

ASOA Program—Optical Forum

April 10–13, BCEC Four days of dispensary-related programming

Program Chair: Arthur De Gennaro*

ASOA is focused on the BUSINESS of ophthalmology and that includes optical management. As such, we have created four full days of programming designed specifically for Optical Shop employees, owners, managers, and supervisors.

SATURDAY, APRIL 10

1:00–5:45 PM

Taking Your Optical Dispensary to the Next Level

Carolyn Salvato, ABO*

Should I Have an Optical?

Donna A. Suter,* Steven R. Robinson, COE, OCS*

How To Diagnose (and Cure) a Sick Dispensary

Arthur De Gennaro*

SUNDAY, APRIL 11

8:00 AM – 4:30 PM

Increasing Your Optical Capture Rate

Carolyn Salvato, ABO*

Guerrilla Marketing for Dispensing Ophthalmology Practices

Arthur De Gennaro*

Adding an Optometrist to Your Dispensing Ophthalmology Practice

Arthur De Gennaro*

How-To Advice About Optical Frame Buying

Donna A. Suter*

Computerizing Your Optical Dispensary

Arthur De Gennaro*

MONDAY, APRIL 12

9:00 AM–5:30 PM

Optical Dispensary Turnarounds: A Panel Discussion

Arthur De Gennaro*

The Optical Laboratory and Your Dispensing Ophthalmology Practice

Arthur De Gennaro*

Retail Sales Techniques

Donna A. Suter,* Maria E. Cheng

Optical Dispensary Design and Visual Merchandising

Arthur De Gennaro*

TUESDAY, APRIL 13

8:00–10:15 AM

Quality Assurance in the Dispensary

Donna A. Suter*

Managing the Patient/Customer's Experience in Your Dispensing Ophthalmology Practice

Arthur De Gennaro*

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

For session details, go to online itinerary and browse by session type.

*Denotes financial interest; specific financial interest of participants will be listed in the Final Program.