

Course Summaries

Third Party / Practice Management Seminar

Friday, February 12, 2021

Best Practices - Moderated by Jim Hale, OD - Virtual

Join us for our panel discussion of guidelines and ideas that represent the most efficient course of action for you and your practice.

Customer Service Must Have Skills - Mary Schmidt, ABOC, CPO - Recorded

This course is designed as a self-evaluation and development program. Each attendee will receive a breakout of skills they must possess or improve, to fully deliver the customer service needed in our current marketplace.

Important Changes to CPT and ICD-10 Codes in 2021 – Harvey Richman, OD - Virtual

This course will briefly cover the EM changes for 2021 but more specifically look at the procedural, surgical, and emerging technology codes that were updated for the upcoming year. Additional time will be spent covering the changes in the diagnostic codes that came out in October 2020 as well as discuss what may be coming in the future.

Cultural Competency – Crystal Lewandowski, OD, FAAO – Virtual [CE Credit = 1 hour]

Part 1 provides an introduction to Cultural Competency and reviews concepts of culture, diversity, social determinants of health, and healthcare disparities. It is designed to provide attendees with resources and strategies to identify awareness of personal stages of cultural competence and further integrate culturally competent care into their existing optometric practice.

Cultural Competency - Crystal Lewandowski, OD, FAAO – Virtual [CE Credit = 1 hour]

Part 2 will cover a review of communication models and case studies will provide practical examples that reinforce the importance of understanding attitudes and beliefs about cultural identities, cultural barriers that may exist between patients and providers, and the impact of optometrists' cultural skills on quality of care.

Ethics / Law – Derek Louie, OD & Shelley Sneed ED – Virtual [CE Credit = 1 hour]

At the completion of the program, the attendee should understand how to ensure compliance with maintenance of their optometry license. What are the most common problems encountered by licensees regarding renewal. And be familiar the process by which the Board approaches complaints. There will also be a question/answer period. Followed by a discussion on the makeup and function of the Oregon Board of Optometry. Additionally, discussions on the most common challenges that licensees encounter and the process the board undertakes once a complaint is received to help reduce confusion and ensure continued public safety.

10 Ways to Lose a Patient - Mary Schmidt, ABOC, CPO – Recorded

In today's market, patients can be very demanding. If you are lucky, they tell you when you don't measure up. But if you're unlucky, they just walk away, without giving you the chance to succeed and they tell others. This course will allow you to assess your standard practices to ensure you are handling all the basics.

Saturday, February 13, 2021

Simplifying HIPAA - What Optometric Practices Need to Know - Virtual

When considering office needs, HIPAA compliance is often at the bottom of the list. Yet, with increased HIPAA enforcement and complaints in 2020, HIPAA should be a top priority for providers as we start 2021.

Join us to hear:

- High-level HIPAA education for practice management
- Government standards for HIPAA compliance programs
- What documentation is required to pass a HIPAA audit
- Real world examples of audit letters, fines, and OCR stats on HIPAA enforcement

Join our HIPAA compliance partner Abyde for a webinar to find out why HIPAA compliance should be your practice's top priority during these changing times.

Retirement Planning - Columbia Bank - Virtual

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. Be prepared for great strategies.

Frame Styling - Mary Schmidt, ABOC, CPO – Virtual

Do you know which frame shape is best for your patient face? How can you be confident about exactly what that shape should be? Or do you simply choose your favorite? We're here to help. This course will teach techniques that will enable them to assess face shapes and discern which frames will most complement patients' features. We'll also show you how you can determine just the right fit and maximum patient comfort.

A Comprehensive Guide to the Revised E/M Code Set – Harvey Richman, OD - Virtual

This course will provide the attendee with the changes that will impact all physicians that use the Evaluation and Management codes. While it was originally set to be implemented January 2021, CMS has already taken steps to use the new guidance for documentation during the COVID-19 pandemic. No longer are we bound by number of elements but now focus on medical decision making and time.

Leadership- Building a strong team - Mary Schmidt, ABOC, CPO – Virtual

What is Team Building? It means different things to different people. Sometimes it's difficult to define. This program will give you a definition and the skills to create your own. In the competitive market today, your team is critical to your success. Having the team work together, support each other and provide a quality experience for your patient will make the difference between success and mediocrity.