

Date: 01/28/2017

Time: 9:00pm – 5:00pm

Location: Houston, TX

Hotel/ Restaurant: Marriott West Loop by the Galleria
1750 West Loop South
Houston, Texas 77027

COPE ID: 48303-AS

Course Title: Picture This

Format: Live

Category: Trt/Mngmnt Anterior Segment

Total CE Hours: 1

Description: This course will describe a variety of anterior segment case presentations, associated treatments and possible protocols to utilize. Additionally, this course will provide visual clues to diagnose those specific disorders.

Expires: Course Expires: 03/07/2019

Instructor: [Jason Miller O.D.](#)

COPE ID: 48445-PM

Course Title: Using Creativity to Differentiate Yourself from Me too Practices

Format: Live

Category:

Total CE Hours: 2

Description: Differentiating your practice is all about creativity. Will you sit back and rely on your past success, or are you willing to take a hard look at your practice and find creative ways to differentiate yourself from your competition This course provides proof that creativity produces growth. It dissects each point of patient interaction with the staff, and illustrates how practices can differentiate from their competition and other me too practices to create truly remarkable patient experiences. Great for owners, managers, and your entire staff to attend.

Expires: Course Expires: 03/24/2019

Instructor: [Samantha Toth](#)

COPE ID: 52056-PM

Course Title: Selling Satisfaction

Format: Live

Category: Practice Management

Total CE Hours: 1

Description: This course teaches doctors and staff how to build an effective, comprehensive communication strategy designed to deliver a consistent patient experience and superior business results. Practices today are inconsistent on how they gather and use information to help patients achieve the best vision possible in all facets of their daily life. Selling Satisfaction teaches doctors and staff their respective roles, how to systematically gather information and collectively use it to prescribe and sell multiple products to meet the lifestyle needs of each patient. This course teaches doctors and staff how to positively handle many common, everyday patient encounters thereby enhancing the overall patient experience. Practices that focus on Selling Satisfaction generate long-term patient satisfaction and superior business results

Expires: Course Expires: 12/22/2019

Instructor: [Douglas Martin](#)

COPE ID: 51254-PM

Course Title: 2XRX Doubling The Optical Opportunity

Format: Live

Category: Practice Management

Total CE Hours: 1

Description: Are you really providing your patients eyewear that satisfies their every need Do you possess the confidence that it takes to sell multiple pairs of eyeglasses We live in a one size does not fill all world. Certainly one pair of eyeglasses would not fill each and every need. When the patient is willing and able to pay for multiple pairs of eyeglasses, it is our responsibility to offer such. If you are looking for ways to increase your sales numbers, this course is for you. Before we can sell multiple pairs randomly, we must first comprehend what it is that our patients want and need. This course looks at selling techniques and strategies for increasing your number of sales and your bottom line. We will focus on twelve steps for successfully selling multiple pairs. So, if your goal is to increase multiple sales, than this course is for you.

Expires: Course Expires: 10/28/2019

Instructor: [Alessandro Baronti](#)