



# Are You the CEO of Your Practice?

## CEO.D.® PROGRAM\*

Running a profitable, thriving practice is challenging. But not impossible... **with the right tools**. Become the Chief Executive Optometrist of your practice with the CEO.D.® Program from ECPU®\*\*.

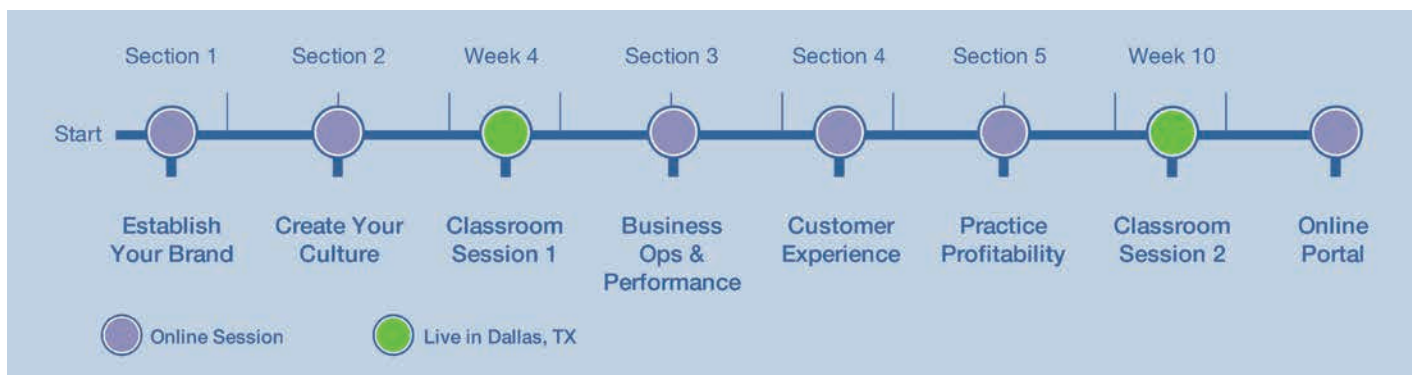
### WHAT IS CEO.D.®?

Over the years, doctors, practice owners and executives have grown to love and trust the data-driven content within the Management and Business Academy™ (MBA) to grow their businesses. Using the original MBA program as a foundation, we have taken the best practices and expanded them into an immersive program to help you implement the principles real-time in your practice.

### PROGRAM OVERVIEW

Created in partnership with subject matter experts and the adult learning experts at Deloitte Consulting, the CEO.D.® Program is blended learning at its best. The CEO.D.® immersive learning experience consists of online nano-learning courses, curated articles, webinars and two in-person, classroom-based sessions featuring industry-leading guest speakers.

### TIMELINE



To check available dates, get more information or to enroll:

Visit [ecpu.com/ceod](http://ecpu.com/ceod)  
Call 866-278-3187  
Email [info@ecpu.com](mailto:info@ecpu.com)

**\$3,299.00**  
PER PERSON

\*CEO.D and/or MBA do not refer to educational degrees. Completion of these continuing education courses will not result in a degree.  
\*\*ECPU is not a university or degree granting institution.