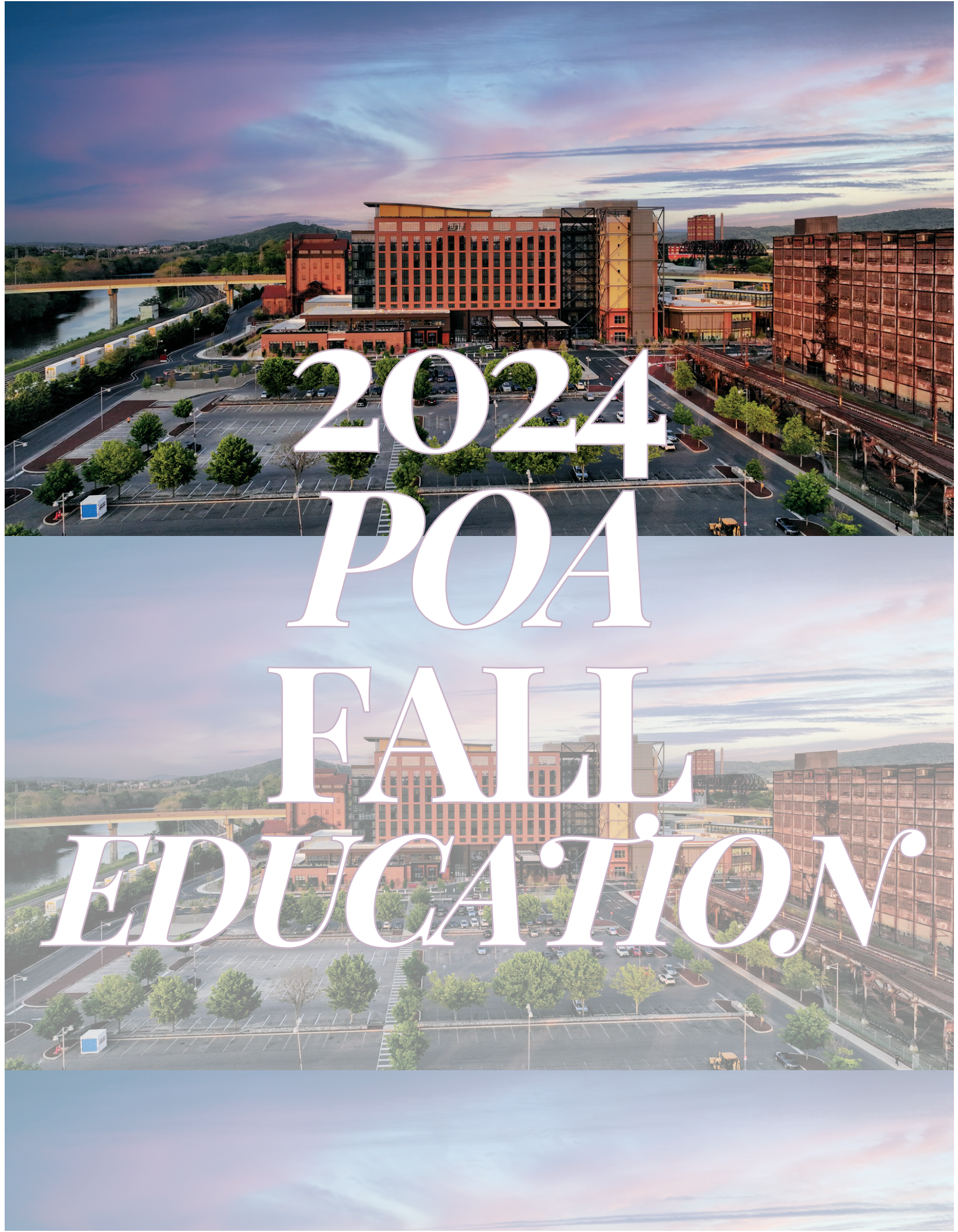




2024

POA

FALL

EDUCATION

about our meeting

Join Us At Wind Creek® Bethlehem

We are excited to be meeting at a brand new location for the POA! Reservations at the POA group rate will be available at Wind Creek Bethlehem for \$209/\$219 night. [Reserve your room here.](#)

Wind Creek® Bethlehem's AAA Four-Diamond hotel is a luxury escape. Room sizes and rates vary, but everyone receives a first-class stay at one of the area's premier hotels. Relax in their deluxe rooms or treat yourself to a stylish suite. All rooms include complimentary Wi-Fi and other fantastic amenities.

Extend your stay and then leave your stress behind at Steel Magnolia Spa & Salon where you can receive relaxing massages, facials, nail care, and more.

Bringing the kids? There's fun around every corner at Kids Quest. Children can play together in a safe and fun environment that includes a rock-climbing wall, arcade games, puzzles, books, and other activities. The Tiny Tot Room is a special childcare area for infants and toddlers. Wind Creek also has a small indoor pool.

Our group room rates are \$209 in the South Tower and \$219 in the North Tower. Check-in time is 4:00 p.m. and check-out time is 11:00 a.m. Each registered guest must be at least 21 years of age since there is a Casino located on premise. The cut-off date for these rates is October 2.

Reservations can also be made by

contacting the hotel at 877-726-3777 and letting them know you are with the POA group.

Exciting Events in the Exhibit Hall

Our vendors are so important to the POA and we encourage you to mix business with pleasure during our opening reception and breakfast and lunch in the exhibit hall on Friday evening and Saturday. Bring along your business cards for drawings sponsored by our exhibitors.

Registration Deadlines

The last day for online registration will be Monday, October 28.

Handout Information

Handouts for the OD educational programming for this meeting will be available on this webpage for download after October 1. Please print the handouts that pertain to your courses and bring them along to the meeting or download to your device.

Cancellation Policy

There will be a \$50 cancellation fee if received by the POA by October 14, 2024. There is no refund available after that date. No refunds will be issued for no-shows. Cancellations must be received in writing by the POA via mail, fax, or email to llene@poaeyes.org.

Our Presenters

Practice Compliance Solutions was founded by doctors who know about the immense risks of non-compliance

and dedicated their careers to building a team to study every aspect of practice compliance. They learned the handbooks back-to-front and immersed themselves in all the policies that relate to the eye care industry. They built and implemented these solutions in their own practices. Then, they developed user-friendly, affordable software that helps doctors stay compliant without thinking twice about it.

JOE DELOACH
PRESIDENT

Joe brings a diverse background that includes a prior highly successful private practice, managing one of the nation's largest referral centers, and most recently as a full time educator and Clinical Director of the University of Houston Eye Institute Dallas.

He is a noted national authority and lecturer on many aspects of practice including medical billing and coding,

documentation of medical records, HIPAA compliance, and management of ocular disease. He has served in numerous capacities with his state association where he was recognized as one of the few recipients of the Distinguished Service Award. Joe also continues to serve as an advisor to Medicare.

BJ AVERY
VP MARKETING

Bj brings 25 years of experience and a wealth of knowledge about human resource management to our team. She has a unique understanding of third party payer, insurance and regulatory issues such as HIPAA.

As the former Executive Director of a professional state association, no one has closer contact and better understanding of the challenges facing healthcare practitioners today.

supported by our business partners:

PLATINUM

Cherry Optical Labs

PECAA

Versant

VSP Vision

GOLD

Alcon

CooperVision

Johnson & Johnson

Practice Compliance Solutions

SILVER

AbbVie

Bausch + Lomb

event schedule

Friday, November 1, 2024

3:30-4:30 p.m.	House of Delegates
5:30-7:00 p.m.	Reception with Exhibitors/Installation of Officers
7:15-8:30 p.m.	<i>PeriOcular Dermatology: Review of Skin Lesions for Optometrists</i> Presented by: Scott Goldstein, MD (1.5 CE credits)

Saturday, November 2, 2024

The following courses are not eligible for continuing education credits.

8:00-8:45 a.m.	Breakfast with Exhibitors
9:00 a.m.-Noon	Combined Education for Doctors and Staff <i>Compliance: Why Can't I Just be a Doctor Anymore</i> <i>RCM Management A-Z</i> Presented by: Joe DeLoach, O.D.
Noon-1:00 p.m.	Lunch with Exhibitors
1:00-4:00 p.m.	Doctors-Only Education <i>Treading on Thin Ice- Embezzlement in the Workplace</i> <i>HR For Small Business</i> <i>OD-OMD Inducement</i> Presented by: Joe DeLoach, O.D. and BJ Avery
1:00-4:00 p.m.	Staff-Only Education <i>Is This Job Right For Me?</i> <i>Follow the Leader - Leadership and Diversity</i> <i>Social Media – What's Hot and What's Not</i> Presented by: Joe DeLoach, O.D. and BJ Avery

course descriptions

PeriOcular Dermatology: Review of Skin Lesions for Optometrists

This course is a comprehensive overview of peri-ocular skin pathology, taking into consideration the normal anatomy and physiology. In particular, a full spectrum of pediatric and adult lesions will be covered, including vascular, infectious, inflammatory neoplastic entities.

Combined Education for Doctors and Staff: *Compliance: Why Can't I Just be a Doctor Anymore*

This course will cover the four major compliance areas that impact every health care provider which include HIPAA, Human Resources, Hazard OSHA, CDC, CLIA, and Fraud Abuse as well as touch on newer issues related to co-management, CE provided by ophthalmology, patient discrimination and disability and fee transparency.

RCM Management A-Z

Everything coding and billing - from the chief complaint to medical directives.

Doctors-Only Education: *Treading on Thin Ice- Embezzlement in the Workplace*

Doctors are prime targets for people who want to take their money.

HR For Small Business

This course reviews the human resource legal landscape and changes in human resource laws. There is a focus on the future challenges facing small businesses in complying with the ever-changing employment regulations.

OD-OMD Inducement

The Department of Justice is focusing on co-management and patient inducement - the rules are clear but most current relationships are not legal. This course will cover aspects of co-management including rules and guidelines for Optometry and Ophthalmology

Staff-Only Education: *Is This Job Right For Me?*

How to evaluate medical and vision plan contracts and how to decide to add them to or remove them from a practice.

Staff-Only Education : *Follow the Leader - Leadership and Diversity*

Leadership and diversity on your staff and in your workplace

Staff-Only Education

Social Media – What's Hot and What's Not

Focus on the laws related to patient communication, employee oversight and practice applications when using social media

registration fees

Register online at www.poaeyes.org.

First person from an AOA-member practice	\$350
Second person from an AOA-member practice	\$325
Third and subsequent person from an AOA-member practice	\$300
Non-AOA-member practice attendees	\$525

FAX registration form to 717-233-6833 or SCAN and EMAIL to Ilene@poaeyes.org

OD NAME _____

PRIMARY EMAIL _____

PRACTICE NAME _____

STAFF MEMBER _____

STAFF MEMBER _____

STAFF MEMBER _____