

Learn About Revenue Diversification



Friday, March 19

2:45 pm – 3:45 pm

>> A Systems Approach
for Prescribing and
Dispensing
Course 2311

4:00 pm – 6:00 pm

>> Priceless Vision:
It's A Trust Thing
Course 2403

Saturday, March 20

5:00 pm – 6:00 pm

>> The Prescribing and
Selling System for Anti-
Reflective Technology
Course 3408



THE **VISION**COUNCIL

The Vision Council's programs help you enhance your career, your practice and your community's vision health. For more information, visit www.thevisioncouncil.org.

Learn About Low Vision



Speaker Rebecca Kammer, OD



Speaker Lou Lipschultz, OD

Friday, March 19

8:30 am to 9:30 am

- >> The Economics of Primary Low Vision Care
Course 2104

9:45 am to 11:45 am

- >> Demystifying Low Vision: A Guide for Examination and Prescribing
Course 2204

2:45 pm to 3:45 pm

- >> 10 Tools and Tips to Growing Your Low Vision Practice
Course 2304

4:00 pm to 6:00 pm

- >> Low Vision Case Management: Overcoming Patient Objections
Course 2404



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Frame Buyers Certificate

Choose 8 hours of courses to receive
your Frame Buyer's Certificate

Thursday, March 18	Friday, March 19	Saturday, March 20	Sunday, March 21
<p>1:00 pm – 3:00 pm >> Low Cost, High Return Marketing and Merchandising <i>Course 1104</i></p> <p>3:15 pm – 4:15 pm >> Communicating Value Differences in Frames <i>Course 1214</i></p>	<p>8:30 am – 11:30 am >> Frame Inventory: Managing Your Profit Center <i>Course 2103</i></p> <p>2:45 pm – 3:45 pm >> Retail 101 <i>Course 2303</i></p>	<p>8:30 am – 9:30 am >> Frame Selection Workshop <i>Course 3106</i></p> <p>8:30 am – 11:30 am >> How to Create and Implement Successful Frame Buying Strategies: For Beginners <i>Course 3108</i></p> <p>5:00 pm – 6:00 pm >> Why Do They Buy? <i>Course 3403</i></p>	<p>8:30 am – 10:30 am >> Benchmarking Your Optical Dispensary <i>Course 4114</i></p>



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Grow Your Practice with The Vision Council

The Vision Council offers custom solutions for your training and education needs. From business management to inventory control to sales and marketing strategies and tactics, The Vision Council can provide the tools and training to get your practice on the right track.

To learn more, visit www.thevisioncouncil.org/ecp or call us at (703) 740-1096.



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