



2019 SEC ADMINISTRATOR AGENDA

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

THURSDAY, JULY 25

6:00-7:30 pm

REGISTRATION OPEN

WELCOME RECEPTION - SPONSORED BY SOUTHERN EYE CONGRESS

Magnolia Foyer/E & F

FRIDAY, JULY 26

6:45 am

REGISTRATION OPEN - BREAKFAST/EXHIBITS OPEN

Magnolia Foyer/E & F

7:25-7:30 am

WELCOME & ANNOUNCEMENTS

Gretchen W. Kimble, J.D., COE, Moderator

7:30-8:30 am

EVALUATING THE CATARACT PATIENT JOURNEY

Ben Seals

8:30-9:30 am

EMR DOCUMENTATION CHALLENGES

Kirk Mack, COMT, COE, CPC, CPMA

9:30-10:00 am

BREAK-Visit Exhibitors

Magnolia E & F

10:00-11:00 am

WHAT A QUALITY MSO CAN BRING TO YOUR PRACTICE

EyeSouth Partners Panel Discussion

11:00 am-12:00 pm

SHOW ME THE MONEY: PREDICTIVE ANALYTICS AND ARTIFICIAL INTELLIGENCE IN REVENUE CYCLE MANAGEMENT

Charles H. Williamson, Jr., MBA, MHA

12:00-12:30 pm

LUNCH - SPONSORED BY OMEROS

Magnolia E & F

5:00-7:00 pm

MARGARITAS WITH THE EXPERTS RECEPTION - SPONSORED BY ZEISS

Magnolia E & F

SATURDAY, JULY 27

6:45 am

REGISTRATION OPEN - BREAKFAST/EXHIBITS OPEN

Magnolia Foyer/E & F

7:55-8:00 am

WELCOME & ANNOUNCEMENTS

Gretchen W. Kimble, J.D., COE, Moderator

8:00-8:30 am

INBOUND MARKETING STRATEGIES FOR NEW PATIENT ACQUISITION

Michael Dobkowski

8:30-9:00 am

NAVIGATING BEST PRACTICES FOR CO-MANAGEMENT & PHYSICIAN REFERRALS

Holly Venetos

9:00-9:30 am

HOW TO MAKE SOCIAL MEDIA WORK FOR YOUR PRACTICE

Nick Sideris

9:30-10:00 am

BREAK-VISIT EXHIBITORS

Magnolia E & F

10:00-10:30 am

GROWING YOUR BUSINESS IN THE AGE OF ASSISTANCE

Lee Regan

10:30-11:00 am

EFFICIENT PATIENT MANAGEMENT FUNNELS AND LEAD TRACKING OPTIMIZATION

Amy Jo Lippe and Erin Gibbons

11:00-11:30 am

THE MULTIPLE ELEMENTS OF PRACTICE BRANDING IN 2019

Megan Mestas

11:30-12:30 pm

HOW TO DIFFERENTIATE AND PRIORITIZE MARKETING INITIATIVES

Panel Discussion

1:00-1:30 pm

SPONSORED LUNCH

Magnolia E & F

1:30-2:30 pm

CODING AND REIMBURSEMENT UPDATES

Kirk Mack, COMT, COE, CPC, CPMA

Joint with Physicians, Technicians, Administrators

Magnolia A-B-C

5:30-7:30 pm

SOUTHERN EYE SOCIAL - SPONSORED BY EYESOUTH PARTNERS (FAMILY WELCOME)

Baytowne Wharf Village Lawn

SUNDAY, JULY 28

6:45 am

REGISTRATION OPEN - BREAKFAST/EXHIBITS OPEN

Magnolia Foyer/E & F

7:25-7:30 am

WELCOME & ANNOUNCEMENTS

Gretchen W. Kimble, J.D., COE, Moderator

7:30-8:30 am

IT'S TIME FOR THE "TALK!" - THE BIRDS AND B'S OF SUCCESSFUL PEOPLE MANAGEMENT

Donald Cushing, MBA

8:30-9:30 am

COMMUNICATION IS THE KEY TO CHANGE; MANAGING CHANGE IS KEY TO OUR SUCCESS

Connie StClair, COE

9:30-10:00 am

BREAK-VISIT EXHIBITORS

Magnolia E & F

10:00-11:00 am

OCEANS 11 IN EYECARE: DATA VISUALIZATION FOR PHYSICIANS AND MANAGERS

Charles H. Williamson, Jr., MBA, MHA

11:00 am

MEETING ENDS

THANK YOU FOR ATTENDING SEC 2019

These courses are pending for 12 Certified Ophthalmic Executive (COE) Category A credits.

Please see the Moderator for more information about claiming these credits.

