

The Business of Eye Care Forum

Agenda and Course Descriptions

BETTER PERSPECTIVE, BETTER RESULTS

8:00am 9:00am Registration

9:00am 9:15am *Welcome and Introductions: Al Cleinman and Rich Heiland*

9:15am 10:15am *Building a Trust Based Practice – All Attendees: Tim Roberts*

A successful optometry practice is one that is profitable! Does your role as a doctor collide with your role as a business owner? Is your staff's idea of patient care at odds with selling products and services? This dynamic presentation shows you how to break through self-limiting beliefs about money and success that inhibit practice growth. Learn to build a comfortable sales culture that supports a quality patient experience. **COPE PM CE – 1 Hour**

10:15am 10:30am Break

10:30am 11:30am *A Clear Perspective of Freeform – All Attendees*

Innovations in lens technology provide patients with tremendous value in vision correction. Review current standard front surface progressives and their limitations, learn how freeform corrects for progressive lens limitations, and understand how freeform can optimize and/or personalize progressive lenses. Most importantly, learn the most effective ways to describe the freeform process and explain the opportunities to patients! **ABO CE – 1 Hour (Technical, Level II), COPE PM CE – 1 Hour**

Sponsor Presentation

11:30am 11:40am Break

11:40am 12:30pm *Lens Capture in the Lane – All Attendees*

Easy to follow, easy to deploy ten-step process for dramatically increasing revenue! This team approach to lens capture rates is a proven methodology used for every patient by top performing practices

12:30pm 1:30pm Lunch Sponsored by: 

1:30pm 3:30pm
The Accidental Leader – Owners / ODs
Al Cleinman

Whether you're managing a team of employees, prescribing solutions to patients, raising your family or working for your community – the leadership skills you demonstrate are the difference between success and struggle. Reflecting upon his 40 years experience as an entrepreneur and consultant in the eye care industry, Al Cleinman explores the leadership skills, tools, and attributes necessary to build the business and lifestyle that you imagine. **COPE PM CE – 2 Hours**

1:30pm 3:30pm
Embracing the Hidden Leader – Staff
Rich Heiland

Leadership is influence in action. When a team is invested in the success of the practice, they are asked to influence the best in each other and in patients. At every level, staff members lead by example, as mentors, and through consensus-building. This inspiring program challenges your team to demonstrate leadership skills that transform the work environment and deliver superior patient care. **ABO CE – 2 Hours (General Knowledge, Level I)**

3:30pm 3:45pm Break

3:45pm 4:00pm *Grab Your Giveaway!*

Time for your team to celebrate with a high energy, fun-filled celebration! Courtesy of The HOYA Free-Form Company. Must be present to win.

4:00pm 4:30pm *Question the Answers - All Attendees*

After a day of thought-provoking and motivational content, this is your opportunity to probe deeper, ask questions and challenge the ideas you've heard. Our speakers reconvene for a moderated panel discussion, driven by topics you'd like to know more about. This is your time to get the most out of your Business of Eye Care Forum!