

# Super Sunday 2022

## Optometry Business Program

**Breaking out of the medical mindset: are you underservicing your patients?**

This program, developed for optometrists keen to increase their return per patient, improve their KPIs and build customer satisfaction, is included as an alternative to the first session of the main program.

**22 May, 2022**

**Registration & full conference program**

[Details here](#)



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# Schedule

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Super Sunday 2022

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## **8:00 AM**      **Show me the pair of shoes that does everything!** Heidi Hunter

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Asking your patients the right questions will ensure that you not only discover more about what they want and need from their spectacles for their unique lifestyle, but that the solutions you offer will meet those visual needs.

## **8:30 AM**      **What does the 'trusted optometrist' mean?** Lily Wegrzynowski

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Patient expectations of an optometrist involve more than clinical care. This talk looks at what sort of expectations patients have, what the barriers might be to delivering them, and how to overcome these barriers, leading to more professional satisfaction and business success.

## **8:50 AM**      **A two-year plan to an optically-happy patient** Audrey Molloy

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Most optometrists prescribe one pair of glasses per visit, and often not even that. With visual needs more complicated than ever due to lifestyle and technology changes, how do you deliver visual solutions in a structured, cost effective way?

## **9:10 AM**      **Leveraging support staff for success** Joanne Scott-Dostine

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How do you utilise the skills of your whole team, and train them to enhance your patient's journey in an efficient way? This talk will look at traditional practice roles, the patient journey and practice flows, and discuss changes that can be introduced to enhance flow, improve patient loyalty, and increase the value of your team.

## **9:35 AM**      **Going too far: How to avoid overservicing and losing patient trust** Panel discussion: Audrey Molloy & Lily Wegrzynowski

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Underservicing is clearly something to avoid, but no practice benefits from over-servicing their patients either. This panel discussion will look at practical tips for avoiding being perceived as pushy or undermining the trust of the patient, to ensure long-term practice loyalty and improved word of mouth referral.

## **10:00 AM**      **Finish**





## Heidi Hunter

Heidi is the owner of Custom Eyecare, an independent full scope practice in Newcastle with a keen interest in specialty contact lenses and behavioural optometry. She is an experienced educator and has presented to peers, ophthalmologists, nurses, and general practitioners. Heidi has been a contributing writer to industry magazines and an optometric speaker on ABC radio. With a keen interest in supporting the profession, Heidi is an Optometry NSW/ACT director, a past clinical supervisor at UNSW, a guest lecturer at University of Newcastle and a national board member for CCLSA.



## Audrey Molloy

Audrey practised optometry in Ireland in corporate and private settings before moving to Australia in 1998. She completed post-graduate studies in Advanced Contact Lenses and Ocular Therapeutics at UNSW while working at The Eye Practice, where she developed a special interest in dry eye and corneal disease. She worked for Vision Eye Institute, a group ophthalmology practice, for 15 years, in a range of roles including consultant optometrist (post-laser and cataract), referrer liaison, content marketing and communications. Audrey acquired a Diploma in Marketing in 2005 and a Diploma in Editing & Publishing in 2014. She was therapeutically-endorsed by ACO in 2018. She has worked for Optometry NSW/ACT in the role of Strategic Communications and Member Liaison since 2017.



## Joanne Scott-Dostine

Joanne Scott-Dostine is a Business Coach at ProVision with over 30 years' experience in the Optical Industry in independent and corporate roles from the store to the support office. A qualified Optical Dispenser with an MBA covering change & project management, strategic human resource development & corporate finance. Joanne helps practices achieve growth, efficiencies and decide future direction by assessing their results, opportunities, skills, point of difference, customer base and local area. For her people, culture and relationships are the key ingredients.



## Lily Wegrzynowski

Lily is an optometrist with over 30 years of experience in clinical and management roles. She has worked with independent and corporate practices across Australia, and managed the HR and Franchise functions for the EyeQ Group since 2010. In July 2021, she took on a new role as General Manager, Eyecare and Professional Services across the EyeQ and National Optical Care network. Her background includes serving on Optometry Boards including Optometry WA including 3 years as President, Optometrists Registration Board of WA and joined the Deakin Optometry Advisory Board in 2012 when the new school of Optometry opened in Victoria.

