

TOPICS

10 Ways to Lose a patient (ABO, CPC)

Mary Schmidt

In today's market, patients can be very demanding. If you are lucky, they tell you when you don't measure up. But if you're unlucky, they just walk away, without giving you the chance to succeed and they tell others. This course will allow you to assess your standard practices to ensure you are handling all the basics

Troubleshooting PALs (ABO)

Melissa Edgil

This course provides a systematic approach to the troubleshooting and dispensing of progressive addition lenses (PALs)- including symptoms and resolutions to problems stemming from improper fabrication, ordering, fitting, or adjustment. Additionally, the primary functions of a PAL will be described with a view toward understanding patient perception of PAL design.

6 Senses of a Sale (CPC)

Beverly Roberts

This course is designed to teach how to understand the focus factor of sales. You will learn to sales communication with the patients, as well as, how to place value on your products and the team that promotes them. After taking this class you will have a clear understanding of the joy that comes with selling what you believe in.

Selling Skills; To Speak or Not to Speak (ABO, CPC)

Mary Schmidt

Knowing what to say and when to say it is key in the selling process. Do you stumble with your words? Do you find yourself at a loss when trying to explain products or services? This course will help you increase your ability to explain products and services provided by your practice. Patient will be more confident in their decision making because you have educated them.

Psychological Safety in the Workplace (ABO)

Melissa Edgil

Physical safety in the workplace is regulated and ensured by OSHA; however, psychological safety in work environments is largely self-governed. The ability to take interpersonal risk is a crucial component of psychological safety- and studies show this ability is lacking in most in most work environments. Employers who provide a psychologically safe environment enjoy higher staff retention and better productivity. This course details the importance, components, and establishment of psychological safety.

Cross Training (CPC)

Beverly Roberts

Cross training is a key part to having a well balance team. We never know when someone will need to be out and another staff member will need to fill-in. This class will show the values of cross training and the systems to decide what areas of the practice are best to cross train in. You will learn skills that are needed in each area and how to use them in a secondary role

Insurance Talks

Amy Kraemer

TOPICS

Managing Patient Issues (ABO)

Melissa Edgil

Patients are in our office daily, but how many of them never come back? What about the office drives them to that decision? Sometimes they come back but we feel like they are being difficult on purpose. There are ways to address these issues and be able to turn a dissatisfied customer into a lifelong patient.

Stress & Relaxation in the Workplace (CPC)

Beverly Roberts

Stress in the work place is not always within our control. This class will demonstrate exercises that a staff member can do to reduce the effects of stress and keep their production up. It is a fun class that will get you out of your seat!!

Frame Adjusting Lecture/ Workshop (ABO, CPC)

Mary Schmidt

Frame Adjusting Lecture is 1 hr ABO/ CPC Approved, 1 hr Workshop is NOT CE Approved.

We recommend attending the lecture before the workshop, but this is not a prerequisite

Wouldn't it be wonderful to have the perfect system for adjusting frames? Would you love to know what to do to make a frame fit and when to do it? Attend this course and develop greater confidence and efficiency when dealing with patients who demand that perfect fit

Dry Eye Diagnosis & Hands on Dry Eye Workshop (CPC)

Dr. Kyle Ross

This course is designed to provide broad and didactic clinical knowledge on the diagnosis and management of dry eye. It will address the general anatomy and physiology involved in the dry eye disease process as well as highlight clinical diagnostic testing. Further, this course will explore current treatment protocols for in office and at home interventional procedures and expand upon the opportunities for paraoptometric technicians to participate in direct patient care.

Hour 1 will cover anatomy of dry eye, and hour 2 will entail of technicians skills aqueous assessment, schirmer testing, vital dye staining, NaFL and Lissamine Green.

The Red Marble (CPC)

Beverly Roberts

Working manuals are the instruction books for each job in the office. They are needed when you have an unexpected staff turnover. Theses manuals make training new staff a breeze and helps to keep everyone in the office doing things in a consistent manor. All staff will have a refence book if they have to fill in just for a day. These manuals help to assure us that our staff are all trained to do things in the office the same way

Brain Aerobics (CPC)

Beverly Roberts

This course will allow us to learn which side of the brain is dominant for us, apply Exercises to learn to use both sides of the brain to work to our maximum potential and help us to understand the way our co-workers think to create a more positive work environment

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What's in my Eye? (CPC, ABO, NCLE)

Mary Schmidt

Perhaps there is nothing more amazing than the structure and complexities of the human eye. Your staff will gain a greater appreciation and understanding with this course. In turn, they will be able to explain its function to patients in easy-to-understand language. Emphasis is placed on the ability to communicate the disorders, conditions and diseases of the eye and work with patients on options for treatment.

Customer Service 101 (CPC)

Beverly Roberts

Primary objectives for customer service are to be a customer's advocate and champion. How does this fit into patient care? We will learn skills needed to provide great customer service in today's world. We will see how the trend in our offices has changed and ways we can better meet the needs of our patients. Good customer service brings in patients, but GREAT customer service keeps them!

Scleral Lenses (CPC)

Dr. Michelle Kwon

With the limitation of soft lenses and discomfort in traditional rigid gas permeable lenses, scleral contact lenses are becoming more and more popular in patients with corneal diseases as well as dry eyes. In the basic level course, we will discuss a general overview of how they are fit. If your office fits them, the staff in this lecture may have a lot of good questions that you could not ask during a busy day in the clinic. If your clinic is not fitting scleral lenses, you can and should be knowledgeable when speaking to patients or other offices about patients that may be already wearing scleral contact lenses.

Anatomy of the Eye, It's Parts and How They Function (ABO, CPC)

Mary Schmidt

This course is designed to give new and experienced staff members a greater appreciation and knowledge of the human eye as well as illustrate how best to explain its function to patients in easy-to-understand language. Emphasis is placed on improving the ability to communicate the disorders, conditions and diseases of the eye to a patient.

Red Light, Green Light 1, 2, 3: The A B Cs of Syntonics

Dr. Robert Fox

Syntonics (Optometric Phototherapy) is rapidly growing in acceptance and usage in the optometric community. Its growth has paralleled the use of light by medicine to treat a variety of visual and systemic conditions. This course will cover the basics of syntonics. This included history of light-based medicine, supplemental testing of pupils and kinetic visual fields, and treatment options. The use of the basic syndromes to guide decision making for the novice syntonist will allow those hesitant to more quickly integrate syntonics into their practices. Hands-on lab time will allow for demonstration of pupil testing and fields testing. (Please bring a pen light or transilluminator.)

Leadership Development (CPC,)

Beverly Roberts

Leadership is the most valuable tool in the growth of the paraoptometric profession. Choosing a leader starts as early as the hiring process in an office. Those staff who have natural leadership skills will excel in office and grow to be the leaders that move Para-optometry forward nationally.

TOPICS

Telephone Triage; Emergency or Urgency? (CPC, ABO)

Mary Schmidt

We all want to help a patient in distress but it's knowing how and when to respond that will make the difference. Do you know the difference between an ocular emergency and an optical urgency? Which one requires immediate action and which can wait? Learn the simple questions to help determine how you respond and which action is best for the patient

“Doctor, Doctor, Which Lens Should I Use?”(VT)

Dr. Robert Fox

Lenses are a vital part of any vision therapy test or therapy program. Lenses worn by the patient include single vision for far, single vision for near, multifocal, or specialty lenses for computer or other occupational use. The challenge for the therapist is picking the appropriate lenses for specific vision therapy activities. This course will cover some very basic optics and provide rules to follow when selecting specific lenses for specific VT procedures.

Lenses and Prisms in the Therapy Room (VT)

Dr. Robert Fox

The goal of VT is clear, single, binocular vision. The best tools we have at our disposal in the therapy room are lenses and prisms. Lenses and prisms provide the means for interaction between the patient and his surroundings to create change, movement, and direction. The use of lenses and prisms is uniquely optometric. Other professions are looking to fill the void optometry is leaving. They do not use lenses and prisms as we do. The essence of a VT program is to provide procedures that allow the patient to perform at continuously increasing levels of efficiency. This allows the patient to perform visually with less stress and less efficiency.

Resolve Conflict Clinic (CPC)

Beverly Roberts

Conflict can happen when we least expect it and in different ways. It can be a patient, staff member or even your boss. Today we will review and learn ways to address or handle the hard conflicts.

Hands on Cow Dissection

Dr. Tessa Sokol

Only 20 participants allowed, first come first serve, all others interested will be put on a wait list

Join us for a fascinating one-hour lecture and workshop on the anatomy of the eye, featuring a hands-on dissection of a cow eyeball. Led by an experienced optometrist, this session will provide an in-depth look at the structure and function of various eye components. Participants will gain practical experience identifying key anatomical features, such as the cornea, lens, retina, and optic nerve, and understand their roles in vision. This interactive workshop is an excellent opportunity for paraoptometric to deepen their understanding of ocular anatomy and enhance their skills in a supportive learning environment. All necessary materials and protective equipment will be provided.