

**American Society of Ophthalmic Administrators
Clinical & Surgical Staff
Congress on Ophthalmic Practice Management
May 1-4, 2004 • San Diego, California
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GENERAL SESSION

- 400 The New Contact Lens Law, *Nancey McCann; Robert Portman, JD, MPP*
- 401 Seeing "Eye to Eye" - Using Generational Trends in Your Practice, *Robert W. Wendover (2 Tapes)*

BENCHMARKING / MARKETING

- 402 Marketing-Be the Purple Cow, *Renee Hatfield, BA*
- 403 Benchmarking Patient Customer Service, *Yvonne L. Martin, MBA*
- 404 How to Become an Effective Public Speaker, *James A. Rienzo*
- 405 Using Advanced Technology to Increase Volume and Profitability, *Coni S. Fisher; COE, COT; Dan Wilson, COO*
- 406 How To Build The Perfect Marketing Budget for Both Refractive and Cataract Practices, *Michael W. Malley*
- 407 Deliver Legendary Customer Service: Strategies to Guide Practice Excellence, *Joan Wahlman, BS*

CODING/REIMBURSEMENT

- 408 Multispecialty Documentation and Coding Tips: Part 1, *Heather B. Freeland*
- 409 Medicare Basics: 10 Steps to Efficient Reimbursement, *Ann Rose*
- 410 Gray Areas of Coding and Documentation, *Donna M. McCune, COE, CCS-P*
- 411 Perils and Pitfalls of Coding for Glaucoma, *Kirk Mack, COE, COMT*
- 448 Perils and Pitfalls of Coding for Oculoplastics, *Kevin J. Corcoran, COE, CPC*
- 449 Managing Reimbursement, *John Cox*
- 450 Medicare Update, *Ann Rose*
- 451 Coding and Charting for Diagnostic Tests, *Patricia Kennedy, COE, COMT, CPC*
- 462 Coding and Documentation for Your Cataract Surgeon, *Kirk Mack, COE, COMT*
- 463 Perils and Pitfalls of Coding for Retina, *Mary Pat Johnson, COE, COMT*
- 465 Multispecialty Documentation and Coding Tips: Part 2, *Heather B. Freeland*
- 466 Perils and Pitfalls of Coding for Cornea, *Patricia Kennedy, COE, COMT, CPC*
- 467 Perils and Pitfalls of Coding for Pediatrics and Neuro-ophthalmology, *Kevin J. Corcoran, COE, CPC*

HUMAN RESOURCES/MARKETING

- 412 Reimbursement is a Team Sport, *Mary Pat Johnson, COE, COMT; Patricia Kennedy, COE, COMT, CPC*
- 413 See Clearly: Enjoy Life in Ophthalmology, *Robert M. Kershner, MD*
- 414 Uncovering Strengths, Weaknesses, and Motivations in Your Staff, *Traci Page, COE*
- 415 Whose Bottom Line Is It Anyway? *Laurie Sanchez, COE; Delta Jorgensen; Robb Linafelter; Liz Parrott*
- 416 New Media Marketing and Search Engine Optimization For Refractive Practice Development, *Onur Birsen; Timothy J. Murphy*

PRACTICE MANAGEMENT/MARKETING

- 417 OK, I'm an Eye Practice Administrator-Now What? *Gil Weber, MBA; Panel: Sharon Anderson; John S. Bell, MBA, COE, CMPE; Charla Ferchow; Michael Lockard; Laurie Sanchez, COE; Walt Underwood, FACMPE (3 Tapes)*
- 418 Seeing to Infinity and Beyond-Accommodating IOLs / Consumer Driven Health Care Plans: Beyond the HMO, *Jim A. Denning, BA, BS*
- 419 From Audits to Investigations: What to Do When the Government Comes Knocking, *Allison Weber Shuren, MSN, JD; Alan E. Reider, Esq.*
- 420 Making Marketing Work-New Ideas in Refractive Marketing, *Michael J. Dobkowski; Mary Beth Devine*

QUALITY ASSURANCE/FINANCIAL

- 421 Embezzlement: Is it Likely to Happen in Your Practice? *Linda R. Georgian, COE*
- 422 Utilization Analysis, *Kevin J. Corcoran, COE, CPC*
- 423 Accounting 101 For Administrators, *Kent B. Bone, MBA, COE*
- 424 Increase Profitability Without Increasing Overhead, *Polly Neely*

QUALITY ASSURANCE/RISK MANAGEMENT

- 480 Quality Control is an Everyday Event, *Patricia Kennedy, COE, COMT, CPC*
- 481 Investigation of Co-management: What is the Government Looking For? *Alan E. Reider, Esq*
- 482 Leases Between Providers: OIG Safe Harbors and Beyond, *Kenneth Woodworth Jr; COMT, COE*
- 483 Technician's Role in Practice Compliance, *Patricia Kennedy, COE, COMT, CPC*
- 484 Joint Ventures Between Referral Sources: Legal Issues, Ownership, and Operation, *Allison Weber Shuren, MSN, JD; Alan E. Reider, Esq*
- 485 Is there a Whistleblower in the Group? *Donna M. McCune, COE, CCS-P*
- 486 You Be the Patient: Learning Compliance in Real Time, *Alan E. Reider, Esq; Donna M. McCune, COE, CCS-P; Allison Weber Shuren, MSN, JD*

MARKETING

- 425 Strategic Planning: Growth Opportunities Within Your Practice, *Charles H. Williamson, MD; Rachel Dunn, BA; Charles Williamson Jr, MBA, MHA*
- 426 Customer Service Through Your Patients' Eyes, *Renee Hatfield, BA*

SUBSPECIALTY TRACK

- 427 Physician Considerations Upon Joining a New Practice, *Eugenio M. Candal, MD; Sharon M. Brown, COT, COE*
- 428 Recruiting a Subspecialist, *Diane McCabe; Mary Sue Jacka, COE, MBA; Chris McElvaine*
- 429 Bringing on a New Provider, *Sharon M. Brown, COT, COE*
- 430 Contract Negotiation Process, *Thomas P. Pannullo, JD*
- 431 Adding Subspecialists to the Practice/My First Year in Retina: What I Learned, *Jane T. Shuman, COE, COT*

- 432 Structuring a Financially Viable (and Legal) Subspecialist Arrangement, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*

ASC/FACILITY DESIGN

- 433 Design and Construction Considerations for a Full-Service Ophthalmic Center, *John A. Marasco*
- 434 How to Develop a Single Surgeon ASC, *Vasilis Makris, MD*
- 435 Milestones to Building a Profitable Surgeon-Owned ASC in Today's Competitive Environment, *Michael Colvard, MD; William A. Sarrailley, Esq*
- 436 Designing and Equipping Your ASC, *Shelly Gorman*
- 437 Efficiency by Design: Enhancing Your Vision of Ophthalmic Architecture, *Thomas P. McKercher, AIA*
- 438 Feasibility, Design, and Construction of Ambulatory and Refractive Surgical Centers, *John A. Marasco*
- 439 ASC Buy-Sell Arrangements, *Daniel M. Bernick*

BUSINESS OPERATIONS

- 440 New Doctor Contracts, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*
- 441 New Associate Economics: Setting Performance Expectations, *Sandra E.D. McGraw, Esq, MBA; Mark E. Kropiewnicki, Esq, LLM*
- 442 Non-Traditional Employment Arrangements, *Daniel M. Bernick; Mark E. Kropiewnicki, Esq, LLM*
- 443 Buy-Ins and Buy-Outs, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*
- 444 Partial Retirement: Is It in Your Future? *Daniel M. Bernick; Sandra E.D. McGraw, Esq, MBA*
- 445 Essential Elements of Partnership/Owner Agreements and Common Mistakes, *Sandra E.D. McGraw, Esq, MBA; Mark E. Kropiewnicki, Esq, LLM*
- 446 Understanding Life and Disability Insurances, *Mark E. Kropiewnicki, Esq, LLM; Ian R. Hastings, ChFC, MBA*

INFORMATION SYSTEMS/STRATEGIC MANAGEMENT

- 452 Implementation of an Electronic Medical Records System in Your Practice, *Philip C. Borker, MPA; Ivan H. Jacobs, MD*
- 453 Overcoming the Fear Factor: Drop Third Party Contracts; Work Less; Earn More, *David D. Richardson, MD; Gil Weber, MBA (2 Tapes)*
- 454 Select and Implement the Right Computer Solution for Your Ophthalmic Practice, *Susan Jones*
- 455 So You've Bought a New Custom Laser-Now What in the World Do You Do? *Michael W. Malley*
- 456 Practical Use of Microsoft Excel Pivot Tables, *Robb Linafelter*
- 457 Using an Online Tool to Assist Practice Management, *Bill Voyles*

PRACTICE MANAGEMENT

- 458 Achieving Quality and Profitability by Maximizing Clinical Efficiency, *Kenneth Woodworth Jr, COMT, COE*
- 459 Practice Triage for More Effective and Profitable Patient Scheduling, *Polly Neely*
- 460 Leadership for Radically Changing Times, *Candace S. Simerson, COE*
- 461 The Administrator's Credentialing Checklist, *Linda R. Georgian, COE*

OPTICAL SHOP

- 468 Defining Goals and Rewards: The Cornerstone of Optical Success, *Donna A. Suter, BA*

- 469 Eyeglasses After Cataract Surgery: How to Get Paid, *Kevin J. Corcoran, COE, CPC*
- 470 Performance Versus Compensation: Will Your Employees Earn Their Keep? *Donna A. Suter, BA*
- 471 Enhancing Your Capture Rate, *Carolyn Salvato*
- 472 Motivation Tools for Your Clinic and Optical, *Michael D. Brown, BSBA*
- 473 Why Delegating in the Dispensary Can Double Your Income, *Donna A. Suter, BA*
- 474 Optical Efficiencies and Benchmarking, *Carolyn Salvato*

PRACTICE MANAGEMENT/OPTICAL SHOP

- 475 Marketing Your Optical Dispensary, *Arthur De Gennaro*
- 476 Economic Implications for Managing Dry Eye, *John Cox*
- 477 Physician Departures: Limiting the Loss, *Daniel M. Bernick*
- 478 Your Office as a Practice Tool, *Larry Brooks*
- 479 The Art of Taking a Medical History, *Kirk Mack, COE, COMT*

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ADVANCED TRACK

- 500 Advanced IOL Calculations, *Jack T. Holladay, MD*
- 501 Refractive Surgery: Current and Emerging Liability Issues, *Paul Weber, JD; Greg Tiemier, JD; Anne M. Menke, RN, PhD; Sharon M. Brown, COE, COT*
- 502 Cataract Surgery: Current and Emerging Liability Issues, *Paul Weber, JD; Greg Tiemier, JD; Anne M. Menke, RN, PhD; Sharon M. Brown, COE, COT*
- 503 The Accommodative IOL, *Elizabeth Davis, MD*

INTERMEDIATE TRACK

- 504 Refinement Techniques in Refractometry, *Jennifer M. Klinger, OD*
- 505 Understanding Custom Cornea, *Mohinder K. Gupta, MD*
- 506 Cutting-Edge Cataract Surgery, *Mohinder K. Gupta, MD*
- 507 Immersion Biometry: It's Not a Water Bath Anymore, *Rhonda Waldron, MMSc, COMT, CRA, ROUB, RDMS*
- 508 History Taking and Chart Documentation, *Donna M. McCune, CPC, CCS-P*
- 509 Contact Lens Management After Refractive Surgery, *Michael Ward, MMSc, COMT, FAAO*
- 510 Presbyopia: The Final Frontier, *John T. LiVecchi, MD*
- 511 Slitlamp Examination Techniques, *Kevin H. Merkley, MD*
- 512 Antibiotic Resistance, *John Sheppard, MD*

SURGICAL TRACK

- 513 Strategies for Operating Room Productivity, *Richard J. Ruckman, MD; Andrew Watkins, MD*
- 514 Overview of Ophthalmic Anesthesia, *Richard J. Ruckman, MD*
- 515 What's New in Cataract and Refractive Surgery, *Richard S. Hoffman, MD*
- 516 First Do No Harm: Patient Safety in Ophthalmology, *Victoria B. Navarro, RN*
- 517 Recommended Practices for Preventing Infection in the Refractive Surgical Setting, *Jane Katzen, RN, BScN*
- 519 Microincision Phacoemulsification: The Next Wave, *Mark Packer, MD*
- 520 Reusables, Disposables, Reposables: Issues and Concerns, *Barbara Ann Harmer, RN, MHA; Henry F. Edelhauser, PhD*
- 521 Toxic Anterior Segment Syndrome and Toxic Endothelial Cell Destruction in Cataract Surgery, *Henry F. Edelhauser, PhD*
- 531 Compliance in the Real World, *Richard J. Ruckman, MD; Joan Standeven, RN*
- 532 Risk Management in Small-Incision Cataract Surgery, *Richard J. Ruckman, MD*
- 533 Pearls for Effective Patient Flow on Surgery Day, *Christine N. LaPointe, Jan Watson, COA*
- 534 Presbyopia: Surgical Treatment and Technological Advances, *Howard Straub, DO*
- 535 Workup and Patient Selection for Phakic Refractive Lenses, *Diana Hatis-Neuhoff, RN, BScN, COT*
- 536 Keeping The Patient Comfortable . . . Before, During and After Refractive Surgery, *Michele Murray, RN*
- 537 Demonstrated System for the Prevention of Endophthalmitis, *Randall E. Cole, MD, Donna Acord, RN, BSN*
- 539 Surgical Throughput . . . The Better Way, *Barbara Ann Harmer, RN, MHA*

CLINICAL TRACK

- 522 Glare and Contrast Sensitivity Testing, *Jack T. Holladay, MD*
- 523 Optics for Ophthalmic Medical Personnel, *Jane T. Shuman, COT, COE*
- 524 Clinical Workup of Refractive Patients, *Jennifer M. Klinger, OD*
- 525 Corneal Dystrophies and Degenerations, *James A. Katz, MD*
- 526 Ophthalmic Technician's Role in Counseling Refractive Patients, *Christine N. LaPointe*
- 527 Intraocular Lens Calculation After Refractive Surgery, *Rhonda Waldron, MMSc, COMT, CRA, ROUB, RDMS*
- 528 Coding for Your Cataract Surgeon, *Patricia Kennedy, COE, COMT, CPC*
- 529 The Intraocular Lens Renaissance: New Designs and Benefits, *Mark Packer, MD*
- 530 Anatomy and Terminology from A to Z (Aqueous to Zonule), *Sue Stuhr, COT*
- 540 Glaucoma Diagnostic Tools, *Todd A. Hostetter, COMT, CRA*
- 541 Update on Glaucoma Management, *Shiyoung Roh, MD*
- 542 Technician's Tips for Improving Wavefront Acquisitions, *Diana Hatis-Neuhoff, RN, BScN, COT*
- 543 The Fine Art of Scribing, *Jane T. Shuman, COT, COE*
- 544 Prevention and Management of LASIK Dry-Eye Syndrome, *Eric D. Donnenfeld, MD*
- 545 Back to the Future: Intraocular Lenses in the Refractive Mainstream. *Moderator: Chu Y. Ralph, MD; Tom Clinch, MD; Paul S. Koch, MD; Roberto Pinelli, MD; Emanuel Rosen, MD*
- 546 The Efficient Eye Exam . . . Keeping the Patient and Doctor Happy, *Sue Stuhr, COT*
- 547 The Technician's Role in Compliance, *Mary Pat Johnson, COMT, CPC, COE*

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