

FAX TO: Jack Brudwell
Don Hakin

5 pages

**ASSOCIATION OF PRACTICE MANAGEMENT EDUCATORS
TENTH ANNUAL CONFERENCE
Sponsored by VISTAKON\ai™
The Lodge & Club at Ponte Vedra Beach**

STRATEGIC PLANNING FOR OUR FUTURE

AGENDA

THURSDAY, APRIL 15, 1999

All Day

A few attendees have elected to drive to the Conference. All others will fly into Jacksonville International Airport. Upon arrival, they should present at the transportation dispatcher booth just outside Baggage Claim and link up with limousine driver from East Coast Transportation. They will travel to The Lodge & Club and check in.

Note: Several attendees will tour Vistakon Deerwood Park manufacturing and distribution facilities on the way to the hotel.

7:00-10:00 pm

Welcome Reception, The Conservatory.

FRIDAY, APRIL 16, 1999

7:00 am

Buffet Breakfast, Hotel Lobby.

7:45 am - 11:30 am Vistakon Program, Palm Room

7:45 am

**Call To Order/Announcements
Dr. George W. Mertz
Director, Academic Clinical Affairs**

7:50 am

**Official Welcome + J&J/Vistakon Update.
Mr. Phillip Keefer
President, Vistakon of the Americas**

FRIDAY, APRIL 16, 1999 (continued)

- 8:10 am** **Contact Lens Industry Trends.**
Dr. Howard B. Purcell
Director, Professional Affairs
- 8:30 am** **APME Efforts to Expand the Contact Lens Awareness and Usage**
by Students and Practitioners + How Vistakon Benefits from its
Relationship with the APME.
Dr. Peter Shaw-McMinn
Chair, Association of Practice Management Educators
- 10:00 am** **Break. Group Photo.**
- 10:20 am** **Brainstorm Session: *“Future Educational Programs of Mutual***
Benefit to Vistakon and the APME”
- 12:00 pm** **Vistakon Program Adjourns.**
- 12:00 pm** **Box Lunches Provided in Hotel Lobby**
- 12:45 pm – 6:00** **Recreational Activities**
- 12:45 pm** **Departures for Participants in Off-premises Recreation - Meet at**
Hotel Front Entrance
- 1:42 pm** **Golf Tournament Begins – Ocean Course, Ponte Vedra Inn &**
Club (scramble format)
- 7:00 pm** **Transport to Dinner (APME Members Only). Meet at Hotel Front**
Entrance
- 7:15 pm – 11:00 pm** **Cocktails/Dinner, Location TBD**

SATURDAY, APRIL 17, 1999

- 7:00 am** **Buffet Breakfast, Hotel Lobby**
- 7:30 – 6:30** **APME Conference Program, Palm Room**
- 7:30 am** **Administrative Announcements, Dr. Peter Shaw-McMinn**
Review of Conference Goals and Objectives
Presentation of Planned Agenda

7:45 am **Discussion of Concerns and Problems Faced by Practice Management Educators, Dr. Roger Kamen**

8:45 am ***“Developing a Strategic Plan”*, Dr. Gary Moss**

Saturday, April 17, 1999 (continued)

9:30 am **Break**

9:45 am **Brainstorming: Solutions to Our Problems and Ways to Address Our Concerns**

11:30 am **Committee Meetings**

12:00 noon **Working Buffet Lunch, Hotel Lobby**

1:00 pm **Committee Reports**

Research Committee, Dr. Harry Kaplan

Curriculum Committee, Dr. Hal Friedman

***“Entry Level Competencies”*, Dr. John Larcabal**

Teaching Techniques Committee, Dr. Gary Moss

VICA Web-site for Sharing PowerPoint Presentations, Dr. David Kirschen

New Projects Committee, Dr. Jack Bridwell

***“Marketing Vision Therapy”*, Dr. Hal Friedman, Dr. Stuart Rothman**

Ethics Committee, Dr. Mort Silverman

Executive Board, Dr. Peter Shaw-McMinn

2:45 pm **Break**

3:05 pm **Continued Reports**

6:00 pm **Update on VICA Activities of Interest to PM Educators, Mr. Bill Wilson, Mr. Fritz Koerting, Ms. Dianne Schneider**

6:30 pm **Conference Adjourns**

7:00 pm – 11:00 pm **Dinner (APME Members & Accompanying Guests), The Conservatory**

Minutes of 1999 Conference

Goal of the conference: To experience the strategic planning process and focus each committee on specific goals with a anticipated timetable.

Concerns of Practice Management Educators: Dr. Roger Kamen led the group through a discussion of concerns mentioned by educators. These included:

1. Trying to give students a good practice management experience in our school clinics. (This topic was covered as an example of the strategic planning process later in our meeting.)
2. Practice management topics taught in other courses in the curriculum. It was suggested that we become a part of other courses to integrate practice management into topics of the curriculum, such as contact lens, visual therapy, low vision, path.
3. Relevancy of teaching practice management for private practice. What is our role as educators in teaching private practice versus the optometrist as an employee? Dr. Hisaka explained that we need to do more parenting. The students graduate with varying attitudes and levels of maturity. Dr. Crane pointed out that students often feel powerless and lack confidence when comparing their practice management savvy to a corporations abilities. The need for mentors and counseling services for new graduates was discussed. One way to educating students is to bring in a recent grad to tell them what they need to do. Another suggestion was to concentrate on teaching new grads to enter expense sharing associateships. There was the recommendation to include externships in successfully run private practices. Dr. Silverman explained his participation on a committee to save private practices in Florida.
4. What is being taught in practice management programs in Dental schools? Dr. Foster and Dr. Lakin explained that dental school includes business throughout their curriculum. Continuing education in practice management is acceptable for Dentists. Dr. Hisaka pointed out that Dentistry has thrived in the managed care arena. It was recommended we review what is being done in dentistry and report back to the APME next year.
5. Optometric residencies in ophthalmological practices. Dr. Rothman explained that optometric residencies are appearing in ophthalmological practices which compete with optometric practices. Discussion resulted in the recommendation that a position statement on this activity be issued by the APME.
6. Accepting non-entrepreneurial students into optometry schools. Carol Burns pointed out that more and more students enter planning on part-time work. She said we need to emphasize that it is okay to be in part-time in you own private practice. It was mentioned that the admissions process does not look at the entrepreneurial spirit of our students. More and more students enter with excellent learning skills from books and poorer interpersonal skills. One doctor exclaimed, "We're accepting a bunch of damn nerds into our school!" Dr. Crane explained we need confident students. We are only as strong as our weak links. Our weak links are weaker than other professions. We need to strengthen them.
7. Student debt affecting practice mode. Dr. Shaw-McMinn reported on the ASCO Critical Issues Seminar on student debt. He explained that the experts presenting showed that debt is not as strong a predictor of practice mode that was believed. We need research to indicate if there is a correlation between student debt and practice mode. Dr. Hazlett we need to teach debt management and relate it to practice finance and economics. This curriculum should start in the first year. Dr. Robbins pointed out that we must communicate in the student's language. Their perceptions of what is meant by "sacreficing" is much different than ours. There was a recommendation that the APME work with the school financial officers to development a four year curriculum on debt management and personal finance.

Dr. Shaw-McMinn reported on conversations with the chair of The Council on Optometric Education. It was explained that the COE cannot dictate curriculum but rather evaluate if the schools are working diligently toward the school's goals. Dr. Foster elaborated on the activities of the COE. He explained that each school does a self study. They often survey alumni to determine outcomes. Those responding may indicate what changes are needed. How the questions are written is critical. For example, in his recent survey, 75% of the respondents indicated they need more practice management. This survey result will be used to develop future goals and objectives. The COE will then evaluate progress toward the goals and objective. It is recommended that APME members become active in the self-study process at their school and set goals and objectives which relate to practice management. Whenever possible influence survey questions to include practice management issues.

Dr. Shaw-McMinn named several publications which wrote about APME activities including: New OD, AOA News, Vista,, VICA newsletters, ASCO newsletters and school bulletins.

VICA Activities of Interest to PM Educators

Mr. Fritz Koerting sent greetings from the VICA President Mike Ferrara and the board. He explained that VICA has three goals. 1) Educate consumers about the need for professional eyecare and for quality eyewear 2) Increase marketing skills of eyecare professionals 3) provide venues for the exchange of industry information.

He explained the Better Vision Institute, (BVI) advisory council is a part of VICA and recommends new programs and gives feedback on PR releases. Optometry members includes Drs. Joel Zaba, Larry DeCook, Peter Shaw-McMinn. Other advisors include Drs. Richard Hopping and Paula Newsome.

Mr. Koerting reported on the continual support of the APME with a \$10,000 grant from VICA and the providing of free materials to support the two lesson plans, ABCs of Eyecare and Evaluating Managed Care Contracts. VICA is also delighted to provide space on their website for the sharing of future lesson plans among APME members. Mr. Bill Wilson distributed the 1998 Optical Industry Compendium of research studies completed on the eyecare industry

Dr. Shaw-McMinn thanked VICA for their support and looked forward to another year of good relations between the two organizations.

MISSION STATEMENT

The mission of the APME is to provide and advance knowledge of practice management in optometry. To achieve this mission, the APME is dedicated to fulfillment of the following purposes:

- Improve the effectiveness, cohesiveness, and esprit de corps of the optometry practice management educators 13, 12, 21
- Enhance practice management education by providing a forum for discussion of ideas 13, 8
- Contribute to the improvement of optometric economics and practice education in the schools through policy study and recommendations (13, 12, 3), 11, 10, 8, Action on cur, 3, 18
- Promote and undertake research related to optometric practice to create new information 14 Action on cur, 4, 1
- Advance the consideration of ethical issues in all aspects of the optometric profession 17, 20
- Develop and maintain an uniform textbook to be used by practice management educators at all schools and colleges of optometry
- Represent practice management educators to the Association of Schools and Colleges of Optometry, and to other national professional organizations 14, 11, 10, Action on NBED, 7 COE action 6
ASCO guidelines Action, 19,

Enhance cur 12, 8

12, 10, 9, 7, 5, Action on cur, 1, 2, 15, 21, 22

WHICH APME COMMITTEES DO YOU PREFER TO PARTICIPATE ON?

Please indicate which committee by writing it in blank below. Last year's structure is attached for your information. Elements of the rough draft of the strategic plan assigned to each committee is listed below:

Curriculum 2.1, 3.1, 3.7, 3.8, 3.9 **Research** 3.5, 4.3, 5.1 - 5.7 **Publication** 1.6, 4.9, 7.1, 7.2

Ethics 3.6 **New Projects** 1.2, 1.8, 3.3, 3.4 **Teaching Techniques** 1.5, 2.2, 2.3, 2.4, 2.5

Executive 3.2, 3.3, 4.1, 4.2, 4.4 - 4.8, 6.0 **Entertainment** 1.0 - 7.0

Your name _____

#1 preference _____ **#2** _____ **#3** _____

I will send you the committee assignments as soon as I get all the surveys returned. If I do not hear from you I will assume you wish to serve on the same committees as last year.

Please return this survey to: Peter Shaw-McMinn
16327 Sally Lane
Riverside, CA 92504 or email me at shawmc@inland.net

Have a great day!

1997 -1998 APME COMMITTEE STRUCTURE

CURRICULUM

Carole Burns, chair
Mort Silverman
Harold Friedman
Norman Bailey (2)
Gary Moss (2)
Jeff Weaver (2)
Jack Bridwell (2)
Peter Shaw-McMinn (2)

RESEARCH

Howard McAlister, chair
Harry Kaplan
Jeff Weaver
Roger Kamen (2)
Larry Thal (2)
Jack Bennett (2)
Don Lakin (2)

PUBLICATION

John Classe', chair
Larry Thal
Craig Hisaka
Don Lakin
Ron Rounds
Roger Kamen
Peter Shaw-McMinn
Howard McAlister (2)

ETHICS

Norman Bailey
Jack Bennet
Richard Hazlett (2)
Mort Silverman (2)

NEW PROJECTS

John Larcabal
Stuart Rothman
Jack Bridwell
Richard Hazlett
Harry Kaplan (2)

TEACHING TECHNIQUES

Gary Moss
Mark Wright
Craig Hisaka (2)
John Larcabal (2)
John Classe' (2)

EXECUTIVE

Peter Shaw-McMinn, chair
Mark Wright, vice-chair
Don Lakin, immediate past-chair

ENTERTAINMENT

Jeff Weaver, chair
Roger Kamen
Howard McAlister

Association of Practice Management Educators 1999 Directory

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