

OPT-2501: OPTICAL BUSINESS

Cuyahoga Community College

Viewing: OPT-2501 : Optical Business

Board of Trustees:

January 2024

Academic Term:

Fall 2024

Subject Code

OPT - Optical Technology

Course Number:

2501

Title:

Optical Business

Catalog Description:

Covers organizations, sales, third party insurance, inventory, hiring and supervision. Interpret financial data; set sales goals; evaluate inventory control systems; attracting and retaining superior employees.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

Departmental approval.

Outcomes

Course Outcome(s):

Manage an optical dispensary.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Describe organizational structures, missions, culture, philosophies, priorities across companies and how to operate accordingly.
2. Develop and implement a marketing strategy for an optical dispensary.
3. Discuss aspects associated with how third party insurance impacts the ophthalmic design process.
4. Analyze financial data in order to run a profitable business.
5. Develop and set daily, weekly, quarterly sales goals.

Course Outcome(s):

Communicate verbally and in writing with patients, co-workers, and ophthalmic and optometric professionals.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Effectively communicate with patients, team members, and other ophthalmic professionals.
 2. Evaluate and apply information in professional journals to specific situations.
 3. Discuss how to use customer feedback to improve services.
 4. Write a Handbook of guidelines for the Optical Dispensary.
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Course Outcome(s):

Distinguish between professional ethics and the laws that govern opticianry.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Explain Ohio and national statutes that govern opticianry.
 2. Discuss ethics as they pertain to opticianry.
 3. Discuss agencies that regulate opticianry.
 4. Discuss license renewal requirements.
 5. Apply HIPAA regulations when maintaining patient records.
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Course Outcome(s):

Demonstrate professional behavior by being punctual to class, respectful of others, and showing a positive attitude toward lifelong learning.

Objective(s):

1. Discuss human resources theory as it applies to managing an optical dispensary.
 2. Discuss ethics as they pertain to opticianry.
 3. Identify professional organizations to which an optician may belong.
 4. Explain the impact one's attitude has on co-workers, employees, and the work environment.
 5. Discuss the importance of emotional intelligence as it relates to patients and co-workers.
 6. Discuss the avenues for lifelong learning in the field of opticianry.
 7. Discuss important qualities to look for when hiring staff (i.e. punctuality, respect, teamwork, time management).
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Methods of Evaluation:

1. Group project
2. Class participation
3. Essay

Course Content Outline:

1. Dispensary management
 - a. Organization of an optical dispensary
 - i. Location
 - ii. Reception area
 - iii. Dispensing area
 - iv. Doctor's lane
 - v. In-store finishing lab
 - b. Marketing
 - i. Analysis of competition
 - ii. Advertising
 - iii. Merchandising
 - iv. Social media
 - c. Managed Care

- i. Interpretation of benefit
 - ii. Ophthalmic insurance coding
 - iii. Health Insurance Portability and Accountability Act
 - iv. Revenue cycle
- d. Types of Third Party Insurance
 - i. EyeMed
 - ii. Care Source
 - iii. Medicaid
 - iv. Medical Mutual
 - v. VSP
 - vi. Other
- e. Attracting and retaining the best employees
 - i. Corporate culture
 - ii. Attracting talent
 - iii. Hiring
 - iv. Motivating team members
 - v. Empowering team members
 - vi. Scheduling
 - vii. Goal setting
 - viii. Mentoring employees
 - ix. Time management
 - x. Incentives
- f. Inventory management
 - i. Inventory selection
 - ii. Pricing strategies
 - iii. Controlling inventory
 - iv. Shrinkage
- g. Accounting
 - i. Balancing a cash register
 - ii. Profit and loss statement
 - iii. Cash flow statement
 - iv. Manage payables
 - v. Maximizing profits
- 2. Customer service
 - a. Obtaining customer feedback
 - b. Managing issues
 - c. Needs-based solutions
 - d. Understanding patient emotions
- 3. Professional behavior
 - a. Attitude
 - b. Emotional Intelligence
 - c. Lifelong learning
 - d. License renewal requirements
 - e. Microbial control
 - f. Opticianry Code of Ethics
 - g. Punctuality
 - h. Respect
 - i. Review of professional literature
 - j. Quality of work
 - k. Teamwork
 - l. Time management
- 4. Opticianry laws, regulations, and rights
 - a. Ohio Revised Code 4725.40-4725.99
 - b. American National Standards Institute Z80.3 and Z87.1-2015
 - c. Occupational Safety and Health Administration
 - d. Federal Trade Commission

- i. Eyeglass I
 - ii. Eyeglass II
 - e. Food and Drug Administration: Drop Ball Test
5. Professional Organizations
- a. American Board of Opticianry and National Contact Lens Examiners
 - b. Ohio Vision Professionals Board
 - c. Opticians Association of America
 - d. Opticians Association of Ohio
 - e. Occupational Safety and Health Administration
 - f. National Academy of Opticianry
 - g. National Federation of Opticianry Schools

Resources

American National Standards Institute. *Standards*. The Institute, 2020.

Cox, D. (2013) *Ophthalmic dispensing revision guide: First year part one*, Amazon Digital Services, Inc.

Curtis, V. (2014) *Creating a business plan for dummies*, For Dummies.

Ferguson, R. (2015) *Ophthalmic Essentials*, Opticians Association of America.

National Academy of Opticianry. (2019) *Ophthalmic dispensing review book*,

Resources Other

1. 20/20 <https://www.2020mag.com/>
2. American Optometric Association. <https://www.aoa.org/patients-and-public/caring-for-your-vision/contact-lenses?sso=y> (<https://www.aoa.org/patients-and-public/caring-for-your-vision/contact-lenses/?sso=y>)
3. Centers for Disease Control and Prevention. "Healthy Contact Lens Wear and Care." <https://www.cdc.gov/contactlenses/index.html> (<https://www.cdc.gov/contactlenses/>)
4. Eyecare Business <https://www.eyecarebusiness.com/>
5. Invision <https://invisionmag.com/>
6. Khan Academy. <https://www.khanacademy.org/>
7. Ophthobook <https://timroot.com/ophthobook/>
8. OptiBoard Forums. <http://www.optiboard.com/forums/>
9. Quantum Optical. <http://www.quantumoptical.com/> (<https://www.2020mag.com/>)
10. Review of Optometry. <https://www.reviewofoptometry.com/>
11. Vision Professionals Board <https://vision.ohio.gov/vision-professionals/optician/3-optician> (<https://vision.ohio.gov/vision-professionals/optician/3-optician/>)

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