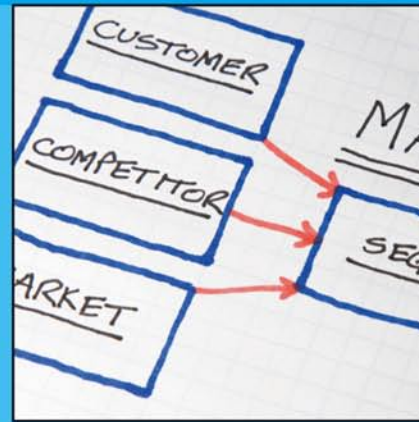


# PRACTICE DEVELOPMENT WORKSHOP



**14<sup>TH</sup> ESCRS WINTER MEETING**  
BUDAPEST, HUNGARY  
CORINTHIA GRAND HOTEL ROYAL

**FRIDAY 12 FEBRUARY 2010**  
14.15 PM – 16.45 PM



## How to incorporate premium technology into your practice in the new European environment

**Facilitator and MC:** Paul McGinn, *EuroTimes* Editor and Barrister at law

**Moderators:** Sheraz Daya / Paul Rosen

**Schedule:**

- |       |   |       |  |
|-------|---|-------|--|
| 14.15 | <b>Introduction and welcome</b><br>Paul McGinn, <i>Barrister at law</i>   | 15.05 | <b>Understanding the business side of premium technology</b><br>Trudy Larkins, <i>Global marketing director for LenSx Laser</i>    |
| 14.20 | <b>The rationale for creation of a premium practice</b><br>Erik Mertens, <i>medical director, Medipolis</i>   | 15.20 | <b>Strategies for communicating and marketing premium technologies in your practice</b><br>Kris Morrill, <i>KAM Communications</i> |
| 14.35 | <b>The rationale for creation of a premium practice</b><br>Sheraz Daya, <i>medical director, Centre for Sight, Corneo Plastic Unit &amp; Eyebank, Queen Victoria Hospital, East Grinstead, UK</i> | 15.35 | <b>The ethical pros and cons of premium technology in the European healthcare system</b><br>Paul McGinn, <i>Barrister at law</i>   |
| 14.50 | <b>Eye Microsurgery Clinics Network: The Russian Experience</b><br>Boris Malyugin, <i>Deputy Director General, S. Fyodorov Eye Microsurgery Complex State Institution, Moscow, Russia</i>         | 16.05 | <b>The importance of patient-focused care</b><br>Oliver Findl, <i>Moorfields Eye Hospital NHS Foundation Trust, London, UK</i>     |
|       |   | 16.20 | <b>Questions and Answers</b>   |
|       |   | 16.45 | <b>Conclusion</b>  |