

## Doctor Seminars & Special Programs

### Medicare Billing & Coding 2010

Presented by John A. McGreal, O.D.

#### Increase Practice Profitability:

Gain important information about updated codes and regulations for 2010. Learn about correct levels of coding and easy, compliant chart documentation.

**Saturday, January 16<sup>th</sup>**      **Saturday, January 30<sup>th</sup>**  
Glendale, CA                      Sacramento, CA

**Sunday, January 17<sup>th</sup>**      **Sunday, January 31<sup>st</sup>**  
Irvine, CA                          Pleasanton, CA

All Classes 7:30am-Noon  
\$160 (Non-Members \$195)



**John A. McGreal, Jr., O.D.** has lectured nationally and internationally on topics ranging from clinical care to compliance and coding for over twenty years. He is the director of Missouri Eye Associates, a medical-surgical consultation center.

### Becoming a Medically Based Practice

Presented by Aaron Lech, O.D.

#### Recession-Proof your Practice:

Learn about paneling with insurance carriers (credentialing and contracting), creating billing systems, case histories, chart documentation and proper medical decision making.

**Tuesday, March 2<sup>nd</sup>**  
Fresno, CA • 7:30am-Noon

\$145 (Non-Members \$165)



**Aaron Lech, O.D.** lectures and consults on medically based optometric care. He has successfully transformed his traditional, refractive based optometry practice into a high-end, medically based office.

## Education Sponsors

### Staff Training

**Sponsored by:** ABB CONCISE, CIBA VISION, ClearVision Optical, Essilor Laboratories of America, Hoya Vision Care, Marchon Eyewear, Marcolin, Safilo USA, Vista International Insurance Brokers

### Doctor Seminars & Special Programs

**Sponsored by:** ABB CONCISE, Carl Zeiss Meditec, CSC Group, Essilor Laboratories of America, Focus Laboratories, GUNNAR Optiks, Hydrogel Vision, Marchon Eyewear, MaximEyes by First Insight, Modern Optical, Oasis Medical, Inc., OfficeMate, Optos, Optovue, Paragon CRT, REM, Reichert Ophthalmic Instruments, Santinelli International, Inc., Signature Eyewear, Synemed, Total Vision Care, Vista International Insurance Brokers, Vistakon, VSP, Zea Vision



## PEN Education Schedule

January - April 2010

### Going Paperless with EMR

Electronic Medical Records in Your Practice

A unique Q & A opportunity with MaximEyes and OfficeMate featuring live demonstrations.

**Sunday, February 28<sup>th</sup>**  
Walnut Creek, CA • 9:00am-3:00pm

**Sunday, April 25<sup>th</sup>**  
Irvine, CA • 9:00am-3:00pm  
\$165 (Non-Members \$215)

eyefinity/OfficeMate



MaximEyes® by First Insight®  
Paperless Practice Management and  
Electronic Medical Records Software



### PIO 2010

Preserving Independent Optometry

**March 26<sup>th</sup>-28<sup>th</sup>**

Portola Hotel & Spa - Monterey, CA

**Timely Topics  
Knowledgeable Speakers  
Quality Presentations**

Don't miss the 5th edition of this highly rated series! Call today to reserve your seat for this important program: 800-444-9230.

**Register Early!**

**800-444-9230**

(option #5)

Staff-Ed@PrimaryEye.net

For a complete schedule of events, view our new online education calendar.  
[www.PrimaryEye.net](http://www.PrimaryEye.net)

**Primary Eyecare Network**

3000 Executive Pkwy, Suite 310  
San Ramon, CA 94583  
800-444-9230



Maximize Your Practice  
Potential through  
Doctor & Staff Education

**Doctors are encouraged to bring key staff members with them to these training sessions.**

# Staff Training

# Class Descriptions

## January

<b>Frame Adjusting</b>	9:00am - Noon
<b>All About Lenses - Level 1</b>	1:15pm - 4:15pm
Thursday, January 7 <sup>th</sup>	<b>Burbank</b>

<b>All About Lenses - Level 1</b>	9:00am - Noon
<b>All About Lenses - Level 2</b>	1:15 - 4:15pm
Thursday, January 14 <sup>th</sup>	<b>Monterey</b>

<b>Survival of the Fittest</b>	<b>NEW</b> 9:00am - 3:15pm
Wednesday, January 27 <sup>th</sup>	<b>Sacramento</b>

Special Program for Office Leaders  
\$180 (Non-Members \$225)

## February

<b>Frame Styling</b>	9:00am - Noon
<b>Maximize Optical Sales</b>	1:15pm - 4:15pm
Thursday, February 11 <sup>th</sup>	<b>Los Angeles</b>

<b>All About Lenses - Level 1</b>	9:00am - Noon
<b>All About Lenses - Level 2</b>	1:15 - 4:15pm
Wednesday, February 17 <sup>th</sup>	<b>San Ramon</b>

<b>Frame Adjusting</b>	9:00am - Noon
<b>All About Lenses - Level 1</b>	1:15 - 4:15pm
Wednesday, February 24 <sup>th</sup>	<b>San Jose</b>

\$95 (Non-Members \$125) Per Class

Above pricing applies only to Staff Training; Doctor Seminars & Special Programs priced separately.

## March

<b>Maximize Optical Sales</b>	9:00am - Noon
<b>Frame Adjusting</b>	1:15pm - 4:15pm
Wednesday, March 3 <sup>rd</sup>	<b>San Diego</b>

<b>Dealing with Difficult People</b>	9:00am - Noon
<b>All About Lenses - Level 1</b>	1:15 - 4:15pm
Tuesday, March 16 <sup>th</sup>	<b>Walnut Creek</b>

<b>Survival of the Fittest</b>	<b>NEW</b> 9:00am - 3:15pm
Thursday, March 25 <sup>th</sup>	<b>Fremont</b>

Special Program for Office Leaders  
\$180 (Non-Members \$225)

## April

<b>Frame Adjusting</b>	9:00am - Noon
<b>All About Lenses - Level 1</b>	1:15pm - 4:15pm
Thursday, April 1 <sup>st</sup>	<b>Bakersfield</b>

<b>Frame Adjusting</b>	9:00am - Noon
<b>Frame Styling</b>	1:15 - 4:15pm
Tuesday, April 6 <sup>th</sup>	<b>Sacramento</b>

<b>All About Lenses - Level 1</b>	9:00am - Noon
<b>All About Lenses - Level 2</b>	1:15 - 4:15pm
Thursday, April 15 <sup>th</sup>	<b>Burbank</b>

<b>Inventory Control</b>	9:00am - Noon
<b>Frame Adjusting</b>	1:15 - 4:15pm
Monday, April 26 <sup>th</sup>	<b>Irvine</b>

CE: American Optometric Association (3 hours per program, excluding *Survival of the Fittest*).

### All About Lenses – Level 1

Lens Designs & Materials

Become a lens expert...update your knowledge in the ever-changing world of lenses.

**This program will improve your ability to:**

- Understand single vision, progressive, children's & lifestyle lenses.
- Effectively explain lens options to patients.
- Provide patients with the best materials for their prescription, frame & lens design.
- Improve patient satisfaction.

### All About Lenses - Level 2

Progressive & Computer Lenses

Become a lens expert...update your knowledge in the ever-changing world of lenses.

**This program will improve your ability to:**

- Increase your knowledge about availability, design, fitting and dispensing.
- Understand what makes progressive lenses different from each other.
- Determine the best choice for each individual patient.
- Find solutions to difficult problems.

### Dealing with Difficult People

Restore harmony to your practice & effectively deal with difficult situations.

**This program will improve your ability to:**

- Successfully deal with conflict.
- Resolve problems so that everyone is pleased.
- Communicate effectively with patients, co-workers and/or doctors.

### Frame Adjusting (Hands-On Training)

A well-adjusted frame is the key to maintaining a long-term, satisfied patient.

**This program will improve your ability to:**

- Act with confidence & assurance when dispensing glasses.
- Provide patients with a well-adjusted frame.
- Evaluate, correct & prevent common problems.

### Frame Styling

Learn to style eyewear with ease & skill.

**This program will improve your ability to:**

- Evaluate & style patients with appropriate eyewear.
- Work with patients more efficiently & effectively.
- Avoid common pitfalls & manage problem situations.
- Help patients purchase outside their VSP coverage, when appropriate.

### Inventory Control = Increased Profits

Control your inventory costs & take the guesswork out of frame buying.

**This program will improve your ability to:**

- Determine how much inventory is necessary for YOUR practice.
- Stop the fluctuation in monthly bills by controlling incoming & outgoing cash flow.
- Know which types of frames (e.g., women's, metal, etc.) to purchase & why.

### Maximize Optical Sales

Increase optical productivity while minimizing overhead.

**This program will improve your ability to:**

- Help patients identify all their eyewear needs.
- Explore options beyond patients' insurance coverage.
- Maximize the spending potential of each patient.

### Survival of the Fittest - NEW for 2010

"Must-Have" Skills for Today's Optometric Office Leaders

Maximize staff potential & improve office efficiency!

**This program will improve your ability to:**

- Critique individual skill sets in order to capitalize on natural abilities.
- Analyze office/staff functions to facilitate improvement.
- Streamline internal systems.

### Education on Location

PEN comes to you! Avoid traffic... save travel time... tackle issues specific to your practice in the privacy of your own office. Contact PEN for details and pricing.



**Mary E. Schmidt** is a nationally known speaker and consultant with over 30 years of hands-on, practical experience in the optical field. Her presentations are accredited by the American Optometric Association and the American Board of Opticianry. Mary has been PEN's principle staff training instructor for the past 15 years.