

2021 Managed Care Seminar

Building a Better 2022: Best Practices to Adopt

Battleground Country Club
1 Covenhoven Road
Manalapan, NJ 07726

December 15, 2021

7 Hours COPE Credit (Pending) - 2 NJSBO TPA/5 NJSBO REGULAR (Pending)

PROFIT FIRST: ERADICATING PRACTICE POVERTY - Michael Kling, OD

The number one financial challenge facing most optometric practice owners today is poor cash flow. Doctor owners often fall prey to focusing too much on top line revenue growth, while ignoring the increasing expenses and debt that often accompanies that growth. Without a plan, practice owners often find themselves living insurance check to insurance check, wondering how they're going to make payroll, financially overwhelmed and stressed out. This course presents a revolutionary new cash flow management system designed to immediately improve practice profitability, eradicate unnecessary business expenses and assist practice owners with managing their business debt.

8 COMMON CASH FLOW PITFALLS - Michael Kling, OD

Cash is the fuel that drives business forward and understanding the causes of poor cash flow is one of the most critical financial responsibilities of a business owner. Without it, you'll likely find yourself unable to make payroll, pay your vendors, pay off debt, draw a reasonable wage or invest back into your business. Here we will discuss eight common cash flow pitfalls that practice owners often face and provide proven strategies to avoid the costly business mistakes that result in poor cash flow, a lack of operating capital, and stress and anxiety for the owner.

CULTURE: CREATING AN OFFICE WHERE PEOPLE (INCLUDING YOU!) WANT TO BE - Bethany Fishbein, OD

Culture is the character and personality of your organization. It's what makes your business unique. Positive workplace culture attracts talent who are engaged with your mission, impacts happiness and satisfaction, and affects performance.

OCT IN THE MANAGEMENT OF POSTERIOR SEGMENT DISEASE - Daniel Epshtein, OD

This course will provide a rapid fire OCT introduction to posterior segment disease management. The course will focus on the use of OCT and OCT angiography in common posterior segment diseases such as age-related macular degeneration, diabetic retinopathy, vitreomacular interface disease, and glaucoma. Discussion will focus on the interpretation of OCT/OCT angiography images and clinical decision-making paradigms. The integration of other instruments such as fundus photography and perimetry into the care plan will be developed.

HOW TO WIN - CUTTING ADDICTION TO VISION CARE PLANS - William Ceraso, OD

With proper planning and consistent execution, your practice may be transformed to reduce its reliance upon low-paying vision care plans while creating a loyal and enthusiastic patient base and a stronger bottom line.

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7:30am - 8:30am : Registration and continental breakfast

8:30am - 10:10am: **Profit First: Eradicating Practice Poverty**
Michael Kling, OD - COPE # 72803-PM (2 NJSBO Regular Credit)

10:10am - 10:30am: Coffee Break in Exhibit Hall

10:30am - 11:20am: **8 Common Cash Flow Pitfalls**
Michael Kling, OD - COPE #72802-PM (1 NJSBO Regular Credit)

11:20am - 12:10pm: **Culture: Creating an Office Where People (Including You!) Want to Be**
Bethany Fishbein, OD - COPE #75182-PM (1 NJSBO Regular Credit)

12:10pm - 1:00pm: Buffet Lunch

1:00pm - 2:40pm: **OCT in the Management of Posterior Segment Disease**
Daniel Epshtein, OD - COPE # 75206-PD (2 NJSBO TPA Credits)

2:40pm - 3:30pm: **How to Win - Cutting the Addiction to Vision Care Plans**
William Ceraso, OD - COPE # Pending (1 NJSBO Regular Credit Pending)

NJSOP General Membership Meeting to follow from 4:00 PM – 5:30 PM. Registration sent under separate cover.



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December 15, 2021 | Battleground Country Club | Manalapan, NJ

Name: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ ARBO Tracker Number: _____

☐ NJSOP/AOA Member OD - \$245

☐ Para Member - \$150

☐ Non Member OD - \$365

☐ Para Non Member - \$200

Total amount enclosed or to be charged: \$ _____

Visa/Amex/Mastercard Number: _____ Expiration: _____

City/State/Zip: _____

Signature: _____

Registration fee includes 7 COE credits, continental breakfast, AM break, and buffet luncheon.

Make check payable to NJSOP and mail to: 4 AAA Drive, Suite 204, Hamilton, NJ 08691

Cancellation Policy: 100% refund up to 11/30/21. No refund will be given after 11/30/21.

Form may be faxed if paying by credit card only. Fax to (609) 323-4014