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Greeting ECP's,

Expert Optics is proud to announce **Optical Preview 2010** set for Wednesday, March 24<sup>th</sup>.

Since 1996 eye care professionals have looked forward to Optical Preview as an important calendar event that provides an excellent day of training and education for today's modern eye care establishments.

OP 2010 has been designed to not only train and educate but to motivate doctors and staff with the latest information from the field of eye care. This year we are featuring Dr. Jim Grue. Dr. Grue's extensive knowledge and understanding of electronic medical records and information technology issues will provide a better and more complete understanding of current government healthcare reform issues and its impact on private eye care practices. (C.O.P.E. Accredited)

Members of your team will have a variety of custom classes that will improve team development as well as advance each person's roles in the process of patient care. This year we will feature four speakers providing ABO credits.

A few excerpts from this year's course material . . .

For Doctors:

- Core principles of "value driven health care"
- How to better evaluate & manage EMR's/EHR's
- Understanding the reimbursement and referral system
- What your electronic health record needs to do for your office now and in the future
- Addressing patient satisfaction - beyond vision

For Staff:

- Motivating patients to go for that "additional pair"
- Indispensable presentation and selling skills
- Merchandising for increased profit and patient awareness
- Achieving better revenue per patient
- Frame selection; taking control of the process

In addition to the training program Expert Optics will showcase the latest in eye care products from a select group of industry vendors. Our exhibit hall will be open from 11:30 a.m. to 4 p.m. to ensure everyone has ample time to visit the vendors.

Expert Optics, Inc.  
Optical Preview 2010  
"Setting the Pace in Changing Times"  
March 24, 2010  
Hilton Hotel  
Lisle/Naperville, Illinois

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## OPTICAL PREVIEW 2010

March 24, 2010

9:30 a.m. - 10:00 a.m.

Registration

### ACT I

10:00 a.m. - 10:05 a.m.

Welcome Address

Doctors & Staff

Introductions & Acknowledgements

### ACT II

#### GROUP TRAINING

10:05 a.m. - 10:50 a.m.

"Riding The Crest"

All Doctors & All Staff

Guest Speaker - Mr. Jeff LaPlante \*Sponsored by Signet-Armorlite\*

1 COPE Credit & 1 ABO Credit

State of the Industry/New Decade in Eyecare

### ACT III

#### INDIVIDUAL TRAINING

#### SCENE I

11:00 a.m. - 11:50 a.m.

"EMR's & EHR's - Understanding Value Driven Healthcare"

Doctors & Admin. Staff

Guest Speaker - Dr. Jim Grue

2 COPE Credits

Medical Records & Information Technology

#### SCENE II

11:00 a.m. - 11:50 a.m.

"Creating The Nothing Left To Chance Experience"

Staff Only

Guest Speaker - Mr. Tim Fortner \*Sponsored by Transitions\*

1 ABO Credit

Patient Management & Customer Care

#### SCENE III

11:00 a.m. - 11:50 a.m.

"Profitability Through Professional Dispensing"

Staff Only

Guest Speaker - Mr. Dominic Parisi \*Sponsored by R.O.I.\*

1 ABO Credit

Patient Management & Customer Care

### EXHIBIT HALL

11:30 a.m. - 4:00 p.m.

### INTERMISSION

Lunch Break

### ACT IV

#### INDIVIDUAL TRAINING

#### SCENE I

1:00 p.m. - 3:00 p.m.

"EMR's & EHR's - Understanding Value Driven Healthcare"

Doctors & Admin. Staff

Guest Speaker - Dr. Jim Grue

Course Continued from AM Session

State of the Industry/New Decade in Eyecare

#### SCENE II

1:00 p.m. - 2:00 p.m.

"How To Give Patients What They Really Want - But Don't Get"

Staff Only

Guest Speaker - Mr. Greg Rodriguez \*Sponsored by Varilux\*

1 ABO Credit

Patient Management & Customer Care

#### SCENE III

1:00 p.m. - 2:00 p.m.

"Be Fruitful & Multiply"

Staff Only

Guest Speaker - Mr. Jeff LaPlante \*Sponsored by Signet-Armorlite\*

1 ABO Credit

Multiple Sales Strategies

### FINALE

4:00 p.m.

Finale

Prize Drawing

(Winners Must Be Present To Win)

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**RIDING THE CREST**  
**10:05 a.m. – 10:50 a.m.**  
**1 C.O.P.E. & 1 ABO**  
**Guest Speaker: Jeff LaPlante**

**Course Description:**

The importance of maximized information transfer, developed through patient pre-exam histories and inter-office communication as a means to correctly present new advancements in the spectacle lens technologies.

**Course Objectives:**

- Assisting the Optometric business owner with understanding the changes occurring in the industry over the next 20 years (2005 – 2025), and how they relate to today's ECP marketplace.
  - Developing a strategy to handle new product reviews, gaining staff agreement, and proceeding with introduction and implementation on a patient level.
  - Review of how to correctly manage pre-exam history questions to reflect updates of available technologies; both today and in the future.
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## **BE FRUITFUL AND MULTIPLY**

**1:00 p.m. – 2:00 p.m.**

**1 ABO**

**Guest Speaker: Jeff LaPlante**

### **Course Description:**

Every office must maximize every sale. But in a world of \$1000 eyewear, motivating patients to go for that “extra pair” seems impossible. (At least that’s what your staff has been telling you!). Jeff LaPlante ABOM breaks down the multiple pair objection issues and brings to the forefront a descriptive and “turn key” plan to increase multiple pair sales in your offices immediately.

### **Course Objectives:**

- Fundamental understanding of the foibles of multiple pair sales in a retail optical environment.
  - Flaws in the general optical sales system for multiple sales are discussed.
  - Placing great importance on the general attitude of the dispenser in embracing an “open philosophy” about fulfilling all of the patient’s visual needs.
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# Jeff LaPlante

Jeff LaPlante A.B.O.M., is celebrating over 30 years in the optical industry. An American Board of Opticianry Master Optician, and a Texas Educational Ambassador for the National Academy of Opticianry he believes, “dedication, education and fun are the keys to happiness in an optical career”.

Currently, he is Training & Development Coordinator for Signet Armorlite’s North American sales force. He currently resides in Frisco, Texas with his wife Jennifer.

Signet Armorlite’s most prolific and requested speaker, Jeff has presented over 500 accredited seminars and sales training classes for both major national retailers and independent professional organizations.

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## **EMR's & EHR's - UNDERSTANDING VALUE DRIVEN HEALTHCARE**

**11:00 a.m. – 11:50 a.m. (part 1)**

**&**

**1:00 a.m. – 3:00 p.m. (part 2)**

**2 C.O.P.E.**

**Guest Speaker: Jim Grue, OD**

### **Course Description:**

Hour #1 Before the current political attempt at reforming health care insurance started, there was already a shift in health care policy occurring aimed at putting in place the principles of “value driven health care”. That movement will continue regardless of whether a health care reform bill is passed or not. It is imperative that all providers understand the core principles of this movement. This hour will discuss those principles and the potential effects on Optometry

Hour #2 There is increasing financial pressure being lead by decreasing reimbursements for health systems to become more effective in caring for chronically ill patients including people with diabetes and heart disease. One of the most cost effective delivery methods that have emerged is the medical home model. Illinois has one of the largest planned statewide models in the country. The referral patterns in the state are already beginning to shift. It is essential that any office that is interested in delivering care to patients with these chronic conditions understand how the medical home model and other reimbursement changes, will increasingly affect the practice of Optometry. This hour will offer suggestions on specific things every office should be doing now.

Hour #3 As health care reimbursement becomes more based on outcome reporting, it is important that offices utilize EHRs (electronic health records) that are capable of doing more than just electronically documenting a chart. This hour will cover decision support capability within an EHR, portability and what is required to electronically be able to both send and receive electronic data to and from other health care facilities. It will also cover measuring outcomes in your office and the ability to compare your clinical outcomes to those of other offices. The ability for payers to analyze what you don't do in your office compared to what other offices do is a relatively new technical capability that is important for providers to understand.

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## Jim Grue, O.D.

Dr. Grue is a consultant on health care reform to a number of companies and committees. As a practicing Optometrist from 1979 until recently, he has been involved in the development of new technologies including satellite frame tracing, telemedicine for eye care, Active EHR technology, and Active CE. He monitors the activities of many health care related committees in Washington and advises companies how their products must adapt to incorporate and meet the requirements of health care reform.

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## **CREATING THE NOTHING LEFT TO CHANCE EXPERIENCE**

**11:00 a.m. – 11:50 a.m.**

**1 ABO**

**Guest Speaker: Tim Fortner**

### **Course Description:**

This seminar brings current information about the fundamental shift in consumer values as a result of the recession. More than a recession – we now realize this is a new economy with a new mindset. This seminar addresses how to re-shape your practice and dialogue to connect, entice and engage this new fiscally conservative patient.

We will share a unique insight into successful practices. Attendees will both hear and see how they handle these changes as we walk through a practice examining the critical touch points that make the difference between surviving and thriving in a new economy.

One hour lecture. Workbook and materials included.

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# Tim Fortner

Drawing on more than 30 years experience in the optical industry, Tim Fortner is a veteran professional. A frequent lecturer in both the United States and abroad, Fortner delivers insightful, forward-thinking lectures and seminars addressing the industry's latest challenges and opportunities.

In July, Fortner joined Transitions Optical as manager of trade development. Tim is no stranger to Transitions, having formerly held the director of training and education position.

Fortner comes to Transitions from the Southern College of Optometry in Memphis, Tennessee, where he was on staff as Chief of Ophthalmic Services. Fortner was a founding partner of Streamline Communications, a marketing company that specializes in professional retail training and education for optical professionals. Streamline introduced the first private label credit card designed specifically for independent eyecare professionals in the U.S. market, endorsed by the Optical Laboratories Association.

Fortner has also served as vice president of Muller Optical and Progressive Lens Laboratory, president of Creative Concepts, and director of training and education for Transitions Optical. He has held leadership positions in the Optical Laboratories Association (OLA), and has served on the National Panel of Presbyopia. Fortner is on the editorial advisory board of *Eyecare Business* magazine, and is co-author of "Making Managed Care Work for You."

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## **PROFITABILITY THROUGH PROFESSIONAL DISPENSING**

**11:00 a.m. – 11:50 a.m.**

**1 ABO**

**Guest Speaker: Dominic Parisi**

### **Course Description:**

This course will review how to evaluate revenue per patient, how to set and measure realistic goals and how to effectively reach those goals through successful communication with patients.

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# Dominic Parisi

## Dominic Parisi

Dominic is Vice President of Sales at Eyewear by R.O.I. and has over 17 years of experience in the optical industry. He is a graduate of Villanova University and is a three-time recipient of the Essilor Lab Pro of the Year award. He is a past member of Essilor's Education Advisory Board and has also served on the OLA (Optical Laboratory Assoc.) Development Advisory Board.

## Eyewear by R.O.I.

Eyewear by R.O.I is a leading designer and manufacturer of eyewear with distribution in the United States, Canada, Mexico, South America, Europe and Australia. We market the eyewear brands of Bulova, B.U.M. Equipment, Colours by Alexander Julian, Karen Kane, Wittnauer and Richard Taylor.

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## **HOW TO GIVE PATIENTS WHAT THEY REALLY WANT – BUT DON'T GET**

**1:00 p.m. – 2:00 p.m.**

**1 ABO**

**Guest Speaker: Greg Rodriguez**

### **Course Description:**

The purpose of this program is to look at people who are interested in buying premium products, but somehow lose their way, and fail to actually purchase the product. It's important to remedy this—not only to increase revenue for your business, but also to ensure that your patients are getting the best possible vision solutions and are very satisfied, making them likely to remain loyal customers; So, where did they get lost? There are probably many reasons fewer people actually buy premium products than indicate they want them. This workshop will focus on some common roadblocks and keys we need to steer our patients in the right direction. In the next 50 minutes or so, we'll try to provide you a road map to help you give your patients what they really want!

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# Greg Rodriguez

Greg Rodriguez was the Sales and Technical Training Manager for Essilor Lenses. Prior to this he was a District Sales Manager for the Northwest Region of Essilor Lenses Brand Group and National Speaker.

- He is an ABOC certified Optician and Speaker / Certificate # 27166 (Technical and General)
  - He has 43 years in the Optical Industry
  - He has been recognized for many outstanding achievements. As a consultant, District Sales Manager, speaker and educator both nationally and in Latin America.
  - Greg was the Northwestern District Sales Manager for Essilor Lenses - responsible for the management of 7 brand sales consultants in over 14 states, training and promoting Essilor branded ophthalmic lens products. In addition to his management responsibilities, Greg has been a national speaker and educator for Essilor in the United States and Latin America. Greg's focused on more Training for the Brand Group while working on special new product trainings and sales projects.
  - Greg's optical industry history includes 43 years in the optical field. Greg started his optical career while in the Army graduating from the MOAB school of Opticianry (1966) - fabricating and dispensing lenses. He has also owned and managed a retail optical business and has managed finishing labs. In 1994 Greg started as a sales consultant with Essilor Lenses and has earned numerous regional and national awards for outstanding achievement. Greg has co-authored many optical trainings and seminars, presenting them nationwide for the industry as an ABO Speaker and Certified Optician.
  - Greg's speaking style is laugh and learn, easy to listen to and combines his knowledge of the optical industry with a delivery that is easy to follow and entertaining.
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