

Jan./Feb. 2019 issue

COVER STORY

Cover story: Should you outsource your optical management?

Synopsis: Outsourcing has worked well for some practices, not so well for others. Here, considerations for deciding whether or not outsourcing the optical is in your patients'—and your practice's—best interest.

HIGHLIGHTS

Advanced administration: Fix your flaws or enhance your strengths?

Synopsis: What do you get for reducing the negative impact of flaws vs. the potential improvement from polishing existing strengths? This article sorts it out.

Advice for new administrators: Not seeing eye to eye—When managers disagree

Synopsis: Here you'll find practical approaches for ensuring that your management team sees problems as opportunities, feels comfortable disagreeing with each other yet continues to work together towards a common goal, and is undeterred by any obstacles in the process.

Business operations: Salary inflation—New associates now cost more

Synopsis: Base salaries for employed ophthalmologists have increased noticeably in recent years. Here, a discussion of the implications for practices seeking new associates as part of their growth strategy and succession planning.

Customer care: Online patient scheduling

Synopsis: Need to obtain physician support for allowing patients to make their own appointments? A case study of the author's own practice demonstrates how to make the business argument for successfully implementing this modern-day convenience into your scheduling process.

Human resources: Whom to hire for counseling patient self-pay procedures

Synopsis: Deliberately seeking a person who has the personal qualities, knowledge, and skills needed for increasing closure in the self-pay arena in ophthalmology is essential to helping patients get their best visual treatment outcomes.

InfoTech: Optimize or replace your EHR—Questions to ask

Synopsis: How can a practice decide whether optimization or replacement is better for its particular circumstances? Here, expert advice.

Marketing: Dealing with negative online reviews

Synopsis: Because every practice (and surgeon) will receive a negative review at some point, it is critical to have a system to handle negative reviews. Here's how to create one.

Reimbursement: Medicare deactivation—You could be treating those patients for free

Synopsis: CMS' recently published update to revalidation can significantly impact your Medicare payments. Read this article to learn how to successfully submit your revalidation application so that it is processed in the specified time frame—and earns you reimbursement.

COE Corner: Confession is good for the soul

Synopsis: An administrator discovers how earning the COE credential expanded his understanding of the job while at the same time elevating the value of his profession.

Making the case: Don't drop the ball—See those great ideas through to completion

Synopsis: The next time you conceptualize an idea, don't just let it become a fleeting thought. Follow the tips outlined in this article and see your vision brought to life.

Optical: The best lens "recipe" for dispensary success—Fewer ingredients in the right portions

Synopsis: Presenting too many options to your patients will not benefit either them or you. If you want to create the optimal lens recipe for dispensary success, do your homework.

Peer to Peer: What's the top item on your bucket list for 2019?

Synopsis: Practice administrators share their wisdom.

Space reservation deadline: November 19, 2018

Materials due: December 11, 2018

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