November/December 2019 issue

COVER STORY

#UsToo: Ophthalmology practices navigate the #metoo movement

Synopsis: No industry is immune from #metoo-related incidents. What can practice administrators do to encourage open dialogue, educate employees and patients, and ensure safe environments for all?

HIGHLIGHTS

Advice for new administrators: The how and why of stakeholder engagement

Synopsis: The time it takes to conduct a thorough stakeholder analysis will create successful project/ business outcomes, saving considerable time in the long run. Here's how to do it.

Advanced administration: Are you letting the tail wag the dog? Managing power/control struggles as an effective team leader

Synopsis: Healthy practice culture and management effectiveness balance demonstrated strength with benevolent intent. This article explains how to put this principle into practice.

Business operations: Do your practice agreements need updating for private equity?

Synopsis: In this article, learn which agreements need updating and how to do it strategically, so as to avoid problems in private equity-held practices.

Customer care: iCare—A new definition of customer service

Synopsis: Adopting this new modular training design in your clinic will elevate the level of customer service you offer your patients.

Fast practice: Retrospective—10 years on, how are our largest business challenges doing?

Synopsis: Read this article for a historical perspective on seven of ophthalmology's biggest unsolved challenges…and where the industry stands today.

Human resources: Steering clear of HR potholes on the road to practice success

Synopsis: Creating a legally compliant culture that drives practices to success can help administrators fulfill their most important duty *and* their most frustrating challenge: the management of staff.

InfoTech: Vendor risks—Whom can we trust?

Synopsis: Third-party vendors accounted for more than 20% of healthcare data breaches in 2018. Solving this problem starts with providers recognizing the risk and performing due diligence on behalf of their organizations and their patients.

Marketing: How videos can move your practice up the SEO chain

Synopsis: Search engines ultimately decide which videos will provide end users with the most personalized, accurate information. Here, learn how to set up your videos so they are found and viewed.

Reimbursement: Cataract and YAG laser capsulotomy—Time to update your documentation

Synopsis: Following specific MAC Local Coverage Determination guidelines for YAG laser capsulotomy helps guard against an adverse post-payment Medicare audit.

COE Corner: There's no "I" in COE: I earned it for my team!

Synopsis: By holding herself to the same high standard of continuous improvement she expected for her staff, this administrator demonstrated she's "in it for the long haul . . . with them, but also for them."

Making the case: Going against the grain—How to (respectfully) challenge the status quo

Synopsis: In business, the most expensive phrase may be "We have always done it this way." Here, seven steps for reining in that "budget" by doing it differently.

Glaucoma: Widening the view—Innovations in glaucoma treatment

Synopsis: Complications in glaucoma surgery have indicated the need for surgeries with a better side effect profile. Advancements in the form of minimally invasive glaucoma surgeries (MIGS) are now entering the operating theater.

Optical: Eyeing the health of the optical—Key metrics

Synopsis: Many metrics can be used to get a sense of how the optical is doing. This article looks at four key metrics to track and follow.

Peer to Peer: How does your practice "give back" to your community?

Synopsis: Administrators share their insights.