

PROGRAM and COURSE INFORMATION

7:30AM CONTINENTAL BREAKFAST ♦ SPONSORED BOX LUNCH ♦ BEVERAGE BREAKS

8:30am Future of Healthcare

This course discusses the changes that are likely to happen in optometry in the next few years, and steps that providers can take to adapt to the changing healthcare marketplace. The role of Private Equity, it's benefits and pitfalls discussed as well. Suggestions for thriving and surviving in the future presented.

- ♦ Changes ahead – how to prepare
- ♦ Private Equity – good or bad?
- ♦ How to survive and thrive

(1hr General CE Credit)

Speakers: Joe DeLoach, OD, FAAO and John Rumpakis, OD, MBA

9:30am Managing Instead of Referring

This course provides a practical (not theoretical) overview of medical cases that can be managed in your practice. It includes information on management and treatment of common conditions. What every optometrist should be caring for in their practice, including the retina, glaucoma, AMD, dry eye, and specialty contact lenses. In this rapid-fire presentation, experts from each field give you their tips and pearls for incorporating full medical care into your practice.

- ♦ Retina – practical approaches for primary care
- ♦ Glaucoma – practical approaches for primary care
- ♦ AMD – the role of dark adaptation and changing treatment models
- ♦ Dry Eye – technologies that help your patients and your net income
- ♦ Specialty Contact Lenses – how to get started and how to get paid

(1hr TPA/DPA CE Credit)

Speakers: Joe DeLoach, OD, FAAO, Peter J. Cass, OD and Andrew Kemp, OD, FAAO

10:50am Contract Negotiation - Hiring an Associate, Signing Good Contracts with Payers

This panel discussion reviews all the main aspects of contract negotiation in optometry. Learn how to write a contract when hiring an associate, what a young OD can do to make their resume stand out from the crowd. TOA's L&L team will discuss Texas state laws that protect you from unfair actions of insurance plans and what to look out for when signing a contract.

Hiring an Associate, Signing Good Contracts with Payers

- ♦ Associate perspective – what can a young optometrist bring to the table to make them a more attractive employee
- ♦ Owner perspective – what can employer do to attract and fairly treat an associate
- ♦ Payers – what does Texas law say about payer contracts, what should you look for when signing a contract

(1hr Gen CE Credit CE)

Speakers: Laurie Sorrenson, OD, FAAO, Joe DeLoach, OD, FAAO, Thomas Lucas, Jr., OD and Justin Bazan, OD
Moderator: Bj Avery

11:40am Sponsored "FREE Boxed Lunch"

Enjoy a FREE Lunch courtesy of our supporters while they update you on their latest industry information, reveal new features, launch exciting products and more. (No CE)

Sponsors: Allergan, Code Safe Plus, Maculogix, Optovue, Practice Compliance Solutions and Weave

1:15pm Compliance - How to Avoid the Common Mistakes

This lecture covers relevant and practical topics that providers need to know. It includes tips on cybersecurity, avoiding and dealing with ransomware attacks, HR changes in the Texas such as PTO rules, new discrimination rules, employee vs. contractor, and salaried vs. hourly. It also covers simple steps to keep your documentation and coding clean so that can avoid audits.

How to Avoid the Common Mistakes

- ♦ Cyber security, ransomware
- ♦ How to Avoid the Common Mistakes
- ♦ Cybersecurity, Ransomware – practical steps to protect your office
- ♦ Human Resources – hot topics affecting optometry
- ♦ Fraud – How to keep what you were paid

(1hr General CE Credit)

Speakers: Joe DeLoach, OD, FAAO, Peter J. Cass, OD and John Rumpakis, OD, MBA

2:05pm Billing & Coding for More Money on Monday

This lecture will provide tips for making more money from third party payers, but more importantly keeping it! Simple revenue increasing opportunities will be discussed as well as underutilized procedures and proper coding for maximum reimbursement. Top 10 audit triggers will be discussed along with how to avoid them and keep your hard-earned money.

- ♦ Common mistakes to avoid
- ♦ Things you could/should bill but don't
- ♦ How to keep more money in your practice

(1hr General CE Credit)

Speakers: Joe DeLoach, OD, FAAO, Peter J. Cass, OD and John Rumpakis, OD, MBA

3:25pm Practice Management Basics

This lecture focuses on the key performance indicators (KPIs) that you must monitor in your office to manage your practice effectively. Each KPI are explained as well as and tips for improving each one. Strategies for hiring and retaining the right people discussed. The role of social media in the workplace and how an employer should monitor and respond to employee usage as well as practice usage of various social media platforms.

- ♦ KPIs - practice metrics
- ♦ Hiring the right people
- ♦ Social media in the workplace

(1hr General CE Credit)

Speakers: Laurie Sorrenson, OD, FAAO, Peter J. Cass, OD and Justin Bazan, OD

4:15pm Marketing

This lecture covers strategies for marketing in the new digital age, including Google, Facebook, Yelp, and others. Ideas for claiming and boosting your practice's social media presence given, as well as some traditional tried and true methods that still work. This lecture will also covers automated solutions to increase patient engagement while boosting staff efficiency. Sound practices for responding to good and bad reviews included as well.

- ♦ Strategies
- ♦ Social media management
- ♦ Automated solutions

(1hr General CE Credit)

Speakers: Laurie Sorrenson, OD, FAAO, Peter J. Cass, OD and Justin Bazan, OD

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