CORE CONCEPT

Eye Care Service Line Management Course: Ophthalmology, Optometry and Optical Retail

5 – 9 July 2027
Dubai - Five-star CBD venue

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Ref: 1985_29365 **Date:** 5 – 9 July 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Introduction:

Eye care service line management covering ophthalmology, optometry and optical retail is a 1-week course for managers of eye hospitals, ophthalmology day-surgery centres, optometry clinics and optical chains, ending with an Eye Care Service Line Plan for a case organisation. Eye services lose patients and margin when imaging rooms queue, cataract backlogs grow, refractive enquiries go unconverted, spectacle jobs are remade and frame stock ages on the shelf. Nominees already run clinics, surgical lists or optical branches and learn through case studies built on clinic logs, outcomes audits and optical sales data. CoreConcept Training Center delivers this eye care service line management course.

Course Objectives:

- Map an eye care service line across ophthalmology, optometry and optical retail and set a baseline of volumes, waits and margin
- Design diagnostic imaging and clinic slot templates that reduce queues for OCT, visual field and topography testing
- Plan cataract day-case and refractive surgery throughput from biometry booking and consultation to second-eye surgery and conversion
- Run spectacle dispensing and lens lab job tracking that shortens collection times and lowers remakes
- Control frame and lens stock, premium IOL package pricing and supplier returns using ageing and margin data
- Report cataract outcomes and complication indicators to clinical governance and build an Eye Care Service Line Plan

Target Audience:

- Managers responsible for the operation of eye hospitals and ophthalmology outpatient departments
- Day-surgery centre managers accountable for cataract and refractive surgery lists and patient preparation
- Optometry clinic managers responsible for refraction, contact lens and screening clinic capacity
- Optical retail and chain area managers responsible for dispensing, lens lab turnaround, stock and branch margin
- Clinical service and quality leads who compile outcomes audits and complication reports at management level
- Business and operations staff in eye care groups who plan capacity, pricing and service growth

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Course Outline:

Day 1: Eye Care Service Line Structure and Current-State Baseline

- Eye Care Service Line Map Across Surgery, Optometry and Optical
- Ophthalmology Subspecialty Clinics and Referral Routes Between Them
- Optometry Clinic Roles in Refraction, Contact Lenses and Screening
- Corporate Optical Chain Versus Independent and Doctor-Owned Practice Models
- Service Line Baseline Using Clinic, Surgical and Optical Sales Data

Day 2: Patient Pathway Models, Diagnostics Flow and Clinic Capacity

- Eye Clinic Patient Pathway From Triage to Discharge or Recall
- OCT, Visual Field and Topography Room Capacity Model
- Technician Pre-Testing Stations and Diagnostic Imaging Queue Design
- Glaucoma and Medical Retina Follow-Up Recall Scheduling Rules
- Clinic Slot Templates by Ophthalmologist, Optometrist and Orthoptist

Day 3: Cataract and Refractive Surgery Throughput and Optical Dispensing Operations

- Cataract Day-Case Pathway From Biometry Booking to Second Eye
- High-Volume Cataract List Design With Parallel Preparation Bays
- Refractive Surgery Enquiry, Consultation and Conversion Funnel Tracking
- Spectacle Dispensing Workflow From Prescription to Collection
- Lens Lab Surfacing, Coating, Edging and Glazing Job Tracking

Day 4: Optical Inventory, Pricing, Clinical Quality and Outcomes Reporting

- Frame and Lens Stock Ageing, Range Rationalisation and Supplier Returns
- Premium IOL Package Pricing for Toric, Multifocal and EDOF Lenses
- Spectacle Remake and Non-Tolerance Log With Root Cause Coding
- Cataract Outcomes Audit Using Visual Acuity and Refractive Accuracy
- Posterior Capsule Rupture Rate Reporting and Surgeon Feedback Governance

Day 5: Case Study Build of the Eye Care Service Line Plan

- Case Eye Centre Briefing on Cataract Backlog and Optical Margin
- Case Diagnostics Flow Redesign Using Imaging Room Capacity Data
- Case Optical Chain Stock and Remake Reduction Action Set
- Eye Care Service Line Scorecard for Volume, Outcomes and Margin
- Eye Care Service Line Plan Completion and Peer Defence

Skills You Will Gain:

- Eye Care Pathway Mapping
- Diagnostic Room Capacity Modelling
- Cataract Throughput Planning
- Refractive Enquiry Conversion Tracking
- Lens Lab Job Control
- Optical Stock Ageing Analysis
- Premium Lens Package Pricing
- Visual Outcomes Reporting

Why Attend This Course:

- Deliver an Eye Care Service Line Plan with scorecard to the medical director, the eye centre owner or the optical chain operations head
- Decide where to add imaging capacity, extra cataract lists, optometry clinics or optical branches using pathway and margin data
- Avoid lost patients from diagnostic queues, cataract backlogs, unconverted refractive enquiries, spectacle remakes and aged frame stock
- Share slot templates, the lens lab job tracker and the outcomes reporting layout with clinic, surgical and optical colleagues

Conclusion:

Back at work, the participant gives the medical director, eye centre owner or optical chain operations head an Eye Care Service Line Plan with a scorecard covering volumes, waits, visual outcomes and margin. Leadership uses it to approve imaging capacity, cataract list changes, refractive surgery marketing, optical range decisions and package prices for the next planning cycle. After the first quarter under the plan, the service should review diagnostic waits, cataract backlog, refractive conversion, spectacle remakes, stock ageing and outcomes audit results against the baseline.

Frequently Asked Questions FAQ:

What should participants know before an eye care service line management course?

Participants should already manage an eye clinic, surgical list, optometry practice or optical branch and know how their service books, tests and bills patients. No clinical skill is taught. Bringing anonymised clinic logs, outcomes data or optical sales reports makes the case work more useful.

How does eye care service line management differ from a general theatre or clinic management course?

It follows one specialty from first eye test to surgery and spectacle collection: diagnostic imaging flow, cataract and refractive throughput, lens lab jobs, frame stock and visual outcomes. General theatre and clinic courses treat surgery or outpatients alone and do not cover optical retail.

Why does eye care service line management link ophthalmology with optical retail?

Patients move between eye tests, surgery and spectacles or contact lenses, so delays or poor service in one line cost revenue in the others. Managing them as one service line lets leaders plan capacity, referrals and pricing together rather than branch by branch.

What do participants take back from the eye care service line management course?

Participants take back an Eye Care Service Line Plan for a case organisation, with a service line scorecard, diagnostic room capacity model, cataract pathway map, lens lab job tracker and outcomes reporting layout ready to adapt to their own service.