



# The Business Of Eye Care Forum Agenda and Course Descriptions

Start	End	Activity
8:00 am	9:00 am	<b>Registration</b>
9:00 am	10:30 am	<b>Welcome – All Attendees</b> <b>Secrets of High - Performing Practices</b> In this highly motivational and insightful program, Cleinman Performance Partners consultants will reveal the leadership qualities and methods that enable high performing practices to get that way... and stay there.
10:30 am	11:00 am	<b>Break</b>
11:00 am	12:00 pm	<b>All Attendees-</b> <b>HOYA Presentation - Practice Made Perfect</b> Hoya Vision Care will discuss their strategic partnership with Cleinman Performance Partners, their focus on the independent eye care professionals and their rich heritage of technology and innovations in a wide range of products including vision care
12:00 pm	1:00 pm	<b>Lunch</b>
1:00 pm	2:45 pm	<b>Owners/ O.D.s</b> <b>The Art of the Deal –</b> <b>Practice transitions and Associate Relationships</b> COPE accredited 2 CEs PM. This unique program is based on more than 30 years of experience working on hundreds of business transactions within the eye care community. Explore the way you can transition into your next phase of practice, whether it is retirement, ownership or associateship. Whether you are an employed O.D. or a practice owner, you will learn what to seek and what to avoid.
		<b>Staff</b> <b>Creating the WOW!</b> <b>Patient Experience</b> ABO accredited for 1 hour CE- Staff only Staff members will learn how truly satisfied patients build the practice for you. Participants will review how to develop word-of-mouth referrals, create a positive public perception, and discover surefire ways to nurture patient loyalty. Staff members will evaluate their own communication style and how to improve it so patients really “tune in.”
2:45 pm	3:00 pm	<b>Break</b>
3:00 pm	4:30 pm	<b>All Attendees - Getting Stuff Done</b> ABO accredited for 1 hour CE ( <i>staff only</i> )- How do you lead your staff from ideas of what should be done, to implementation, and ultimately, to production of high quality eye care services? The answer is simple: It’s a process. You can’t just come up with great ideas and then sit back and wait for it to all happen. You have to initiate a process that everyone can follow, with concrete steps and measurable conclusions. Learn how the experts do it.