

ASOA Program—Optical Forum

Four days of dispensary-related programming.
Room 161

Program Chair: Arthur De Gennaro*

SATURDAY, APRIL 10

1:00 PM–5:45 PM

1:00 PM **Should I Have an Optical Dispensary?**

Donna A. Suter*

Co-Presenter: Steven R. Robinson, COE, OCS*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to define the raw data needed to project optical income and expense; use the existing patient population and industry data to project the average optical sale as well as the number of optical sales; and illustrate how this optical budget projection works with a classroom case study.

2:00 **Break**

2:15 **How To Diagnose (and Cure) a Sick Dispensary: Part I**

Arthur De Gennaro*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to describe the elements that contribute to increasing a dispensary's revenues; describe the elements that affect a dispensary's profits; and create a plan of action for improvement.

3:15 **Break**

3:30 **How To Diagnose (and Cure) a Sick Dispensary: Part 2**

Arthur De Gennaro*

Credits: 1 COE (Category A)

Objectives: Continuation of 2:15 PM program.

4:30 **Break**

4:45 **Taking Your Optical Dispensary to the Next Level**

Carolyn Salvato, ABO*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should better understand the operational protocols and strategies common among top-performing optical dispensaries.

SUNDAY, APRIL 11

8:00 AM–4:30 PM

8:00 AM **Increasing Your Practice's Capture Rate**

Carolyn Salvato, ABO*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to measure capture rate accurately and improve referral performance of clinic staff and physicians.

9:00 **Break**

9:15 **Guerrilla Marketing for Dispensing Ophthalmology Practices—Part 1**

Arthur De Gennaro*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to describe the characteristics of a guerrilla marketing activity; name at least six guerrilla marketing activities they could engage in; and create a plan of action for growth.

10:15 **Break**

10:30 **Guerrilla Marketing for Dispensing Ophthalmology Practices—Part 2**

Arthur De Gennaro*

Credits: 1 COE (Category A)

Objectives: Continuation of 9:15 AM program.

11:30 **Break**

1:00 PM **Adding an Optometrist to Your Dispensing Ophthalmology Practice**

Arthur De Gennaro*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to list the pros and cons of adding an optometrist to the practice and determine if adding an optometrist will benefit the practice.



2:00 **Break**

ASOA Course Level:  Beginner (0–3 years in field)  Intermediate (4–9 years in field)  Advanced (10+ years in field)

ASOA Program—Optical Forum


Four days of dispensary-related programming.
Room 161




Program Chair: Arthur De Gennaro*

- 2:15** **How-To Advice About Optical Frame Buying**  **a**
Donna A. Suter*
Credits: 1 COE (Category A)
Objectives: Upon completion of this course, the attendee should be able to define how the inventory management principle, “Open to Buy,” can be implemented in optical budget projections; use the optical department’s last year monthly gross sales to set spending; and illustrate how this strategy works with a case study.
- 3:15** **Break**
- 3:30** **Computerizing Your Optical Dispensary**  **i**
Facilitator: Donna A. Suter*
Several computer software vendors will be present to discuss software programs.
Credits: 1 COE (Category A)
Objectives: Upon completion of this course, the attendee should be able to detail the primary capabilities of several dispensary software programs; describe the pros and cons of computerizing a dispensary; and ask specific questions.

MONDAY, APRIL 12

9:00 AM–5:30 PM

- 9:00 AM** **Optical Dispensary Turnarounds: A Panel Discussion—Part 1**  **i**
Panelists: Carolyn Salvato, ABO,* Arthur De Gennaro,* Donna A. Suter,* with various clients.
Credits: 1 COE (Category A)
Objectives: Upon completion of this course, the attendee should be able to list the elements of a dispensary turnaround that are most likely to go well and those that are unsuccessful, then answer questions on real-world problems with dispensary turnaround efforts.
- 10:00** **Break**

- 10:15** **Optical Dispensary Turnarounds: A Panel Discussion—Part 2**  **i**
Panelists: Carolyn Salvato, ABO,* Arthur De Gennaro,* Donna A. Suter* with various clients.
Credits: 1 COE (Category A)
Objectives: Continuation of 9:00 AM program.
- 11:15** **Break**
- 11:30** **The Optical Laboratory and Your Dispensing Ophthalmology Practice**  **i**
Facilitator: Carolyn Salvato, ABO*
Several laboratory vendors will be present to participate in the discussion.
Credits: 1 COE (Category A)
Objectives: Upon completion of this course, the attendee should be able to describe three ways that the relationship with the outside optical laboratory can be improved and obtain specific answers to questions.
- 12:30 PM** **Break**
- 2:00** **Retail Sales Techniques—Part 1**  **b**
Donna A. Suter*
Co-Presenter: Maria E. Cheng
Credits: 1 COE (Category A)
Objectives: Upon completion of this course, the attendee should be able to discuss merchandizing concepts and nomenclature associated with retail selling; explain how retail sales techniques are tied into often talked-about concepts of spectacle lenses packaging and inventory turns; and understand relational selling tactics and how employee training in these tactics greatly off-set the financial effects of participation in vision care plans.
- 3:00** **Break**

ASOA Course Level:  **b** Beginner (0–3 years in field)  **i** Intermediate (4–9 years in field)  **a** Advanced (10+ years in field)

*Denotes financial interest; see Financial Interest Index for full listing

ASOA Program—Optical Forum

Four days of dispensary-related programming. Room 161

Program Chair: Arthur De Gennaro*

3:15 **Retail Sales Techniques—Part 2**

Donna A. Suter*

Co-Presenter: Maria E. Cheng

Credits: 1 COE (Category A)

Objectives: Continuation of 2:00 PM program.

4:15 **Break**

4:30 **Optical Dispensary Design and Visual Merchandising**

Facilitator: Arthur De Gennaro*

Several design vendors will be present to participate in the discussion.

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to describe the role of dispensary design in overall dispensary success and define the term “visual merchandising” and its role in dispensary success.

TUESDAY, APRIL 13

8:00 AM–10:15 AM

8:00 AM **Managing the Patient/Customer’s Experience in Your Dispensing Ophthalmology Practice**

Arthur De Gennaro*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to describe the term “customer experience” and its importance to practice growth; describe the most common customer experience errors and ways to create “wow” experiences; and write a plan of action for improving patient experiences.

9:00 **Break**

9:15 **Quality Assurance in the Dispensary**

William Gardner, Jr.*

Credits: 1 COE (Category A)

Objectives: Upon completion of this course, the attendee should be able to define the motive, scope, and depth of a formal optical Quality Assurance review; use a chart review to identify billing errors and customer service complaints; and illustrate how clinic “glasses check” slots can be reduced by establishing optical lab protocol.

Optical EyeMail List

Be sure to join ASOA’s Optical EyeMail list. This electronic discussion list is open to all ASOA members. Additionally, optical shop employees may join the list for a monthly subscription fee. Contact ASOA@asoa.org for more information.

ASOA Course Level:  Beginner (0–3 years in field)  Intermediate (4–9 years in field)  Advanced (10+ years in field)