



PEN Education Schedule

January - April 2012

Register online at www.PrimaryEye.net/education
or call 800-444-9230

JANUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Medicare Billing & Coding 2012

John A. McGreal, O.D.
Glendale - Sat, Jan 14th
Irvine - Sun, Jan 15th
Sacramento - Sat, Jan 28th
San Ramon - Sun, Jan 29th
 8:00am - Noon
 \$160 (Non-Members \$195)

Opening Communication with Your Staff

Mary E. Schmidt
Webinar - Wed, Jan 25th
 12:30pm - 1:30pm PST
 \$35 (Non-Members \$45) Per Practice

FEBRUARY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

Frame Adjusting (AM)

Frame Styling (PM)
 Mary E. Schmidt
San Ramon - Thurs, Feb 16th
 9:00am - Noon & 1:15pm - 4:15pm
 \$95 (Non-Members \$125) Per Class

Eyecare Terminology

Jill Luebbert, CPOT, ABOC
Webinar - Fri, Feb 24th
 12:30pm - 1:30pm PST
 \$35 (Non-Members \$45) Per Practice

Leadership Series: Fundamentals of Staff Management - Embracing Change

Mary E. Schmidt
Walnut Creek - Wed, Feb 29th
 9am - 5pm
Lunch included
 \$150 (Non-Members \$180)
**Sign up for entire series and get 20% off*

MARCH						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Employment Law for the Optometric Office

Ronald Goldman, Esq.
San Diego - Sun, Mar 4th
 10:00am - 1:00pm
Includes Q&A lunch
 \$110 (Non-Members \$135)

"I Just Want to Get Contacts"

Jill Luebbert, CPOT, ABOC
Webinar - Fri, Mar 9th
 12:30pm - 1:30pm PST
 \$35 (Non-Members \$45) Per Practice

All About Lenses: AM & PM

Mary E. Schmidt
Irvine - Thurs, Mar 15th
 9:00am - Noon & 1:15pm - 4:15pm
 \$95 (Non-Members \$125) Per Class

Marketing Your Practice Series: Defining Your Practice Personality

Michael Rothschild, O.D.
Webinar - Wed, Mar 28th
 5:30pm - 6:30pm PST
 \$50 (Non-Members \$65) Per Practice
**Sign up for entire series and get 20% off*

APRIL						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Leadership Series: HR Essentials

Mary E. Schmidt
Walnut Creek - Wed, Apr 4th
 9am - 5pm
Lunch included
 \$150 (Non-Members \$180)
**Sign up for entire series and get 20% off*

All About Stereopsis Testing

Terry Theiss, CPOT, ABOC
Webinar - Tues, Apr 17th
 12:30pm - 1:30pm PST
 \$35 (Non-Members \$45) Per Practice

Visual Merchandising: Creating Retail Excitement

Debra DeLong
Walnut Creek - Tues, Apr 24th
 6:30pm - 8:30pm
 \$65 (Non-Members \$85)

Understanding Glaucoma Studies

John A. McGreal, O.D.
Webinar - Wed, Apr 25th
 5:30pm - 6:30pm PST
 \$50 (Non-Members \$65)
COPE Accreditation Pending

SAVE 50%

Use your ClearVision Co-op Dollars on your Education Registration

Class Descriptions (A-Z)

All About Lenses: AM & PM

AM: Lens Designs & Materials

Become a lens expert! Learn about all types of lenses and how to provide patients with the best materials for their prescription, frame and lens design.

PM: Progressive & Computer Lenses

Increase your knowledge about availability, design, fitting and dispensing. Find solutions to difficult problems and determine the best choice for each patient.

All About Stereopsis Testing

Find out what stereopsis is, what can go wrong, and how to test stereopsis on both children and adults.

Employment Law for the Optometric Office

Protect yourself and your practice! Learn about laws that govern your practice and avoid labor law violations.

Eyecare Terminology

This course takes the "scary" out of some of the words, both big and small, we hear and use in the office. Learning what these terms mean will be interactive and fun!

Frame Adjusting

A well-adjusted frame is the key to maintaining a long-term, satisfied patient. Learn to act with confidence when dispensing frames.

Frame Styling

Learn to evaluate and style patients with ease and skill, and work with patients more efficiently and effectively.

"I Just Want to Get Contacts"

Create a solid foundation for a happy contact lens candidate by employing a suitability screening process for your patients that will help ensure proper contact lens selection.

Leadership Series: Fundamentals of Staff Management - Embracing Change

Make a positive impact on the work environment with this no-nonsense approach to successful staff management. Plus, learn how to make "change" an exciting, productive, and valuable part of the practice. *Part 1 of a 4-Part Series

Leadership Series: HR Essentials

Learn how to 1) hire, recruit and interview with skill and ease; 2) grow and develop staff to their fullest potential; and 3) address performance issues and terminate when necessary. *Part 2 of a 4-Part Series

Marketing Your Practice Series: Defining Your Practice Personality

Is your practice Relationship, Performance or Price focused? Each "personality" can win, but you must determine the #1 reason why your practice exists before you can decide how to best manage and market it. *Part 1 of a 3-Part Series

Medicare Billing & Coding 2012

Immediately improve practice profitability! This annual seminar covers proper billing and coding, and includes updates for 2012.

Opening Communication with your Staff

Can your practice improve? This webinar will give practice leaders the tools to know what is happening in the practice and the communication skills to improve it.

Understanding Glaucoma Studies

Review all of latest evidence-based medicine to better understand when and how to properly begin treatment in glaucoma.

COPE Accreditation Pending

Visual Merchandising: Creating Retail Excitement

This highly interactive, hands on workshop focuses on creating visually stimulating and unique product displays for a variety of spaces in your practice.

Upcoming 2012 Series!

Leadership Series

Presented by Mary Schmidt

Learn how to...

- Set achievable goals
- Develop systems for performance review and evaluation
- Create a positive workplace atmosphere



Fundamentals of Staff Management - Embracing Change.....Feb 29th

HR Essentials.....Apr 4th

Harnessing the Potential in Your Practice.....May 9th

Turning Problems into Solutions.....June 13th

Classes are scheduled for 9:00am - 5:00pm
Embassy Suites Walnut Creek, CA

Per Class: \$150 (Non-Member \$180)
Entire Series: \$480 (Non-Member \$576) - 20% Savings!

Marketing Your Practice Series

Presented by Michael Rothschild, O.D.

Learn how to...

- Match your marketing strategy to your practice personality
- Assess available tools to develop a plan for what works best for you, your practice, and your budget
- Use systems in your practice to ensure patients come back and tell others



Defining your Practice Personality.....March 28th

Finding Balance in Your Marketing.....May 16th

Building Loyalty with Internal Marketing.....July 25th

Webinars are scheduled for 5:30-6:30pm PST

Per Webinar: \$50 (Non-Member \$65)
Entire Series: \$120 (Non-Member \$156) - 20% Savings!

Thank you to our 2012 Education Supporters



Meet PEN's Instructors

- Aaron Lech, O.D.
- Jill Luebbert, CPOT, ABOC
- John A. McGreal, O.D.
- Lori Lobato, CBCS
- Mary E. Schmidt
- Patrick Caroline, FAAO
- Ronald Goldman, Esq.
- Terry Theiss, CPOT, ABOC

New for 2012

- Debra DeLong
- Michael Rothschild, O.D.

Visit PrimaryEye.net/instructors