

Sep/Oct 2018 issue

COVER STORY

Cover story: Crisis management: Expecting the unexpected builds “muscle memory”

Synopsis: Administrators and crisis communications professionals share experiences and wisdom about what constitutes a crisis, how to cope, and resources for putting together a practice-specific crisis management emergency plan.

HIGHLIGHTS

Advanced administration: Continuous improvement—How to make sure “morphs” don’t sabotage your workplace processes

Synopsis: Actively searching for changes—or workflow morphs—that impact standardized processes directly supports your practice’s continuous improvement efforts and helps confirm that patients are receiving consistent, effective, and efficient care.

Business operations: Some things to know about practice retirement plans

Synopsis: To select and run the best retirement plan possible for your practice, you need to thoroughly understand the alternatives and the regulations governing them.

Customer care: We all scream for ... exemplary customer service

Synopsis: In the evolution of customer service, the right step may be a step backward in time.

Fast practice: 10 simple success factors any practice can apply

Synopsis: Half of all ophthalmic practices in America today are performing below average. Here, a short list of management rules that can help assure control over your business affairs and ultimate commercial success, even in the most demanding settings.

Human resources: So you want to discontinue your employee health plan?

Synopsis: With costs rising and receivables diminishing, many practices are entertaining the idea of cutting employee healthcare benefits as a way of managing costs. Here’s how to evaluate the pros and cons, including the true cost of making this kind of budget cut.

InfoTech: How to attract and keep “consumer” patients

Synopsis: Healthcare consumerism is about more than crafting a good internet profile. It involves transforming the entire patient experience by providing convenience and what might be called “boutique handling.”

Marketing: Conversions—The untapped revenue goldmine

Synopsis: Lead generation is only half the equation for revenue growth. The other half is lead cultivation. Here’s a primer on how to do it.

Reimbursement: Signature requirements still an issue

Synopsis: If a signature is missing or a medical review auditor is unable to read a signature, the auditor may deny services and implement a refund request. This article offers advice on how to avoid compromising the integrity of documentation and signatures.

Technicians: Get organized!

Synopsis: Most people feel in control and satisfied when their space is organized. Use these medical office organization tips to clear your head, increase productivity, and decrease stress.

COE Corner: It’s never too late

Synopsis: Receiving the COE certification validated what the author knew and gave him the confidence to manage multiple priorities successfully.

Making the case: Succession planning is an everyday thing

Synopsis: When you properly prepare individuals to readily “step up” when needed and called, you best position your practice for ongoing, sustainable success.

ASC: The what, why, and how of ASC staff training

Synopsis: Medicine is capable of extraordinary (and expensive) treatments, but to actually succeed in its core focus, medical professionals must take a step back and look at new ways to do medicine—with fewer cowboys and more pit crews—that is, more teamwork.

Peer to Peer: What’s your favorite interview question when hiring a staff person for your practice?

Synopsis: Administrators share their wisdom.

Space reservation deadline: July 13, 2018

Materials due: August 10, 2018

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