

COE The Truth About the Certified Ophthalmic Executive

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Myth: The COE designation is only for long-term, highly experienced administrators.

Truth:

A COE applicant needs:

- 2 years of health care administration experience
- 1 or more years of ophthalmic practice management
- Working knowledge of administrative duties in the 6 content areas:
 - General Ophthalmic Knowledge
 - Financial Management
 - Operations
 - Information Technology Management
 - Human Resources
 - Risk Management & Regulatory Compliance

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Myth: The COE designation does nothing to advance my career.

Truth:

The COE designation exhibits a personal commitment to:

- Patients
- Physicians
- Fellow staff members and other administrators

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Myth: The test is too hard and I don't have time to study.

Truth:

Approximately 70% of those taking the COE exam achieve a passing score. A focus on content areas you are not as familiar with, coupled with your comprehensive knowledge and day-to-day experience as an administrator, are good predictors of your success in passing the exam.

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Myth: I have to be an expert in finance and accounting to pass the COE exam.

Truth:

Financial management is only part of the total expertise required to pass the COE exam. A basic knowledge in each of the 6 content areas is the best way to prepare for the exam.

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Myth: I can only take the test at the annual meeting.

Truth:

Eligible applicants may take the COE examination at any of the 5,000 Pearson Vue Testing Centers in or near their hometown or at the ASOA Congress on Ophthalmic Practice Management each Spring.

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Myth: Once I get my COE it's too hard to find approved courses to meet my continuing education requirements.

Truth:

COEs need to earn at least 50 continuing education credits (self-reported) within 3 years. Credits do NOT need to be advertised or identified as "approved for COE credit" in order to be claimed.



Get Certified
asoa.org/coe