



# IDOC UNIVERSITY

## 2014 NY REGIONAL CONFERENCE

### SUNDAY, SEPTEMBER 7 CONFERENCE AGENDA



7:00 a.m. – 7:45 a.m.

Breakfast

7:45 a.m. – 9:45 a.m.



**Profiting with Managed Care Plans in the New Healthcare Environment**

Jay Binkowitz, Optometric Consultant



**Simple Steps to Creating a Highly Functional Team**

Carole Burns, O.D., FCOVD

9:45 a.m. – 10:30 a.m.

Break/Vendor Exhibits

10:30 a.m. – 12:00 p.m.



**Proven Digital Marketing Strategies**

Carole Burns, O.D., FCOVD



**Become a Consultant for Your Own Business**

Jay Binkowitz, Optometric Consultant

12:00 p.m. – 1:30 p.m.

Lunch/Vendor Exhibits

1:30 p.m. – 5:00 p.m.

**Best Practices Discussion**

Facilitated, Round-Table Collaboration with Colleagues

1:30 p.m. – 2:30 p.m.



**STAFF Session** Teaching Staff How to Manage Themselves and Others

3:00 p.m. – 4:00 p.m.



**STAFF Session** People are Complex: Simple Tips on How to Adapt to Different Personality Types