



Please join us for the first
in a series of
Midday Management Webinars

Sponsored by Indiana Academy of
Ophthalmology

Protecting Your Online Reputation

Friday, August 25
12:30 – 1:15 PM

Presented by
Isabelle Bibet-Kalinyak, Esq.
Brach Eichler, LLC
New Jersey, New York & Florida

*Recent estimates are **72% to 90%** of patients consult online reviews when searching for a health care provider. Despite the importance of social platforms in the health care industry, many ophthalmologists fail to recognize the impact they can have on building and sustaining a successful practice.*

Understand the secrets of savvy ophthalmologists and practice administrators who know how to use online platforms to their advantage. In this webinar you'll learn how to respond to negative online reviews, observe HIPAA and patient privacy mandates, incorporate positive feedback in marketing and outreach, and use critical feedback to help improve your practice.

Speaker

Attorney Isabelle Bibet-Kalinyak concentrates her national healthcare practice representing clients in complex business transactions including private equity transactions, mergers, and strategic partnerships, HIPAA privacy and security compliance matters, ownership and compensation arrangements, employment and partnership negotiations, medical staff matters, and fraud and abuse issues including compliance with the Stark Law and the Anti-Kickback Statute.

This program is **FREE** for IAO members and their staffs
\$99 for non - IAO members

[Click here to register](#) and we will forward a link closer to the webinar date.

The program will be recorded and available for download for those unable to attend the live event.