

Nov/Dec 2018 issue

COVER STORY

Situations that haunt you....and moving beyond them

Synopsis: Practice administrators from around the country share examples of situations that came back to haunt them—and the lesson learned or change for the better.

HIGHLIGHTS

Advanced administration: Contemplating new business opportunities—A strategic approach

Synopsis: With each new business venture, a disciplined approach is needed to fully vet the potential impact to the business in the short- and long-term.

Advice for new administrators: Laissez le bon temps rouler—Restoring fun to the workplace

Synopsis: Changing a workplace environment takes a concerted effort and a shift in mindset. Here are five ways to do it.

Business operations: Make it stick—Tips for making the best decision the first time

Synopsis: Decisions reached through a thoughtful, consistent process are easier to support, giving everyone on staff the confidence to move forward with implementation.

Customer care: Facing difficult situations one step at a time

Synopsis: These seven steps for staying calm when a customer complains can convert an angry patient into one of your most loyal customers.

Fast practice: Continuous improvement—How Kaizen transforms your practice with relentless efficiency

Synopsis: Improvements are small enough to implement immediately, and because the work is done in bite-sized chunks, it's easy to get better every day.

Human resources: Creating and validating HR policy using intracompany communication

Synopsis: Creating an effective communication channel minimizes the risk and consequences of noncompliance, keeps revenue flowing, and eliminates distractions.

InfoTech: Technology-related “life hacks” for busy administrators

Synopsis: These hacks make life more manageable by saving time, increasing productivity, or even minimizing a source of stress.

Marketing: Conquering the consultation obstacle course

Synopsis: An investment in consultative selling techniques is an investment in your bottom line.

Reimbursement: Documenting eye codes—Just how compliant are you?

Synopsis: Here, clarity for documenting and billing these services.

COE Corner: Far outside my comfort zone

Synopsis: An administrator's story about pursuing the knowledge she now finds vital to success in her field.

Making the case: OM—The zen of being a practice administrator

Synopsis: When you take mindful steps to remain calm at work, you can more easily manage your anxiety and stress, allowing you to be more effective at work and happier at home.

ASC: Keeping tabs—Stay up to date on evolving ASC infection control strategies

Synopsis: Staying in the know about infection control strategies keeps your ASC proactive about—instead of reactive to—regulation changes, while keeping patients healthier when they are in your care.

Peer to Peer: What have you learned about change?

Synopsis: Administrators share their wisdom.

Space reservation deadline: September 7, 2018

Materials due: October 11, 2018

For advertising information contact:

Paul Zelin

ASCRSMedia

703-383-5729

Paul@EyeWorld.org