

SUNDAY	BEHAVIORAL DIAGNOSTIC METHODS	LEARNING AND READING DISORDERS	MODERN CONTACTOLOGY	PRIVATE PRACTICE MANAGEMENT
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time:	Plenary Hall	Workshop A	Workshop B	Workshop C	Workshop D	time:
09:00	Morning Coffe					09:00
09:30	Panel I. Private practice management Experts: Anna Oriik, Małgorzata Szymańska-Palamarż, Fred Brecheen, John Abbondanza, Justin Chelette, Konrad Bugiera, Marcin Chłodnicki Moderators: Maria Brejnak, Olga Lazarowicz 1. Building a patient-centered practice 2. Financing options for practice development – Anna Oriik 3. How to create and price an optometric service? 4. How not to lose patients we don't even know about? 5. Optimizing financial performance 6. Harnessing technology for growth	N1A. Disorders of reading, spelling and numerosity - diagnostics and therapy - part 1 Curtis Baxstrom (90 min)	N1B. Visual efficiency and visual perceptual testing and scoring Hannu Laukkanen (90 min)	N1C. Central and peripheral vision regulation: clinical application of concepts Scott Cooper (90 min)	N1D. Practical methods to develop sequential processing in a spatial and developing spatial visualisation Carl Hillier (90 min)	09:30
10:00		10:00				
11:00		11:00				
12:00	(180 min)	(90 min)	(90 min)	(90 min)	(90 min)	12:00
Lunch break						
13:00	Panel II. Private practice management					13:00
14:00	Experts: Anna Oriik, Małgorzata Szymańska-Palamarż, Fred Brecheen, Justin Chelette, Konrad Bugiera, Marcin Chłodnicki Moderators: Maria Brejnak, Olga Lazarowicz 1. Team building and leadership development 2. Building a private brand in the medical sector 3. Strategic marketing and community engagement 4. Evaluation of the effectiveness of marketing activities 5. Legal responsibility of a vision care specialist 6. Summary discussion	N3A. Disorders of reading, spelling and numerosity - diagnostics and therapy - part 2 Curtis Baxstrom (90 min)	N3B. Effective training for visual efficiency and visual perception Hannu Laukkanen (90 min)	N3C. Assessment and treatment of laterality and directionality Scott Cooper (90 min)	N3D. Objective methods to test and develop visual memory and visual attention Carl Hillier (90 min)	14:00
15:00		15:00				
16:00		16:00				
16:00	(180 min)	(90 min)	(90 min)	(90 min)	(90 min)	16:00
The end of event						
17:00						17:00