

# OAo THRIVE AND SURVIVE NEW OPTOMETRIST EVENT COURSE DESCRIPTIONS AND OBJECTIVES June 4, 2017

## **Financial Statements** (1 hr. Category A)

**Speaker: Shadae Hassan, Small Business Advisor, Scotiabank**

Planning, building and running your practice in an optimum way are essentials for a successful and sustainable practice. But how do you identify the financial strength of your practice? How do you find areas where you may be spending more than you should? Is there anything you could be doing to make your practice look more attractive to the borrowers? An interactive presentation on Financial Statements will allow you to read and understand your business financials more confidently and plan your next move. You will also be going through some of the information that banks and lending partners are looking for in your financials, so that you are already prepared in situations where you need to borrow for growth or improvement of practice.

## **Implementing the Delegation Model in Your Practice** (2 hrs. Category B)

**Speaker: Dr. Shaun Golemba**

Are you having trouble attracting an associate to your practice? Are you having trouble keeping up with patient demand? Are you looking for an exit strategy? Are you having trouble finding time to work *on* your practice rather than *in* your practice? If you are one of these four doctors, the delegation model may be right for you.

### **Learning Objectives / Outcomes:**

1. Identify the Delegation Model as a viable method of keeping up with high demand.
2. Identify how to implement the Delegation Model in a private Optometry practice.
3. Understand the financial impacts of the Delegation Model in a private Optometry practice.

### **Course Outline:**

#### **Part A: Benefits of having a scribe**

- Efficiency of having a cluster of 2-4 rooms.
- Benefits of maintaining eye contact.
- More thorough recording.
- More efficient introductions to contact lenses.
- Protecting yourself.
- Extra hands.

#### **Part B: Working *on* your practice**

- From startup to growth to plateau – the practice life cycle.
- Benchmarking.
- New growth opportunities: AMD, Dry Eye, VT, Low Vision.
- Wildly Important Goals.

#### **Part C: Exit Strategies**

- Associates
- Partnerships
- CEO Model

#### **Part D: Staff Costs**

- Investing in Staff.
- *Real* Net Income vs *Optometry* Net Income

#### **Part E: Choosing the right model.**

- Super Tech Model
- Separate Optometric Assistant / Eyewear Consultant Model
- Separate Optometric Assistant / Scribe / Eyewear Consultant Model

#### **Part F: Implementation**

- Meet with your Team
- Training

### **Setting yourself up for Success ‘Making yourself a valuable asset’ (1 hr. Category A)**

**Speaker: Dr. Wes McCann**

Entering the practicing world of Optometry is challenging and rewarding. Whether your ambitions lead you towards partnership or associateship, you need to set yourself up to be successful in any practice setting. How do you lay a foundation that will lead to a partnership? How do you make the most of being an associate? Learn how to be successful in private practice.

### **Evaluating a Practice to Purchase ‘Where do I start?’ ‘What do I need?’**

**Speaker: Dr. Wes McCann (1 hr. Category A)**

Purchasing a practice can be challenging. What information do I need? What is a practice worth? What are the next steps?? These are all questions that will go through your mind when evaluating a practice for purchase. Learn how to appropriately appraise, vet and understand what you are getting yourself into.

### **A customized presentation that illuminates themes and trends that are of interest to Optometrists at all stages of their careers. What you need to know?**

**Speaker: Jackie Joachim, Chief Operating Officer, ROI Corp (1 hr. Category A)**

As a leading national authority in understanding and identifying the potential of today’s optometry market, Jackie has customized a presentation that illuminates themes and trends that are of interest to Optometrists at all stages of their careers. Her insights, research and experience in the optometry field has made her a highly sought after professional speaker. Please join Jackie Joachim for an informative discussion on **“What You Need To Know”**

- Career options after graduation and where to find a great associate opportunity and be busy from day one!
- Increasing your practice value – low cost = big impact
- How are Optometry practice values determined in today’s market?
- Maximizing your most important

**The Inner Game of Work and Life** (1 hr. Category A)

**Speaker: Dr. Kristen Bentley, Whole-Life Leadership Coach**

The Neuroscience of stress, happiness and success. Maintaining a healthy and happy work life balance with a growing family and thriving practice can have its challenges. An optometrist herself, Dr. Bentley will share her passion, and the keys to successfully mastering this delicate balance in today's complex, competitive and dynamic business environment.