

## In Every Issue

- Advice for New Administrators\*
  - Business Operations
  - Human Resources
  - Information Technology
  - Legal Issues
  - Management
  - Marketing
  - Money\*
  - Coding/Insurance/Medicare
  - Washington Watch: Legislative/Regulatory Update
  - Technicians
  - Specialty Practices: ASCs and Optical Shop
  - Book Reviews
  - Ophthalmic News and Information
  - Meet the Leadership\*
  - Tool Time
- \* *New Columns for 2010*

## Winter

### Cover Feature: Efficiencies and Best Practices

- Creating a Leaner, Greener Practice
- Layoffs: Pros and Cons
- Branding: A Promise You Make Over Time
- Automating Your Accounts Payable
- Creating an Employee Handbook

### Meeting Distribution:

ASCRS Winter Update Meeting

**Mail Date:** January 2010

**Space Closing:** November 12, 2009

**Materials Due:** December 4, 2009

## Spring

### Cover Feature: Leadership and Learning

- Growing and Managing Your Leaders
- 10 Top Things Every Administrator Should Know
- Taking Up the Mantle of Social Responsibility: Practices Doing Good in the Community
- Implementing Change in the IT Arena—What It Takes

### Meeting Distribution:

ASCRS•ASOA Annual Meeting

**Mail Date:** April 2010

**Space Closing:** January 19, 2010

**Materials Due:** February 12, 2010

## Summer

### Cover Feature: Contingency Planning

- Disaster Planning and Recovery
- Keeping Your Data Safe and Secure
- Identifying Your Business Advantage
- Succession Planning

**Mail Date:** July 2010

**Space Closing:** May 14, 2010

**Materials Due:** June 18, 2010

## Fall

### Cover Feature: World-Class Customer Service

- Customizing Medical Records for Improved Patient Satisfaction
- The Importance of Relationships to Efficient Claims Processing
- Polishing Your Telephone Skills
- How IT Can Enhance Customer Service
- Hiring Right

### Meeting Distribution:

AAO

**Mail Date:** October 2010

**Space Closing:** August 10, 2010

**Materials Due:** September 7, 2010

## Administrative Eyecare Quarterly Circulation

*Administrative Eyecare* is a member benefit of the American Society of Ophthalmic Administrators (ASOA).

**ASOA membership: 2,096**

## Marketplace Advertising

To take advantage of marketplace advertising, whether you're a small company or just bridging the ad gap between meetings, contact:

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