



Mark R. Wright, OD, FCOVD founded Professional VisionCare, a nine doctor practice with offices in Johnstown and Westerville, Ohio. He has made many innovations in the delivery of eyecare services through Mobile America Vision Care, Inc. and through The Solution Center.

Dr. Wright is involved in education, serving as an assistant clinical professor at The Ohio State University College of Optometry. He also is a frequent speaker to students and practicing optometrists on a range of important issues in optometry.

Recently, Dr. Wright was instrumental in founding Pathways to Success, which develops web-based software tools for the financial management of optometry practices.

How other practices just like yours benefited from Dr. Wright's program

"I always leave with some 'pearls' to incorporate this week or sooner."

"Great program as always! Have gained a lot of great managing skills that we plan on utilizing at the practice."

Who Should Attend

- Optometrists who want to get Dr. Wright's special insight into combining high level care with best business practices
- Staff members who want to avoid time-consuming problems and learn new strategies for achieving timely and full reimbursement

What You And Your Staff Miss By Not Attending

- Answers to questions for your specific practice from the optometrist who has a proven track record for developing strategies for practice effectiveness and efficiency
- Coding insights that you can get only from Dr. Wright
- Tips and pearls about the team approach to managing the most challenging clinical cases
- Ideas from counterparts who are facing the same issues you are and have solutions you can apply to your practice

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What attendees say about Dr. Wright's conference

"Dr. Wright was very comprehensive and informative and made an exciting presentation. A great overall seminar."

"The program was very interesting and educational. Dr. Wright is an exceptionally good speaker."

"As usual, very informative, with excellent presentation."



Complete Patient Management for Optometrists and Staff

Presented by

Mark Wright, OD

- Healthcare reform: Actions to take now
- Myopia control: What you need to know
- Psychology and neurobiology of buying
- Corneal foreign body removal & coding
- Coding alert! What auditors look for
- RPE, blue light, macular degeneration

Wednesday, August 28th, 2019

DoubleTree by Hilton, Worthington, OH

What you can expect:

- Raise effectiveness in clinical treatment
- Take advantage of healthcare reform initiatives
- Update on coding and billing changes
- 6 hours CE



Complete Patient Management

for Optometrists and Staff
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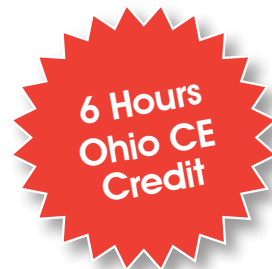
Action steps for a more effective practice:

- Healthcare reform: Actions to take now
- Myopia control: What you need to know
- Psychology and neurobiology of buying
- Corneal foreign body removal & coding
- Coding alert! What auditors look for
- RPE, blue light, macular degeneration

Mark Wright, OD



Your specific clinical and practice OD excellence questions answered



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DoubleTree by Hilton, Worthington, OH

What you can expect:

- Update on coding and billing changes
- Specific actions to take now
- 6 hours CE



APPROVED FOR 6 HRS CE (2 PH, 1 GO, 3 PM) BY OHIO VISION PROFESSIONALS BOARD

Course Schedule

Complete Patient Management— The team approach to high-level clinical care and effective coding and reimbursement

Morning Session 9:00 AM – Noon

Healthcare reform update—What actions do you need to take now?—Get Dr. Wright's insight on key healthcare reform issues including expansion of scope of practice for optometrists, ensuring your patients' access to in-person, comprehensive eye exams, the role of optometrists in telemedicine, and EHR compliance requirements. Dr. Wright gives you the steps you can take today that will ensure you are positioned to take advantage of favorable healthcare reform initiatives and also to avoid any negative impact on your practice.

Myopia control—What you need to know—Myopia is a risk factor for serious eye disease, and Dr. Wright gives you the latest strategies to reduce the progression of this condition. From structuring the baseline examination to the appropriate use of medication, contact lenses, and spectacles, you get Dr. Wright's insight on the most effective treatment plans. You also get tips for ensuring patient compliance and addressing issues at follow-up.

The psychology and neurobiology of buying—This course will help doctors and staff understand what patients are thinking as they make purchasing decisions. Know what is going on will enable the doctor and staff to better present to patients to help them get the care they need. Likewise, knowing what is going on in the person will help doctors and staff to know what to avoid in case presentations.

Afternoon Session 1:30 – 4:30 PM

Everything you always wanted to know about corneal foreign body removal including coding—Foreign bodies are very common corneal injuries. This course gives doctors strategies to perform surface and embedded removal with a variety of patients. Patients who are unable to stare without moving their eye can make this procedure difficult. Also, what steps do you take if the cornea is penetrated? Dr. Wright then provides his insight on proper coding for this procedure.

What coding auditors are looking for—Medicare patients are an important segment of optometry practice—subjecting practices to audits. Dr. Wright prepares optometrists to make this process as painless as possible. He discusses policies based on Medicare guidelines that practices can implement to ensure that all personnel are "on the same page." Among specific steps, Dr. Wright emphasizes the importance of using proper modifiers that are supported by the medical record.

The RPE (retinal pigment epithelium), blue light and macular degeneration—With the aging population, macular degeneration is an increasingly important issue in optometric practice. Dr. Wright discusses effective treatment and focuses on the key role of the retinal pigment epithelium (RPE). He gives treatment strategies based on the response of the RPE to factors such as blue light exposure.

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How You Benefit

Be prepared! With Dr. Wright's insight, you learn how to take advantage of favorable healthcare reform initiatives...and avoid any negative impact on your practice. Knowledge is certainly power, and you will know a lot more when you hear Dr. Wright, and he gives you even more—you get action steps to put your knowledge to work and get positive results.

Raise your effectiveness in clinical care. Get the latest insight on: reducing the progression of myopia, including treatment plans and patient compliance strategies; performing foreign body removal on a variety of difficult patients, including proper coding; and treatment plans for macular degeneration based on the response of the RPE to factors such as blue light exposure.

One new idea or strategy is worth many times the cost of the conference.

Avoid the problems associated with a Medicare audit. Dr. Wright knows what coding auditors are looking for, and he gives you specific strategies to minimize auditing issues. Be proactive with Dr. Wright's policies that you can implement now.

Improve your presentations to patients. Help your patients get the care they need and be compensated so your practice continues to provide high-level care. How do you do this? Understand what your patient is thinking! Dr. Wright tells you what to say and—and just as important—what not to say.

Doctors and staff both benefit from Dr. Wright's team-oriented approach to the delivery of high-level optometric care. Learn from detailed examples that show you how Dr. Wright collaborates with staff to achieve outstanding results for the patients and the practice.

Learn from other practices that have with similar questions. Attending this program gives you an excellent opportunity to hear how other practices are handling the same issues you face every day. Sharing ideas is an effective way to enhance your practice.

Your specific questions will be answered by Dr. Wright. After you register, contact us by e-mail or fax the form we provide to get direct answers to the issues you are dealing with in your practice. Take home practical tips and strategies based on working through real cases that you actually see in practice. You will see better results and become more effective with the insight Dr. Wright gives you.

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Register today online at www.ceportal.org/CompletePatientManagement/ or call 1-800-633-0055 or fax 614-262-6630

REGISTRATION FORM

THE 29TH ANNUAL CONFERENCE PRESENTED BY MARK WRIGHT, OD—COMPLETE PATIENT MANAGEMENT

—APPROVED FOR 6 HRS CE (2 PH, 1 GO, 3 PM) BY OHIO VISION PROFESSIONALS BOARD—

Wednesday, August 28th, 2019 • 9:00 AM–NOON • 1:30–4:30 PM
DoubleTree by Hilton, Worthington, OH

Register Online at
www.ceportal.org/CompletePatientManagement/

		Check session each person will attend:	
Names _____	Staff <input type="checkbox"/> Optometrist <input type="checkbox"/>	Optometrists OE Tracker #:	Morning <input type="checkbox"/> Afternoon <input type="checkbox"/>
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Please provide your e-mail address for directions to DoubleTree by Hilton, Worthington and your registration confirmation letter.

FEES (BEFORE EARLYBIRD DISCOUNT)

MORNING SESSION (9:00–NOON)

First Registrant \$89
Additional Registrants \$82 each

AFTERNOON SESSION (1:30–4:30)

First Registrant \$89
Additional Registrants \$82 each

Lunch on your own

DISCOUNT to Attend Both Sessions

First Registrant \$168 (Save \$10)
Additional \$154 (Save \$10 each)

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e-mail: anadem@anadem.com

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