

2025 AAO VMG Health Schedule



Saturday, October 18th

Presented By *Time* *Location*

Conversations with the Experts

Maureen Waddle
Laurie Brown
9:20-11:00 AM
10:00-11:00 AM

Developing the Management Team

Maureen Waddle
Elizabeth Monroe
3:45-5:00PM
W304CD

With administrators managing numerous responsibilities, it is crucial to identify and nurture future leaders within the practice. This course explores the process and provides tools for cultivating leaders. Participants will gain actionable insights on how to identify leadership potential, craft personalized training plans and provide practical resources and opportunities to develop and empower their teams. By investing in leadership development, your practice can create growth pathways for employees, enhance retention and ensure sustainable practice success.



Sunday, October 19th

Presented By *Time* *Location*

Time Is Not on Your Side: How to Create a Successful MD/OD Recruiting Process

Laurie Brown
Elizabeth Monroe
Jill Maher
8:00-9:15 AM
W304H

This course will explore the rapidly evolving world of physician recruitment. With a shortage of ophthalmologists and optometrists, it is imperative that your practice image, opportunity and efficiency are enticing to candidates. Taking the changed practice environment into consideration, Ms. Maher will provide strategies that practices can employ to assess their practice opportunity and create an efficient interviewing process. Based on her many years of recruiting experience, Ms. Maher will also discuss what young physicians in 2025 are looking for in their ideal practice opportunity and how practices can shape their recruiting process to better meet their expectations.

The Big 10: The Most Important Metrics Your ASC Should Be Tracking

Andrew Maller
8:00-9:15 AM
W304CD

In today's challenging health-care environment, ambulatory surgery center (ASC) leaders are required to take a disciplined approach to financial management in order to remain successful. This course will discuss best practices for the financial management of your ASC, introduce key performance indicators (KPIs) to measure on a regular basis and introduce strategic tips for overall facility improvement.

Conversations with the Experts

Laurie Brown
10:00-11:00 AM

What's My Practice Worth? A Guide on Valuation Methodologies for Ophthalmology Practices and ASCs

Andrew Maller
2:00-3:15 PM
W304AB

This course will provide an introduction to common practice valuation concepts used for physician practices and ambulatory surgical centers (ASCs). It will address the standard approaches used for valuing ophthalmology practices and ASCs, including key factors that must be known prior to a transaction, both on the buy-side or the sell-side.

Planning and Funding Practice Growth: Strategies for Sustainable Expansion

Andrew Maller
Jared Vanderweele
Collin Hart
3:45-5:00 PM
W304AB

This course explores how ophthalmologists can effectively plan and fund practice growth in a changing health-care landscape. Growth can include expanding services, opening locations or adopting technology—all requiring careful planning and resource allocation. Participants will learn to develop strategic growth plans, identify funding options and mitigate risks. Key topics include patient demographics, competitive analysis and operational scalability. Attendees will gain actionable strategies for achieving sustainable growth while maintaining high-quality patient care.

Conversations with the Experts

Maureen Waddle
4:00-5:00 PM

2025 AAO VMG Health Schedule



Monday, October 20th

Presented By

Time

Location

Lean 2.0: Using Time Study Data to Improve Efficiency

Elizabeth Monroe
Laurie Brown

8:00-9:15 AM

W304G

This course focuses on leveraging advanced Lean principles and time study data to enhance operational efficiency in clinical practice. Through detailed case studies, participants will learn to apply key performance indicators and benchmarks to measure and improve process efficiency, ultimately leading to increased patient satisfaction and streamlined operations.

Focus on Finances: Budgeting Essentials for Eye Care Professionals

Elizabeth Monroe
Andrew Maller
Bansari Mehta, MHA

9:45-11:00AM

W304G

This course covers our practice's 2025 budgeting process, teaching participants to create, manage and optimize budgets for financial stability and growth. Key topics include budgeting principles, templates, challenges in ophthalmology, strategic financial planning and performance monitoring.


Designing Your Practice Succession Plan: A Roadmap to Seamless Transitions

Jordan Nelson
Collin Hart
Patti Barkey
Abdhis R Bhavsar, MD
Isabelle Bibet-Kalinyak

9:45-11:00AM

W304AB

This course offers ophthalmologists a structured approach to crafting a succession plan that secures the future of their practice. Often overlooked, succession planning ensures long-term stability and value preservation. Participants will gain insights into managing associate buy-ins, structuring leadership transitions and planning real estate handoffs. The session addresses trends like private equity consolidation and changing associate priorities, providing a framework for building a comprehensive plan aligned with practice goals and ensuring continuity for patients and staff.

 **On Demand!**
Acquiring an Established Practice: Strategic Considerations for a Smooth Handover

Andrew Maller
Collin Hart
Patti Barkley

This course provides a framework for ophthalmologists considering the acquisition of an established practice. Acquiring a practice offers benefits like immediate patient volume, a strong reputation, operational efficiencies and potential real estate opportunities. Making and implementing the decision to acquire, however, requires careful evaluation and strategic planning. Participants in this course will learn to assess practice value, including real estate, navigate the acquisition process and ensure successful integration after acquisition. Topics include due diligence, valuation, financing and strategies for incorporating the new practice while retaining staff and patient trust.

AAO Show Specials

 **CERTIFIED
PATIENT SERVICE
SPECIALIST®**

Save 20% off **Certified Patient Service Specialist** seats with code **TRAINING20**

 **CERTIFIED
EYECARE
PROFESSIONAL**

Save 20% off **Certified Eyecare Professional** seats with code **TRAINING20**

 **CONNECTION®
FOR OPHTHALMOLOGY**

Save 20% off for **new BSM Connection** practices with code **AAO2025**

Thank you for stopping by VMG Health Booth #1804!

H{scrh#krz #P J #Khdok#irp hu| #EVP #Frqvxolqj, #Edq#xssru#| rxu#sdfwfh#ru#DVF #dw|mghealth.com.