

## **ASOA COURSE INFORMATION & INSTRUCTIONS**

### **DEADLINE:**

**November 15, 2004**

### **LIMIT:**

**2 submissions per instructor**

### **TIME LIMIT:**

**1 hour**

### **IMPORTANT:**

ASOA strives to provide the highest quality continuing education to administrators and the ophthalmic community. ASOA welcomes course submissions that promote this goal and that meet the educational needs of attendees, as described in the ASOA Tracks & Topics (list will follow).

ASOA gives preference to material that has not been presented elsewhere and prefers to limit courses to 2 per instructor. Course evaluations are completed by all attendees and reviewed by the ASOA Governing Board and staff. Only instructors who receive 2.5 or higher of a possible 4.0 points are accepted as faculty for future ASOA Congresses. Consultants are reminded not to use the podium as an opportunity to advertise their services. Consultants who have ignored this suggestion in the past have been rated poorly on attendee evaluations. Instructors must arrive on time and end at the designated time.

### **KNOW YOUR AUDIENCE:**

Although ASOA congress attendees are primarily ophthalmic administrators and practice managers, instructors should keep in mind that the audience may include attendees from many other professional backgrounds including ophthalmologists, optometrists, technicians, nurses, and staff involved in marketing, human resources, accounting/billing, and front desk operations. Evaluations have indicated that attendees want more advanced level courses. All presentations should be at the most sophisticated level possible.

### **ASOA TRACKS AND TOPICS:**

The Congress is organized by functional tracks, as described in the Tracks & Topics list. Each track corresponds to a position or common division of responsibilities within an ophthalmic practice. When completing your Course Submission Form, please identify the appropriate track and topic from the list of suggested topics within each track. Relevant course topics not listed below will also be considered.

**Administrator/  
Practice Management & Development**

Audits  
Benchmarking/Trending  
Budget  
Clinical Trials  
Communications  
Confidentiality  
Employee Assistance Programs  
Ethics  
Leadership/Governance  
Managed Care  
MD–Administrator Team  
OSHA Compliance  
Personal/Professional Development  
Practice Valuation  
Physician Leadership  
Purchasing Plans  
Quality Assurance  
Regulatory Legislative  
Strategic Planning

**Ambulatory Surgical Centers\***

AAAHC Survey  
Accreditation  
Benchmarking/Trending  
Billing  
Budget  
Communications  
Confidentiality  
Equipment Handling  
Equipment Leasing  
Ethics  
Facility Design  
JCAHO Survey  
Medicare Certification  
Multispecialty  
OSHA Compliance  
Physician Leadership  
Quality Assurance  
Scheduling  
Staffing  
Strategic Planning

*\*In conjunction with the Outpatient Ophthalmic Surgery Society*

**Financial**

Alternative Revenue Sources  
A/R Collections  
Accounts Payable  
Benchmarking/Trending  
Budget  
Communications  
Confidentiality  
Cost-Cutting Measures  
Ethics  
Leadership/Governance  
Policies  
Production Reports  
Purchasing Plans  
Quality Assurance  
Strategic Planning

**Human Resources**

Benchmarking/Trending  
Benefit Programs  
Budget  
Communication Styles–  
Gender Influence  
Communications  
Confidentiality  
Creativity Development In Employees  
Diversity Training  
Employee Assistance Programs  
Employee Development  
Employment Laws  
EOE/ADA  
Hiring/Firing  
Job Descriptions  
Leadership/Governance  
OSHA Compliance  
Policies  
Pre-employment Testing  
Quality Assurance  
Salary Structures  
Societal Issues in the Workplace  
Strategic Planning  
Team Building  
Trends In HR Development  
Wage/Labor issues

**Management Information Systems**

Benchmarking/Trending  
Budget  
Communications  
Electronic Medical Records  
Ethics  
Hardware  
Leadership/Governance  
Outcomes Databases  
Quality Assurance  
Reports  
Software  
Strategic Planning  
Vendors

**Marketing**

Advertising Guidelines  
Benchmarking/Trending  
Budget  
Communications  
Confidentiality  
Ethics  
Glaucoma Practices  
Internal Marketing  
Managed Care  
Pediatric Practices  
Quality Assurance  
Refractive/Laser Practices  
Referral Networks  
Strategic Planning

### **Optical Shop**

Benchmarking/Trending  
Budget  
Contact Lenses  
Ethics  
Financial Management  
Finishing Labs Policies  
In-House Dispensing  
Inventory  
Legal/Regulatory Issues  
MIS Operations  
OSHA Compliance  
Production Reports  
Professional Development  
Purchasing  
Strategic Planning  
Vendors

### **Reception/Clerical**

Appointment Scheduling  
Benchmarking/Trending  
Budget  
Communications  
Computer Skills  
Ethics  
Filing Systems  
Internal Communications  
Leadership/Governance  
Liability  
Physicians Personal Business  
Quality Assurance  
Strategic Planning  
Telephone Skills/Triage  
Transcription

### **Reimbursement**

Claims Processing/Billing  
Co-management  
Communications  
Confidentiality  
CPT/ICD Coding  
Ethics  
Fraud & Abuse  
HIPAA Compliance Programs  
Leadership/Governance

### **Risk Management/Liability**

Benchmarking/Trending  
Communications  
Compliance Plans  
Confidentiality  
CQI/TQM  
Ethics  
Fraud & Abuse  
HIPAA  
Managed Care  
Medical Malpractice Insurance  
OSHA Compliance  
Patient Complaints  
Quality Assurance  
Safe Harbors  
Strategic Planning

### **COURSE SYNOPSIS:**

The ASOA Course Submission Form must be accompanied by a course synopsis. The synopsis should be clearly worded and brief (75 words maximum); it must include the content area(s) to be presented and methods for meeting the objectives.

### **LEARNING OBJECTIVES:**

This should be followed by 2 to 3 specific objectives that define what the attendee can expect to learn from the course. Well-written objectives are action oriented and can be observed and measured.

An example of a poorly worded objective:

To teach a course about practice marketing and competition.

An example of appropriately worded objective:

Upon completion of this course, the attendee should be able to

- define managed competition
- design a basic practice marketing plan

### **COURSE HANDOUTS:**

If your course is accepted, you will be asked to submit an e-mail version of your handout no later than **Friday, March 10, 2005**. Handouts will be made available online to registered attendees to print. Instructions and information about the format for course handouts is included in the online Program Participant Resource guide. **The handouts must be received by the deadline or the instructor assumes responsibility for providing 250 on site handout copies per course.**

### **PREVIOUSLY PRESENTED:**

Indicate whether the material has been or will be submitted for publication or presentation elsewhere. ASOA strives to offer original material and to limit presentations to 2 per instructor. Multiple submissions or previously presented material may not be accepted.

Please share the Call for Submissions with your colleagues. ASOA encourages submissions from a variety of instructors.

### **ROOM SETUP:**

Unless otherwise requested, all rooms will be set with classroom-style seating for a minimum of 150 attendees and a head table with 4 chairs.

### **AUDIOVISUAL:**

**Again this year**, all sessions will use a single screen format. All presentations must be delivered via computer (PowerPoint) or video (U.S. standard, NTSC). Computer presenters will have the option to use a personal laptop computer or to submit a ZIP disk or CD-ROM. No 35 mm slide format will be accepted. Provided equipment includes 1 screen, ½" SVHS video player, LCD projector, microphones, and laser pointer. No PAL or SECAM will be available. These two formats must be converted to U.S. standard, NTSC. **No tapes will be converted on site. Additional equipment is available for a fee and must be requested in advance. Please contact Paula Schneider at [pschneider@ascrs.org](mailto:pschneider@ascrs.org) for additional equipment needs.**

**There is a MANDATORY check-in requirement on site in the Speaker Ready Room at least 1 day before your presentation.**

*ASOA holds the copyright on all accepted presentations.*

If you have any questions, please contact Lynda Jones at [ljones@soa.org](mailto:ljones@soa.org) or call our office at (703) 591-2220.