

PARIS WORKSHOPS

ESCRS helps ophthalmologists learn about the business of ophthalmology

One of the highlights of the XXVIII Congress of the ESCRS in Paris, France will be the Practice Development Workshops hosted by *EuroTimes*.

The purpose of the workshops is to help ophthalmologists in both private and public practice, to develop their business skills.

The programme for the workshops has been drawn up by the ESCRS Practice Development Committee chaired by Dr Paul Rosen, UK. The other members of the committee are Dr Oliver Findl, Austria, Dr Thomas Kohnen, Germany and Dr Jorge Alio, Spain.

Business skills The workshops open on Friday September 3 with a special one-day masterclass delivered by Prof Keith Willey of London Business School, UK focusing on Business Skills for Ophthalmologists.

The workshop which runs from 9am to 5pm will lead participants through the key areas to be considered when committing to improve your practice.

The session will blend lessons from growing businesses of all types based on research from London Business School together with the special considerations necessary in ophthalmology practice. Participants will diagnose their own situation, learn from a case study based on the growth of a 30-surgeon practice and debate the issues.

The course fee for the session is €200 and only 50 places are available so early registration is advisable at www.es CRS.org.

Marketing your practice The second day's sessions will be held on Sunday, September 5 from 2pm to 4pm.

Among the guest speakers are communications consultant Kris Morrill of KAM Communications whose specialist topic is Changing the Paradigm for Marketing your Practice.

This workshop will focus on tools for evaluating your practice's current marketing and then discuss strategies for improving the effectiveness of your marketing plans. Special attention will be given to improving communication to patients.

Telephone skills Rod Solar of LiveseySolar Practice Builders reveals the quantitative results of mystery

calls conducted with over 30 private ophthalmology clinics across Europe.

His presentation reviews how prospective patients are greeted on the phone, what's discussed, and differences between clinics when asking them to make appointments.

Finally, he'll compare how clinics are performing against the best converting clinics in the industry and what clinics can do to improve their performance.

Business planning The third and final workshops session will be held on Monday 6 September from 2.30 to 4.30 pm.

Wilfrid Girard, founder and partner of medeurenet, located in Strasbourg, France will advise delegates on 'How Business Planning Can Improve your Ophthalmological Practice'.

Managing expectations Paul McGinn, barrister at law and editor of *EuroTimes* specialises in defending doctors and hospitals sued for malpractice. In his presentation "It's all About Managing Expectations" he will discuss how ophthalmic surgeons can manage the expectations of their patients through the consent process. The take-home message is: a patient who understands the risks of eye surgery is more likely to accept a poor outcome.

Social media Oliver Findl, director of ophthalmology, Hanusch Hospital Vienna, Austria, and consultant ophthalmic surgeon at Moorfields Eye Hospital, London, UK, is also a member of the Practice Development Committee. In his workshop, Social Media – Why Ophthalmologists Should be Using the Internet, he will explain why ophthalmologists, young and old, should be using the Internet and social media including Facebook, YouTube and Twitter.

Contact us Workshops for Sunday and Monday are free of charge but are limited to 200 delegates. Delegates who plan to attend should book online in advance at www.es CRS.org.

There will also be regular updates on the Practice Development Workshops on the *EuroTimes* website at www.eurotimes.org. *EuroTimes* executive editor Colin Kerr can also be contacted for more information on the workshops at colin.kerr@es CRS.org.



The Growing & Evolving Role of SLT in Glaucoma Management - Review of a Decade!

Lumenis Satellite Meeting at the XXVIII Congress of the ESCRS in Paris

Date: Sunday, September 5th, 2010

Time: 13:00-14:00

Location: Room 251, Palais des Congrès, Paris

EUROTIMES
SATELLITE EDUCATION PROGRAMME

Chairperson & Moderator: Keith Barton, MD FRCP FRCS

Glaucoma Service Director,
Moorfields Eye Hospital, UK

- Keynote speaker:
Mark Latina, MD - Inventor of SLT
- A. Porta, MD - (IT)
- S. Melamed, MD - (ISR)

LUMENIS SLT