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*Kansas Optometric Association's*  
**2011 Fall Eyecare Conference**  
**ASSISTANTS' PROGRAM COURSE DESCRIPTIONS**

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November 18-19, 2011 • Wichita Airport Hilton

### **Stephen Farebrother**

#### **SELLING MULTIPLE PAIRS**

*This class focuses on the opportunities for multiple pair sales. Examined are areas of opportunity such as sunglasses, safety eyewear, and occupational opportunities including computer eyewear. Handouts include lens color choices and lens guidance charts for various needs.*

#### **IT'S A KID WORLD**

*This class focuses on the aspects of selling eyewear to children. This class contains information including eye disease in the aging eye starting from birth to points of information on how to build a practice that includes eyewear to children of all ages. The influence and buying power of kids is also examined in this seminar.*

### **Todd Fleischer**

#### **COMMUNICATION STRATEGIES FOR YOUR PRACTICE**

*The way people are communicating is constantly evolving. This course will cover practical communication strategies to reach your different patient populations. The lecture will also cover answers to questions commonly asked of the Kansas Optometric Association by optometric staff across the state.*

### **Shane Kannarr, OD**

#### **OCULAR DISEASE FOR THE PARAOPTOMETRIC**

*"What's wrong with my eye? How long will it last? Can it be fixed? Questions like these are often heard after the patient has left the doctor. The patient depends on paraoptometric staff to reinforce the doctor's opinion and often times rephrase the doctor's findings into everyday language. This lecture will cover a wide spectrum of ocular diseases from the serious to the simple daily irritations. Paraoptometric staff will appreciate the knowledge of the ocular diseases and be prepared to answer the routine questions asked by the patients.*

#### **DO YOU SEE WHAT I SEE?**

*The instrumentation in eye care has changed drastically in the last several years. These changes in technology have allowed staff to gather more information than ever before. Many of these instruments can appear intimidating when they are first incorporated into an office. An overview of equipment providing retinal imaging, laser nerve head imaging, and fundus photography will be presented. General tips to aid in gathering the best possible information will be discussed. Key information gathered from each test will also be presented. This should help staff tie the information from the tests to the treatment plan for patients.*

#### **DYNAMIC DISPENSARY**

*The dispensary is the largest profit center for most practices, yet often receives the least attention. During the two-hour lecture every aspect of creating a wonderful dispensary experience for both the patient and the practice will be covered. This will include looking at methods for better office communication, better understanding of products and whom they benefit and ways to present these products to the patient in an effective manner. Additional time will be spent focusing on the benefits of many of the more common lenses. During the last section of the lecture, the members of the group will role play specific patients while the other members serve as their optician and create the "Dynamic Dispensary" experience.*

#### **MEDICATION MAZE**

*Patient care in the optometric office has evolved from providing vision correction to treating many conditions that require medical intervention. Due to the hectic pace of many of optometric offices, the staff is required to answer many of the patients' questions pertaining to the medication. During the lecture we will cover the classes of medications as well as the specific drugs in each class. Information will be discussed on the common uses of the medications and their side effects.*

## **Elaine Schmidt, CPC**

### **BILLERS SEMINAR**

*This class is designed for both new and advanced billers. Topics being covered include: coding, procedure and diagnosis codes, rules and regulations, general policies, some modifier usage, and samples of claim submissions.*

### **PQRS: UNDERSTANDING THOSE FUNNY-LOOKING CODES**

*The PQRS measures will be presented demonstrating what they are and how they are to be used. The goal is to take the mystery out of how to effectively implement their usage. Examples will be presented to demonstrate how they can be used.*

### **EHRs - MEANINGFUL USE**

*Schmidt will focus on the meaningful use necessary for ODs to meet the requirements for current incentives (and to avoid future penalties) through Electronic Health Records attestation.*