



OCTOBER 2021

Registration Is Now Open For Virtual Walman University Fall 2021!

We've enhanced our most popular education event, Walman University, to bring you three different course topics in 2021 with up to 9 total credits. Choose to enhance your technical skills, understand your patients and how best to sell to them and/or learn practice management tips to keep you relevant and profitable.

Choose From One, Two Or All Three Course Topics!

TECHNICAL OPTICAL

Date: Saturday, November 6th
Time: 10:00am - 2:00pm CST
Cost: \$25
Credits: (3) ABO Technical, or CPO, (1) NCLE Technical

What The Lab Wishes You Knew - Tina Lahti, ABOC

Discover what information is vital for processing a job and why. Get the tools to build a solid relationship with your single most important supplier.



It's Not The Lens - Phernell Walker, MBA, ABOM, NCLEC

Explore how to mitigate problems with glasses and contact lenses before they happen. Plus, identify and solve problems when they do.



PRACTICE MANAGEMENT

Date: Saturday, November 13th
Time: 10:00am - 2:00pm CST
Cost: \$25
Credits: (3) ABO, NCLE or CPO

Telehealth Is Here To Stay, Really! Valerie Manso ABOC, FNAO

Telehealth became the most practical way for health care providers to stay connected during the pandemic. Discover the benefits of telehealth for both businesses and patients.



Great Leaders Must Navigate Change - Carole Burns, OD, FCOVD

We are living in the fastest rate of change in recorded history. This course will provide 14 rapid-fire real-life solutions to pressing concerns and industry trends we face today.



UNDERSTANDING THE CONSUMER MINDSET

Date: Saturday, November 20th
Time: 10:00am - 2:00pm CST
Cost: \$25
Credits: (3) ABO, NCLE or CPO

Talkin 'bout My Generation - Valerie Manso, ABOC, FNAO

Understand what different generations value in retail experiences in order to better meet their needs and exceed their expectation.



The Consumer Mindset - Jenny Smith, ABOC

Discover the misconceptions consumers have when it comes to purchasing eyewear. Create an action plan to capture patients and provide them the best experience.



REGISTRATION CLOSES:

OCTOBER 29

Space is Limited - Register Online Today!

Register today for 1, 2 or all 3 tracks above at www.ecpadvantage.com.