



Friday March 22, 2024

Location: Terra Gallery

5:00 PM Registration and Exhibitor Booth

Location: Terra Ballroom

6:00 PM Welcome and Dinner

GOING ABOVE AND BEYOND PROFITS

Welcome to The Outliers Meeting 2024- Rob Melendez, MD MBA

Increase Profitability Using the Balanced Scorecard- Cornelia Vremes, MBA EdD

Tedx Talk - Leadership in an Outlier Practice- Adam Szaronos

Philanthropy- Cathleen McCabe, MD, ASCRS President-Elect

Keeping Team Culture Strong as a Practice Grows- Matt Jensen

Roundtable: Discussion Topics -

Topic 1: What thoughts or ideas did Matt's talk spark in your mind?

Topic 2: How does philanthropy work at your practice?

9:00 PM Adjourn/ Social Hour - Location TBD



Saturday March 23, 2024

7:00 AM Breakfast

Introduction - Robert Melendez, MD and Shareef Mahdavi
DISC and Increasing Conversions- Troy and Susan Cole
6 Key Insights into Web Behavior 2024- Mike Dobkowski
AI and your practice- Jillyn Johnson
What's New In SMILE? - Bruce Rivers, MD
Industry Spotlight: Dextera
Industry Spotlight: Merchant Advocate
3-Minute Pearls from Attendees (7 spots)

10:00 AM Sponsor Exhibitor Time/Break

Industry Spotlight: Alcon
Industry Spotlight: STAAR Surgical-Lens-based Refractive Surgery – Expanding Options for Myopic Patients with EVO ICL Brett Mueller, MD
Industry Spotlight: RxSight Eva Kim, MD: LAL
Increasing your ICL Conversions Greg Parkhurst, MD
3-Minute Pearls from Attendees (5 spots)

11:30 AM Lunch

Innovation and Growth

Expanding new lines of service to increase profitability Session:

Improving Vision Can Potentially Improve Profits

Cross-linking, will it increase the bottom line? Bill Trattler, MD
Limited Vitreous Removal for Floaters: Paul Singh
Interventional Glaucoma Devices: Jai Parekh
SLT as firstline treatment/Meridian Medical Lasers - Brett Mueller, DO, PhD
Light Scatter- Trukera Medical- Cathy McCabe, MD



Aesthetics:

Tales from an Oculoplastic Surgeon Outlier - James Chelnis, MD FACS
How I added Aesthetics to my Refractive Practice- Alison Tendler, MD

Building For Growth:

“Show and Tell” - here’s my new practice- Mark Gallardo

Marketing/Patient Experience

TikTok and AI Chatbots- Reflexion Digital
Kurt Wankier- Wowing the patient
Lessons Learned as a CEO- Shareef Mahdavi

Sponsor Exhibitor Time/Break

Administrator Roundtable
Adding a Second Practice - Dallas Logan
Industry Spotlight - Conclsn
Office Based Surgery - Lance Kugler

Adjourn

3:45 PM - 7 PM: **Break**

7:00 PM (45 min) **Cocktail Hour**

7:45 - 9:45 PM (2 hours) **Black Tie Dinner (Pastel Ties and Black/Bright Dresses)**



Sunday April 2nd, 2023

7:00 AM Breakfast- Meet the Speakers

Operational Excellence- Matt Jensen

Industry Spotlight: Navigate Patient Solutions/Increasing conversions- Chris Bonsall

Industry Spotlight: Oculus (Pentacam)

Industry Spotlight: Trukera

The growth of LAL technology

Cornelia Vremes, MBA EdD- Finance

Tax Mitigation Strategies- Michael Aguas

Sponsor Exhibitor Time/Break

“Leadership “must reads”- Ravi D. Goel, MD

How to grow your OD Network- Steve Nasson

How I grew my practice- Jennifer Loh, MD

Panel Leadership Roles beyond the Clinic- Jai Parekh, MD and Rob Melendez, MD, MBA

3-Minute Pearls from Attendees (12 spots)

11:30 - Adjourns