

# EDUCATION WORKSHOPS

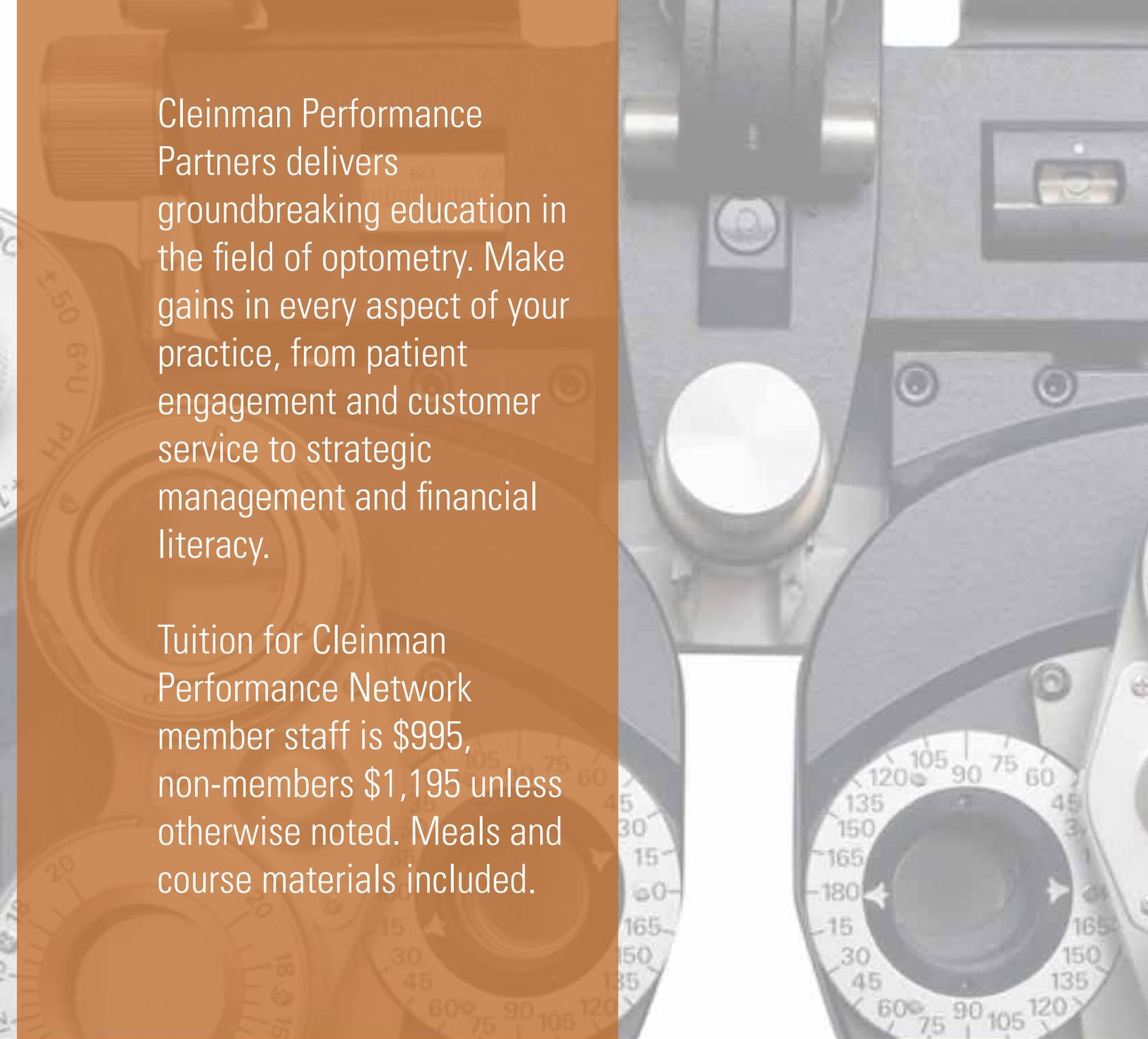
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# 2018



**CLEINMAN**  
**PERFORMANCE PARTNERS**  
**III**

BETTER PERSPECTIVE. BETTER RESULTS.



Cleinman Performance Partners delivers groundbreaking education in the field of optometry. Make gains in every aspect of your practice, from patient engagement and customer service to strategic management and financial literacy.

Tuition for Cleinman Performance Network member staff is \$995, non-members \$1,195 unless otherwise noted. Meals and course materials included.

*“By far, Cleinman Performance University has been the best staff education my staff has received, anywhere. For time spent and money spent, it has been the best experience they’ve had.”*

— Dr. Thomas MacMillan, SC

**For more information about our staff education workshops, visit [cleinman.com/education](http://cleinman.com/education), email [education@cleinman.com](mailto:education@cleinman.com), or call 800.331.5536 x102.**

**St. Louis:** February 9-11 / **Chicago:** August 10-12

## Essentials for the Scribing Optometric Assistant

James Venable, OD, FCOVD

Today's optometric physician must adapt to a more efficient system of operations for enhanced patient care and revenue. Acquire the skills necessary to become an effective scribe for your doctor, including: legalities of documentation, patient engagement, doctor / staff interaction, patient advocacy and patient privacy.

*Open to all staff responsible for patient care.*



**St. Louis:** February 9-11

## Manager's Tool Kit

Johanna Loeffler, CPBA and Associate Consultant

Successful practice management is built upon the tenets of the three pillars of leadership: people, process and systems. However, most managers get stuck in the vicious cycle of day-to-day firefighting. The Manager's Tool Kit will provide a systematic structure to problem solve at the root cause level. Managers will learn the 5 Domains of Practice Management as well as the supporting tools and resources to rise above the tactics to take a strategic approach to truly manage and drive the practice forward.

*Open to all practice managers.*

**St. Louis:** March 9-11 / **Chicago:** September 14-16

## Mission Critical: First Impressions & Constructive Communication

Judith Lee, President, Communications Works Now

On-line referrals, website content, social media and telephone engagement provide patients with a strong first impression of your practice before they ever walk in the door. A professional front desk team with excellent communication skills provides the essential link between practice reputation and patient experience. Create a patient engagement strategy that builds patient loyalty and builds the bottom line!

*Open to all staff positions responsible for patient engagement.*

## Developing a Profitable Contact Lens Department

Angie Hill, Contact Lens Technician

Transform your contact lens department into an efficient profit-making center. Receive practical advice that you and your team can use to see immediate growth. Learn about new lens technologies and the value of fitting daily lenses. Discuss ways to utilize resources efficiently and keep orders from walking out your door. Motivate your team members to work independently with patients for fittings and follow up visits. And explore ways to develop a more engaging website and strengthen your social media presence.

*Open to staff members who work with contact lenses & associate ODs who want to identify their practice as a contact lens destination.*



**St. Louis:** April 13-15 / **Chicago:** October 12-14

### ABO Prep Retreat

Michelle Sellers, BS, LDO

The purpose of this retreat is to review knowledge and skills to prepare for the American Board of Opticianry (ABO) certification exam. Participants will be provided information on terminology, lens characteristic, ocular anatomy, and more. The last few hours of the retreat will allow participants to experience a practice test to evaluate their knowledge.

*Open to anyone seeking their American Board of Opticianry certification or an overview of optical knowledge.*

# SPECIAL PROGRAM

## The Great Game of Business — Optometry

Danny Clarke, OD & Joely Anderson

**Tuition:** \$2,995 for 2 (required), \$795 for extra person

**Chicago:** September 13

This 1-day workshop is designed specifically for the optometric practice and teaches ODs how to implement The Great Game of Business into their own practices. Dr. Danny Clarke, along with his manager, Joely Anderson, will share the tools that have made them successful in not only implementing, but also maintaining the benefits of The Great Game in their optometric practice for the past 5+ years. Dr. Clarke and his team have worked to identify the potential roadblocks that could keep someone from successfully implementing The Great Game in their own practice and have created tools to enhance the success of implementation so the wheel does not have to be re-invented.

Implementation of the Great Game can:

- Improve the culture of your environment
- Improve/maximize profitability
- Improve/maximize cash flow
- Develop a team with an owner mentality
- Improve individual team members' decision-making skills
- Dispel perceptions & help bridge the gap between owner thinking and staff thinking
- Open to ODs and their practice managers.

*Open to ODs and their practice managers.*

