



A CURRICULUM THAT ELEVATES, EDUCATES AND MOTIVATES

*The U**. In person and online resources and programs that strengthen your key resource - your staff

Johnson & Johnson VISION

*The U, formerly known as AMO University, is part of the Johnson & Johnson Institute.

PRACTICE SUCCESS

Johnson & Johnson Vision is committed to maximizing your practice success through a comprehensive curriculum that includes specialized educational platforms and events for every member of your LASIK practice:

- Comprehensive training and certification courses to help all practice staff members
- People and programs to support your short- and long-term business goals
- Access to tools to simplify processes that support how you work best and keep your practice two-steps ahead

THE U* EDUCATIONAL PROGRAM

The U* is a broad based educational platform that provides educational content matched to your specific LASIK practice needs. Through a focused curriculum driven by consumer market insights and market trends, **The U*** is an invaluable tool helping you meet your personal and practice growth goals.



THE U* PREMIER



THE U* ESSENTIALS



THE U* ON-DEMAND & eGROWTH



THE U* PREMIUM PRACTICE PROGRAM



PREMIER

Full day educational program that elevates staff expertise and grows your business:

- Specialized workshops focus on critical aspects of LASIK growth
- Powerful keynote speakers
- Insight into new trends and technologies
- Networking and connecting opportunities



ESSENTIALS

Business Development Manager (BDM) team-driven regional workshops focused on developing essential skills:

- The fundamentals of practice operations and LASIK growth strategies
- Participatory, interactive learning sessions

WHO SHOULD ATTEND *THE U** EVENTS?

The curriculum is most suitable for those who are ultimately responsible for practice marketing, patient conversion, and business growth.

The *The U** educational events provide practice staff with the skills, confidence, and motivation to operate proficiently for business success.





ON-DEMAND & eGROWTH

Extends content and insights to maximize practice and business success:

- Archived workshop content
- eGrowth series to guide practice actions for LASIK growth



PREMIUM PRACTICE PROGRAM

Easy-to-follow, online and in-practice BDM instructed, one-on-one training program

- Addresses areas essential for effective patient conversion and practice management
 - Mastering Telephone Communications – coaches staff effectively to create an efficient, well-oiled phone communication process and successfully convert inquiries into consults
 - Building Consultations Skills – coaches staff in an effective and actionable way to build a relationship to move more patients to surgery



Johnson & Johnson VISION