



## The Annual ACES/SEE Caribbean Eye Meeting delves into hot topics for anterior segment surgeons and health care professionals.

From January 31 to February 3, 2020, the upcoming Caribbean Eye Meeting promises to be as engaging as in previous years. This one-of-a-kind meeting, held at Grand Fiesta Americana Coral Beach in Cancun, Mexico, will gather well-known leaders in ophthalmology to discuss important topics in eye care against the breathtaking backdrop of the Caribbean Sea. The American College of Eye Surgeons (ACES) and the American Board of Eye Surgery (ABES) were started in 1989, with ACES as the educational arm. ABES began to ensure quality surgery throughout the United States, and its efforts were taken internationally 13 years ago. ACES and ABES, along with the Society for Excellence in Eyecare (SEE), are proud to be entering the 30th annual meeting! Together, ACES, ABES, and SEE share a commitment to the belief that the primary focus for today's ophthalmologist must, and should, be to promote, encourage, and enhance quality ophthalmic surgical care for the benefit of all patients.



### PEARLS FROM THE DEEP: BUSINESS MATTERS

By Cynthia Matossian, MD, FACS

A successful ophthalmology practice is a successful business. One of the biggest challenges in this regard today is staffing. Increased reliance on diagnostic tests, mandated requirements to populate a variety of fields within electronic health records, and a low unemployment rate are making it extremely difficult to find new staff members and even harder to keep them. To address this challenge, we at Matossian Eye Associates have started to use pre-employment testing (Hire Select, Criteria). Applicants complete a 30-minute test online, and these tests are customized to position type—receptionist, manager, technician, etc. So far, we have found that our pool of candidates has improved. One reason is that it takes a certain amount of initiative to complete an online test, which weeds out procrastinators. In addition, we are able to use test scores to better match prospective employees to available positions. This process has helped us to make smarter hiring choices and minimize turnover.

Another factor in business success is optimizing the practice's online reputation. At Matossian Eye Associates, we survey patients with ReviewGrab (LogiCole Consulting), a tool that asks them to give us a simple thumbs-up or thumbs-down rating. When the response is a thumbs-up,



we invite the patient to post a review by clicking on the icon of one of several sites (eg, Google, Facebook, Yelp). If the rating is a thumbs-down and the patient sends us feedback on his or her less-than-stellar experience, an alert is automatically sent to our management team, and a supervisor immediately calls the patient to try to address his or her concerns. Since its implementation, this proactive approach to patient feedback has eliminated most negative online reviews and thus improved our practice's online reputation. ■

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- Financial disclosure: None

To learn more about the 2020 Caribbean Eye Meeting and register to attend, visit  
[caribbeaneyemeeting.com](http://caribbeaneyemeeting.com)