



# Agenda for Best Practice 2008



FROM	TO	ITEM	SPEAKER	ORGANISATION	DETAILS
0900	0930	Registration & Coffee			Badges and Information Pack
0930	0940	Welcome and Introduction	Sarah Winterbottom	AOP/MLR	Welcome, housekeeping & safety briefing, introduction to Best Practice
0940	1010	Pricing	Patrick Myers	MLR	How you can develop the optimum prices for frames, lenses, CL $\phi$ and fees in your practice to maximise your income and reduce price based objections at the point of sale.
1010	1040	Insurance	Helena Schulze	Aon Insurance	Not all insurance policies are the same. What you should look for in your practice insurance so that you are properly protected
1040	1100	Tea & Coffee			
1100	1130	Finance	John Whitewood	exclusivebenefits plc	In the current economic environment credit is becoming harder to obtain which increases the importance of syndicated funding. Whether you want to buy a practice or fund new equipment, our experts will give you the best advice
1130	1200	Patient Recall	Patrick Myers	MLR	Persuading existing patients to return is the life blood of any practice. This module concentrates on how you can adjust your recall system to significantly increase your response rate and dispensing values
1200	1230	Keeping it Legal	AOP Legal Dept	AOP	The standard of record keeping necessary to protect you and your patients. 10 steps to avoid a GOC hearing
1230	1345	Lunch			
1345	1415	Website	Kevin Holdridge	Kent House	How to set up and optimise your practice website to increase the number of new patients and maximise your sales turnover
1415	1445	Advertising and Promotion	Patrick Myers	MLR	Some forms of advertising and promotion work better than others. What you can do to attract new patients to your practice to increase your sales and profits
1445	1500	Tea & Coffee			
1500	1530	Buying or Selling	Patrick Myers	MLR	Whether you are thinking of buying or selling, this module deals with the crucial issues which will ensure a smooth transfer of the practice
1530	1545	Question Time	Sarah Winterbottom	AOP/MLR	