



The dynamic and wide-ranging **ASOA Learning Center** is designed to promote excellence and professionalism in ophthalmic practice management. The Center offers continuing education and professional development opportunities for COEs, ophthalmic administrators, and managers and provides ophthalmic professionals with a study guide to help them prepare for the Certified Ophthalmic Executive (COE) exam. Thoughtfully organized into seven sections, the Center includes more than 50 comprehensive courses and articles. Each section contains multiple chapters that include pre- and post-tests and related educational materials.



Basic Ophthalmic Knowledge

- Ophthalmic Terminology
- Ophthalmic, Optical, and Surgical Protocols
- Ophthalmic Instruments
- Ophthalmic Practice Triage
- Customary Ophthalmic Patient Services
- Anatomy of the Eye
- Pharmacology



Marketing

- Marketing Strategy
- Developing a Marketing Plan
- Patient Satisfaction Programs
- Online Marketing
- Retail Marketing



Business Operations

- Benchmarking
- Optical Inventory
- Operational Efficiency
- Strategic Planning
- Business Operations
- Writing Professional Emails



Information Systems

- Network Basics for Medical Practices
- EHR Implementation
- Website Design and Development



Finance and Accounting

- Basic Accounting
- Basic Finance
- AR Patient Data Collection
- AR Processing Daily Work
- Billing, Accounts Receivable, and Reporting
- Financial Benchmarking
- Practice Budgeting
- Evaluating Current Payer Contracts



Human Resources

- Job Descriptions and Performance Evaluations
- Selecting a New Employee
- Physician Recruitment and Contracting
- Training the Trainer
- From Counseling to Termination
- Staff Compensation
- Staff Motivation and Incentive Plans
- Developing High Performance Teams
- Conflict Management



Risk Management and Regulatory Compliance

- HIPAA and OSHA
- Billing and Coding
- Workforce Compliance
- Co-Management
- Emergency Action Plans

All educational materials, pre- and post-tests, and continuing education credits are included in the low annual membership fee. New courses are added on a regular basis.

To learn more about this exciting program, call Customer Support at 866-220-3184 or visit www.asoalearningcenter.org