

PROGRAM NAME/SPONSOR: Vision Expo East 2010

REVIEWER: Jim DeDario

REVIEWERS INITIALS _____

DATE/LOCATION OF PROGRAM: March 18-21, 2010 in New York, NY

DATE SUBMITTED: **January 13, 2010**

COURSE TITLE/#	HOURS REQUESTED	HOURS APPROVED	RECOMMENDATIONS/CONTINGENCIES
MANAGEMENT HOURS			
25 Top Tips for Success from the Front Office	2-M	2-M	
Low Cost, High Return Marketing and Merchandising	2-M	2-M	
A Forensic Study to Assist you in Understanding your Profitability	2-M	2-M	
Delivering a Nordstrom's Experience in an Optical Setting	1-M	1-M	
Review-Based Staff Compensation Strategies and Benchmarks	1-M	1-M	
How to Implement Disney (R) Management into Your Practice	1-M	1-M	
Be a Light Manager	1-M	1-M	
Pre-Appointing Strategies & Benefits	1-M	1-M	
Frame Inventory: Managing Your Profit Center	3-M	3-M	
A Comprehensive Look at Pricing Strategies/Fee Structures	1-M	1-M	
Social Networking 101 – What the Tweet is Facebook?	2-M	2-M	
The Great Debate: Is it Time to Sell Eyewear on the Internet?	2-M	2-M	
My Top Five tips for Increasing Multiple Pair Sales	2-M	2-M	
99 Marketing Techniques for Your Practice	2-M	2-M	
Retail 101	1-M	1-M	

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MANAGEMENT HOURS CONT				
Creating Memorable First & Last Impressions	1-M	1-M		
Insurance Verification and Filing	2-M	2-M		
Staff Responsibility in Coding & Billing	1-M	1-M		
Are your Patients more Up to Date than You?	1-M	1-M		
How to Creat & Implement Successful Frame Buying Strategies : For Beginners	3-M	3-M		
E-Prescribing and Incorporating EMR into Your Practice	1-M	1-M		
Retaining Valuable Employees	2-M	2-M		
E-Tools for Managing frame Inventory	2-M	2-M		
Five Ways to Increase Profits in your Practice	2-M	2-M		
Why Do They Buy?	1-M	1-M		
Instrumentation: Developing your Wish List and Making it Happen	1-M	1-M		
The Great Debate: Staff Management Tactics	2-M	2-M		
8 Most Common Reasons Patients Become upset and What to Do	2-M	2-M		
Benchmarking your Optical Dispensary	2-M	2-M		

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MANAGEMENT HOURS CONT				
Cheap Marketing that Pays Off Big Time	1-M	1-M		
Growing our Practice Using Social Media Sites like Facebook	1-M	1-M		
Using the Medical Model and Advanced Technology to Improve Patient Care and Profits	2-M	2-M		

OPTIONS FOR REVIEWER RECOMMENDATIONS:

1. **APPROVE AS REQUESTED**
2. **DENY INDIVIDUAL COURSE WITH RECOMMENDATIONS FOR FUTURE SUBMISSIONS**
3. **APPROVE CONTINGENT UPON RECEIPT OF ADDITIONAL DOCUMENTATION**

KEY:

SP= SPECTACLE
 IC=INFECTION CONTROL
 CL=CONTACT LENS
 S/C/O=SPEC/CONTACT/OCULARIST

O =OCULARIST
 M =MANAGEMENT
 S/C=SPECTACLE/CONTACT LENS
 S/C/OIC=SPEC/CONTACT/OCULARIST WITH INFECTION CONTROL

