

NORTH FOCUS UNIVERSITY



Friday, August 14, 2015

7:00AM – 6:30PM

Amway Hotel

187 Monroe Ave NW

Grand Rapids, MI 49503

7:00AM - 8:00AM Registration and Breakfast

8:00AM - 9:30AM **"The Declaration of Independence Taking Control of Practice Results in the New Era of Eyecare" PART 1**
Bill Nolan, The Williams Group
COPE 44117-PM

9:30AM - 10:00AM Vendor Exhibits

10:00AM - 11:00AM **"Increasing Capture Rate, One Patient at a Time"** *Samantha Toth, Innereactive Media* COPE 45024-PM
"Developing A Specialty Contact Lens Practice" PART 1 *Dr. Mile Brujic O.D.* COPE 36703-CL

11:00AM - 12:00PM **"Secrets to Leading & Implementing Change"** *Samantha Toth, Innereactive Media* COPE 43976-PM
"Developing A Specialty Contact Lens Practice" PART 2 *Dr. Mile Brujic O.D.* COPE 36703-CL

12:00PM - 1:00PM Lunch and Vendor Exhibits

1:00PM - 2:00PM **"The Declaration of Independence Taking Control of Practice Results in the New Era of Eyecare" PART 2**
Bill Nolan, The Williams Group
COPE 44117-PM

2:00PM - 2:30PM Vendor Exhibits



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NORTH FOCUS UNIVERSITY



"Creating Unprecedented Patient Loyalty"

2:30PM - 4:30PM

Dr. Mile Brujic

COPE 44258-PM

4:30PM - 5:00PM

Vendor Exhibits

5:00PM - 5:30PM

Closing Remarks & Prize Drawing

5:30pm - 6:30pm

Post Party Reception



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