

Doctor Seminars

Let PEN help you take your next steps towards providing medically based care! Now is the perfect time to take advantage of growth opportunities in your practice.

Implementing Medical Standards

Presented by
Aaron Lech, O.D.

Wednesday, June 16th

Rancho Cordova, CA • 7:30am-Noon

\$160 (Non-Members \$195)

COPE Accreditation granted for all parts of this program.

Have you been asking yourself these questions:

- How do I establish a Medical reputation?
- What tests should I perform? How often?
- What equipment do I need?

Get All Your Questions Answered! This course will help you develop systems of care for ocular disease commonly encountered in medically based optometric care. After this program, you will be able to ensure your standard of care is being delivered through proper coding and utilization of equipment.

If you have ever considered becoming medically based, or even if you already are, you won't want to miss this presentation!



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.

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

New PEN Webinar!

PEN is continually looking for new ways to further your education by making useful resources available to you regardless of time & location.

My Favorite Pharmaceuticals

...and why they should be yours too!

A webinar with John A. McGreal, O.D.

Wednesday, July 28th

5:30-6:30pm PST

\$50 (Non-Members \$65)

*COPE Accreditation granted for all parts of this program.**

Join PEN and Dr. McGreal as he presents you with "best of breed" pharmaceutical agents. Categories will include:

- Anti-infectives
- NSAIDs
- Ocular Surface
- Anti-virals
- Glaucoma
- Supplements
- Analgesics
- Allergy
- ...and more!

Sharpen your therapeutic skills in one hour from your home or office!

*Please note that in order to receive CE credits, you must individually register for and pass a 10-question exam following the course.



John A. McGreal, 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.

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

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

Register Early!

800-444-9230

(option #5)

Education@PrimaryEye.net

For a complete schedule of events, view our new online education calendar.
www.PrimaryEye.net

Primary Eyecare Network

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



PEN Education Schedule

May - August 2010



Maximize Your Practice Potential through Doctor & Staff Education

Staff Training

Class Descriptions

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

May

Survival of the Fittest - NEW 9:00am - 3:15pm
 Thursday, May 6th **Reno**
 Special Program for Office Leaders
 \$180 (Non-Members \$225)

Dealing with Difficult People 12:30pm - 1:30pm
 Tuesday, May 11th **Webinar**
 Log on from your home or office!
 \$35 (Non-Members \$45)

Maximize Optical Sales 9:00am - Noon
Inventory Control 1:15pm - 4:15pm
 Thursday, May 13th **Fremont**

June

All About Lenses - Level 2 9:00am - Noon
Frame Styling 1:15pm - 4:15pm
 Thursday, June 17th **Irvine**

Frame Adjusting 9:00am - Noon
All About Lenses - Level 2 1:15 - 4:15pm
 Tuesday, June 22nd **Walnut Creek**

Staff Training: \$95 (Non-Members \$125) Per Class
 Doctor Seminars, Webinars & Special Programs priced separately.

July

Troubleshooting - NEW 9:00am - Noon
Inventory Control 1:15pm - 4:15pm
 Tuesday, July 6th **Burbank**

Frame Styling 9:00am - Noon
Troubleshooting - NEW 1:15 - 4:15pm
 Tuesday, July 13th **San Ramon**

August

All About Lenses - Level 1 9:00am - Noon
All About Lenses - Level 2 1:15pm - 4:15pm
 Tuesday, August 3rd **Sacramento**

Maximizing Optical Sales 12:30pm - 1:30pm
 Thursday, August 5th **Webinar**

Log on from your home or office!
 \$35 (Non-Members \$45)

Survival of the Fittest - NEW 9:00am - 3:15pm
 Thursday, August 26th **Ventura**

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

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.

Staff Training Webinars - NEW for 2010

Tune in to our webinars from any location! Have everyone in your office join us on their lunch break for a 1 hour webinar with well-known staff instructor Mary Schmidt.

These programs will allow you to:

- Learn from the comfort of your home or office.
- Conveniently work education into your busy schedule.
- Easily access the instruction you need by clicking the link in your email confirmation.

Survival of the Fittest - NEW for 2010

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

Learn to build a strong foundation by:

- Evaluating your leadership skills to effectively maximize staff potential.
- Analyzing business processes to streamline internal systems.
- Knowing what to be aware of in your optometric office.

Troubleshooting - NEW for 2010

A Systematic Approach to Problem-Solving with Patients

This program will improve your ability to:

- Analyze and assess problems.
- Determine the appropriate actions needed to reach a solution.
- Create a goal and plan of action.
- Walk through all options prior to taking the first step.

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. Mary has been PEN's principle staff training instructor for the past 15 years.