

Practice Management Institute Course Descriptions:

Justin Bazan, OD

New Technology Threats to Patient Access: This course will look at the issues surrounding patient access. We will explore how access to patients is being threatened by various forces such as large corporations, legislative changes, managed care and even emerging technology. We will look at these barriers that inhibit people from forming a doctor patient relationship.

The New Social Media: Many eyecare practices embrace social media as an economical means to connect with patients, fill exam chairs and raise the level of communications. However, if your practice is using social media the same way you have for years, you likely are falling short of unleashing its full potential as a marketing and communications tool that can elevate the eyecare you deliver and be a powerful practice-builder. This course will show you how to replace the first generation of social media with more current methods.

Contact Lens Profitability: Don't throw in the towel! Private practitioners can still make money on the fitting and sale of contact lenses. If you are seeing your profits dwindle, this course is for you. 20 of your top colleagues top techniques on how to make contacts profitable will be covered.

How to Earn More 5 Star Reviews: By taking an in depth look at the top reviewed optometric practices we can determine what they are doing to achieve these stellar results. You will learn the 21 things that these top practices due to earn their 5-star reviews.

Jay Henry, OD

MACRAMIPS Everything you need to know to succeed: A detailed look in to each of the MACRA - MIPS categories including a discussion on how to maximize your bonus points and overall MIPS score and ultimately get the largest incentive possible.

Joan Nerderman, OD

When Patients on Street Drugs Invade our Exam Chair: Ohio is at the epicenter of an epidemic of opiate use and addiction. This lecture will describe signs to look for in our patients demeanor and ocular signs of recreational drug use, including heroin, opiates and overuse of prescription medications

Steve Vargo, OD

Take Your Practice to the Next Level: This course will review the reasons many optometric practices plateau on the growth curve and how to avoid stagnation. We will explore the best practices in building and sustaining growth for your practice at any level.

The Science of Selling: The Psychology Behind Why People Buy: People make purchase decisions based on emotion; and justify these purchase decisions with logic.

Serenity Now! Reduce Stress and Conflict in the Workplace: Learn strategies to protect your sanity from the tension, conflict and turf wars that permeate many practices.

Are You a Top Performer: This course focuses on the qualities that distinguish a high performing employee from an average one. At the end of this course, you will be able to recognize attributes of top performers, develop the skills of top performers, and apply this information to become a better leader.