

# Practice Management Institute Course Descriptions:



**Justin Bazan, OD**

Justin Bazan, OD, a 2004 SUNY grad, is the owner of Park Slope Eye in Brooklyn, N.Y., which he established in the summer of 2008. He pioneered the use of social media as a marketing tool to help build a successful practice. Dr. Bazan is a recognized international speaker, with an emphasis on practice management, both in the eyecare industry and small business world. He is an avid industry writer and is a regular columnist for *Optometric Management* and *Optometry Times*. He holds several industry positions including spokesperson for The Vision Council and Academic Consultant Expert for Bausch and Lomb.

## **Courses**

### **9:00 a.m. (Grand Ballroom)**

- **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.

### **10:00 a.m. (Chittenden Parlor)**

- **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.

### **11:15 a.m. (Chittenden Parlor)**

- **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.

### **1:20 p.m. (Chittenden Parlor)**

- **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 do to earn their 5-star reviews.



**Ann Bina, VP of Compliance Fulfillment**

Chief Compliance Officer for CS EYE: CHC, CPC, CPC-H, CPC-I, Officer with American Academy of Professional Coders (AAPC), AAPC National Advisory Board, AAPC HEALTHCOM Hall of Fame and Master's in Business Administration. 28+ years in health and eye care experience. Ann previously led the RCM team at Gunderson Health Systems in WI.

**Courses**

**10:00 a.m. (Thurber Conference Suite)**

- **Quality Reporting:** This interactive presentation will review 2018 changes in Merit-Based Incentive Payment System (MIPS) quality reporting as well as other billing/coding changes affecting Optometry. In addition, attendees will be asked to share the challenges encountered in 2017 in hopes of finding streamlined processes in 2018 processes.

**11:15 a.m. (Thurber Conference Suite)**

- **Coding and Billing Challenges:** Recognizing the challenges that Optometry offices encounter on a regular basis, this fast-paced presentation will address the most frequent issues addressed by Compliance Specialists, LLC. Attendees will be encouraged to share their experiences and/or questions in this group learning experience. Topics will include HIPAA, registration/eligibility, coding/ billing and will highlight the need for appropriate documentation to support the work that was done.



**Jay Henry, OD**

Dr. Henry obtained both his Doctor of Optometry and his Master of Science Degrees from The Ohio State University. Dr. Henry is a Clinical Assistant Professor as well as a Primary Care Extern Preceptor for The Ohio State University College of Optometry. He is currently a partner at Hermann and Henry Eyecare, a group private practice near Columbus, Ohio. Dr. Henry speaks nationally at association meetings and tradeshows and has published numerous articles on Electronic Health Records, PQRS, Federal incentive programs, and ocular disease. Dr. Henry has served on the AOA's Health Information Technology subcommittee and is known nationally for his expert knowledge of the Federal incentive programs, Electronic Health Records, Meaningful Use, MACRA, and Federal legislation relating to eye care.

**Course**

**1:20 p.m. (Thurber Conference Suite) 2 Hour Course**

- **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.



**Ryan Mills, CFP**

Ryan Mills joined The Granville Investment Group, Inc., in 2012 as Vice President after working in the banking industry for nearly a decade. Recognized as a CERTIFIED FINANCIAL PLANNER™ professional and as a Wealth Management Specialist at Raymond James Financial Services, he works closely with families, small businesses, nonprofits and qualified retirement plans. A natural leader and teacher, he especially enjoys meeting with clients to understand their goals, in order to design and implement financial plans and investment strategies to help reach them.

**Course**

**11:15 a.m. (Hartman Parlor)**

- **Retirement Plans for Small Businesses:** To educate optometrists/practice owners on why workplace retirement plans have become increasingly expected by employees. To explain how to select a plan that is most efficient for the practice.



**Joan Nerderman, OD**

Joan Nerderman started out as a Registered Nurse graduating from Mt. Carmel College of Nursing then decided to pursue her true love of optometry having done every science fair project on the eyes! She has since worked at several private practices including MedWest Eyecare in Westerville where she still works part time. She truly enjoys working with the students and has the honor of being a full time Clinical Professor at The Ohio State University College of Optometry for the last 16 years and running the nursing home visit and Faith Mission rotations with the students. She became interested in the effects of street drugs first on the homeless but has watched this spread into everyone's practices over the last years.

**Course**

**10:00 a.m. (Hartman Parlor)**

- **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.



### Realeyes Educational Program

**1:20 p.m. (Hartman Parlor)**

- **Realeyes Educational Training:** 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.



**Steve Vargo, OD**

Steve Vargo, OD, MBA is a 1998 graduate of the Illinois College of Optometry. In 2014 he joined Prima Eye Group (now IDOC) as Vice President of Optometric Consulting. A published author and speaker with 15 years of clinical experience, he now serves as IDOC's Optometric Practice Management Consultant. Since transitioning to a full-time practice management consultant, Dr. Vargo has performed over 3,000 consultations and coaching sessions with hundreds of independent optometry practices across the country. He has been published in numerous industry publications, has a regular column in Optometric Management titled "The CEO Checklist", and is a contributing author to the widely read "Optometric Management Tip of the Week" article. Dr. Vargo has also authored 2 books on the subjects of staff management and leadership.

### Course

**10:00 a.m. (Great Southern Ballroom)**

- **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.

**11:15 a.m. (Great Southern Ballroom)**

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

**1:20 p.m. (Great Southern Ballroom)**

- **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.

**2:30 p.m. (Great Southern Ballroom)**

- **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.