

Schools and Colleges of Optometry Receive 2014 Practice Management Education Awards

ASCO awarded eight schools and colleges of optometry with Practice Management Education (PME) Awards in the program's second year. Each award provided seed funding of up to \$2,000 for developing and implementing activities/programs designed to supplement the practice management educational experience for optometry students. The program is funded directly by ASCO and members of the ASCO Academic Affairs Committee serve as application evaluators.

The 2014 PME Awards recipients are:

*New England College of Optometry (for a competition in which students develop a formal business plan detailing the funding and operation of a "new" optometric practice as part of the core requirement of the ophthalmic business management curriculum)

*Pennsylvania College of Optometry at Salus University (for a seminar highlighting the business aspects of optometry in order to help students better understand the basics of what's involved with running the financial side of an optometric office)

*Southern College of Optometry (for a Women in Optometry program evening event hosted by the Hayes Center for Practice Excellence to highlight career options in optometry and to discuss career and practice management issues unique to professional women)

*State University of New York, State College of Optometry (for the Student to Doctor Transitions Lecture Series designed to provide fourth year students who are preparing to enter the workforce with the practice management knowledge important to their success as new doctors of optometry)

*The Ohio State University, College of Optometry (for a course focusing on the QuickBooks (QB) financial management tool to teach optometry students how to evaluate and manage an optometric practice based on customizing QB for an optometric practice)

*University of Alabama at Birmingham, School of Optometry (for an open presentation on debt management featuring professional financial planners that covers the positive and negative aspects of borrowing money and includes such topics as steps that can be taken to reduce debt and using a budget to help manage cash flow, etc.)

*University of the Incarnate Word, Rosenberg School of Optometry (for a presentation designed to increase the number of graduates who start a private practice and to expose participants to a variety of specialty practice opportunities aimed at differentiating their practices)

*Western University of Health Sciences, College of Optometry (for a coding expert to help develop a course that provides in-depth background terminology and understanding of coding and billing and also proper documentation of services rendered that supports the billing of visits and procedures)