

Third Party/Practice Management Seminar Course Summaries

General Session

Best Practices, presented by Dr. Shaina Sullivan & 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.

Track 1

The Value of Specialty Services, presented by Christopher Wolfe, OD, FAAO

A systematic approach for determining the appropriate fee structure for adding new and specialty services to a practice offering. Information provided in this course will be a practical guide that focuses on content of Current Procedure Terminology and an evaluation of individual practice metrics to use as a benchmark for potential adjustments.

Worried about Audits? You should be ... but not for the reasons you think, presented by Christopher Wolfe, OD, FAAO

A systematic approach for CMS Comprehensive Error Rate Testing (CERT) allows for practical understanding of how to improve documentation and defend against audits. Information provided in this course will be a practical guide that focuses on content of Current Procedure Terminology and CERT.

Office Visits and Documentation Guidelines: The Value of Care, presented by Christopher Wolfe, OD, FAAO

Course Description: A systematic approach for determining the appropriate level of evaluation and management and ophthalmological codes allows for a practical understanding of when to utilize each code appropriately. Information provided in this course will be a practical guide that focuses on content of Current Procedure Terminology and Documentation Guidelines.

Panel Discussion – OSHA, presented by Ron Guerra & Heidi Mason Attorneys

Occupational Safety and Health Administration (OSHA) discussion topics to cover; guidelines for safe and healthful working conditions for workers by setting and enforcing standards, by providing training, outreach, education and assistance. Plus much more...

Track 2

Revenue Cycle Management – Start to Finish, presented by Dr. Joe DeLoach, OD

This course will cover the basics of revenue cycle management including insurance, billing, coding, denial management and the must know for survival in an ever-changing climate.

Fraud and Abuse, presented by Dr. Joe DeLoach, OD

Are You Fraudulent, Abusive or Wasteful The Affordable Care Act mandates that all providers understand fraud and abuse issues in health care. They are also directed to train their staff in these issues. This program covers the different provider relationships in health care and the main fraud and abuse legislation we are required to understand. A guideline for establishing a Fraud and Abuse Compliance Program in the office is presented.

Sunglasses – They're HOT! presented by Andrew Bruce, LDO, ABOM, NCLE-AC

This course will discuss the importance of promoting the use of premium quality sunglasses, for patients of all ages. The sun's harmful effects on the eyes will be reviewed, together with the role frame selection plays in providing optimal eye protection from both UV rays and high luminance levels. In addition, the variety of sunglass options available will be explored, along with the pros and cons for each.

Only the Best will Do! presented by Andrew Bruce, LDO, ABOM, NCLE-AC

In order to succeed in today's highly competitive eyewear market, it's vital to stand out from the crowd. One of the most effective ways to accomplish this is to do whatever it takes to ensure that every patient enjoys an incomparable experience during their visit to your office. This course will present the importance of providing an unparalleled standard of care, and this can only be achieved by delivering superior service and premium quality eyewear: frames, lenses, and enhancements. In a nutshell . . . Only The Best Will Do!

These Don't Work! presented by Andrew Bruce, LDO, ABOM, NCLE-AC

Let's set the scene . . . you're having a pleasant start to your Monday morning; your commute was Uneventful during which you listened to your favorite playlist and enjoyed a nice morning beverage. 8 o'clock comes around and the first patient walks in, practically throws their glasses at the receptionist and screams, "These don't work!" Of course, you heard them, as did everyone within a five- mile radius! So, you immediately drop what you're doing to go rescue the receptionist and take care of the patient.

Of course, you've all been there, and this course will address situations such as these. This course will cover how to "translate" what the patient is trying to articulate, to determine what the potential cause(s) of their vision difficulties may be. The S.O.A.P. protocol will be discussed, in depth, as it pertains to problem solving such complaints. Also, causes of common complaints will be discussed, and how best to solve them. Several patient examples will also be presented. A knowledgeable optician, skilled at problem solving, can often resolve patient eyewear concerns, preventing the need for additional chair time with the doctor, resulting in increased profitability for the practice and enhanced patient satisfaction.