



A FREE DAY OF DISCOVERY!

FOR EYE CARE PROFESSIONALS AND STAFF PRESENTED BY CLEINMAN PERFORMANCE UNIVERSITY

THE BUSINESS OF EYE CARE FORUM

▶ ABO approved and COPE accredited



LEARN THE SECRETS OF TOP-PERFORMING PRACTICES

AT THE BUSINESS OF EYE CARE FORUM

- ▶ Learn how to build a comfortable sales culture that supports your bottom line!
- ▶ Learn how to create the business you've always dreamed of!
- ▶ Learn how to lead your team and transform the work environment!
- ▶ Learn how free form lens design will benefit your patients and differentiate your practice!

“ LOTS OF INFO ON HOW TO IMPROVE PRACTICE AND PROFITS! ”
 TRACY C., SAN ANTONIO, TX

“ VERY INFORMATIVE, INSPIRING AND WELL PRESENTED. ”
 ANDREW C., BOSTON, MA



EVENT INFORMATION:

REGISTRATION BEGINS AT 8:00 A.M.

PROGRAM BEGINS AT 9:00 A.M.

AND CONCLUDES AT 4:30 P.M.

LUNCH PROVIDED



Use your smart phone to scan the QR code to learn more.*
 *Visit your app store to download a Free QR Code Scanner.



Cleinman Performance Partners, Inc.
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Register online today at: www.cleinman.com
 or by calling: 1.800.331.5536.



CLEINMAN PERFORMANCE UNIVERSITY

Cleinman Performance University provides leading-edge content and business development knowledge to optometry practices across North America. As a division of Cleinman Performance Partners, our purpose is to provide your entire team with a diverse and powerful curriculum of learning opportunities that support you in providing the highest quality care possible to your patients while achieving your professional goals! The Business Eye Care Forum is one such event where we provide ABO and COPE approved courses. This powerful 1-day event is sponsored by The HOYA Free Form Company.



TIM ROBERTS

BUILDING A TRUST BASED PRACTICE

(PRACTICE OWNERS AND STAFF)

COPE ACCREDITED PM 1 HR

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. Tim is the President of Trustpointe, a Sandler Training franchise.



MARK MATTISON-SHUPNICK

A CLEAR PERSPECTIVE OF FREE-FORM

(PRACTICE OWNERS AND STAFF)

ABO APPROVED 1 CE AND COPE ACCREDITED PM 1 HR

Innovations in lens technology provide patients with tremendous value in vision correction. Review current standard front surface progressives and their limitations, learn how free form corrects and/or personalizes progressive lenses. Most importantly, learn the most effective ways to describe the free form process and explain the opportunities to patients! Mark is the Director, Education and Training, Jobson Medical Information LLC.



AL CLEINMAN

THE ACCIDENTAL LEADER

(PRACTICE OWNERS)

COPE ACCREDITED PM 2 HRS

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.



RICH HEILAND

EMBRACING THE HIDDEN LEADER

(STAFF)

ABO APPROVED 2 CE

Leadership is influence in action. When a team is invested in the success of the practice they are helping to run, 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.

SPONSORED BY: THE HOYA FREE-FORM COMPANY

As the sole sponsor of this event, The HOYA Free-Form Company invites you and your entire team to attend this FREE day of discovery. HOYA understands the significance of bringing education to you that will help you drive results to your bottom line. We look forward to seeing you and your entire team to renew, recharge and harness the power of real leadership based business tactics powered through the Business of Eye Care Forum.

www.thehoyafreeformcompany.com

▶ Register today at www.cleinman.com

“ ALL YOUR GREAT INFORMATION WILL MAKE OUR OFFICE BETTER. WHAT A GREAT DAY! ”

CARRIE S., CINCINNATI, OH

“ A LOT OF USEFUL INFORMATION AND IDEAS DELIVERED IN A CAPTIVATING WAY. ”

CATHERINE B., PHOENIX, AZ