



PRACTICE FOUNDATIONS — ACADEMY —



April 13-14, 2018
Omaha, Nebraska

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COURSE SCHEDULE

FRIDAY, APRIL 13

4:30 pm	Check-In and Cocktail Reception
5:00 pm	Welcome: Gilan Cockrell, OD, FAAO, and Meet Our Sponsors
5:15 pm	General Session State of the Industry/Culture of Initiative, Bill Nolan
5:30 pm	General Session Million Dollar Schedule, Gilan Cockrell, OD, FAAO
6:30 pm	General Session Help! I'm Drowning: Utilizing Super Techs in Your Practice, Gilan Cockrell, OD, FAAO
7:30 pm	General Session Perpetual Reactivation, Gilan Cockrell, OD, FAAO
Room	Missouri/Platte Ballroom

SATURDAY, APRIL 14

7:30 am	Breakfast Buffet: Lower Level Embassy Suites				
8:00 am	Decisions by Statistics, Bess Ogden	Digital Measuring and Dispensing, Joel Wolf	Strategic Use of New Technology for Age-Related Macular Degeneration, Bill McPhee, Robin Mattson, Kortnee Virus	The Power of Communication, Janette Shannon	Insurance 101: Verifying Coverage, Robin Elliott, Stacy Schiltz, Ava Battershell
9:30 am	Financial Planning for Growth and Control, Bess Ogden	Building Your Blue Light Practice, Greg Naes	Fundus Autofluorescence and Its Practical Applications OPTOS, Ryan Powell, OD	See to Learn, Todd Fleischer	Insurance 102: Claim Payment & Reconciliation, Robin Elliott, Stacy Schiltz
Room	Big Blue A	Big Blue B	Elkhorn A	Elkhorn B	Elkhorn C
11:00 am	Meet Our Sponsors				
11:30 am	Lunch: Lower Level Embassy Suites				
1:00 pm	General Session Schedule Management Dialogue: Setting Positive Expectations, Robin Elliott				
1:45 pm	General Session Clinical Conversations: Scripting for Clinic & Diagnostic Testing, Shaun Damico				
2:30 pm	General Session Exam Room Dialogue: Enhancing the Patient Experience, Gilan Cockrell, OD, FAAO				
3:15 pm	General Session Optical Conversations: Advanced Dispensing, Ellie Rogers				
Room	Missouri/Platte Ballroom				
4:00 pm - 4:30 pm	General Session Wrap Up				

**Schedule subject to change*

COURSE DESCRIPTIONS

Building Your Blue Light Practice

Greg Naes, President of Eye Solutions Technologies

This revolutionary workshop will analyze the threats of blue light on your patients and share proven clinical best practices to help protect patients of all ages.

Clinical Conversations: Scripting for Clinic & Diagnostic Testing

Shann Damico, Operations Analyst at Williams Group

Are you creating a loyal patient base through consistent communication? One of the best ways to create a superior patient experience is through explaining “what” and “why” you are doing testing. Learn how to become the provider of choice through consistent messaging that educates, builds value and elevates the clinical technician’s role as part of the patient’s healthcare team.

Decisions by Statistics

Bess Ogden, Implementation Specialist at Williams Group

Have you made decisions without having all the data? Learn how to manage and grow your practice by collecting key statistical metrics while understanding their significance.

Digital Measuring and Dispensing

Joel Wolfe, Consultant at Optikam

Keep ahead of the technology curve. Try out this standalone iPad app that assists in every facet of the eyewear dispensing process - frame, lens demonstrations, and eyewear measurements in one single image. Frame adjustment training workshop included.

Exam Room Dialogue:

Enhancing the Patient Experience

Gilan Cockerell, OD, FAAO, CEO of Williams Group

Ready to create a practice in which your patients can’t wait to get back to see you? Ready to minimize your externally marketing spending? In this general session, learn language to build value, elevate the patient experience, yield a full schedule, create demand for new technology, and engender patients for life.

Financial Planning for Growth & Control

Bess Ogden, Implementation Specialist at Williams Group

Take a look at your office— can the practice make improvements? When can you hire an associate? Can you implement a bonus program? Learn benchmarking pieces such as cost of goods and contribution margins, and a simple way to format your P&L. After evaluating your financials, you will be able to plan and grow in the future and work toward retirement.

Fundus Autofluorescence and Its Practical Applications

Ryan Powell, OD

The OPTOS Daytona is an easy-to-use, digital, non-mydiatic, ultra-widefield scanning laser ophthalmoscope that captures images through 2mm pupils. Learn more about how this ultra-high resolution imaging technology is capable of on-the-fly, ultra-widefield imaging in color, red-free, and autofluorescence to provide views of deeper structures of the retina.

Help! I’m Drowning:

Utilizing Super Techs in Your Practice

Gilan Cockerell, OD, FAAO, CEO of Williams Group

Let’s talk about Super Techs! What are the advantages Super Techs provide for your patients and your practice? Learn how and why implementing Super Techs benefits your office.

Insurance 101: Verifying Coverage

Robin Elliott, Operations Analyst at Williams Group

Stacy Schiltz, Operations Analyst at Williams Group

Ava Battershell, Channel Partner Sales Executive at Cognizant

Offices spend more time staying knowledgeable on the topic of insurance coverage and eligibility. Keeping insurance verification current helps maximize office reimbursements and ensure your schedule is full.

Insurance 102: Claim Payment and Reconciliation

Robin Elliott, Operations Analyst at Williams Group

Stacy Schiltz, Operations Analyst at Williams Group

How great would it be to watch your claims go through the payment process? Know within a few minutes if a claim will be denied and will need to be resubmitted. Has the claim actually made it to the payer? When will you receive your payment? With Trizetto Provider Solutions, all of this information is available, and more!

Million Dollar Schedule

Gilan Cockerell, OD, FAAO, CEO of Williams Group

Do you know the impact schedule management has on your practice’s income? Learn the value of effective schedule management, whether it’s one day at the office or over the span of 30 years.

Optical Conversations:

Advanced Dispensing

Ellie Rogers, Implementation Specialist at Williams Group

Eyewear choices are everywhere and purchasing fashion and function has never been easier. So, why would your patient choose your practice for their eyewear needs? Today’s opticians need more than the skills of opticianry and sales. In this general session, learn how you can provide the ultimate eyewear buying experience by communication, education and by building a relationship with the patient that will last a lifetime.

Perpetual Reactivation

Gilan Cockerell, OD, FAAO, CEO of Williams Group

Discover the power in utilizing a patient communication coordinator in your office! We’ll discuss responsibilities assigned to this vital member of your staff, specifically with respect to patient recall.

The Power of Communication: Building Patient Relationships Through Technology

Janette Shannon, Business Development Executive at Solutionreach

Engaging your patients between appointments couldn’t be more important than it is now. We will explore patient life cycle, measuring patient experience and loyalty as well as top-of-mind marketing.

Schedule Management Dialogue:

Setting Positive Expectations

Robin Elliott, Operations Analyst at Williams Group

What, when and how you say it at the time of scheduling can make the difference between a \$500,000 practice and a \$1,000,000. Let’s dive deeper into the semantics of a successful schedule that will bring your practice emotional and financial success.

See to Learn

Todd Fleischer, Executive Director at Kansas Optometric Association

Studies indicate that more than 20 percent of kindergarten children have vision problems, and this number climbs to between 30 and 40 percent by the time these children reach high school graduation. Learn how to help children in your community while building your practice through the Eye Care Council’s award-winning SEE TO LEARN Program. In this session, we’ll discuss specifics for implementing a SEE TO LEARN program in your practice.

State of the Industry / Culture of Initiative

Bill Nolan, Executive Vice President of Williams Group and President of Practice Transitions

This session will begin with an overview of current issues facing the optometry industry and provide a 10,000 foot look at many concepts and practices presented at PFA. Learn how to build a culture of staff engagement and initiative that will foster successful implementation and practice growth.

Strategic Use of New Technology for Age-Related Macular Degeneration

Bill McPhee, President and CEO of MacuLogix

Robin Mattson, VP of Customer Experience at MacuLogix

Kortnee Virus, Director of Strategic Account Sales at MacuLogix

Review how the science of dark adaption allows for early diagnosis of subclinical disease and progressive disease staging. Learn how to integrate AdaptDx evaluation into your clinical workflow and improve AMD treatment acceptance and outcomes.