

2020 Virtual Managed Care Seminar Course Descriptions

Creating Practice Success 2020 and Beyond - Presented by April Jasper, OD

In their book "Predictable Results in Unpredictable Times," Steven Covey and Bob Whitman say that if one thing in business is certain, its uncertainty. Still, great organizations perform consistently and with excellence, regardless of the conditions. In this course, we will discuss some of the challenges of our time and the opportunities we have. We will review key areas to focus on, including consistently creating success, incorporating our teams, and developing systems and processes that demonstrate excellence to our patients. Attendees will leave this discussion ready to move forward and create practice success even in challenging times. COPE # 69987-PM - 1 hour NJSBO Regular Credit

Marketing Your Practice for the Inside Out - Presented by April Jasper, OD

This fast paced interactive one hour presentation will provide attendees with a wealth of opportunities to connect with their patients. Differentiating your practice and various methods of connecting with patients from inside out will be discussed. Attendees will leave with at least three new and innovative ways to engage patients and market for practice growth and success. COPE # 67841-PM (1 hour NJSBO Regular Credit)

Editors Top 5 Practice Management Ideas for 2021 - Presented by April Jasper, OD

In this course we will have a discussion regarding the top 5 areas I have seen successful as editor of OM magazine in building a practice. I will speak from personal experience in different modes of practice from group, private and multidisciplinary practice as well as from the experience consulting with all modes of practice including that of our writers and readers who have shared with me and given me permission allowing me to share with others. In this course tips of things learned along the way to implementation of these ideas will be discussed. I will incorporate areas of optical and medical including dry eye, retina, glaucoma as well as contact lenses. Also, I will incorporate discussion of technologies that have been instrumental in success and how to get team buy in with the integration of said technology. I will outline some of the challenges experienced along the way along with solutions that have made the process successful. COPE # 69988-PM (1 hour NJSBO Regular Credit)

Important Changes to 2021 CPT and ICD-10 Codes for Optometry - Presented by Harvey Richman, OD & Rebecca Wartman, OD

This course will briefly cover the EM changes for 2021 but more specifically look at the procedural, surgical, and emerging technology codes that were updated for the upcoming year. Additional time will be spent covering the changes in the diagnostic codes that came out in October 2020 as well as discuss what may be coming in the future. COPE # 69991-PM - 1 hour NJSBO Regular Credit

A Comprehensive Guide to the Revised E/M Code Set - Presented by Harvey Richman, OD & Rebecca Wartman, OD

This course will provide the attendee with the changes that will impact all physicians that use the Evaluation and Management codes. While it was originally set to be implemented January 2021, CMS has already taken steps to use the new guidance for documentation during the COVID-19 pandemic. No longer are we bound by number of elements but now focus on medical decision making and time. COPE # 69992-PM - 1 hour NJSBO Regular Credit

A Practical Guide to Telehealth - Presented by Peter Cass, OD

This course will review recent changes in Telemedicine and Telehealth. Topics of discussion include: benefits of telehealth, issues with telehealth, types of telehealth, implementation, solutions, and proper billing and coding. COPE # 69990-PM - 1 hour NJSBO Regular Credit