

chapters on third-party reimbursement and managed care provide important discussions of the hot topics facing optometrists today. New chapters on low vision practice cover this area of prime concern for the patients visiting an optometrist. New chapters on financial planning and merger of practices give readers the information they need to successfully build a practice. The contributing authors are practice management instructors from almost all of the US optometry colleges.

REVIEW OF CURRENT EDITION: "This is the first truly comprehensive book available on practice management for the optometrist. It presents business topics in a way anyone can understand and implement. It forces the reader to think ahead and become better prepared for the nonclinical aspects of managing a business. It should be required reading for all practicing optometrists." - Doody Enterprises - 2004
About the Author Edited by Association of Practice Management Educators; John G. Classe, OD, JD, The Association of Practice Management Educators, University of Alabama at Birmingham, AL, USA; Lawrence S. Thal, OD, MBA, Associate Clinical Professor of Optometry, University of California School of Optometry, Berkeley, CA; Roger D Kamen, OD, MS, Assistant Professor of Optometry, Michigan College of Optometry, Ferris State University, Big Rapids; and Ronald S. Rounds, OD, Associate Professor of Optometry, College of Optometry, Northeastern State University College of Optometry, Tahlequah, OK