



# 2021 SEC

## Ophthalmic Administrator

### Tentative Agenda • Sept. 16-19

#### THURSDAY, SEPT. 16

---

3:00 p.m. - 5:30 p.m.  
REGISTRATION

4:00 p.m. - 5:30 p.m.  
WELCOME RECEPTION

#### FRIDAY, SEPT. 17

---

6:30 a.m. - 7:30 a.m.  
OPENING EXHIBITS/FOOD

6:55 a.m. - 7:00 a.m.  
OPENING COMMENTS: Walter T. Parker, MD

7:00 a.m. - 7:30 a.m.  
SPONSORED BREAKFAST: Allergan

7:30 a.m. - 8:00 a.m.  
21ST CENTURY OUTREACH  
Michael Boehner

8:00 a.m. - 8:45 a.m.  
MODERNIZING CO-MANAGEMENT & PHYSICIAN  
REFERRAL TOOLS  
Holly Venetos

8:45 a.m. - 9:15 a.m.  
MODERNIZING THE PATIENT EXPERIENCE  
TECH STACK  
Anish Kapur, MD  
Michael Dobkowski

9:15 a.m. - 10:00 a.m.  
FROM MESSAGING AND MARKETING TO  
MEDICAL AND MANAGEMENT PANEL:  
Moderator - Michael Dubkowski  
Lisa Chumura  
Mark Babbitt  
Holly Venetos

10:00 a.m. - 10:30 a.m.  
BREAK

10:30 a.m. - 11:00 a.m.  
SETTING UP & CLOSING THE PREMIUM IOL  
CONVERSION

Amy Jo Lippe  
Charles H. (Chuck) Williamson Jr., MBA, MHA

11:00 a.m. - 12:00 p.m.  
MARKETING EYE CARE TO PRIMARY CARE &  
LARGE EMPLOYER GROUPS

Amber Perkins

12:00 a.m. - 12:30 p.m.  
SPONSORED LUNCH: Diamatrix LTD

12:30 p.m. - 1:00 p.m.  
USING FINANCING IN THE CONVERSION PROCESS  
Mark Babbitt

1:00 p.m. - 1:45 p.m.  
GROWING YOUR PREMIUM PRACTICE:  
THE WHO AND THE HOW  
Erin Gibbons

#### SATURDAY, SEPT. 18

---

6:30 a.m. - 7:30 a.m.  
BREAKFAST/EXHIBITS OPEN

6:55 a.m. - 7:00 a.m.  
OPENING COMMENTS: Walter T. Parker, MD

7:00 a.m. - 7:30 a.m.  
SPONSORED BREAKFAST: HealthxMD

7:30 a.m. - 8:00 a.m.  
"TELEMEDICINE" IN THE SHUTDOWN - WHAT WE  
LEARNED, UNLEARNED AND STILL USE  
Charles H. (Chuck) Williamson Jr., MBA, MHA

8:00 a.m. - 8:30 a.m.  
KEY FINANCIAL METRICS THAT DRIVE THE VALUE  
OF THE PRACTICE  
James Dawes, MHA, CMPE, COE

# 2021 SEC Ophthalmic Administrator Tentative Agenda

8:30 a.m. – 9:00 p.m.

REAL WORLD EXPERIENCES IN ACQUIRING OTHER MD/DO GROUPS PANEL: Moderator – Charles H. (Chuck) Williamson Jr., MBA, MHA

Jeanne Proia  
Richard Sanchez  
Thomas Brown  
Bill Britton

9:00 a.m. – 9:45 a.m.

ENHANCING PATIENT CARE AND OPTIMIZING PRACTICE REVENUE – IT'S NOT ABOUT MORE PATIENTS, IT'S ABOUT MORE PATIENT SERVICES PANEL: Moderator – Charles H. (Chuck) Williamson Jr., MBA, MHA

DeDe Wells, COE, SHRM  
Josh Davison, OD  
Thomas Brown

9:45 a.m. – 10:00 a.m.

BREAK

10:00 a.m. – 11:00 a.m.

CODING AND REIMBURSEMENT REVIEW  
Sue Vicchrilli, COT, OCS, OCSR

11:00 a.m. – 12:00 p.m.

BEYOND THE OLD FASHIONED MANAGEMENT SERVICES ORGANIZATION – STRATEGIES FOR GROWTH, LOGISTICS EFFICIENCIES, SERVICE LINE ADDITIONS, GROUP PURCHASING, BILLING AND HR MANAGEMENT PANEL: Moderator – Ron Greenberg

Brian Hall  
James Dawes, MHA, CMPE, COE  
Anish Kapur, MD

12:00 p.m. – 12:30 p.m.

SPONSORED LUNCH: HealthxMD

Lunch served inside the meeting room.

12:30 p.m. – 1:30 p.m.

BEYOND THE OLD FASHIONED MANAGEMENT SERVICES ORGANIZATION – STRATEGIES FOR GROWTH, LOGISTICS EFFICIENCIES, SERVICE LINE ADDITIONS, GROUP PURCHASING, BILLING AND HR MANAGEMENT PANEL: Moderator – Ron Greenberg

Brian Hall  
James Dawes, MHA, CMPE, COE  
Anish Kapur, MD

1:30 p.m. – 2:30 p.m.

ACQUISITION & GROWTH OPTIONS FOR PRIVATE PRACTICES IN TODAY'S MARKET PANEL:

- Are you growing?
- Are you a practice seeking to acquire?
- Pros and Cons of Selling a Practice/ASC vs. Holding?

Moderator – James Dawes

Jeanne Proia  
Bill Britton  
Ron Greenberg  
Richard Sanchez

6:00 p.m. – 7:30 p.m.

SPONSORED SOCIAL

8:00 p.m. – 10:00 p.m.

FACULTY DINNER

## SUNDAY, SEPT. 19

---

6:30 a.m. – 7:30 a.m.

BREAKFAST/EXHIBITS OPEN

6:55 a.m. – 7:00 a.m.

OPENING COMMENTS: Walter T. Parker, MD

7:00 a.m. – 7:30 a.m.

SPONSORED BREAKFAST: Dompe

W. Barry Lee, MD, FACS

7:30 a.m. – 8:15 a.m.

HOW ERISA CAN PROTECT YOUR REVENUE CYCLE

Christine Latona

8:15 a.m. – 9:00 a.m.

ARE DIABETIC PATIENTS THE NEW PRACTICE BUILDER

Charles H. (Chuck) Williamson Jr., MBA, MHA

9:00 a.m. – 10:00 a.m.

OPEN FORUM – EYE HAVE A QUESTION:

Moderators – Charles H. (Chuck) Williamson Jr., MBA, MHA; and Ron Greenberg

10:00 a.m.

ADJOURN

### ACCOMMODATIONS

Sandestin Golf and Beach Resort, 9300 Emerald Coast Pkwy W, Miramar Beach, FL 32550. Room rates begin at \$232 per night. Reserve online at [www.sandestin.com/23K4HE](http://www.sandestin.com/23K4HE) or call (800) 320-8115 with room code 23K4HE. The room block expires Aug. 16. *Note: SEC activities are in the Baytowne Conference Center.*

### REGISTRATION

Register online at [www.southerneyecongress.com](http://www.southerneyecongress.com).