

ASOA Members Find ASOA-EDU.org Useful, Easy, Convenient—and Cost Effective

Stacy Majewicz

“The more you know, the better you can manage.”

Among the tools and resources available to ASOA members is ASOA-EDU.org, which offers a convenient and affordable way for ophthalmic personnel to obtain the knowledge they need to succeed in their position. The website has a variety of courses, including COE-accredited courses for administrators and managers, ABO-accredited courses for opticians, and training modules for office staff. Courses are \$7.99 to \$9.99 each. ASOA members who have already taken advantage of the courses on ASOA-EDU.org have found them to be useful in their practice.

Tonya Polk, COT, OCS, director of Alabama Vision Center, Birmingham, pointed out how difficult it is for administrators to find time to educate themselves on all the different aspects of a practice. She has used ASOA-EDU.org to take courses in finance and accounting, human resources, billing, and optical. “Although it’s hard for an administrator to be completely knowledgeable in every area of the practice, these courses undoubtedly get you closer to that goal,” Polk said. “The more you know, the better you can manage.” One of her favorite features is the test that is given after each course. “It lets you know what your weak areas are, study and focus on those particular areas, and then re-take the test. What an incredible concept!” she said.

Office administrator Judy Laughlin, COE, turned to ASOA-EDU.org when Pediatric Ophthalmology & Strabismus in Cranberry Township, Pa., lost a number of experienced technicians and assistants as they relocated to other cities or took other positions. She knew that finding a good employee requires a significant



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Judy Laughlin, COE, administrator, Pediatric Ophthalmology & Strabismus, Cranberry Township, Pa.

Ellen Merrill, COE, administrator, Proffitt Eye Center, Grand Island, Neb.

Brenda Purvis, cornea division manager, Casey Eye Institute, Oregon Health & Science University, Portland, Ore.

amount of time and effort in advertising, interviewing, and training, and decided she needed a refresher course before beginning the hiring process. “I decided to take the course Interviewing to Hire Smart to help steer my hiring task in the right direction while maintaining my other daily issues,” Laughlin said. Having to deal with her normal workload in addition to the hiring process, she found that having the guidelines from the course right in front of her kept her focused. The guidelines were also a helpful reminder of what to look for when meeting a potential employee.

Some administrators, like Janet Schara, office manager/administrator at The Eye Clinic of Florida, Zephyrhills, Fla., have found the courses on ASOA-EDU.org useful for educating not only themselves, but other staff members as well. She thinks it’s important for the business office personnel to learn what the technicians do, and vice versa. “I took History Taking, which taught me a few things,” she said, “and I think it’s important for techs to learn what it’s like to get information from someone over the phone.”

Ellen Merrill, COE, administrator at Proffitt Eye Center, in Grand Island, Neb., felt the techs in her office could use a refresher on patient intake, so she also purchased History Taking:

Building the Foundation. “Over time it’s easy for us to forget some of the basics,” Merrill said. This was a quick way to refresh the techs’ memory and help improve chart documentation in the office. In addition, she is pleased with how easy and convenient it is to obtain credits on ASOA-EDU.org. “This is an excellent way for those of us in rural areas to get credits since there aren’t many local options available,” she said.

This is an important point, as many practices aren’t able to send their employees to national meetings. Brenda Purvis, cornea division manager at Casey Eye Institute, Oregon Health & Science University in Portland, Ore., took several courses on ASOA-EDU.org to get the CEU credits she needed for her COE certification. “I can get CEUs at a very reasonable price, at a convenient time, and pick up a pearl or two—works well for me!” she said. **AE**



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