



**Working Together to Advance Professional Opticianry Care  
for the State of New Mexico**

**27<sup>th</sup> Annual Winter ABO Educational Conference  
Conference Agenda**

**Science & Technology Building,  
Southwestern Indian Polytechnic Institute  
Albuquerque, New Mexico**

**Date:** November 9, 2019

**08:00-08:40 Open Registration- Continental Breakfast**

**08:50-09:00 OANM President's Welcome**

**09:00-10:40 2 ABO CEC**  
**“Increase Patient Loyalty and Overcome Purchasing Hesitation”**  
**Samantha Toth, ABOC (Sponsored by Zeiss & Transitions)**

*Patients have more choices for purchasing than ever before. It costs five times more to attract a new patient, than to keep an existing one, yet only 18% of practices focus on existing patient retention. This course teaches your team how to listen and identify the most common patient purchasing objections, the skills necessary to overcome their purchasing fears, and strategies to retain and build loyal relationships with patients. Learn in-office patient experience strategies, as well as techniques to increase your average selling price (ASP) and the effectiveness of your practice's marketing. Ideal for owners, managers, opticians, and marketing professionals.*

**10:40-10:50 - BREAK**

**10:50-11:40: 1 ABO**  
**“Selling More Lenses: Five Steps to Increasing Your Len's Capture Rate”**  
**Doug Martin (Sponsored by Zeiss & Transitions)**

*Learn how to develop a comprehensive selling system by identifying and understanding each patient's lifestyle needs and budget constraints. Then to use space planning, staffing, pricing and benchmarking techniques to sale more lenses increasing the practice's revenue and patient satisfaction.*

**11:40-12:30: 1 ABO**

**“Selling Satisfaction”**

**Doug Martin (Sponsored by Zeiss & Transitions)**

*This course teaches how to build an effective, comprehensive communication strategy designed to deliver a consistent patient experience and superior business results and how to systematically gather information and collectively use it to prescribe and sell multiple products to meet the lifestyle needs of each patient. Participants will also learn how to positively handle many common, everyday patient encounters thereby enhancing the overall patient experience.*

**12:40-2:20: Lunch Break - OANM Luncheon included and free time with Representatives/Vendors - Garcia’s Kitchen Catering Service**

**2:30-3:20: Auditorium-: 1 ABO**

**20/20 Vision - A Sacred Cow?**

**Charlie Saccarelli ABOM (Sponsored by Chadwick Optical)**

*Gain a basic understanding of Peripheral Vision, Color Vision, and other aspects of vision that can't be measured by a traditional acuity chart. At the conclusion of this session, the participant should be able to describe various ways how vision is more than just acuity and field. Patients should be able to explain the basics of visual processing as well.*

**3:40-4:30: Auditorium-:1 ABO**

**Don't Think It Cancels - Yoked Prism Matters**

**Charlie Saccarelli ABOM (Sponsored by Chadwick Optical)**

*Describe the clinical uses of yoked prism to improve posture and gait, explain the importance of making the glasses as the doctor prescribes. At the conclusion of this session, the participant should be able to describe the clinical applications of yoked prism, and explain the importance of manufacturing yoked prism glasses to the RX specifications.*

**4:40 – Auditorium - OANM President’s Closing Remarks**