



2019 Practice Management Bootcamp

Friday, May 3, 2019

8:00 am – 5:00 pm

San Diego Convention Center

Welcome from Program Co-Chairs

Hayley Boling, MBA, COE

Boling Vision Center

Joe Theine, MBA, COE

Four Corners Eye Clinic

Intro to Geek Speak – Technology Basics in Ophthalmology

Scott Peterson

The Eye Center of Central PA

Practice Vital Signs – How to Diagnose “Sick” Processes

Andrew Maller, MBA, COE

Maureen Waddle, MBA

BSM Consulting

Documentation & Coding 101 – Introduction to Billing Basics for Non-Billers

Mary Pat Johnson, COMT, COE, CPC

Corcoran Consulting Group

Risk Management – How to Steer Clear of Legal Landmines

Allison Shuren, MSN, JD

Arnold & Porter LLP

Morning Q&A Panel Discussion

LUNCH

Government Relations 101 – How to Get in the Game & Make a Difference

Nancey McCann

ASCRS•ASOA

Maximizing Your Marketing Efforts for Your Practice

Michael W. Malley

CRM Marketing Group



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Change Your Practice Culture ... Improve Satisfaction for All!

William T. Koch, COA, COE, CPC

Texas Retina Associates

Onboarding for Success – Improving the Learning Curve for Your Team

Bruce S. Maller

BSM Consulting

Afternoon Q&A Panel Discussion

Wrap Up and Closing Remarks

Hayley Boling, MBA, COE

Joe Theine, MBA, COE