



# Practice Development Workshops

3–6 September 2010

During the XXVIII Congress of the ESCRS  
Le Palais des Congrès, Paris, France

## Day 1: Friday 3 September



09.00 – 17.00

### Transforming your Ophthalmological Practice Business Skills for Ophthalmologists

**Keith Willey, associate professor,  
London Business School**

This one-day masterclass will lead participants through the key areas to be considered when committing to improve your private practice – making it more successful and profitable in attracting patients and colleagues.

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 key take-away message from this session will be a comprehensive understanding of the steps necessary to grow your practice and an appreciation of how to reconcile your personal appetite for the risks, efforts and rewards involved.

**Course fee €200. Only 50 places available.**

## Day 2: Sunday 5 September

14.00 – 14.15

### Introduction and Welcome

**Paul McGinn, barrister at law and editor of *EuroTimes***

14.15 – 14.45

### Building a Practice Website

**David W Evans, PhD, MBA, president,  
Ceatus Media Group LLC**

This presentation will provide a step-by-step account of how to develop a practice website. It will also offer practical advice to ophthalmologists on how to reduce maintenance and development costs to a minimum and how to ensure that your website is easy to access and to navigate for your existing patients and potential patients.

14.45 – 15.00

### Q&A

15.00 – 15.20

### Changing the Paradigm for Marketing your Practice

**Kris Morrill, KAM Communications**

This workshop will focus first 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, including examples of what works and does not work when talking to patients.



## Day 2: Sunday 5 September (continued)



15.20 – 15.30

**Q&A**

15.50 – 16.00

**Q&A and close**

15.30 – 15.50

### **Differences in Telephone Practices amongst European Ophthalmology Clinics**

**Rod Solar, LiveseySolar Practice Builders**

Rod Solar reveals 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 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.

## Day 3: Monday 6 September

14.30 – 14.35

**Introduction and Welcome**

**Paul McGinn, barrister at law and editor of *EuroTimes***

15.50 – 16.00

**Q&A**

16.00 – 16.20

### **Social Media – Why Ophthalmologists Should be Using the Internet, Including Facebook and Twitter**

**Oliver Findl, director of ophthalmology, Hanusch Hospital Vienna, Austria and consultant ophthalmic surgeon at Moorfields Eye Hospital, London, UK**

In this workshop, Oliver Findl will explain why ophthalmologists, young and old, should be using the Internet and social media including Facebook, YouTube and Twitter

16.20 – 16.30

**Q&A and close**



14.35 – 15.15

### **How can Business Planning Improve your Ophthalmological Practice?**

**Wilfrid Girard, medeuronet, Strasbourg, France.**

This workshop, using a case study, will explain why a thorough business plan is an important component of growing an ophthalmology practice, ensuring continued success, as well as helping to protect it from economic downturns.

15.15 – 15.30

**Q&A**



15.30 – 15.50

### **"It's all About Managing Expectations"**

**Paul McGinn, barrister at law and editor of *EuroTimes***

Paul McGinn, who specialises in defending doctors and hospitals sued for malpractice, 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.



Workshops are free of charge but are limited to 200 delegates. The fee for the one day masterclass is €200.  
Please book in advance online at [www.escri.org](http://www.escri.org)