



# Practice Management Seminar

November 1 - 2, 2019

Hotel Indigo

250 Johnnie Dobbs Boulevard, Mount Pleasant SC 29464

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. No onsite registrations.

*Hotel Indigo • \$189+tax • Reservations must be made by October 2nd for the block rate.  
Contact the hotel by calling 843-884-6000.*

Please check the appropriate box:  I am sending a check to the SCOPA Office by October 25th (*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 1st

- 4:00 – 5:00 p.m. Registration
- 5:00 – 7:00 p.m. **Acquios Advisors**  
Rick Guinette and Tim Merrigan
  - *Creating a Health Work Culture*
  - *Team Building*



### Saturday, November 2nd

- 7:00 – 8:00 a.m. Breakfast
- 8:00 a.m. – Noon **Acquios Advisors**
  - *Curbside Appeal*
  - *Budgeting*
  - *How to Measure Success (Metrics and KPIs)*
  - *Internal and External Theft Protection*
- Noon – 1:00 p.m. **Lunch - Included with your meeting registration**
- 1:00 – 5:00 p.m. **Dr. John McGreal**
  - *CPT/ICD Updates*
  - *2021 CPT Changes*
  - *MIPS Update*





# Practice Management Seminar

November 1st and 2nd • Hotel Indigo • Mount Pleasant, SC

Some of what can you expect to learn...

- ✓ How to Create a Healthy Workplace Culture
- ✓ CPT/ICD Updates
- ✓ Budgeting and Internal/External Theft Prevention

Register online at [www.sceyedocors.com](http://www.sceyedocors.com) or complete this form.  
Get you and your staff signed up today - Space is limited!

## The Speakers

**Rick Guinotte** has worked in the optometric field since 1989 as a technician, optician, receptionist, manager, and as the territory director for 18 practice locations, \$13.5 million in revenue and 120 employees. In 2009, Rick left his position with one of the world's leading frame manufacturers to become an advisor. Since then, he has worked with offices seeking growth and improved efficiencies, and he has helped people improve their team atmosphere, put systems in place to increase cash flow, and set goals for their practice locations. He is focused on helping his clients understand how to achieve and exceed the goals they've set. Rick has worked with doctors in all aspects of their professional career, from opening their first locations who have gone on to quickly exceed revenue expectations. He has helped clients relocate, add associates and develop exit strategies.

**Tim Merrigan** has worked in the optical industry since 1992. He has held various positions in both the corporate and private sectors of the optical industry. He has been responsible for managing as many as 29 offices, and he has overseen the development and implementation of a variety of operational processes and procedures. In 2013, Tim left a private practice to become a consultant to help private practice optometrists. He has worked with more than 100 offices in the United States and Canada. Tim's areas of expertise include human resource management, staff training and development, employee retention, accounting and budgeting, and adjusting cost of goods levels. Tim has helped practices achieve success through financial controls, setting goals along with expectations and working with doctors on how to train and develop their team to meet those goals.

**Dr. John McGreal** is director of the Missouri Eye Associates, a medical-surgical consultation center. He has lectured nationally and internationally for over 20 years on topics ranging from clinical care to compliance/coding. Dr. McGreal was a Peters Memorial Lecturer at the University of California, Nussenblatt Memorial Lecturer at the University of Houston, Missouri Optometrist of the Year and University of Missouri Educator of the Year.