

2021 Managed Care Seminar

Building a Better 2022: Best Practices to Adopt

As Chairman of the New Jersey Society of Optometric Physicians' Third Party Committee and Chairman of our annual Managed Care Seminar, I want to invite you to participate as an exhibitor and potentially, as a presenting sponsor.

The Managed Care Seminar (MCS) is a full-day meeting with a practice management and practice development focus. As doctors of optometry seek to recover from the challenges of the public health emergency and regain their footing, it is a fine time to examine daily operations, cash flow sources and outflows, and to potentially develop new lines of business to advance the practice in the coming year. You represent a company, a product line or a new service, which may be highlighted during the event.

I think you will find that we have developed an outstanding program for the day based upon the theme, Getting Back to Business: Best Practices to Adopt. Practice management consultant, Mick Kling, OD from San Diego, will ask the attendees to look in the mirror and to critically examine their day to day operations. Regardless of the line of business, attendees will consider the question, *does the service return sufficient revenues to support the effort expended?* Inefficiencies and costly mistakes will be identified and solutions will be suggested. The practitioner will be encouraged to explore new and profitable alternatives which will distinguish the practice and advance its value. We will discuss the training and instrumentation need for successful implementation along with coding and billing considerations and office administration and marketing of new products and services.

I believe that we have put together a lineup of engaging speakers who can motivate the audience to change their habits, to put research and textbook into practice and embrace all that technology offers in patient care and practice management. I think that it is also very important to invite speakers who have personal private practice experience and a track record of success. Dr. Bethany Fishbein will speak about the importance of developing and maintaining a positive culture for your office and staff. Dr. Daniel Epshtein will share how he uses OCT in the identification and management of a variety of ocular diseases and Dr. Bill Ceraso will speak about the transformation of his practice to reduce his reliance on vision care plans and create a very loyal patient base.

We expect an audience of 125 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 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 Associate Executive Director, Sharon Kais at 609-323-4012 / skais@njsop.org

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

Sincerely,



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

December 15, 2021
Battleground Country Club
Manalapan, New Jersey
Expected attendance: 125

2021 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 2021 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