



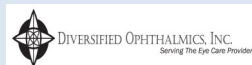
Practice Management Institute

May 3, 2017

Columbus State Conference Center

www.ooa.org

Sponsored by



Expert Panel On Myopia Control (9:30-11:45)

Sponsored by



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.



David Anderson, OD



Cara Frasco, OD



Donald Mutti, OD, PhD



Jeffrey Walline, OD, PhD

Agenda

- 8:30 — Registration opens and Breakfast
- 9:30 — Expert Panel On Myopia Control (ODs and AEPs)
- 10:30 — Break
- 10:35 — Expert Panel on Myopia Control continues
- 10:35 — Samantha Toth (AEP ONLY)
- 11:45 — Lunch and time with Exhibitors
- 1:00 — Afternoon Session #1
- 2:00 — Afternoon Break, Time with Exhibitors
- 2:20 — Afternoon Session #2
- 3:20 — Closing Remarks

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.



Samantha Toth

AEP ONLY

Afternoon Session #1 — 1:00-2:00

Mile Brujic, OD — *Creating Unprecedented Patient Loyalty (2 hrs.)*

Alison Gervat — *Effectively Communicating with Patients* **Sponsored By Alcon**

Jay Henry, OD,MS — *The Future of How Optometry Will Be Paid Under the New MACRA Legislation and How To Prepare For It (2 hrs.)*

Samantha Toth — *Increasing Capture Rate, One Patient at a Time*

Realeyes Educational Training (2 hrs.)

Afternoon Session #2 — 2:20-3:20

Mile Brujic, OD — *Creating Unprecedented Patient Loyalty (Cont.)*

Jay Henry, OD,MS — *The Future of How Optometry Will Be Paid Under the New MACRA Legislation and How To Prepare For It (Cont.)*

Scott Keating, OD — *Dare to Be Different in Your Optical*

Samantha Toth — *Secrets to Effective Optical Marketing*

Realeyes Educational Training (Cont.)

Register at www.ooa.org or Fax Registration Forms to: (614-781-6521)

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 LAST NAME OF PRESENTER)

Afternoon Session 1: _____ Afternoon Session 2: _____

Afternoon Session 1: _____ Afternoon Session 2: _____

Afternoon Session 1: _____ Afternoon Session 2: _____

Afternoon Session 1: _____ Afternoon Session 2: _____

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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: _____ Security Code _____

Name on Credit Card: _____

Signature: _____

Practice Name _____

Contact Email _____

Exhibitors

Alcon Novartis - Allergan Inc.
Carr Healthcare Realty
Cincinnati Insurance Company
Diversified Ophthalmics
ECP Network - Essilor Laboratories of America
Granville Investment Group
Opportunities for Ohioans with Disabilities
Optovue, Inc. - TransAmerica
Visioneering Technologies, Inc.