptions

May 3, 2017

Morning Lectures



David Anderson, OD



Cara Frasco, OD



Donald Mutti, OD, PhD



Jeffrey Walline, OD, PhD

Expert Myopia Control Panel (9:30-11:35)

Moderator: *Dean Karla Zadnik, OD, PhD*

Specialized optometrists and practitioners will provide evidence-based and practical information about myopia control that attendees can utilize in their own offices. The panel will explore questions such as, “What forms of myopia control immediately should be used?” and “Should optometrist offer myopia control to all myopes or just to those whose parents ask about it?” Attendees will have the opportunity to ask questions and participate in the discussion.



Samantha Toth

Using Creativity To Differentiate Yourself From “Me Too” Practices (10:35-11:35)

Differentiating your practice is all about creativity. Will you sit back and rely on your past success, or are you willing to take a hard look at your practice and find creative ways to differentiate yourself from your competition? This course provides proof that creativity produces growth. It dissects each point of patient interaction with the staff, and illustrates how practices can differentiate from their competition and other “me too” practices to create truly remarkable patient experiences. Great for owners, managers, and your entire staff to attend.

Afternoon Lectures



Mile Brujic, OD

Creating Unprecedented Patient Loyalty (2 Hours) 1:00-2:00, 2:20-3:20

Why do some people do business with companies on a repeated basis? Why will they not stray from these companies even in the face of extreme competition? This course will help you understand the secret to patient loyalty and the tools necessary for unprecedented allegiance and practice growth.



Alison Gervat

Effectively Communicating with Patients (1 Hour) - 1:00-2:00 Sponsored by Alcon

This course will help attendees understand why effective patient communication is more important than ever in today's health care landscape. It will also demonstrate how to use simple communication techniques to help improve patient comprehension, engagement and overall satisfaction.



Jay Henry, OD,MS

The Future of How Optometry Will Be Paid Under the New MACRA Legislation and How To Prepare For It (2 Hours) - 1:00-2:00, 2:20-3:20

The MACRA legislation will change the way we practice and are paid. Is your practice ready for MIPS, APMs, VBM, Quality Reporting and Meaningful Use? If it's not, now is the time to act.



Scott Keating, OD

Dare to Be Different in Your Optical (1 Hour) - 2:20-3:20

Successful sales strategies are the key to a healthy vibrant small business. Running an optical is risky, but the biggest risk is not taking one. Build a sales culture that dares to be different. In this course, attendees will learn how to set themselves apart and increase sales by offering unique eyewear based on local demographics and knowing the competition. Additionally, I will show how to use a medical model to increase sales by relating how specific lens materials, blue wave blocking coatings and tints can protect the health of the patient's eyes and facilitate the sale in the handoff to the optician.



Samantha Toth

Increasing Capture Rate, One Patient at a Time (1 Hour) - 1:00-2:00

Whether you're considering the addition of an optical dispensary, or seeking to improve one that is already in operation, this course is essential. Learn strategies designed to help integrate the medical eye examination and the optical dispensary into one seamless business rather than operating two separate entities. This course provides guidance on creating a team environment where the staff's ultimate goal is patient care excellence. Don't miss this opportunity to learn how each member of your staff can contribute to enhancing the overall patient experience and your practice's growth.

Secrets to Effective Optical Marketing (1 Hour) - 2:20-3:20

More than 90% of local business owners are disappointed with the results they get from their marketing. Yet close to the same amount of business owners do the same thing over and over and expect a different result. This course is designed to convert marketing skeptics into believers by teaching them easy-to-implement marketing secrets that will provide optical professionals with a competitive edge.



Realeyes Educational Program Training (2 Hours) - 1:00-2:00, 2:20-3:20

Realeyes is a classroom education program created by the Ohio Optometric Association through a grant from the Ohio Department of Health Save Our Sight Fund. 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.