

## **Practice Management Institute +**

Wednesday April 18th

Westin Downtown Columbus

8:00-3:30 p.m.

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### **Agenda**

8:00 — Registration Opens and Breakfast  
9:00 — New Technology Trends to Patient  
Access — Bazan (**Grand Ballroom**)  
10:00 — Morning Session #1  
11:00 — Break and Exhibitors  
11:15 — Morning Session #2  
12:15 — Lunch and time with Exhibitors (**Grand Ballroom**)  
1:20 — Afternoon Session #1  
2:30 — Afternoon Session #2  
3:30 — Closing (**Grand Ballroom**)



### **Exhibitors**

ABB Optical Group — Alcon Laboratories  
Allergan, Inc. — CenterVue, Inc.  
Cincinnati Insurance Company — CSEye  
HOYA — Granville Investment Group  
Interstate Optical — Marco — Optics, Inc.  
OptoVue, Inc. — Precision Instruments, Inc.  
SynergEyes — TransAmerica

### **Course Offerings:** (Space is limited in each room, please have a second option in mind)

#### Morning Session #1 (10:00—11:00)

- ◆ When Patients on Street Drugs Invade our Exam Chair—Joan Nerderman, OD (**Hartman Parlor**)
- ◆ Take Your Practice to the Next Level—Steve Vargo, OD (**Great Southern Gallery**)
- ◆ The New Social Media—Justin Bazan, OD (**Chittenden Parlor**)
- ◆ Quality Reporting—Ms. Ann Bina (**Thurber Conference Suite**)

#### Morning Session #2 (11:15—12:15)

- ◆ Contact Lens Profitability—Justin Bazan, OD (**Chittenden Parlor**)
- ◆ The Science of Selling: The Psychology Behind Why People Buy—Steve Vargo, OD (**Great Southern Gallery**)
- ◆ Retirement Plans for Small Businesses - Ryan Mills (**Hartman Parlor**)
- ◆ Coding and Billing Challenges—Ms. Ann Bina (**Thurber Conference Suite**)

Afternoon Session #1 (1:20 – 2:20)

- ◆ Serenity Now! Reduce Stress and Conflict in the Workplace—Steve Vargo, OD (**Great Southern Gallery**)
- ◆ How to Earn More 5 Star Reviews—Justin Bazan, OD (**Chittenden Parlor**)
- ◆ MACRA/MIPS: Everything you Need to Know to Succeed—Jay Henry, OD (**Thurber Conference Suite**)
- ◆ Realeyes Educational Training (**Hartman Parlor**)

Afternoon Session #2 (2:30—3:30)

- ◆ Are You a Top Preformer—Steve Vargo, OD (**Great Southern Gallery**)
- ◆ MACRA/MIPS: Everything you Need to Know to Succeed—Jay Henry, OD (**Thurber Conference Suite**)
- ◆ Realeyes Educational Training (**Hartman Parlor**)