

# Third Party / Practice Management Seminar

## Course Summaries

### Thursday, February 16

*This is your day to Advocate for Optometry in Salem. Legislative appointments will be set up by our lobbyist, either in-person or via zoom depending on legislator availability. Zoom appointments will be held at the Grand Hotel, and in-person appointments at the Capitol.*

During leg appointments, we will offer a concurrent education track that you can attend between appointments. Come and listen to Columbia Bank Financial team and Dr. Joe DeLoach from Practice Compliance Solutions.

#### Columbia Bank Financial Team

##### Dr. Joe DeLoach, OD, FAAO

##### **Compliance: Can't I Just Be a Doctor Anymore**

This course will cover the four major compliance areas that impact every health care provider which include HIPAA, Human Resources, Hazard OSHA, CDC, CLIA, and Fraud Abuse as well as touch on newer issues related to comanagement, CE provided by ophthalmology, patient discrimination and disability and fee transparency.

##### Dr. Joe DeLoach, OD, FAAO

##### **Is this the Right Job for Me?**

This course will cover antitrust laws, what to look for in vision contracts, and how to evaluate whether a payer contract is right for your practice.

### Friday, February 17

#### **Drs. Bob Mans, OD & Douglas Walker, OD and Panel**

##### **General Session - Best Practices**

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.

##### Dr. John McGreal, OD

##### **New CPT Coding for Office Visits**

This course will review CMS revisions to CPT coding and discuss code definitions, documentation requirements, new methodologies for code selection and use case examples for clinical correlation.

##### Dr. John McGreal, OD

##### **Coding Updates for Testing and Procedures**

This course will review coding updates and documentation guidelines.

**Dr. John McGreal, OD**

**MIPS Updates**

This course will cover an update on MIPS reporting and exemptions.

**Dr. Peter Cass, OD**

**Cybersecurity**

This lecture will familiarize doctors with the data security risks facing practices. An overview of rules and regulations regarding protection of patient data will be discussed. Practical advice will be given on how to secure networks, computers, patient records, and data.

**Dr. Joe DeLoach, OD, FAAO**

**HR for Healthcare Business**

This course reviews the human resource legal landscape and changes in human resource laws. There is a focus on the future challenges facing small businesses in complying with the ever-changing employment regulations.

**Dr. Peter Cass, OD**

**Patient Engagement, EHRs and social media**

Over the past few years, there has been a new trend in the discussion about eHealth and improving our health care system - a trend to focus on patient engagement. This means big changes in the way health care is documented and delivered. We must use EHRs and provide many additional services through EHRs the internet.

**Mary Schmidt, ABOC, CPO**

**Selling Skills: To Speak or Not to Speak, Certified ABO, AOA, 1 hour**

Knowing what to say and when to say it is key in the selling process. Do you stumble with your words? Do you find yourself at a loss when trying to explain products or services? This course will help you increase your ability to explain products and services provided by your practice. Patient will be more confident in their decision making because you have educated them.

**Mary Schmidt, ABOC, CPO**

**Frame Styling-Choosing What's RIGHT, Certified ABO, AOA, 1 hour**

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.

**Mary Schmidt, ABOC, CPO**

**Words Matter-Choose Wisely, Certified ABO, AOA, 2 hour**

Have you ever felt tongue-tied when speaking with a patient? Have you ever simply not known how to respond to a question? Does the right phrase come to you seconds, minutes, or even hours after the patient has left the building? There are so many scenarios we can plan for and anticipate, and with practice, you will be ready to respond, if you practice and plan ahead. This program will give you real world scripts and phrases that you can use to communicate more effectively with your patient. You'll know what to say right in the moment and convey your message clearly. This course will enable you to know what to say, when to say it and how to get your message through.