

Mar/Apr 2019 issue

COVER STORY

Cover story: Developing effective inter-office communications

Synopsis: It takes strong systems to keep one office communicating well, but what if you have four, ten, or more? In this article, experienced managers describe the systems, technology, and operating philosophies they use to ensure that staff are in sync and informed, regardless of where they work.

HIGHLIGHTS

Advanced administration: So you think you're ready to retire

Synopsis: The more an administrator prepares the practice (and him- or herself) for retirement prior to it actually taking place, the more smoothly the transition is likely to go. This article offers a step-by-step guide.

Advice for new administrators: A targeted and disciplined approach for soliciting employee feedback

Synopsis: An administrator shares how her practice created a culture of increasing engagement through soliciting feedback and what the practice gained as a result: enhanced employee engagement, reduced turnover, and increased productivity.

Business operations: Are we covered for that?

Synopsis: Here, recommendations for annual insurance policy reviews and updates, along with advice on cutting through the clutter of coverages, plan options, add-ons, endorsements, and customizations.

Customer care: Future-proofing your practice

Synopsis: This article by a former Disney executive discusses how to create the key strategies, insights, and urgency of purpose needed to foster the agility that can future-proof an ophthalmology practice.

Fast practice: Using data to build and manage an effective clinical team

Synopsis: By coupling tracked data with chart reviews, a practice management team was able to show providers who was actually working versus pretending to work so they could more quickly address the performance.

Human resources: Wearable technology—Don't let smart technology outsmart you

Synopsis: Despite varying opinions regarding personal technology in the workplace, one thing remains true: It is a force to be reckoned with and is here to stay. Here's how to cope.

InfoTech: The human factor—Improving cybersecurity by focusing on employees

Synopsis: Healthcare is the only industry found to face greater insider cyber threats (56%) than outsider cyber threats (43%). This article outlines the major risk factors and how to address them.

Marketing: The buffalo approach to improving the patient experience

Synopsis: This article presents an uncommon analogy and three takeaways for dealing with uncomfortable patient situations to help ophthalmology practices ensure that every patient interaction is a positive one.

Reimbursement: Untangling retina-specific billing issues

Synopsis: Compliance with reimbursement rules extends beyond billing the appropriate CPT code. This article discusses how to handle three common billing issues.

Technicians: Do you train your technicians to be critical thinkers?

Synopsis: Critical thinking is so important for ensuring best medical care results, writes this author, that practices should foster a culture that encourages it. Here, key ideas to explore.

COE Corner: Preparing for success by consulting non-traditional resources

Synopsis: Each domain on the COE exam requires in-depth expertise. In this article, a certified ophthalmic executive discusses some not-so-traditional sources that can supplement the recommended study materials.

Making the case: In the loop—Keeping your boss informed

Synopsis: It is the practice administrator's responsibility to strike a fine balance between allowing the boss to have a pulse on the practice while not wasting valuable time with needless updates. Here's how to do it.

Aesthetics: Advertising directly to an aging population

Synopsis: Her doctor thought he had a good idea for marketing his oculoplastic services—the administrator, not so much. However, he was unwaveringly excited, and so she said they could try it. This article describes what happened next.

ASC: Complying with new life safety codes—Is your house in order?

Synopsis: In the face of the latest Life Safety Code (LSC) requirements detailed in this article, practices must prepare for a new and more intense level of scrutiny and address specific documentation issues typically cited in LSC surveys.

Peer to Peer: A protégé asks you for your best advice on excelling at their job. You say...

Synopsis: Practice administrators share their wisdom.

Space reservation deadline: January 14, 2019

Materials due: February 1, 2019

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