

May/June 2019 issue

COVER STORY

Cover story: ASOAnalytics—Keeping your finger on the pulse of the practice

Synopsis: Administrators provide insights about ASOAnalytics, its impact on their practices, and the importance of increasing participation, along with some tips for using it effectively.

HIGHLIGHTS

Advanced administration: The perils of people pleasing

Synopsis: People pleasing is just that: a set of learned behaviors and tendencies. Unlearning them leads to healthy conflicts in which problems get solved rather than papered over and bosses who are liked not just in the moment but because they have earned the staff's respect.

Advice for new administrators: The case for mentoring

Synopsis: While being a mentor can be an awkward transition if it's a new role, the rewards are mighty. This administrator shares tips for doing it well.

Business operations: Preparation is the key for a successful planning meeting

Synopsis: Putting these key steps in place ensures that your practice will craft a meaningful strategic planning exercise, one that leads to a relevant plan with thoughtful goals.

Customer care: Engaging patients while they wait

Synopsis: Patient engagement throughout the waiting process directly correlates to positive overall patient satisfaction. Here's how one practice captured their patients' attention—and improved patients' overall experience.

Fast practice: Are you pursuing an intentional or an accidental career?

Synopsis: Excerpted from Corinne Wohl's and John Pinto's latest ASOA /ASCRS book *Up: Taking Ophthalmic Administrators and Their Management Teams to the Next Level of Skill, Performance, and Career Satisfaction*, this article offers seven principles for being an effective CEO of "Me, Inc."

Human resources: A better solution for crisis intervention—"The manager-on-call team"

Synopsis: The clinical director of an ophthalmology center shares her practice's experience with why and how they implemented a manager-on-call team and ultimately found the secret sauce to improving patient safety and customer service.

InfoTech: Cloud vs. multi-cloud—What to consider going forward

Synopsis: In this article, tech experts offer reflections on the multi-cloud trend and what ophthalmology practices might take into account as they decide how to shape their overall technology plans.

Marketing: Disruptive marketing for the modern ophthalmology practice

Synopsis: Guidance on why and how to shift the market paradigm by deciding to be different and go after customers who aren't satisfied by the status quo.

Reimbursement: 2019 Medicare coding and billing update

Synopsis: What administrators need to know to recoup reimbursement.

Technicians: Teaching skills for successful technicians

Synopsis: Creating an in-house training program for technicians and scribes can seem like a daunting task. Here, key ideas for how to achieve and reap the benefits of having a clear, structured, and organized program as part of your on-boarding process.

COE Corner: Committed to the practice and to ophthalmology

Synopsis: Earning the COE credential helped this administrator interact better with team physicians and their referring practices—increasing his confidence, knowledge, and leadership.

Making the case: Mind games—How to become a top of mind practice

Synopsis: Make a name for your practice by using these nine tips to provide cutting-edge, friendly, and efficient care that will make you stand out in the ophthalmology crowd.

Retina: The clinical context of the dexamethasone implant and anti-VEGF drugs

Synopsis: This article helps practice personnel understand the clinical context in which dexamethasone implants are used, so that reimbursement paperwork is correctly coded and claims are processed rather than denied.

Peer to Peer: One free international round trip ticket—or lifetime free domestic flights. Which would you choose?

Synopsis: Practice administrators weigh in.

Space reservation deadline: March 25, 2019

Materials due: April 12, 2019

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