



PIO 2010 PRESENTERS

Achieving Excellence Through New Opportunities

PORTOLA HOTEL & SPA, MONTEREY, CA

MARCH 26TH - 28TH, 2010



Mark Wright, OD, FCOVD *Growth Opportunities in the Expanded Scope of Optometry*

Dr. Wright is the President of Pathways to Success for Optometrists, a consulting company. Between 1980 and 2007 he built a small satellite office into a nine partner, full scope optometric practice. Professor Wright is also the faculty coordinator of the practice management program at the Ohio State University College of Optometry. Dr. Wright has written a book on coding and reimbursement, is editor of an optometric journal, and lectures extensively on practice management topics.



Carole Burns, OD, FCOVD *Best Practices in Contact & Spectacle Lens Management*

Dr. Burns lectures nationally on practice management and staffing issues. Dr. Burns was awarded 1989 *Young Optometrist of the Year* in Ohio. She heads a three-office practice that includes eight ODs and a staff of 35. Her practice was the cover story in the March 2008 issue of *Women in Optometry*. The practice also runs a statewide nursing home practice and a specialty VT practice. Dr. Burns is an adjunct faculty member of the Ohio State University School of Optometry.



Jay Binkowitz, President, GPN *Understanding Practice Profitability*

Over the last 28 years, Mr. Binkowitz has had extensive experience in retail operations, merchandising/marketing, manufacturing/distribution, technology development, national sales, and on-site interactive consulting. He has currently developed a unique support company to create infrastructure and strengthen independent practitioners with new business management tools and processes. Mr. Binkowitz is co-owner of American Eye Care, New York and co-founder of GPN.



Ron Goldman, Esq. *Hiring Associates to Perpetuate the Practice, Staff Management & Leadership for Maximum Productivity*

Mr. Goldman graduated cum laude from California State University, Northridge and received his Juris Doctor in 1981 from California Western School of Law in San Diego. In 1985 Mr. Goldman began focusing his practice on defending health care practitioners in malpractice cases and handling their business and transactional needs. Mr. Goldman lectures at UCSF and UOP several times a year on the subjects of risk management and business law for health care professionals.