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**MedPRO360 Business Program Enhances SECO Annual Conference
By Highlighting Cutting-Edge Business Insights**

Open to all healthcare business professionals, MedPRO360 designed to boost business profitability

ATLANTA, GA — December 18, 2017 — SECO International is pleased to announce that SECO, the world's leading annual conference providing the eyecare industry outstanding educational opportunities since 1924, will host MedPRO360, an education program providing practice leaders the tools they need to run an efficient, profitable business.

SECO 2018 which stages February 28-March 4, 2018, in Atlanta, GA, supports the development of outstanding healthcare professionals. Building on the successful 2017 launch, MedPRO360 is a half day business management program designed to bring together healthcare professionals from all specialties and areas of practice to learn ways to boost overall profitability with proven strategies in marketing, management, analytics, human resources, accounting, cyber security and more.

“At MedPRO360, attendees will have the unique opportunity to strengthen their business acumen, giving them insights and tools to ensure that their practice is running efficiently and effectively,” said Ted McElroy, OD, Immediate Past President of SECO. “Programs like this, together with all the education offerings, is what makes SECO the premier event for optometric professionals. The show allows them to get out of their everyday routine so they can focus on building a successful business.”

MedPRO360's line up of speakers brings a creative and innovate approach to service driven professionals, including; Jenn Lim, CEO and CHO (Chief Happiness Officer) of Delivering Happiness; Donald Miller, CEO of StoryBrand; Vern Yip of TLC's Trading Spaces; and Marc Haskelsom, President and CEO of Compliancy Group. Each speaker will bring a unique prospective, creativity and innovative thinking to attendees, giving them immediate tools they can put into action and grow their businesses.

In addition to MedPRO360, SECO features a full array of industry-leading Continuing Education geared to professionals in all specialty areas: Optometrists; Ophthalmic Professionals; Optometric Students/Residents;

Opticians; Paraoptometrics; Ophthalmic Technicians; and Optical Administrators. SECO 2018's offerings consist of more than 250 courses and nearly 400 hours of education, presented by over 100 specialists and experts you won't find elsewhere.

Those registered to attend SECO 2018 will have the opportunity to select MedPRO360 courses. Visit www.attendseco.com for complete bios and sign up for more information. Save the date, February 28 – March 4, 2017 in Atlanta, Georgia. Register now.

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About SECO International

The annual SECO meeting is produced by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. A nonprofit association founded in 1923, SECO boasts an approximate global membership of 25,000. The annual SECO Congress regularly attracts more than 6,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

For more information: www.attendseco.com, www.secointernational.com.