

The NJSOP Managed Care Seminar is organized by the Third Party Center and has traditionally been devoted to practice management. From a firm educational base, one will confidently develop new skills and deliver new services to enhance your practice. We will certainly meet those objectives and exceed your expectations with our nationally renowned speakers.

We will use this platform to launch a new public health initiative, the New Jersey Diabetic Eye Health Alliance as championed by the PA Optometric Association and other states across the nation. The New Jersey Diabetic Eye Health Alliance (DEHA) will create a workforce of similarly trained primary care optometric physicians who can expertly manage the yearly surveillance for retinal health pathology required by every diabetic. The roster of NJSOP member doctors who choose to join the alliance will be marketed to health insurance carriers, managed care organizations, IPAs and ACOs as a preferred choice for the delivery of primary eye care services for the patient with diabetes. We hope to instill the confidence and know-how for our attendees to carry this message to their local primary care physicians and care coordinators in their home town and across the state.

We want to kick off the initiative with a strong education program in the contemporary and evidence-based care of the patient having diabetes mellitus. I can think of no one more qualified to deliver this keynote presentation than a member of the AOA steering committee which developed the seminal evidence-based clinical policy guideline, *Eye Care of the Patient With Diabetes Mellitus*. Lori Grover OD, PhD is an expert clinician and educator. She will delineate the scope of the epidemic of DM in our population and how the pathophysiology of the disease will impact the risk to their vision at different stages of the disease.

Stephen Eiss OD, President-Elect of the POA and Chair of the AOA Third Party Center will present a talk on the implementation strategies employed by members of the POA in the roll-out of a similar initiative in PA. He will discuss the impact that the program has made in the health of the population in PA and specifically the difference that early intervention can make in the preservation of vision for these patients.

Since interdisciplinary engagement with other health care professions will be essential to the long term success of this program, we have invited Samuel Reveron, PharmD and Clinical Diabetes Educator to present a talk on the latest medication strategies employed to manage the diabetic, as well as, the side effects and drug interactions to avoid.

Practice management guru, Alan Cleinman to share his observations about the behaviors of truly successful eye care practitioners. The completion of an inventory of skills and deficiencies is the first step to make in developing a strong and vital practice which is responsive to the needs of your patients and good for your bottom line.

Charles Fitzpatrick, OD, Chair
2016 Managed Care Seminar

Please register early as registration is limited to the first 100 people.
Walk-in registrations cannot be guaranteed

SCHEDULE

| | |
|---------------------|---|
| 7:30 AM – 8:15 AM | Registration & Continental Bkfst |
| 8:15 AM – 9:55 PM | Lori Grover, OD “Evidence-based Care of the Patient with Diabetic Mellitus” 3 hrs. NJSBO TPA Credit COPE # PENDING <i>Grand Ballroom</i> |
| 9:55 AM – 10:10 AM | Coffee Break in Exhibit Hall <i>Presidential Ballroom</i> |
| 10:10 AM – 11:00 AM | (CONTINUED) Lori Grover, OD joined by Steven Eiss, OD “Evidence-based Care of the Patient with Diabetic Mellitus” <i>Grand Ballroom</i> |
| 11:00 AM- 11:50 AM | Samuel Reveron, Pharm.C, BCPS “Medication Update: New Drugs Used in the Management of Diabetes Mellitus” 1 hr. NJSBO Oral COPE # 51472-OP <i>Grand Ballroom</i> |
| 11:50 AM – 1:30 PM | Luncheon Buffet in Exhibit Hall <i>Presidential Ballroom</i> |
| 12:10 PM – 1:30 PM | NJSOP General Membership Meeting <i>Grand Ballroom</i> |
| 1:30 PM – 3:10 PM | Mr. Alan Cleinman “Secrets of High Performing Practices” – COPE # 49961-PM 2 NJSBO Regular Credits <i>Grand Ballroom</i> |
| 3:10 PM – 4:50 PM | Mr. Alan Cleinman “A Brand Called You” COPE # 49979-PM 2 NJSBO Regular Credits <i>Grand Ballroom</i> |
| 4:50 PM | ADJOURNMENT |



The NJSOP's Third Party Center is pleased to present the
2016 MANAGED CARE SEMINAR
(formerly Fall Continuing Education Seminar)

TOPICS:

Evidence-based Care of the Patient with Diabetic Mellitus

Medication Update: New Drugs Used in the management of Diabetes Mellitus

Secrets of High Performing Practices

A Brand Called You

**SPONSORED IN PART BY:
Cleinman Performance Partners
&
HOYA Vision Care**

**8 hours of NJSBO (4 Reg/3 TPA/1 Oral)
COPE Credits (pending)**

**Wednesday December 7, 2016
7:30 AM – 4:50 PM**

**Battleground Country Club
1 Covenhoven Road
Manalapan NJ 07726**



About Our Speakers

Alan H. Cleinman. An entrepreneur and leader in the eye care community for more than 40 years, Al is best known as a strategist, innovator, and problem solver. Al's business acumen has been honed through the launching of more than 20 businesses and scores of business services. Over the years, he has been at the forefront of all levels of the vision care industry - from manufacturing to retailing, frames to lenses, publishing to managed-care services. He is credited with establishing the first national optometric buying group — Co-Optics of America. Today, Al continues to deliver innovative opportunities for independent eye care providers and the industry that serves them through his unmatched approach to business solutions. Having structured and negotiated more than 1,000 facilitated transactions in his career, Al is the industry's most sought-after consultant for new business development, planning, mergers and acquisitions, succession planning, and real estate deals. He delivers motivational lectures to international audiences every year and is the author of hundreds of business development articles. He currently serves as a contributing editor to *Eye Care Business* magazine and has also served in that role for *Optometric Management*.

Steven P. Eiss, OD joined Eyecare of the Valley in 1995. He is a graduate of Muhlenberg College and the Pennsylvania College of Optometry. He is an active member of the Pennsylvania Optometric Association, where he is currently serving on the board of directors as President-elect. He is also active in the American Optometric Association as Chair of the Third Party Center and the Bucks-Mont Optometric Society, where he has held the office of president and treasurer. Dr. Eiss was named the Optometrist of the Year by the Pennsylvania Optometric Association in 2010. He is also a past president of the Green Lane - Marlboro Lions club and remains active in their school vision screening program.

Lori Grover, OD, PhD is the Senior Vice President for Health Policy for King-Devick Test Inc. in Oak Brook, IL. Dr. Grover earned her Doctor of Optometry degree from the Illinois College of Optometry and received her PhD in Health Services Research and Policy from the Johns Hopkins Bloomberg School of Public Health. She has served as a member of the faculty of Salus University, Arizona State University and the medical staff at the Johns Hopkins University School of Medicine and Wilmer Eye Institute in Baltimore. She has served as Past Chair of the AOA Vision Rehabilitation Section, is a Diplomate of the American Academy of Optometry and has served on the AOA Evidenced-Based Clinical Guideline Development Committee. She is active in the Association for Research in Vision and Ophthalmology, the American Public Health Association, and the Committee on Public Health Approaches to Reduce Vision Impairment and Promote Eye Health of the National Academies of Sciences, Engineering, and Medicine. She has extensive experience in optometric education, clinical care of chronic vision impairment, interprofessional education and collaboration and clinical research in low vision and the study of health care disparities in populations.

Samuel Reveron, PharmD, is an Ambulatory Care Clinical Specialist for the Robert Wood Johnson Barnabas Health System in Livingston, NJ. Samuel secured his Doctor of Pharmacy from Rutgers University and following a year Pharmacy Practice Residency at St Joseph's Regional Medical Center, he became a Board Certified Pharmacotherapy Specialist. As a member of the Department of Internal Medicine at St Barnabas Medical Center, he serves as a diabetic educator on the proper use of medication along with the integration of recommendations concerning diet and exercise. On multidisciplinary rounds he advises the staff on medication appropriateness, drug interactions and de-escalation in preparation for discharge. He counsels patients on the disease state, medications prescribed, side effects and proper administration techniques. The pharmacotherapy specialist is trained to anticipate barriers to compliance as well as dietary and social considerations all of which may lead to re-admission. He regularly instructs the staff at the hospital on the importance of ongoing medication reconciliation.

**Our Partnership Program Sponsors will be in attendance
Please be sure to stop by their tables during break and lunch!**

2016 FALL CONTINUING EDUCATION SEMINAR – WED 12/7/16 – BATTLEGROUND COUNTRY CLUB – MANALAPAN, NJ

| | | |
|---------------------------|--|----------|
| Dr's Name: _____ | NJSOP/AOA Member OD | \$225.00 |
| Address: _____ | Non-Member OD | \$337.50 |
| City/State/Zip: _____ | Para/Staff Member Office | \$185.00 |
| Name Para/Staff #1: _____ | Para/Staff Non-member Office | \$195.00 |
| Name Para/Staff #2: _____ | Registration includes: Continental Breakfast, Buffet Lunch & 8 hrs. CE | |

TOTAL \$_____ (Make checks payable to "NJSOP"). You may FAX registration if paying by credit card:

Acct#: _____ Exp: _____ 3 or 4 digit security code: _____

NJSOP – 4 AAA Drive – Suite 204 – Hamilton NJ – 08691 ** TEL (609) 323-4012 FAX (609) 323-4014

REGISTER ONLINE AT www.njsop.org