

Business Track Course Descriptions

Increasing Capture Rate, One Patient at a Time

Presented by Samantha Toth

Whether you're considering the addition of an optical dispensary, or seeking to improve one that is already in operation, integrating the medical practice and optical dispensary into a seamless business rather than two separate entities. This course provides guidance on creating a team environment where the ultimate goal is patient care excellence. Don't miss this opportunity to learn how each member of your staff can contribute to enhance the overall patient experience and your practice's growth.

Opticianry Leading the Way

Presented by Blair Wong

The goal of this course is for participants to develop a greater level of understanding of the past, present and future direction of our profession.

Secrets to Generating New Patients Online

Presented by Samantha Toth

Websites that generate new patients require more than putting up a few pages of text and pictures and hoping people visit. Knowing what your website should include and how to interact online with your patients and prospective patients is critical to your practice's growth. This course will provide an introduction to website features designed to enhance communication with existing patients and generate new ones.

Creating an Indispensable Impression

Presented by Tami Hagemeyer

Positive first impressions dictate the atmosphere of our patient's experience. We will discuss our ability to maximize a positive visit through phone etiquette strategies, communication in the frame room, along with applicable marketing techniques.

The Yelp Effect – Dealing with Negative (& Positive) Reviews

Presented by Daniel Feldman

Since grade school, we've been calling each other names. However, in our digitally connected world, more than sticks and stones can hurt you. Online reviews can both help and hurt your business. In this course, we will examine how to work with online reviews to build your practice reputation.

Twitter – If POTUS Can Do It, So Can You

Presented by Daniel Feldman

With dozens of social media platforms out there, Twitter is still very relevant, especially since one of its most prolific users happens to be the President of the United State. In this course you will learn the basics of how to use Twitter to promote your practice and your brand.

Your Website Probably Sucks

Presented by Daniel Feldman

Do you have any inventory in your practice as old as your website? Like it or not, your website is your number one marketing piece. In this course, you will learn the basics of web design in a mobile phone world, what to include in ECP websites, and how to get people to your website.

Do We Stand a Chance Against the Online Optical?

Presented by Tami Hagemeyer

Eyewear purchases have changed drastically in the past decade. This course is presented through the unique perspective of challenges and opportunities few face daily from the online optical. It will re-focus your perception regarding patient reliability, including retaining current patients and attracting new patients in a hyper-competitive environment.

Leading and Managing by the Numbers

Presented by Phernell Walker

Today's owners, managers and practice administrators have unique challenges operating a modern optical dispensary. This course explores the complexity of leading and managing. Discover the fundamental management concepts of leadership style, forms of motivation, managing by the numbers and a deep look into ratiocination of performance, coaching techniques and business SWOT analysis. This is a must course for optical managers, owners and operators.

Enhance Your Communication Skills

Presented by Tami Hagemeyer

Communication between the optical professional and patient define the outcome of our patient's visit. We will examine in what way small modifications in communication skills enhance our ability to improve our patient's experience.

Sell Something More Profitable Than Low Prices – Positioning Your Practice

Presented by Samantha Toth

A private practice without a marketing plan or unique selling position is in a commodity-like business, where the only basis for choice is price. This results in the default strategy of becoming the "low-cost provider." This course is designed to assist eye care professionals in determining their Unique Selling Position and provide examples of how to effectively differentiate themselves from their competition.

Trust and the Coordination of Care

Presented by Tami Hagemeyer

Efficiency in eye care means a number of professionals working together. As such, understanding everyone's role is critically important. Presenting a unique perspective on optimizing patient outcomes through a coordinated effort utilizing clinical presentations.

Are You Being Managed by Your Checkbook?

Presented by Nikki DiBacco

Management of an optical or optometric practice is difficult, and saving money while still offering your customers the best service and watching your pennies is a difficult road to travel. This course will discuss many useful ways to pinch those pennies while not feeling a pinch in your wallet.

The Art of Multiple Pair Sales

Presented by Mohamed Ganem

You will gain an understanding of the importance of multiple pairs for your customer and you. You will learn how to start the conversation. You'll know what questions to ask. You'll learn how to ask the questions. Your goal is to uncover the customer's needs. You'll learn how to educate the customer and recommend the products that will address their needs and enhance their lifestyle. Overcome objections and show the value. Then close the sale.

Design on a Dime: Updating Your Optical Leads to Dollars!

Presented by Nikki DiBacco

Your optical is your largest and in some cases, your only source of income. Isn't it time to showcase it in the most effective way possible?

Florida Rules and Regulations

Presented by Bill Underwood

This course will challenge participants to answer questions related to Florida Opticianry Laws & Rules as well as current OSHA & ANSI Standards. The jeopardy style format will entertain and inform attendees about current regulations.

Knowing Your Customer

Presented by Mohamed Ganem

Every eye care professional strives to provide exceptional service to all their customers all the time. One of the most important ways to achieve this goal is to have a strong team in place that has the necessary skills to identify the type of customer they are dealing with. By doing so they can effectively respond to customer's needs. Thus creating a great customer's experience that will insure a long lasting relationship. Building a lasting relationship with one's customers is the key to retaining customers. Customer's retention is the key to building a successful practice. Having a great team in place will help eye care professionals build and maintain a loyal customer base that will grow with their business.

Project Runaway - Protecting Your Inventory from Theft

Presented by Nikki DiBacco

How do you passively, and actively, protect your biggest investment-your inventory?

Prevention of Medical Errors in an Optical Environment

Presented by Bill Underwood

This course will identify medical errors in the optical environment, an understanding of how they happen and what they can cause, as well as introduce ways to prevent them. Included in the discussion will be terms including root cause analysis and assessment; as well as identification, documentation, implementation of remedial process, and communication.

Selecting for Success: How to Build a Great Team

Presented by Mohamed Ganem

You'll gain an understanding of identifying the best candidate. You'll understand the importance of your expectations of a candidate. The importance of understanding what the job requirements are. You'll gain the knowledge required to conduct an effective interview. You'll gain the knowledge of how important the questions you ask and how important is the candidate's answers. You'll understand how important it is to hire the best candidate to the success of your team and organization.