

July/August 2019 issue

COVER STORY

Cover story: Alternatives to private equity

Synopsis: Private equity investment in healthcare is surging, up from 413 deals in 2013 to 715 deals by mid-December 2018. Further growth is expected in 2019. But is private equity the only game in town?

HIGHLIGHTS

Advanced administration: Asking better questions for better results

Synopsis: To get the job done, ophthalmic administrators must ask, and get answers to, lots of questions. This article helps administrators hone their interviewing skills to efficiently focus everyone's efforts on what matters and get the most important information in the right order.

Advice for new administrators: A guiding star is born—How adopting a new approach to feedback transformed our practice culture

Synopsis: The “Feedback Is a Gift” mantra's fresh perspective can take time and effort to develop, particularly for those who have historically avoided potential conflict. Here, tips adopted by a forward-thinking practice to help practice employees positively engage with feedback in the future.

Business operations: Understanding personalities enhances relationships AND productivity

Synopsis: The ability to recognize communication preferences and how all people naturally react to situations can stop the spiral into unproductive behavior. This article makes the business case for investing in personality profile analysis.

Customer care: Everything speaks—8 key messages you might be sending your patients

Synopsis: Since it truly is the case that “everything speaks,” here are eight pearls for assessing and improving the messages your office set-up is sending to patients and staff.

Fast practice: There's an app for that—Use of mobile devices in eyecare treatment models

Synopsis: Smartphones and tablet computers have revolutionized a number of professions, including eyecare. Here, how the ever-increasing utility of mobile devices will likely signal even further innovation and adoption by vision care providers in the future.

InfoTech: BYOD—Managing personal devices in the workplace

Synopsis: Mobile devices can enhance productivity and raise care quality. But they also create distinct challenges for safeguarding protected health information (PHI). This article offers three principles for ensuring mobile device use raises productivity and enhances patient care.

Marketing: Marketing by the numbers—how much should you allocate?

Synopsis: The amount of budget practices allocate to marketing depends on how established a practice is in the community, the growth plans a practice has for the future, and the specific goals the practice has for the upcoming year. Here, some guidance.

Reimbursement: 2019 Medicare coding and billing update

Synopsis: What administrators need to know to recoup reimbursement.

Technicians: Teaching skills for successful technicians, part 2—Getting buy-in from your board

Synopsis: Creating a successful entry-level training program requires support and buy-in from the board of directors or managing partners. Here's how one clinical director presented an entry-level training program to the practice's board—and how she got their approval.

COE Corner: Focal point, the patient—“Better 1 or better 2”

Synopsis: As a certified ophthalmic executive, this practice administrator now confidently leverages both position and experience to move her organization more decisively from “Better 1, Better 2” to “Always Better.”

Making the case: Patient satisfaction—You are my one and only

Synopsis: Happy patients are more likely to return and to share positive reviews, which can expand the practice's client base. Here, 10 simple tips for making patients happy.

ASC: Survey watch

Synopsis: This article addresses the most frequent citations ASC's receive with insights for relieving the pressure of ongoing compliance efforts.

Retina: Three tactics to help prepare your retinal practice for the future

Synopsis: As technologies, treatments, and populations continue to grow and change, retina specialists should continue to innovate and adapt to stay ahead of the curve. The three key principles illustrated in this article can help.

Peer to Peer: Name one new thing you've learned in the last month.

Synopsis: Practice administrators weigh in.

Space reservation deadline: May 20, 2019

Materials due: June 7, 2019

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