

**ASSOCIATION OF PRACTICE MANAGEMENT EDUCATORS**  
Memorandum

To: Practice Management Educators  
From: Dr. Donald H. Lakin, <sup>WHL</sup> Immediate Past Chair  
Subject: Minutes for APME Annual Conference and Membership List  
Date: May 29, 1997

The Eighth Annual Conference is now history. Please review these minutes! There was so much shared and discussed and we had such a good time that it was difficult pulling it all together. If there are corrections or omissions that you feel should be made let me know.

Vistakon again were great hosts! You've already received Dr. George Mertz' post-conference questionnaire. Please complete it and return it if you haven't already. We all appreciate all that Vistakon has done for APME and optometry. Thanks again, George, and thanks for letting us have input for next year's conference.

Dr. Peter Shaw-McMinn has also sent out a survey asking for your preference for committee assignments. I believe this is a good idea rather than just accepting chair directed committee assignments. Let's help Peter get the first task as chairperson finished by getting our response back as soon as possible.

At our meeting and in the minutes, Dr. Howard McAlister outlined the procedure for the Vistakon Practice Management Research Awards. He has requested you share these with your students and direct applications to him.

Have you sent out the survey for your 1996 classes as presented by Dr. Classè? Remember we all resolved to use his modified instrument and feed the results back to John at the UBA.

I've enjoyed my three years as chairperson of APME. I want to thank Dr. Larry Thal for the good model he was as chair and the assistance he provided to me and our association as immediate past chair. Dr. Peter Shaw-McMinn has been an asset to APME for the past eight years and in his role as vice-chair did more work than I have for the past three years. Thanks Peter! I know we are in good hand with Peter and Mark Wright at the helm. I want to thank all of you for your involvement in APME. Though the years I've been active in many community and professional organizations; rarely have I seen the level of participation and dedication that you all bring to APME.

I thank you for the kind words and recognition you bestowed upon me at our meeting (the number of years of the plaque did get corrected). I look forward to remaining a part of your executive committee as the immediate past chair of APME.

MINUTES OF THE  
EIGHTH ANNUAL CONFERENCE

ASSOCIATION OF PRACTICE MANAGEMENT EDUCATORS

APRIL 17-20, 1997

THE MARRIOTT AT SAWGRASS

SAWGRASS, FLORIDA

Sponsored by VISTAKON

## ATTENDANCE

Dr. Jack Bennett	Dr. Harry Kaplan	Dr. Ronald Rounds
Dr. Jack Bridwell	Dr. Donald Lakin	Dr. John Rumpakis
Dr. Carole Burns	Dr. John Larcabal	Dr. Peter Shaw-McMinn
Dr. John Classé	Dr. W. Howard McAlister	Dr. Morton Silverman
Dr. Harold Friedman	Dr. George Mertz	Dr. Lawrence Thal
Dr. Richard Hazlett	Ms. Janice Mignogna	Dr. Jeffrey Weaver
Dr. Craig Hisaka	Dr. Gary Moss	Dr. Mark Wright
Dr. Roger Kamen	Dr. Stuart Rothman	

## AGENDA

### THURSDAY, APRIL 17

12:00 to 7:00 Arrival and Hotel Check-In

7:00 Welcome Reception

### FRIDAY, APRIL 18

7:00 Board bus to Vistakon's Deerwood Park Plant

7:15 Buffet Breakfast

7:45 Call to Order/Announcements, Dr. George Mertz, Director, Academic Affairs  
Official Welcome, Mr. James Callahan, President  
Additional Remarks, Dr. Stanley Yamane, Vice President, Professional Affairs

8:15 Plant Tour

9:45 Break

10:00 APME Members' Concerns

- AOA Practice Management Research, Dr. Peter Shaw-McMinn
- The Importance of Outcome Measures in Private Practice, Dr. Harold Friedman
- Supporting the Need for Practice Management Curriculum, Dr. Morton Silverman and Dr. Craig Hisaka
- Should curriculum emphasize more business principles that apply to the whole industry versus how to establish a practice?, Dr. Donald Lakin
- Critical Issues Conference, Dr. Peter Shaw-McMinn

11:00 Overview of Principles in Educational Research, Dr. Thomas Kimball

12:00 Lunch, Golf, Recreation

SUNDAY, APRIL 20

- 7:00 Breakfast
- 8:00 New Projects Committee, Dr. John Larcabal  
“Prescribing Disposable Contact Lenses”  
Dr. Richard Hazlett, Dr. Mark Wright, Dr. Peter Shaw-McMinn
- 9:00 VICA Public Relations Marketing Program  
Mr. Fritz Koerting, Mr. Bill Wilson, Dr. Craig Hisaka,  
Dr. Jack Bridwell, Dr. Carole Burns
- 9:30 VICA Managed Care Lesson Plan, Dr. Mark Wright
- 10:30 Break
- 10:50 Presentation of Committee Recommendations and Final Report  
Action on Prior Recommendations  
New Recommendations  
Election of Chair and Vice-Chair  
Committee Charges  
Committee Assignments  
Other Administrative Announcements
- 12:00 Adjournment

### **CALL TO ORDER/ANNOUNCEMENTS**

Dr. George Mertz, Director of Academic Affairs for Vistakon, called the meeting to order and reviewed the meeting agenda. He commented on the pleasure he has had working with APME and his personal happiness in being part of the fine Professional Affairs team at Vistakon. Dr. Mertz then introduced the President of Vistakon, Mr. James M. Callahan.

### **OFFICIAL WELCOME**

Mr. Callahan welcomed us to the conference. He reviewed his past working experiences in the ophthalmic industry and his interest in the need for good practice management skills.

Dr. Stanley J. Yamane, Vice President of Professional Affairs at Vistakon, spoke about his 24 years in practice, the need for practice management skills to succeed, and the importance of changing mindsets to enable optometrists to incorporate new products into their treatment regimens. Dr. Yamane reviewed the structure of the Professional Affairs department at Vistakon. He emphasized that Dr. George Mertz deals with the school administrators, faculty and students while Dr. Howard Purcell works with optometrists outside of the school setting. Dr. Purcell has a speakers bureau which shares successes

**ASCO Critical Issues Seminar.** Dr. Shaw-McMinn attended a conference whose purpose was to identify entry level competencies for all optometry school graduates. He distributed a sheet explaining what is meant by entry level competencies and a diagram on how they relate to other level competencies. He thought that if the APME could agree on behavioral objectives listed in the *Business Aspects of Optometry* Instructor's Manual we could present these to ASCO to consider as entry level competencies. Once accepted by ASCO, it follows that we can present an argument for enhancing the practice management curriculum to allow for the building of such competencies in our students.

### **OVERVIEW OF PRINCIPLES IN EDUCATIONAL RESEARCH**

Dr. Thomas Kimball presented principles in education research from the perspective of a corporate trainer in human performance and Ph.D. educator. A comprehensive handout was distributed and we completed Activity 2 in the handouts.

### **AFTERNOON RECREATION**

APME members joined Vistakon staff for a select-shot golf tournament at the TPC at Sawgrass Golf Course. Other recreational options were a tour of St. Augustine, fishing, and spa/massage.

### **DINNER AT THE MARRIOTT AT SAWGRASS**

Following dinner hosted by Vistakon, prizes were distributed to the golf course participants. Dr. George Mertz thanked everyone for conducting themselves on the golf course in a mature, self-disciplined manner (well...almost everyone). He also praised the intelligence of those choosing recreational activities other than golf. With these comments in mind we adjourned until the next morning.

### **ADMINISTRATIVE ANNOUNCEMENTS**

Chairperson Lakin called the meeting to order at 7:30 a.m. He expressed thanks to Vistakon for their sponsorship and for the chance to hear from Dr. Mertz, Dr. Yamane, and especially President Callahan. Dr. Lakin greeted all the members and passed around a roster of addresses and phone numbers for updating.

Dr. Mertz repeated Dr. Yamane's offer to receive a grading scale poster. This is offered to all students and contact lens practitioners in the entire world. He also repeated the offer of a handbook on slit lamp evaluation to each APME member.

### **AOA PUBLIC IMAGE SURVEY**

Dr. Irv Bennett reported on the results of the third public image study completed by the AOA. This was a random sample telephone study which obtained its results from 468 participants out of over 4,000 calls. Eighty-five percent had an exam within the last two years. Fifteen percent were involved in the decision making for someone else in the household. Dr. Bennett reported the following data:

Dr. Bennett reported that the complete results of this survey, and those of the biannual AOA Economic Survey currently being done, will appear in the *AOA NEWS* and in the "Caring for the Eyes" publication of the AOA.

### MEASURING IF WE ARE TEACHING WHAT WE THINK WE ARE TEACHING

Dr. Thomas Kimball facilitated a discussion on what we should be teaching in 1997. Dr. John Classè presented the concept of a national examination on practice management. Dr. Kimball guided us through Activity 1 of the handout distributed Friday.

### APME COMMITTEE REPORTS

**Executive Board.** Dr. Lakin reviewed the activities and made a financial report of the APME since our Seventh Annual Conference. He discussed the ASCO-SIG offer, the application process, and our current status. He expressed thanks to Vistakon for their decision to provide continued financial support and help in planning our agenda for this year. The long term goal accomplished this year was the publication of *Business Aspects of Optometry*. Desk copies and our relationship with Butterworth was reviewed. Dr. Peter Shaw-McMinn was thanked for his continued updates on AOA activities and his contributions to planning this year's agenda.

The current financial status of APME is right on target. We have a fund balance as of April 15, 1997, of \$146,155.04. These funds have been provided by Allergan, Vistakon, and VICA. Royalties from Butterworth from *Business Aspects of Optometry* will also be deposited in this account. These monies are in T-Bills and money markets in an APME designated account with ASCO. Dr. Hopping will continue to oversee this fund and will explore investment of these monies for a better return.

Dr. Lakin thanked the membership with special thanks to the committee chairs for their communications and activities throughout the year.

**Curriculum Committee and Curriculum Guide Project.** Dr. Carole Burns distributed the Instructor's Manual for our textbook and thanked Dr. Peter Shaw-McMinn for his work in assembling the guide. (Dr. Shaw-McMinn thanked those who got all the pages in order Friday night.) The format was reviewed and a request was made to send additions in the form of overhead masters, exercises, test questions, or Power Point presentations to Dr. Burns throughout the year.

**Research Committee.** Vistakon will again award four \$500 grants this year for practice management projects. It was decided that in addition to optometry students, residents and optometrists who are graduate students would also be eligible to apply for these grants. Also an itemized list of expenses will no longer be required as part of the application. APME members were asked to inform their students and residents about this program. Grant proposals should be sent to Dr. McAlister, Chair of the Research Committee, as

- Promote and undertake research related to optometric practice to create new information.
- Advance the consideration of ethical issues in all aspects of the optometric profession.
- Develop and maintain a 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.

**PCO Placement Resource Conference, Ms. Janice Mignogna, Director, The Irving Bennett Business & Practice Management Center.** Ms. Mignogna reported on the progress of developing a national placement network by combining the efforts of the optometry school programs and the AOA program. She will keep us apprised of future progress. They are planning on using the computers donated to each schools' practice management program by OfficeMate. Your assistance in securing these computers for use in the placement service will be appreciated. A presentation folder was distributed.

#### **MANAGED CARE AND ITS IMPACT ON OPTOMETRIC PRACTICE**

Mr. Jeffrey Werch, Director of Managed Care for Vistakon, gave an excellent presentation citing research on trends impacting the practice of optometry. An outline and slides were presented which stimulated a lively discussion. At the conclusion, Dr. Lakin thanked Mr. Werch, Dr. Mertz and Dr. Yamane for providing us with this very useful information.

#### **A DEMONSTRATION OF AN INTERACTIVE LESSON PLAN**

Dr. Gary Moss guided us through a lesson plan on negotiating the distribution of income in a group practice. Dr. Harry Kaplan, Dr. John Rumpakis, and Dr. Stuart Rothman posed in the roles of students presenting the position developed by their group. Handouts were distributed by Dr. Moss. The lesson plan appears in the Instructor's Manual in Chapter 5. Dr. Moss emphasized that such a format results in the students taking an active role in learning the subject matter. This format also permits him to cover more material than lecture alone.

#### **VICA SPONSORED MANAGED CARE LESSON PLAN**

(moved from Sunday morning)

Dr. Mark Wright presented the rough draft of a lesson plan developed by the New Projects Committee. (The lesson plan is in your Instructor's Manual under Chapter 25.) The lesson plan was presented as another example of an interactive learning experience for the students which allows for coverage of complicated material in a short time. APME members enthusiastically supported the concept of presenting the lesson plan at all schools with the idea that instructors will be given the resources to present the lesson plan themselves in subsequent years.

## **AOA NEW PRACTITIONERS/ESTABLISHED PRACTITIONERS PROGRAM**

Dr. Shaw-McMinn presented a program designed to assist new and established practitioners in achieving their professional goals. The APME is asked to play a role in each aspect of the program. The involvement includes teaching the students how to use the new national practice resource network described by Ms. Janice Mignogna, use of the Career Manager Binder (former Pathways in Optometry) in the classroom, coordination of a Career Manager presentation to students and area optometrists at their school, contribution to a quarterly bulletin post-graduate practice management curriculum, speaking at practice opportunity fairs and continuing education lectures at the AOA congress. Dr. Shaw-McMinn thanked Dr. George Mertz and Vistakon for funding the AOA New Practitioners Advisory Committee which suggested the program. Once more, the APME applauded the efforts of Vistakon in supporting optometric education.

### **COMMENTS FROM DR. LARRY THAL**

Because of a scheduling situation, Dr. Thal was required to leave one hour before the scheduled adjournment of the meeting. Dr. Thal shared several issues he felt were of importance to the APME. Some of these were:

- Every year many members must leave early before some of the most important business is conducted.
- Some schools have a problem of decreased hours scheduled for their practice management curriculum.
- The concept of curriculum validation must be addressed. Dr. Irv Bennett's surveys may be used to validate our curriculum and the 1986 curriculum model.
- What do we want to do as an association to foster relationships with the optics educators and contact lens educators?
- There is value to reporting the number of hours taught at teach school on practice management curriculum topics. We must return to sharing this information.

### **SUMMARY OF ACTION ITEMS ON COMMITTEE RECOMMENDATIONS**

#### **Publication Committee**

Use the textbook and report in writing as to how to improve it for the Second Edition.

#### **Mission and Goals Committee**

It was moved, seconded, and unanimously passed "to accept the mission statement as written and distributed by the Mission and Goals Committee".

#### **Research Committee**

It was moved, seconded, and unanimously passed "to encourage schools to mail out Dr. John Classè's survey to 1996 graduates in May of 1997".

Four \$500 grants for research in practice management will be distributed for the next year.



A new committee be established called "Teaching Techniques Committee" to emphasize that this is one of the most important things we do. Dr. John Classè nominated Dr. Gary Moss as committee chairperson.

### **ELECTION OF BOARD**

Dr. Lakin presented the names of Dr. Peter Shaw-McMinn for Chair and Dr. Mark Wright for Vice Chair for the Ninth Annual Conference. He reported both candidates had indicated a willingness to serve and called for additional nominations. It was moved, seconded and approved to close nominations and record unanimous support for Drs. Shaw-McMinn and Wright.

Dr. Donald Lakin agreed to serve on the executive board as immediate past chairperson.

### **COMMITTEE ASSIGNMENTS**

Dr. Peter Shaw-McMinn will survey the membership regarding interest in the various committees and have assignments made by August 1, 1997.

### **ADJOURNMENT**

Dr. Lakin declared the Eighth Annual Conference of the Association of Practice Management Educators adjourned at 11:50 a.m.

# ASSOCIATION OF PRACTICE MANAGEMENT EDUCATORS

April 1997

## Ferris State University

Dr. Roger Kamen  
Michigan College of Optometry  
Ferris State University  
1310 Cramer Circle, PEN 631  
Big Rapids, MI 49307-2738  
O (616) 592-2202  
H (616) 592-1081  
F (616) 592-3554  
e-mail rkamen@music.ferris.edu

Dr. Donald Lakin  
Michigan College of Optometry  
Ferris State University  
1310 Cramer Circle, PEN 401  
Big Rapids, MI 49307-2738  
O (616) 775-7341  
H (616) 775-1872  
F (616) 775-3925  
FSU (616) 592-2189  
FSU Fax (616) 592-2394

## Illinois College of Optometry

Dr. Neil Gailmard  
Illinois College of Optometry  
630 Ridge Road  
Munster, IN 46321  
O (219) 836-1738  
F (219) 836-5367  
ICO (312) 225-1700  
e-mail nbgailmard@aol.com

## Indiana University

Dr. Jack Bennett  
School of Optometry  
Indiana University  
800 East Atwater Avenue  
Bloomington, IN 47405  
O (812) 855-4440  
H (812) 334-1119  
F (812) 855-8664  
e-mail bennettj@indiana.edu

## Inter-American University

Dr. Iris Cabello  
Director Patient Care  
School of Optometry  
Inter-American University  
P.O. Box 191049  
San Juan, PR 00919-1049  
O (787) 765-1915 Ext. 2106  
e-mail icabello@ns.inter.edu

## New England College of Optometry

Dr. Gary Moss  
Renaissance Farm  
6 Greenwood Road  
Westford, MA 01886  
O (617) 523-4070  
H (508) 692-0505  
F (617) 523-1787  
NECO (617) 236-6262

## Northeastern State University

Dr. Ronald Rounds  
College of Optometry  
Northeastern State University  
Tahlequah, OK 74464  
O (918) 456-5511 Ext. 4004  
H (918) 682-2894

## Nova Southeastern University

Dr. Morton Silverman  
College of Optometry  
Health Professions Division  
Nova Southeastern University  
3200 South University Drive # 1402  
Ft. Lauderdale, FL 33328  
O (954) 262-1840  
F (954) 262-1818  
e-mail morton@hpd.acast.nova.edu

## Pacific University

Dr. John Rumpakis  
College of Optometry  
Pacific University  
4550 S.W. Kruse Way, Suite 105  
Lake Oswego, OR 97035-2579  
O (503) 635-1458  
H (503) 697-4022  
e-mail eyedoc@teleport.com

*Chris Washoff*

University of Alabama at Birmingham

Dr. John Classè  
School of Optometry  
University of Alabama at Birmingham  
1716 University Boulevard  
Birmingham, AL 35294  
O (205) 934-6772  
H (205) 322-1637  
F (205) 934-6758  
e-mail jclasse@icare.opt.uab.edu

Dr. Tommy Crooks  
School of Optometry  
University of Alabama at Birmingham  
1716 University Boulevard  
Birmingham, AL 35294  
O (205) 934-3036

University of California, Berkeley

Dr. Craig Hisaka  
School of Optometry  
University of California  
3031 W. March Lane, Suite 216 W.  
Stockton, CA 95219  
O (209) 951-0820  
Private Line (209) 951-0826  
H (209) 478-9321  
F (209) 951-0551  
UCB (510) 642-2020 (Monday)

Dr. Lawrence Thal  
School of Optometry  
University of California  
291 Arlington Avenue  
Kensington, CA 94707  
O (510) 527-1714  
H (510) 283-7434  
F (510) 527-1715

University of Houston

Dr. R. Norman Bailey  
College of Optometry  
University of Houston  
4901 Calhoun  
Houston, TX 77204  
O (713) 743-1916  
H (713) 748-6050  
F (713) 743-2053  
e-mail nbailey@uh.edu

Dr. Jack Bridwell  
College of Optometry  
University of Houston  
4901 Calhoun  
Houston, TX 77204  
O (713) 482-2237  
H (713) 485-2334 (Phone & Fax)  
F (713) 743-2053  
UH (713) 743-1956

University of Missouri - St. Louis

Dr. W. Howard McAlister  
School of Optometry  
University of Missouri - St. Louis  
8001 Natural Bridge Road  
St. Louis, MO 63121  
O (314) 516-5278  
H (314) 821-3353  
F (314) 516-5150  
e-mail swhmc@umslvma.umsl.edu

Dr. Jeffrey L. Weaver  
432 Marillac Hall  
School of Optometry  
University of Missouri - St. Louis  
8001 Natural Bridge Road  
St. Louis, MO 63121-4499  
O (314) 516-5995  
H (314) 770-1863  
F (314) 516-5150  
e-mail sjlweav@umslvma.umsl.edu

Vistakon

Dr. George W. Mertz  
Director, Academic Affairs  
Vistakon  
4500 Salisbury Road, Suite 300  
Jacksonville, FL 32216  
O (904) 443-1098  
H (904) 221-6363  
F (904) 443-1252

**To: Practice Management Educators**  
**From: Peter Shaw-McMinn**  
**SUBJ: Committee assignments and objectives**  
**Date: September 8, 1997**

Greetings! I hope this memo finds everyone doing well as the new school year begins. I've finally heard from all APME members and have summarized the next years activities. For those indicating two committee interests, I've shown a primary assignment with a (1), and a secondary assignment with a (2). I believe we must keep in mind that input is welcome to any of the committees. The committee chairman will primarily depend upon those with a (1) choice, and use (2) choices in an advisory capacity.

If any one has any suggestions, please give me a call. I will update everyone on progress towards our objectives in memos on a regular basis.

2.1, 3.1, 3.7, 3.8, 3.9

3.5, 4.3, 5.1, 5.2, 5.3,  
5.4, 5.5, 5.6, 5.7

1.6, 4.9, 7.1, 7.2

**CURRICULUM**

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

Albright?

**RESERCH**

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)

3.6

**NEW PROJECTS**

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

1.2, 1.8, 3.3, 3.4

**TEACHING TECHNIQUES**

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

1.5, 2.2, 2.3, 2.4, 2.5,

**EXECUTIVE**

Peter Shaw-McMinn, chair  
 Mark Wright, vice-chair  
 Don Lakin, immediate past-chair  
 3.2, 3.3, 4.1, 4.2, 4.4, 4.5, 4.6, 4.7, 4.8, 6.0

**OBJECTIVES FOR THIS YEAR**

Below are listed desired outcomes expressed by our members. I've assigned them to committees. At our next meeting each committee will report on their progress toward the objective. If anyone has other suggestions, please give me a call.

PM class sessions recognized by students as the most rewarding, valuable, motivating, creative, and enjoyable learning experiences in the entire OD curriculum. Curriculum and Teaching techniques.

Provide student-centered, participative, active learning experiences to our students. Teaching techniques.

Recognize and discuss present and future trends affecting the teaching of practice management. Curriculum.

Develop lesson plans on principles of small business to be included in the curriculum. Curriculum.

Create an APME standardized national examination. Curriculum

Expand coverage of PM topics on the national board examination. Executive

Conduct research on the great changes going on in the profession, such as where our students start out, debt service, new graduate concerns, dealing with managed care issues, and best sources for loans. Research

Develop a working relationship with the Clinic Directors SIG to reinforce our PM teaching. Executive

Survey members as to areas of interest for research and publication. These individuals with similar interests could research and publish together. Research and Publication

Develop a curriculum concentrating on managed care. New Projects

Encourage NBEO to stress modern concepts and let 'old stuff' go. Executive

Develop lesson plans on marketing Vision therapy services. New Projects and Teaching Techniques

Develop a lesson plan on using computers in the office. New Projects and Teaching Techniques

Develop class ethics discussions surrounding various topics in our textbook. Ethics

Write a manual of typical ethical dilemmas arising in the office and suggestions for handling the situations. Ethics

Create and agree on a model p.m.. curriculum to present to school administrators. Curriculum

Use the textbook and make suggestions for future changes. Publication

Finish the teacher's manual to go with the textbook. Publication

Provide a forum for discussion of pm ideas among APME members. Executive

The executive committee will work with the chairs of each of our committees to make progress toward these objectives. We will update you on progress on a regular basis through memos such as this one. If anyone has anything to relay to the membership, simply call or e-mail an executive committee member. Attached is a summary of recent progress toward some of these objectives.

Take care everyone,

Pete

## PROGRESS TOWARD OUR OBJECTIVES AS OF SEPTEMBER 10, 1997

I discussed the possibility of expanding NBEO coverage of practice management with Dr. Tom Lewis, a member of the NBEO. He recommended we contact the executive director and get our interest on their agenda. They are meeting at the end of October in Palm Springs which is close to me. I will look into the possibility of at least finding out what must be done in order provide input to the board.

Roger Kamen has secured three hours on the Clinic Director's SIG agenda to discuss "Practice Management: Soliciting Thoughts and Ideas on the Collaboration Between Clinic Administration and Practice Management Education." We will be prepared to present lesson plans on topics of interest to them. Our desired outcome is the two organizations agree on ways we can work together to provide excellent practice management learning experiences in the clinic. Any ideas call Roger prior to September 25th.

John Larcabal, Craig Hisaka, Mark Wright, and Jack Bridwell is meeting with VICA at Vision Expo West to present the managed care lesson plan discussed at our last meeting. VICA will decide whether they will fund the presentation and materials to be given at each school. VICA has also approached us about starting an optometric speaker's bureau to lecture at meetings throughout the U.S. If anyone is interested, please contact John Larcabal.

Hal Friedman is working with Stuart Rothman to develop a lesson plan on vision therapy services. COVD and OEP has been contacted as to their interest in joining with us and funding the development of the lesson plan. Both groups are interested. If anyone has any input or would like to be part of these efforts, contact Hal.

John Larcabal is meeting with Ed Buffington from Officemate to develop a lesson plan on using the computers and software they donated to us. David Kirschen, who has recently joined the SCCO PM faculty, and Stuart Rothman is working with them. Any ideas please contact John.

Vistakon has given funds to the AOA to begin the "New Practitioners Career Manager" program. (Formerly pathways in optometry). Materials will be provided to all schools for your use in your PM curriculum. There are five presentations scheduled for this year; UC Berkeley, SUNY, UMSL, SCO, and Indiana. If we can show value to Vistakon, they have indicated they will fund the program at all schools. The AOA has allowed us to basically control the entire program. They are providing the materials and funding; the practice management educator dictates what, how, when, and where the program is delivered.

The national placement service Janice discussed with us is becoming a reality. By January all schools will have access to the "National Practice Resource Network". We will develop lesson plans and activities for you to teach the students on how to use it. As a practice management educator, you will be able to have a role in letting the students know what opportunities are available in any area in the United States.

*News & Notes*

Of other news to note, Neil Gailmard and John Rumpakis has resigned their teaching positions at Illinois and Pacific. It might be nice to drop them a note letting them know they will be missed.

AOA staff, Dee Roderman, Dot Davis and Mona Clymer has been very supportive of us. A thanks also goes to Drs. George Mertz and Stan Yamane, both of whom are providing input and resources to

allow us to reach our goals. Janice Mignogna has been helpful and assertive in making sure the NPRN is developed to the benefit of the school's programs. Please thank them all if you have the chance.

George indicated that the preference for our next meeting is the Lodge and Bathhouse at Ponte Vedra instead of the Marriott at Sawgrass. I believe our next meeting in April will be held there. We are currently looking at dates in April for availability.

If anyone has anything they wish to share with everyone, e-mail or call me. Any new ideas, don't hesitate to contact me.

Take care,

Pete