

AAOE Program of the 2008 Joint Meeting

Business Operations & Finance

To view complete course descriptions or to register go to www.aao.org/meetings/

Courses in RED endorsed by Young Ophthalmologist Committee

Courses in *italic*: top 10 rated AAOE course in 2007

Courses with an ORANGE flag are eligible for CE credit from AAPC

Courses in GREEN are free

Courses in BOLD are new this year



**AMERICAN ACADEMY
OF OPHTHALMIC EXECUTIVES**

A Partner of the American Academy of Ophthalmology

Course #	Course Title	Instructor(s)	Day/Time
SPE04	Using Critical Financial Thinking to Improve the Management of Your Practice	Ann Hulett, CPE, CMPE	Saturday, 9:00am-12:00pm
SPE07	Strategic Planning for Practice Executives: Positioning Your Practice for Success	Derek Preece, MBA Ann Hulett, COE, CMPE	Saturday, 1:00-4:00pm
201	<i>Hiring An Ophthalmologist for Your Practice</i>	Rick Koval, MPA, CMPE	Sunday, 12:15-1:30pm
217	Using RVUs to Manage Your Practice	Justin Chamblee, CPA	Sunday, 2:00-3:00pm
214	HMO/Payer Contracts: You Can Negotiate!	Mike Parshall	Sunday, 2:00-3:00pm
227	Practive Valuation: What's Your Practice Worth?	Mark Abruzzo, JD	Sunday, 2:00-4:15pm
237	Purchasing Capital Equipment	Kevin Corcoran, CPC	Sunday, 3:15-4:15pm
250	<i>Conquering Patient Flow Problems</i>	Derek Preece, MBA	Sunday, 3:15-4:15pm
269	<i>What Every Ophthalmologist Should Know About Strategic Planning</i>	Greg Brinton, MD Derek Preece, MBA	Sunday, 4:30-5:30pm
340	Anatomy of a Partnership Deal	Jeffrey Sansweet, JD	Monday, 9:00-10:00am
342	Get A Clue: A Guide to Protecting Your Practice from Embezzlement	Rainey Thompson, MBA	Monday, 9:00-10:00am
341	Efficient ASC Management Practices	Ann Hulett, CPE, CMPE	Monday, 9:00-10:00am
344	Pediatric Ophthalmic Practice Solutions: A Panel Discussion	Charla Ferchow	Monday, 9:00-10:00am
357	Managing Your Practice's Billing Operation	Ron Rosenberg, MPH	Monday, 9:00-11:15am
366	An Administrator's Role in Hiring an Ophthalmologist	Lauren Mangan	Monday, 10:15-11:15am
SPE26	<i>Using Benchmarks to Improve Your Practice</i>	Derek Preece, MBA	Monday, 10:15-11:15am

AAOE Program of the 2008 Joint Meeting

Business Operations & Finance

To view complete course descriptions or to register go to www.aao.org/meetings/

Courses in RED endorsed by Young Ophthalmologist Committee

Courses in *italic*: top 10 rated AAOE course in 2007

Courses with an ORANGE flag are eligible for CE credit from AAPC

Courses in GREEN are free

Courses in BOLD are new this year



**AMERICAN ACADEMY
OF OPHTHALMIC EXECUTIVES**

A Partner of the American Academy of Ophthalmology

Course #	Course Title	Instructor(s)	Day/Time
379	Retina Specific Panel Discussion: Ask Your Peers	Warren Laurita, MBA Jeffrey Brockett Angela Chambers, RN Deborah Curran Cheryl Seda	Monday, 10:15am-12:30pm
394	Acquiring Practices: Buying Strangers, Friends & Enemies	Daniel Bernick, JD	Monday, 11:30am-12:30pm
SPE27	<i>Mid-Sized Practice Interactive Discussion</i>	Laurie Sanchez, COE	Monday, 11:30am-12:30pm
392	So Much Information, So Little Understanding: Demystifying Practice Management Reports	Marcia White, MPA Tami McDaniel	Monday, 11:30am-12:30pm
411	The Seven Deadly Sins of Selling Your Solo Practice	Richard Koval, MPA, CMPE	Monday, 2:00-3:00pm
423	Monitoring Practice Financial Performance	Ron Rosenberg, MPH	Monday, 2:00-4:15pm
424	Built to Last or Crash? Assuring Practice Longevity through Succession Planning	Michael Parshall	Monday, 2:00-4:15pm
SPE37	<i>Large Practice Interactive Discussion</i>	Sandra Curd, COE, COA, OCS	Monday, 3:15-4:15pm
460	Partnership Pitfalls: Preparing for the Unexpected	Robert Landau, JD Robert Wade, JD	Monday, 4:30-5:30pm
463	ASCs: Regulatory Opportunities and Challenges	Craig Jeffries, Esq	Monday, 4:30-5:30pm
SPE38	<i>Academic Practice Interactive Discussion</i>	Gaye Baker, OCS	Monday, 4:30-5:30pm
459	Developing and Maintaining Expense Controls for a Single and Multi-Office Practice	Mark O'Conner, MBA	Monday, 4:30-5:30pm
535	Management Techniques to Maximize Clinical & Practice Quality	Chandak Ghosh, MD, MPH	Tuesday, 9:00-10:00am
539	What Your Practice Agreements Should Say About Governance, Compensation, Payouts and More	Mark Kropiewnicki, JD Daniel Bernick, JD	Tuesday, 9:00-10:00am

AAOE Program of the 2008 Joint Meeting

Business Operations & Finance

To view complete course descriptions or to register go to www.aao.org/meetings/

Courses in RED endorsed by Young Ophthalmologist Committee

Courses in italic: top 10 rated AAOE course in 2007

Courses with an ORANGE flag are eligible for CE credit from AAPC

Courses in GREEN are free

Courses in BOLD are new this year



**AMERICAN ACADEMY
OF OPHTHALMIC EXECUTIVES**

A Partner of the American Academy of Ophthalmology

Course #	Course Title	Instructor(s)	Day/Time
538	Retina Specific Patient Flow	Peggy Lindsey, MD Sandy Brock David Harris, III	Tuesday, 9:00-10:00am
537	Financial Reporting to Physicians - What Physician Owners Want and Need to Know	Ron Rosenberg, MPH	Tuesday, 9:00-10:00am
577	Using Financial Data in Ophthalmic Practice Management	George Stern, MD	Tuesday, 10:15am-12:30pm
575	Designing Medical Space: How to Create Efficient, Effective and Patient Friendly Office Space	Larry Brooks, AIA	Tuesday, 10:15am-12:30pm
576	How to Successfully Add Other Specialties to Your Ophthalmic ASC	John Marasco, AIA	Tuesday, 10:15am-12:30pm
591	CredentiaIling Your Provider	William Koch, COA, CPC, COE	Tuesday, 11:30am-12:30pm
SPE41	<i>Small Practice Interactive Discussion</i>	Julia Perry, COT	Tuesday, 12:45-1:45pm
601	Income Division for Group Practices: Structuring Appropriate Physician Compensation	Robert Landau, JD Robert Wade, JD	Tuesday, 12:45-3:00pm
596	Anatomy of Your First Employment Agreement	Jeffrey Sansweet, JD	Tuesday, 12:45-1:45pm



AAOE Program of the 2008 Joint Meeting

Business Operations & Finance

To view complete course descriptions or to register go to www.aao.org/meetings/

Courses in RED endorsed by Young Ophthalmologist Committee

Courses in italic: top 10 rated AAOE course in 2007

Courses with an ORANGE flag are eligible for CE credit from AAPC

Courses in GREEN are free

Courses In BOLD are new this year



AMERICAN ACADEMY
OF OPHTHALMIC EXECUTIVES

A Partner of the American Academy of Ophthalmology

Course # Course Title

Instructor(s)

Day/Time