

2019 Managed Care Seminar

Creating a Myopia Management Practice Focus: Best Practices to Adopt

I am writing in my capacity as chairman of the New Jersey Society of Optometric Physicians' Third Party Center committee and chairman of our Managed Care Seminar organizing committee. I want to invite you to participate as an exhibitor at this event, and potentially a presenting sponsor, as you represent a company and a product line which may be featured prominently during the event.

The Managed Care Seminar will be held on Wednesday, December 11, 2019 at the Battleground Country Club in Manalapan, NJ (Exit 8 NJ TPK). This day-long meeting historically has had a practice management and practice development focus. With the rapid changes happening in the delivery of services and ophthalmic products in the eye care space, it is our responsibility to expand the scope and range of services which the contemporary eye care practice may deliver.

I think that you will find that we have developed an outstanding program for the day based upon the theme, *Creating a Myopia Management Practice Focus: Best Practices to Adopt*. Since this topic touches so many sub-disciplines I thought it fit well within the practice development mission of this meeting. We have invited several well-known national optometric educators to deliver a unique program. They will present a series of talks which will establish the foundation principles upon which myopia remediation and prevention may be based; the examination sequence and instruments needed to gauge success along with coding and billing considerations; a talk about deployment and the nuts and bolts of daily office administration and practice management considerations.

Our popular subject matter experts include Alan Glazier, OD, of ODs on Facebook fame, Rebecca Wartman, OD and Harvey Richman, OD, the AOA Ask the Coding Experts, and Nick Despotidis, OD, a regular contributor to the Review of Myopia Management publication and lifelong myopia control advocate. I believe that we have put together a lineup of engaging speakers who can motivate the audience to change their habits, put research and epidemiology into practice, and embrace all that technology offers in patient care and practice management.

We expect an audience of 125-150 ODs and staff from the tri-state region. I think that you will find these doctors to be receptive to information about your products in a smaller exhibit space which allows for more direct contact with the attendees during the breakfast, mid-morning break, and lunch. I would be happy to discuss this further at your convenience or you may speak with NJSOP Meeting Planner, Sharon Kais at 609-323-4012 or skais@njsop.org.

Thanks for your consideration of this request and your continued support of our profession.

Sincerely,



Dr. Charles Fitzpatrick
Managed Care Seminar Chairperson
cfitzod@gmail.com

December 11, 2019
Battleground Country Club
Manalapan, New Jersey
Expected attendance: 125

2019 Managed Care Seminar

Exhibitor Application



Registration + Setup
7:00am - 7:30am

Exhibit Area Open
7:30am - 8:30am; 10:10am - 10:30am; 12:10am - 1:00pm;

www.njsop.org

Please complete the following section

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Name: _____ Email: _____

Name(s) of person(s) who will be representing your company at the event:

(1) _____ (2) _____

Platinum Sponsor - \$4000

- 10 minutes of podium time
- Vendor table from 7:30am - 1:00pm (includes vendor table, 2 chairs, electricity)
- Logo and sponsorship recognition on meeting emails

Gold Sponsor - \$2000

- Vendor table from 7:30am - 1:00pm (includes vendor table, 2 chairs, electricity)
- Logo and sponsorship recognition on meeting emails

Exhibit Table Only - \$950

- Vendor table from 7:30am - 1:00pm (includes vendor table, 2 chairs, electricity)

Please check here if standard electrical wall outlet is needed

The undersigned agrees to participate as an exhibitor at the NJSOP's 2019 Managed Care Seminar. All levels include one 6 ft. skirted exhibit table, 2 chairs, continental breakfast, and buffet luncheon for two company representatives.

Credit Card: (circle one) MC / VISA / AMEX # _____

Expiration Date: _____ Security Code: _____

Paying by check? Please make checks payable to "NJSOP" and mail completed form and check to:
New Jersey Society of Optometric Physicians - 4 AAA Drive, Suite 204 - Hamilton, NJ 08691

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Battleground Country Club
1 Covenhoven Road | Manalapan, NJ 07726
(609) 323-4012 | www.njsop.org