

ASOA ROUNDTABLE INFORMATION & INSTRUCTIONS

DEADLINE:

November 15, 2004

LIMIT:

1 submission per instructor

TIME LIMIT:

1 to 2 hours

In addition to presenting a formal course, instructors can facilitate an informal roundtable discussion on **Saturday, April 16, 8:00-10:00 AM**. To facilitate a discussion, please complete a submission form selecting the topics in which you have expertise.

ASOA ROUNDTABLE TOPICS:

- Academic Practice
- Administrators Compensation/Contracts
- Advertising Guidelines
- Benchmarking
- Billing Misconceptions/Coding
- Building a New ASC
- Buy-Ins/Buy-Outs/Phasing Down Ophthalmic Practices
- Clinical Efficiency
- COE Certification
- Co-management
- Compliance Programs
- Computerizing a Practice: Electronic Medical Records, Implementing a New IT System, Practice Management Systems
- Computerizing Your Optical Dispensary
- Consultants: When and Why
- Cosmetic Surgical Services
- Dealing with Difficult Employees
- Effective Employee Hiring/Firing Practices
- Effective Use of Techs
- Employee Salaries/Structure
- Excimer Laser
- EyE-mail
- Facility Design
- HIPAA – Real Life Issues
- Income Division for Ophthalmic Practices
- Internal Marketing
- LASIK Behavioral Selling Skills
- Marketing
- Maximizing MD Schedule/Productivity/Efficiency

(cont'd) ASOA ROUNDTABLE TOPICS

- Maximizing the Potential of Your Ophthalmic Office
- Moving and Expanding a Practice
- Negotiating Contracts/HMO and PPO Evaluations
- New Doctor/Physician Employment Agreements/ Partnership Arrangements/Practice Mergers
- New Members
- Office Design
- Optical Shop Management/Dispensaries
- Optometric Networking
- Outcomes Measurement
- Partnership Arrangements
- Patient Education/Counseling/Satisfaction
- Patient Financing
- Personnel Policies
- Practice Valuation Appraisal
- Refractive Laser Centers/Coordinators
- Reimbursement
- Resolving Conflicts in the Office
- Satellite Offices
- Solo Practices
- Staff Meetings/Motivation/Team Building
- State Network Groups
- Valuing and Selling an ASC
- Website Development
- Other

Thank you for your willingness to serve as a program participant for the ASOA Congress. If you have any questions, please contact Lynda Jones at ljones@asoa.org or call our office at (703) 591-2220. We look forward to seeing you in Washington, DC!