

**2010 National Meeting Agenda:**  
**Subject to Change**

APRIL 9-11, 2010  
 MOHEGAN SUN RESORT & CASINO  
 1 Mohegan Sun Boulevard  
 Uncasville, CT 06382

**Friday, April 9, 2010**

<b>Time</b>	<b>Event</b>
<b>3:00 - 3:30</b>	Registration for early arrivals
<b>3:30- 5:00</b>	<u>Lecture:</u> A Forensic Study To Assist In Understanding Your Profitability (COPE APPROVED) Speaker: Jay Binkowitz, Optometric Consultant
<b>5:15-6:16</b>	Welcome Cocktail Reception

**Saturday, April 10, 2010**

<b>Time</b>	<b>Event</b>
<b>7:00-8:00</b>	<b>Registration &amp; Breakfast</b>
<b>8:00-10:00</b>	Opening Remarks: Dr. Mark Feder  <u>Lecture:</u> Become the CEO of Your Practice: Manage the People, Process, and Expense (COPE APPROVED) Speaker: Neil Gailmard, OD, MBA
<b>10:00-10:30</b>	<b>AM BREAK</b>
<b>10:30-12:30</b>	Rotating Workshops Begin
<b>MORNING WORKSHOP SCHEDULE</b>	
<b>10:30-11:30</b>	<u>Workshop:</u> Making Contact Lenses Profitable Again
	<u>Workshop:</u> Optical Merchandising and the Mathematics of Board Management: Packaging and Pricing
	<u>Workshop:</u> Effective Sales and Marketing
<b>11:30-12:30</b>	<u>Workshops:</u> Perfecting the Medical Model
	<u>Workshops:</u> Hiring, Training, and Retaining Staff
<b>12:30-1:30</b>	<b>LUNCH- Vendor Booths Open</b>
<b>AFTERNOON WORKSHOP SCHEDULE</b>	
<b>1:30-2:30</b>	<u>Workshop:</u> Perfecting the Medical Model
	<u>Workshops:</u> Hiring, Training, and Retaining Staff
<b>2:30-3:30</b>	<u>Workshop:</u> Making Contact Lenses Profitable Again
	<u>Workshop:</u> Optical Merchandising and the Mathematics of Board Management: Packaging and Pricing
	<u>Workshop:</u> Effective Sales and Marketing
<b>3:30-4:00</b>	<b>PM BREAK- Vendor Booths Open</b>

<b>4:00-5:00</b>	<u>Workshop:</u> Making Contact Lenses Profitable Again
	<u>Workshop:</u> Optical Merchandising and the Mathematics of Board Management: Packaging and Pricing
<b>5:15-6:15</b>	FREE TIME
<b>6:15- 8:00</b>	Saturday Night Dinner
<b>8:00- ?</b>	Open Bar – Vendor Showcase

**Sunday, April 11, 2010**

<b>Time</b>	<b>Event</b>
<b>7:00-8:00</b>	<b>Registration &amp; Breakfast</b>
<b>8:00-10:00</b>	Opening Remarks: Mark Feder, O.D. Lecture: Cracking the Code: Advanced Coding Concepts & Updates 2010 (COPE APPROVED) Speaker: John Rumpakis, OD, MBA
<b>10:00-10:30</b>	<b>AM BREAK- Vendor Booths Open</b>
<b>10:30-12:00</b>	Lecture: An Overview of Electronic Health Records (COPE APPROVED) Speaker: Scot Morris, O.D.
<b>12:00-1:00</b>	<b>LUNCH- Vendor Booths Open</b>
<b>1:00-4:00</b>	Doctors will rotate through 3 of their chosen workshops
<b>AFTERNOON WORKSHOPS</b>	

Track:	<b>EMR TRACK</b>	<b>OPTICAL TRACK</b>	<b>FINANCIAL TRACK</b>	<b>CEO TRACK</b>
<b>1:00 - 2:00</b>	Office Exam Writer Workshop	Marketing Your Practice	Tax & 401K Planning	Effective Staff Meetings
<b>2:00 - 3:00</b>	ECR Vault: Scanning Paper Records in EMR Software	Guiding Frame Sales	The Lost Art of Sales & Merchandising	Review Based Employee Compensation
<b>3:00- 4:00</b>	Bring it On: Round table interactive forum	Luxury Optical Frames	What's Your Practice Worth Now?	Thriving In the New Norm

## SPEAKERS & BIOGRAPHIES



**Jay Binkowitz**

- Over the last 28 years Jay Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. He has currently developed a unique support company to create infrastructure and strengthen independent practitioners with new business management tools and processes. Jay Binkowitz is co-owner of American Eye Care in New York City and co-founder of GPN.



**Neil B. Gailmard, OD, MBA, FAAO**

- Dr. Neil Gailmard is president of Gailmard Consulting, a management firm that specializes in helping optometrists increase productivity and profitability. Dr. Gailmard is also in private practice and is CEO of Gailmard Eye Center in Munster, Indiana, one of the largest independent optometric practices in the nation. He has published hundreds of articles in professional journals and is a frequent lecturer at major eye care conferences.



**Gary Gerber, OD**

- Dr. Gary Gerber is the founder and president The Power Practice<sup>®</sup>, a practice building and consulting company whose mission is to make doctors more profitable and efficient. Dr. Gerber is also a prolific writer and speaker as well as an accomplished mentalist and magician. He has authored hundreds of articles and given more than 500 presentations and is also the publisher of [www.OptometricIncome.com](http://www.OptometricIncome.com)



**Scot Morris, OD, FAO**

- Dr. Morris serves as the medical director of Eye Consultants of Colorado. He is the operating partner of Morris Education & Consulting Associates, a full-service practice management and clinical education consulting firm. He is also the founder and senior technology consultant for Ocular Technology Solutions, Inc., the industry leader in technology consulting services. He lectures extensively throughout the U.S. on various ocular conditions, technology, and practice management for multiple pharmaceutical, ophthalmic equipment, and electronic health record companies.



**John Rumpakis, OD, MBA**

- Dr. Rumpakis is currently President & CEO of Practice Resource Management, Inc., a firm that specializes in providing a full array of consulting, appraisal, and management services for

healthcare professionals and industry. He is also the founder of Opt-ED™ Professional Continuing Education which creates and delivers top tier continuing education around the country as well as Opt-IN® which provides optometric marketing and promotional services. In addition, Dr. Rumpakis developed the practice management curriculum at Pacific University College of Optometry and taught optometric & medical economics there for over a decade.