



WASHINGTON  
ACADEMY OF  
EYE PHYSICIANS  
& SURGEONS

## Practice Management Seminar

Rachel Reinhardt, MD, Chair

**2020 Meeting • March 20, 2020 • The Washington State Conference Center**

**D**on't miss the **12th Annual Practice Management Program** held in conjunction with the WAEPS Annual Meeting. This program is designed for practice managers, physicians and other office personnel interested in the latest topics that will affect the day-to-day running of a successful ophthalmology practice. All members of your staff are welcome to register. Physicians who wish to attend lectures at both the Practice Management Program and physician scientific CME program must complete a Physician Program registration form and be sure to choose the "dual pass" option. This will give the physician the freedom to move between the two meetings throughout the day. *Note that Practice Management sessions are not CME eligible.*

### FACULTY

**Anne Menke RN, PhD**, *Patient Safety Manager, Ophthalmic Mutual Insurance Company*  
**Andrew Iwach, MD**, *Assoc. Clinical Professor at U of C San Francisco*  
**Ravi D. Goel, MD**, *Senior Secretary for Ophthalmic Practice of the AAO*  
**Michael Gilbert, MD**, *Chair, WAEPS Health Plan & Payer Relations*  
**Matthew Parker, PhD, LSSMBB, PMP, CTC, COMT, CST**, *PACT Matters LLC*  
**Emily Studebaker, Esq.**, *Studebaker Nault PLLC*

### SCHEDULE

7:30–8:30AM	Continental breakfast in the exhibitor hall – floor 3
8:30AM	Welcome   Rachel Reinhardt, MD, <i>Practice Management Program Chair</i>
8:35–9:30AM	<i>Critical Competencies that Make or Break the Practice</i> Matthew Parker, PhD, LSSMBB, PMP, CTC, COMT, CST
9:30–10:15AM	<i>Growing Your Practice Through Collaborative Partnerships</i> Ravi D. Goel, MD
10:15–10:45AM	Refreshment break with exhibitors
10:45–11:45AM	<i>Prevent falls in the ophthalmic office and OR</i> Anne Menke, RN, PhD, OMIC and Andrew Iwach, MD, OMIC
11:45AM–12:45PM	Lunch on floor 3
1:00–2:15PM	<i>Protect Your Online Reputation: 5 Pearls to Curate A Brand</i> Ravi D. Goel, MD
2:15–3:15PM	<i>Great Expectations: Liability Risks of Unrealistic Surgical Goals: Using case studies: When to refund fees, discharge patients, manage anger, etc.</i> Anne Menke, RN, PhD, OMIC and Andrew Iwach, MD, OMIC
3:15–3:45PM	Refreshment break with exhibitors
3:45–4:30PM	<i>2020 Legislative and Regulatory Issues Impacting Ophthalmology Practices in Washington</i>   Emily R. Studebaker, Esq.
4:30–5:15PM	<i>Medicare: What you need to know in 2020</i> Michael Gilbert, MD
5:15PM	<i>Cocktail Reception</i>



## WAEPS Practice Management Seminar *(continued)*

### REGISTRATION:

Please register via our website: [www.waeps.org/annual-meeting](http://www.waeps.org/annual-meeting)

Your fee will be based on whether you are an employee of a WAEPS member practice. In order to take advantage of the significant member discounts, the member's 2020 dues must be paid prior to registration.

### REGISTRATION FEES *(per person)*:

	If registered by March 2	Fee after March 2
WAEPS member practice	\$250	\$275
Non-WAEPS member practice	\$325	\$350

Fee includes course materials, breakfast, lunch, refreshment breaks, and President's Reception.

Physicians wishing to participate in the Practice Management Program as well as the physician scientific CME program should register for the dual pass **via the physician registration form**. There is an additional fee of \$50 for the dual pass.

### RECIPROCAL SOCIETY MEMBERS:

WAEPS has reciprocal arrangements with ophthalmology societies in Oregon, Idaho, Montana, Alaska, and British Columbia. Physicians and their employees providing proof of membership in their respective state and province societies may register at the Active WAEPS Member rate. Please contact our office for details if you would like to take advantage of this opportunity: [waeps@waeps.org](mailto:waeps@waeps.org)

### OVERNIGHT ACCOMMODATIONS:

A discounted hotel room block has been reserved for our conference participants at the Seattle Sheraton Grand Hotel (located an easy two blocks from The Conference Center in downtown Seattle). **The room block (available until Feb. 10, 2020) is limited so please book early to avoid disappointment.** A link to the dedicated reservation page for our event is found on this page of our website: <http://www.waeps.org/annual-meeting>

### ACCESSIBILITY:

We encourage participation by all individuals. If you require accommodations, please notify Kim Conn at the WAEPS office at [kim@wsma.org](mailto:kim@wsma.org) at least two weeks prior to the conference. Note that our conference venue is fully accessible and ADA compliant.

### OTHER PARTICIPATION NEEDS:

Moms needing access to our "pump room" during breaks should contact us for details. Special dietary needs? Indicate these on your registration form or contact us via phone or email and we'll do our best.

### CANCELLATIONS:

Cancellation requests must be submitted in writing. There is a \$50.00 fee for cancellation before March 1, 2020. **There are no refunds for cancellations after March 1, 2020.**

**Questions regarding registration?** Please contact Ulrich in the WAEPS office at 206-956-3631 or email [waeps@waeps.org](mailto:waeps@waeps.org)