



Practice Management Conference

November 9th - 10th, 2018

Hilton Garden Inn

45 Lockwood Drive, Charleston, SC 29401

Complete the registration form and return to the SCOPA Office.
Completed forms can also be faxed to 803-799-1064

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone Number: _____

E-mail Address: _____

REGISTRATION: SCOPA/AOA Member Registration Rate: \$275 • Non Member rate is \$350

A registered OD may also register staff members for \$100 per person.

**Hilton Garden Inn • \$179+tax • Reservations must be made by October 10th for the block rate.
Contact the hotel by calling 843-637-4074.**

Please check the appropriate box: I am sending a check to the SCOPA Office by October 26th (*no on-site payments accepted*)
 Please charge my Visa/MasterCard/AMEX/Discover

I would like to register _____ ODs at the Member/Non Member (please circle one) and _____ staff members at \$100 each for a total of \$_____. List staff names here: _____

Credit Card Number: _____

Expiration Date: _____ CVV: _____ Zip Code: _____ E-Mail: _____

Signature: _____ Date: _____

Program Schedule

Space is limited — reserve your spot today!

Friday, November 9th

4:00 – 5:00 p.m. Registration

5:00 – 7:00 p.m. **Wyche Scarimbolo, CPA**
• Sales and Use Tax – How to Manage
• Tax strategies under the new Trump’s Tax Cuts and Jobs Act



Saturday, November 10th

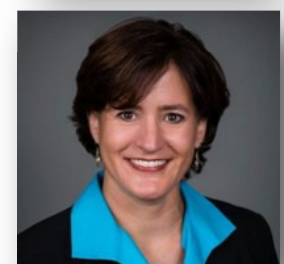
7:00 – 8:00 a.m. Breakfast

8:00 a.m. – Noon **Jay Binkowitz – GPN Technologies**
• Profiting with Vision Care Plans
• Building Sales Without Selling
• Lost Revenue Opportunities and How to Reclaim Them
• What Your Patients are Saying About You



Noon – 1:00 p.m. **Lunch on your own.**

1:00 – 5:00 p.m. **Marcia Brauchler – Physicians Ally**
• How to negotiate Vision Plan Contracts
• Compliance: Medical Records Documentation & Coding
• HIPAA Update



The SC Board of Examiners in Optometry has approved up to X of the 10 hours for the limited category.



Practice Management Conference

November 9th and 10th • Hilton Garden Inn • Charleston, SC

What can you expect to learn?

- ✓ How to negotiate vision plan contracts.
- ✓ How to build sales and lost revenue opportunities with vision plans
- ✓ How to manage sales and use tax

Register online at www.sceyedocors.com or complete this form.
Get you and your staff signed up today - Space is limited!

The Speakers

Wyche Scarimbolo is a sole practitioner specializing in small business and individual taxation in the Columbia area. She has been in the accounting industry for fifteen years and preparing tax returns since 2008. Shortly after entering the field she realized her true enjoyment of accounting and tax, and in 2014 she completed her Master of Accountancy (Taxation) at the University of South Carolina Darla Moore School of Business. Later that year she earned her CPA designation and purchased her former employer's firm as he entered retirement.

Jay Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting over the last 30 years. He has currently developed a unique support company to create infrastructure and strengthen independent practitioners with new business management tools and processes. Mr. Binkowitz is co-owner of American Eye Care, New York and co-founder of GPN, Exclusive Provider of The EDGE.

Marcia Brauchler is the founder of Physicians' Ally, Inc. Marcia advises physicians and practice administrators on managed care contracts, reimbursement, coding and compliance. Her experience includes working with non-profit HMO operations management, hospital administration, and as the Executive Director of several Colorado Independent Practice Associations. She is a published author on Medigap standardization, coding issues, and marketing physician practices. Marcia earned her B.S. in Public Health from the University of North Carolina at Chapel Hill and her Master of Public Health (MPH) from the University of California at Los Angeles. Marcia is a member of the American Academy of Professional Coders (AAPC), National Association of Healthcare Quality (NAHQ), and has been a governor appointee to the Health Resources and Services Administration (HRSA) Strategic Task Force for statewide health reform and the Board of the State's Uninsurable Health Insurance Plan.