

Friday May 13, 2022

5:00 PM Registration and Exhibitor Booth (60 minutes)

6:00 PM Welcome and Dinner (55 minutes)

6:55 PM Transition to Conference Room (5 minutes)

7:00 PM Discover Your WHY.os so you can get clear, stand out and play BIGGER! - Gary Sanchez, DDS (75 minutes)

8:15 PM Patient Reviews: The Most Powerful Seal of Approval- Christine Scarlett and Lauren Weaver (15 minutes)

Pearls from Attendees (7 Practices, 3 minutes each)

8:30 PM 1 Pearl

8:33 PM 1 Pearl

8:36 PM 1 Pearl

8:39 PM 1 Pearl

8:42 PM 1 Pearl

8:45 PM 1 Pearl

8:48 PM 1 Pearl

8:51 PM Wrap-up (9 minutes)

9:00 PM- Adjourn

Saturday May 14, 2022

7:00 AM Breakfast (40 minutes)

7:40 AM Transition to Conference Room (5 minutes)

7:45 AM Introduction (15 minutes)

8:00 AM Office Based Surgery- Dan Durrie, MD (10 minutes + 5 minutes Q&A)

8:15 AM Leadership Pearls- Purnima Patel, MD (15 minutes + 5 minutes Q&A)

8:40 AM The Latest Tax Mitigation Strategies for the Savvy Ophthalmology Business Owner- Michael D. Aguas (15 minutes + 5 minutes Q&A)

9:00 AM The Psychology of Interior Design-Mitra Silva (45 minutes + 5 minutes Q&A)

Pearls from Attendees (3 Practices, 3 minutes each)

9:50 AM 1 Pearl

9:53 AM 1 Pearl

9:56 AM 1 Pearl

10:00 AM Break and Exhibitor Booth (15 minutes)

10:20 AM Industry Spotlight: Alcon (5 minutes)

10:25 AM Industry Spotlight: Zeiss (5 minutes)

10:30 AM SMILE Laser Eye Surgery- Sonny Goel, MD (7 minutes + 3 minutes Q&A)

10:40 AM EVO Visian ICL Surgery - Dagny Zhu, MD (7 minutes + 3 minutes Q&A)

10:50 AM Lensx Laser Cataract Surgery- Sidney Girechu, MD (7 minutes + 3 minutes Q&A)

11:00 AM Cataract Surgery + MIGS - Mark Gallardo, MD (7 minutes + 3 minutes Q&A)

11:10 AM LENSAR Surgery - Mitchell Jackson, MD (7 minutes + 3 minutes Q&A)

11:20 AM Astigmatism Management - Gary Wortz, MD (7 minutes + 3 minutes Q&A)

Pearls from Attendees (3 Practices, 3 minutes each)

11:32 AM 1 Pearls

11:35 AM 1 Pearls

11:38 AM 1 Pearls

11:41 AM Transition to Dining Room (4 minutes)

11:45 AM - 12:45 PM Lunch and Breakout Sessions (1 hour)

- Marketing and Branding
 - Michael Dobkowski and Lisa Chmura
- Social Media/ Online Reputation:
 - Christine Scarlett and Lauren Weaver
- Co-Management:
 - Bruce Madsen, MD, MBA, MHSA
- Personality Profile:
 - Al Goel and Beth Gordon
- To PE or Not to PE - that is the question
 - Clyde Bell, CEO, CVP and Michael Isaac, CEO, Conclusn
- Tax mitigation:
 - Michael Aguas

12:45 PM Transition to Conference Room (5 minutes)

Pearls from Attendee (4 practices, 3 minutes)

12:50 PM 1 Pearl

12:53 PM 1 Pearl

12:56 PM 1 Pearl

12:59 PM 1 Pearl

1:05 pm Financial Dashboard-Do you have your number at your fingertips- Conclusn: Jay Greiling, Michael Isaac, Candee, and Clyde (60 minutes + 5 minutes Q&A)

2:10 PM Personality Profile- Al Goel and Beth Gordon (75 minutes + 5 minutes Q&A)

3:35 PM Tea Break (15 minutes)

3:50 PM Your Body Language Says more than you think: Speaking Coach- Marsheila Devan (45 minutes + 2 minutes Q&A)

Pearls from Attendee (3 minutes from 8 practices)

4:37 PM 1 Pearl

4:40 PM 1 Pearl

4:43 PM 1 Pearl

4:46 PM 1 Pearl

4:49 PM 1 Pearl

4:52 PM 1 Pearl

4:55 PM 1 Pearl

4:58 PM 1 Pearl

5 PM Break and Exhibitor Booth (1 hour and 15 minutes)

6:15 PM Whisky Bar

7:00 PM Dining Room Etiquette Skills Training (1 hour and 45 minutes) - Special Guest/Photo Opportunity

8:45 PM Wrap up (15 minutes)

9:00 PM Adjourn

Sunday

7:30 AM Breakfast (30 minutes)

8:00 AM Transition to Conference Room (5 minutes)

8:05 AM Introduction/ Recap (5 minutes)

8:10 AM Welcome to the PX Movement: Overcoming the Curse of Knowledge- Shareef Mahdavi (25 minutes + 2 minutes Q&A)

8:37 AM Welcome to the PX Movement: Creating Your Own Practice PX Magic - Matt Beaudreau (25 minutes + 2 minutes Q&A)

9:05 AM Enabling World Class Digital Marketing & Branding: Telling Your Story and Enhancing Profitability - Michael Dobkowski and Lisa Chmura (60 minutes)

10:05 AM Next Level Finance: 5 Key Performance Indicators that Drive Business Outcomes - Michael Isaac and Candy Simerson (12 minutes)

10:17 AM Social Media in 2022: Supercharge your Highest Lead Generator - Christine Scarlett and Lauren Weaver (12 minutes)

10:30 - Adjourns