Brien Holden® VISION INSTITUTE ACADEMY

Global Optometry Resources

Practice Management and Jurisprudence

PRACTICE MANAGEMENT AND JURISPRUDENCE

STUDENT MANUAL

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COURSE OUTLINE

COURSE AIM

The module aims to prepare the students to manage various aspects of optometric services including the marketing and legal aspects of a practice.

COURSE OBJECTIVES

By the end of the module, the student should be able to manage an optometric practice effectively.

On successful completion of this course the learner should be able to:

- Describe their role in the successful management of optometric services
- Apply essential tools to run an efficient optometric practice
- Produce a marketing program for use in a practice
- Describe the legal framework regulating the practise of Optometry
- Recognize the need for successful management of personnel in a practice

COURSE CONTENT

The topics covered in this course include:

- The legal environment
- Taxation and insurance
- Planning
- Marketing
- Management theory
- Administration of the practice
- Personnel management

COURSE DELIVERY

This course is designed to be delivered over 6 months (1 semester). The total delivery time is 42 hours.

Learning and Teaching Methods & Resources

The suggested teaching methods for this course include: PowerPoint presentations, discussions, case studies.

Course resources available at BHVI Global Optometry Resource platform: education.brienholdenvision.org.

- Student manual: 8 chapters (listed on p4)
- PowerPoint Presentations corresponding to each of the 8 chapters

Suggested equipment includes

- Computer and projector
- White board

RECOMMENDED ASSESSMENT

- Written examination
- Assignments

TEXT BOOKS

Prescribed texts

- Taylor SP, Law in Optometric Practice. Philadelphia: Butterworth-Heinemann, 2002.
- Classe JG, Thal LS, Kamen RD and Rounds RS. Business Aspects of Optometry: Association of practice management educators. 2nd Edition. Boston: Butterworth-Heinemann. 2004.

Recommended readings

- O'Kane B. Starting your own Business: A workbook. Oak Tree Press.
- Association of Practice Management Education. Business aspects of optometry. 3rd Edition. Boston: Butterworth-Heinemann. 2010.
- Eyecare Practice Toolkit. St Louis, Missouri: Mosby. 2007.

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