



2020 SEC ADMINISTRATOR AGENDA

All Presentations in Magnolia D—1st Floor of Baytowne Conference Center
Unless Otherwise Noted

FRIDAY, JULY 24

6:30-7:30 am

OPENING EXHIBITS/FOOD

6:55 am

OPENING COMMENTS

Michael Patterson, DO

7:00-7:30 am

SPONSORED BREAKFAST

Ivantis Cathy McCabe

7:25-7:30 am

WELCOME & ANNOUNCEMENTS

7:30-8:30 am

NAVIGATING PRIVATE EQUITY, TRADITIONAL EXPANSION MODELS AND SURVIVAL

**UNDERSTANDING WHERE YOUR PRACTICE FITS IN TODAY'S
EYE CARE CONSOLIDATION ENVIRONMENT**

AN INDUSTRY IN THE MIDDLE OF PRIVATE EQUITY CONSOLIDATION

- Are you a candidate for acquisition?
- Are you a practice seeking to acquire?
- Are you simply trying to survive?

PANEL MODERATOR: Charles Williamson, Jr.

PANEL: James Dawes, George Neal, Scott Bullock, Richard Sanchez

8:30-9:00 am

POSITIONING YOUR PRACTICE FOR ACQUISITION

SPEAKER: James Dawes

9:05-9:45 am

ACQUIRING OTHER MD / OD GROUPS

PANEL MODERATOR: Charles Williamson, Jr.
PANEL: Richard Sanchez, Ray Mays, (TBD)

9:45-9:55 am

BREAK

10:00-11:00 am

ENHANCING PATIENT CARE AND OPTIMIZING PRACTICE REVENUE

It's Not About More Patients, It's About More Patient Services

MODERATOR: Charles Williamson, Jr.
PANELISTS: Anish Kapur, MD, DeDe Wells, Ron Greenberg, Thomas Brown, (TBD)

11:00-11:30 am

Q & A FOR ENHANCING PATIENT CARE AND OPTIMIZING PRACTICE REVENUE PANEL

11:30-11:45 am

SANDWICHES, WRAPS AND FRUIT SERVED INSIDE MEETING ROOM—HEALTHXMD SPONSOR

11:45-12:45 pm

CODING AND REIMBURSEMENT REVIEW

SPEAKER: (TBD)

12:45-1:45 pm

BEYOND THE OLD FASHIONED MSO—STRATEGIES FOR GROWTH

EFFICIENCIES, SERVICE LINE ADDITIONS, PURCHASING, BILLING AND HR MANAGEMENT

“THE MD EXCELLENCE PANEL”

MODERATOR: Ron Greenberg
PANELISTS: (TBD)

Saturday, July 25

6:45-7:45 am

OPENING EXHIBITS/FOOD

7:55 am

OPENING COMMENTS

Charles Williamson, Jr.

8:00-8:30 am

21ST CENTURY OUTREACH

SPEAKER: Michael Boehner

8:30-9:15 am

CO-MANAGEMENT TIPS OF THE TRADE

SPEAKER: Holly Venetos

9:15-9:45 am

IMPORTANCE OF REVIEW GENERATION

SPEAKER: Michael Dobkowski

9:45-10:00 am

BREAK

10:00-10:30 am

CONVERSION PROCESS CONTROL

SPEAKER: Amy Jo Lippe

10:30-11:15 am

INSIDE OUT: HOW A STRONG CULTURE POSITIVELY IMPACTS THE BOTTOM LINE

SPEAKER: Hayley Boling, MBA, COE - Chief Executive Officer, Boling Vision Center & INSIGHT Surgery Center, Northern Indiana

11:15-11:45 am

USING FINANCING IN THE CONVERSION PROCESS

SPEAKER: Mark Babbit

11:45-12:10 pm

LUNCH

12:15-1:00 pm

FROM MESSAGING AND MARKETING TO MEDICAL AND MANAGEMENT

MODERATOR: Michael Dobkowski

PANELISTS: Haley Boling, Amy Jo Lippe, Mark Babbit, Holly Venetos

Sunday, July 26

6:45-7:25 am

OPENING EXHIBITS/FOOD

7:25-7:30 am

OPENING COMMENTS

Eric Bergvin

7:30-8:15 am

NAVIGATING THE MEDICARE AUDIT LANDSCAPE

SPEAKER: (TBD)

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8:15-9:00 am

MARKETING TO DIABETICS IS THE NEW PRACTICE BUILDER

SPEAKER: James Dawes

SPEAKER: Charles Williamson, Jr.

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9:00-9:30 am

OPERATIONAL THINGS A QUALITY MSO CAN BRING TO YOUR PRACTICE

SPEAKER: Charlie Shreeve

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9:30-10:30 am

EYE HAVE A QUESTION

MODERATORS: Charles Williamson, Jr. and Ron Greenberg

ALL PRESENTERS WITH AN OPEN FORUM

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11:00 am

MEETING ENDS

THANK YOU FOR ATTENDING SEC 2020