



# Editorial Preview

## Nov/Dec 2020 Issue

The *Administrative Eyecare* Nov/Dec 2020 cover story focuses on millennials in the workplace—while also addressing other critical topics such as confronting historic disruption, rebooting your customer service standards for excellence, waking up your marketing approach with grassroots techniques, increasing work-up efficiency while maintaining quality, and understanding the “three R’s” for dispensary recovery. The deadline to reserve space for this issue is **September 23, 2020**, and materials are due **October 6, 2020**.

## Cover Story

### Seeing eye to eye: Handling generational differences and dynamics in the workplace

**Synopsis:** Much attention has been paid to Millennials in the workplace and their unique impact on organizational culture. This article explores their “backstory,” provides insights on harmoniously leading a generationally diverse workforce, and reports the unintended but positive consequences that Millennial workers have brought to the ophthalmology workplace.

## Highlights

### Leadership log: Finding breathing room in the pandemic

**Synopsis:** By opening its eyes to the possibilities of non-traditional ways of working, this practice gained much more than just additional parking spaces and less crowded break rooms.

### Advanced administration: Sometimes the dragon wins—Confronting historic disruption

**Synopsis:** What happens when an event is so outside your experience that you have no comparisons, no references, and no plan that anticipated this level of disruption? Here, a pragmatic list of tips for coping with such challenges, like those the pandemic has brought.

### Advice for new administrators: Looking for career advancement? Become more valuable at work!

**Synopsis:** Think of these 10 coaching tips as management tools intended to make you more effective and thus, more

valuable, up and down the chain of command where you work.

### Customer care: Reboot your customer service standards for excellence

**Synopsis:** Here, five important ways to evaluate and improve your practice’s customer service.

### Fast practice: Practice labor productivity benchmarking in a peri-COVID-19 world

**Synopsis:** Practices that are getting through the pandemic more easily and profitably are those that are contouring staff levels to fast-changing patient demands—by paying attention to three key labor productivity benchmarks that make all the difference.

### InfoTech: Hacking and phishing: What's the difference and why do I care?

**Synopsis:** Cybercriminals are taking advantage of uncertainties about the pandemic and enabling scammers to acquire electronic protected health information (ePHI) from health-care organizations, hospitals, and doctors. Here's how to protect your practice.

### Marketing minute: Grassroots marketing—we did it. You can, too.

**Synopsis:** Simple grassroots marketing techniques can be a welcome, refreshing change in an era of high-tech, which often feels impersonal. This article offers starting points practices can use to build their own grassroots marketing effort.

### Reimbursement: Update on CMS E&M guidelines

**Synopsis:** Guidance on applying new E&M guidelines released this summer by CMS.

### Technicians: 7 tips for increased efficiency

**Synopsis:** An expert technician and trainer shares her seven strategies for reducing the time it takes to work up a patient without compromising quality.

### COE Corner: Launching a new phase of never-ending learning

**Synopsis:** After earning her COMT credential, this administrator swore she'd never take another exam—until she found herself encouraging her staff to achieve certification. If

she wanted them to take her seriously, she had to commit to taking the COE exam herself.

### Making the case: Using awarenessto regulate emotions

**Synopsis:** Instead of being ruled by extenuating factors, consider navigating each day by learning how to better manage challenges by managing something entirely in your control—your mood.

### ASC: Surviving the nursing shortage— What we can learn from hospitals

**Synopsis:** Unless ASCs distinguish themselves from the competition by following the lead hospitals have gained regarding the treatment and consideration of RNs, cases might be canceled and ORs closed. Here, considerations for standing up and standing out.

### Optical: Dispensary recovery = Review, re-evaluate, reset

**Synopsis:** Resetting goals to align with benchmarks in these three areas will ensure your dispensary comes out of our current crisis operationally more efficient and more profitable.

### Peer to Peer: How are you maintaining or improving patient services volume during this time?

**Synopsis:** Administrators share their insights.

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