Third Party / Practice Management Seminar

February 13-15, 2020 at the Sheraton Hotel, PDX

*Click on the links below for more information*

[Event Schedule](#)

[PDF Registration Form](#)  |  [On-Line Registration form](#)

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**Friday Sessions**

**Best Practices - General Session**
By Amber Gatti-Dunn, OD & Panel
Join us for this 2-hour panel discussion of guidelines and ideas that represent the most efficient course of action for you and your practice.

**Optometric Physician Breakout**

**Ethics - 1 hour CE for your license requirement**
By Bob Mans, OD
This one hour lecture is intended to serve both as a broad discussion of the ethical and legal issues inherent in the clinical practice of optometry and as an insight for optometric physicians.

**Course Title: Diagnostic Tests - How To Get Paid**
By Harvey Richman, OD
Total CE Hours: 1, COPE ID: 65136-PM
Description: Technology has been opening opportunities for diagnosis earlier and more definitively. This course will cover the current and emerging technologies as they relate to CMS and CPT reimbursement policies.

**Course Title: Claims Processing How to Avoid the Denials**
By Harvey Richman, OD
Total CE Hours: 1, COPE ID: 57566-PM
Description: A minute of prevention will save an hour of time when dealing with claim processing. This course will offer office practices ways to prevent denials and then how to deal with them if sneak through.

**Course Title: Coding Changes You Need to Know for 2020**
By Harvey Richman, OD
Total CE Hours: 1, COPE ID: 65260-PM
Description: You may have heard lots of discussion on the impending doom of EM services. This course will set you straight on these codes as well as provide input on the other changes in CPT and ICD-10 for 2020 and Beyond.
Wells Fargo Presents: The Debt Dragon; Taming the Beast
Strategies for Managing Student Debt while Achieving Wealth, Security and Ownership

Debt and how to manage it has become center stage in the business decision of optometrists across the country. Join our local team of local advisors combined with a national expert in student debt management for an evening of reviewing tools and strategies for taming the Debt Dragon.

- What is the latest on student debt, its implications to lifestyle and what is the industry doing about this?
- How do you settle the question of your best debt repayment plan once and for all?
- Given the reality of school debt, what is the optimal timing for personal and business expenditures (i.e. Home purchase, practice ownership, retirement planning)
- What tool do you need to get beyond the emotions to the math of your personal and business decisions?

Columbia Bank Presents: Practice Transitions and Retirement Planning
Whether you are seeking a traditional retirement, you want to pivot to a second career, or enter a new pace that blends "retirement" with your practice. You need a financial roadmap designed around what's most important to you in life. Come hear great strategies.

ParaOptometric Breakout

Calling All Para-Optometric Staff .... Come to the Third Party / Practice Management Seminar to hear Phernell Walker, MBA, ABOM. He is a nationally recognized lecturer, consultant and motivational speaker because of his unique talent for teaching his students everything they need to know to become a professional optician. He authored the textbook, Pure Optics, to help his students prepare for the ABO exams. Mr. Walker is one of only a few hundred people to earn a Master in Ophthalmic Optics (ABOM). He currently serves as the Director of Optometric Relations at VSP Ventures. His educational achievements include an MBA, BS in Business, and an AS in Ophthalmic Optics. He is certified by the American Board of Opticianry (ABOC) and the National Contact Lens Examiners (NCLEC).

This year, we have drastically reduced the registration fee for staff attending the TP/PM Seminar.
Register your staff for these certified courses and to hear Phernell Walker, MBA, ABOM.

✓ Color Vision Do You See What I See [ABO & NCLE]
✓ Optical Case Studies [ABO & NCLE]
✓ Inventory Made Easy [ABO & NCLE]
✓ Leading and Managing by Numbers [ABO]
✓ Dispelling the Myth; Prism is a 4 Letter Word [ABO & NCLE]
✓ Advanced Optics through the Looking Glass [ABO & NCLE]

Saturday Sessions - All offerings are General Session

Course Title: Ask the Coding Experts
By Harvey Richman, OD
Total CE Hours: 2, COPE ID: 55289-PM
Description: This course will evaluate the billing and coding issues that optometrists deal with on a daily basis. Specifically, it will address ways of developing a medical model within an optometric practice and how to bill for those encounters. We will take a look inside your medical records and emphasize proper documentation by using specific case examples.

Ron Guerra, Attorney, Innova Legal Advisors
Presents: Human Resources, Sexual Harassment, Labor Laws, Pay Equity and much more....

Thank You to our Industry Partners

Be sure to join us on Friday from 5:00 to 7:30 PM for the Industry Exhibit Hall and Attendee Social.... Food & Beverage!

*industry partners at time of print