
Kansas Optometric Association's
2018 Annual Convention and Seminar
ASSISTANT COURSE DESCRIPTIONS

April 26-27, 2018 • Hyatt Regency Wichita

Sharon Carter

SUNWEAR: HOW TO STEAL MARKETSHARE AND MAKE BIG MONEY

Most patients have a pair of sunglasses. Did they buy them from you? You will learn how to successfully present sunglasses, an easy way to increase your optical revenue without seeing more patients. Every patient in your office is a prospect for sunwear. Most practices sell sunwear to 40-50% of the patients they present it to. Would that increase your optical revenue?

KNOWING YOUR DIGITAL SCORE - IT'S THE SECREAT TO ATTRACTING NEW PATIENTS

Do you clearly understand how patients search and select their eye care and eyewear providers today? We may be missing the mark on how we allocate funds to attract new patients. Practices are spending money on advertising but are not seeing the return on their money like we have seen in the past. One of the reasons for this is most savvy patients search online and have several things that motivate them make their decision. This course will show you how to measure your digital impact and reveal what key things you need to focus on to make your advertising dollars produce more results in this digital world.

TOTAL RECALL

Are you incorporating all the resources available to you in getting your patients back in your chair? We started with a recalling our patients and then advanced to pre-appointing our patients. This course will give you a system that will utilize both systems and use new technology to help get patients back in when you want them there. It is important to manage all your patients but it is imperative to manage your patients that have a medical diagnosis and are on a treatment plan. If you want your practice to grow at the optimum pace you not only have to acquire new patients, but you need to keep the ones you already have.

FRONT OFFICE PROCEDURES/MEMORABLE FIRST AND LAST IMPRESSIONS

How important is the first impression and the last impression patients get when visiting your office? Learn how to make a positive impression beginning with scheduling the appointment, through the duration of your patients' visit until the patient walks out of the door. Topics covered will include telephone procedures, greeting patients, appointment scheduling, checking out and collecting charges, pre-appointing along with any other interactions with the patient that might occur in the front office.

DYNAMITE DISPENSING

When a patient comes to pick-up their new glasses, this is one of the most important times you will spend with the patient. This is the beginning of the service side of their purchase. You have already collected their money so now you have to show them they are more than a cash sale. Are your patients getting the same care and assistance as they received during their exam by the doctor and when you were making the sale? This is where we can really show our customer service or you drop the ball and leave your patients feeling like you only care about the sale. This course covers the steps that should be followed in dispensing to leave the patient feeling good about their purchase and comfortable coming back for adjustments in the future. Following these simple steps will take you from average to dynamite!

WHERE IS MY MONEY??!! IT'S MY MONEY AND I WANT IT NOW

This course will identify potential places where practice funds may be tied-up and directly affecting bottom line profits. Such locations may be a significant amount in a single area, such as insurance receivables. Ask yourself these questions. Are you struggling to get patients to return yearly and keep your schedule full? Are you maximizing the three potential streams of income? Are you educating patients on the benefits of products you have in your optical? Do you have the proper number of frames of the right mix based on gender and age of your patients or do you have a hodge-podge of frames based on what your frame reps said you need? Are your staff salaries out of balance? Is your staff working together as a well oiled machine or is there "sand in the gears"? Find the answers to these questions within this period of instruction. nt office.

Kristina Dietrick, HR Partners

MANAGING MULTIPLE GENERATIONS IN TODAY'S WORKPLACE

In today's workforce, multiple generations working together is the rule, not the exception. But how does one manage and motivate multi-generations in the workplace? And what are the "best practices" for successfully collaborating with multi-generations in the workforce? Kristina Dietrick, President of HR Partners, and a certified Gen-X'er, will provide answers and solutions in her enlightening, educational and fun-filled training session.

Andrea Engstrom, Bajillion

CREATING BRAND CHAMPIONS - HIGHLY REFERRABLE BRANDS

In every organization, there is a branding "sweet spot" where your values and what you do best align with what your customers care about most. This is where you can create raving brand champions, through sharing this message creatively. Learn how to uncover this magic for your practice, and develop a brand that inspires. We'll share examples, and have a little fun.

Todd Fleischer

SEE TO LEARN® CELEBRATING 25 YEARS ... WHERE DO WE GO FROM HERE?

The award-winning See To Learn® Program is 25 years old ... what are its successes, what are its challenges and where do we go from here. Implementing the program in your office now and in the future.

Elaine Schmidt, CPC

BACK TO THE BASICS

A very wide array of topics pertaining to AND geared to the newer biller for a basic understanding of guidelines and steps involved for successful claims filing will be covered.

UNDERSTANDING DURABLE MEDICAL EQUIPMENT

This DME workshop is designed to provide guidance and instruction regarding billing post-cataract eyewear.

KEEPING CURRENT IN THE OPTOMETRIC WORLD

Topics including problematic coding situations, correct modifier use, co-management, and selection of CPT exam and office visits will be addressed