



NMOA Winter CE

Sunday, January 28, 2018

12noon - 5:00pm

5 Hours of NMOA Approved CE

Courtyard by Marriott Journal Center, Albuquerque, NM

Doctors,

On behalf of your NMOA 3rd Party Committee I encourage everyone to attend the Winter CE Program with at least one member of their staff.

This year's program will feature practice management guru, Al Kleinman to share his observations about the behaviors of truly successful eye care practitioners. The completion of an inventory of skills and deficiencies is the first step to make in developing a strong and vital practice which is responsive to the needs of your patients and good for your bottom line.

Dr. Bobby Jarrell will also provide a lecture of what is in store of for the future of optometry.

Hope to see you there,

Mark Botwin, OD
Winter CE Chair

Cleinman Performance Partners

State Optometric Association Legislative Support Program

Sponsored in part by Hoya Vision Care

Al Cleinman is the founder and CEO of Cleinman Performance Partners, the world's leading business development consultancy specializing in the eye care industry. For over 40 years Al has been a leader in the supply side, managed care, publishing, education and consulting. Along the way he has built over 25 companies and divisions of companies and has launched countless products and services.



Since 1989, Al and his consulting team have been trusted advisors to many of optometry's most successful vision care professionals. The firm provides assistance in the management of change through a variety of consulting and education mechanisms designed to help clients build, buy, sell, merge and improve. A prolific writer and compelling speaker heard by audiences around the world, Al has been a columnist for Optometric Management and Vision Care Business. He writes the popular Al's Blog, from which readers learn valuable insight on issues that impact our industry. Al shares his insights about practice leadership in his new book, *A Different Perspective: An Entrepreneur's Observations on Optometry, Business and Life*.

Some Background: The market for vision care services is expected to experience significant growth over the coming decade, the result of changing demographics, population growth and increasing demand on our visual system. Ours is a complex industry involving retail and medical components, multiple and highly competitive distribution channels, and heavy reliance upon advancing diagnostic and treatment technology and pharmaceuticals. Business models such as the vision plan industry and fully integrated manufacturers are following a strategy to capture significant control over the patient/professional relationship. Vision care is a highly dynamic market which is attracting billions in capital from both inside and outside the industry.

PAC Donations: Culminating 40+ years as an entrepreneur, leader, consultant, writer and speaker, Al's new book, *A Different Perspective, An Entrepreneur's Observations on Optometry, Business and Life*, shares practical wisdom useful to every optometrist and leader. The proceeds from the sale of the book will be donated to the purchaser's state optometry PAC in support of legislative initiatives.

NMOA WINTER CE - SUNDAY, JANUARY 29, 2018

COURTYARD BY MARRIOTT, JOURNAL CENTER

5151 JOURNAL CENTER BLVD NE, ALBUQUERQUE, NM 87109 / 505-823-1919

For sleeping rooms call Ralene Dorame at 505-998-2165. ask for the "NMOA" Rate of \$89.00.

11:45 AM - Registration

12noon- 2:00pm Continuing Education - Al Kleinman

The Brand Called You

Do you provide excellent patient care and utilize advanced technologies? So does your competition! Leverage the same marketing message as everyone else and patients will choose a vision care provider with convenient hours who accepts their insurance. This program delivers a powerful message to your entire team on what separates top-performing practices from the pack. Think more deeply about your brand to execute a practice-building marketing strategy.

2:00pm-3:00pm Continuing Education - Bobby Jarrell, OD

The Future of Optometry

This lecture will explore how to prepare for the future of optometry and the role you play in preparing your office. The profession of optometry and the delivery of eye care services are undergoing massive changes. Whether you are in private practice, corporate practice, a young OD, or an OD nearing retirement and contemplating your exit strategy, you want to make the most of the opportunities available. Topics will include market and industry trends, the threat and opportunity of emerging technology, market consolidation, and legal issues."

3:00pm-5:00pm Continuing Education - Al Kleinman

The Accidental Leader

Identify ways to exhibit leadership that empowers staff and builds teamwork as well as methods for aligning personal and professional values with leadership choices. Your patients, staff, family and community rely on you. Harness the skills and tools to create the business and lifestyle you've imagined.

**NM Optometric Association
Winter Continuing Education
Registration Form**

Doctor: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Doctor Name for badge: _____

Staff Name for badge: _____

Staff Name for badge: _____

Registration Fees:

NMOA / AOA Doctor: \$200.00

Non-Member Doctor: \$250.00

Each Staff Member: \$50.00

Fees Enclosed: \$ _____

**Make Check Payable to
“New Mexico Optometric Association”**

**Registration is limited – Please send your registration form today!
Please register by January 19, 2018!**

**Please mail or fax your registration to:
NMOA, 1335 Paseo del Pueblo Sur, #241, Taos, NM 87571
Fax: 575-751-7243**