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INTERNATIONAL VISION EXPO 2015
EDUCATION: WEDNESDAY, SEPTEMBER 16–SATURDAY, SEPTEMBER 19
EXHIBITION: THURSDAY, SEPTEMBER 17–SATURDAY, SEPTEMBER 19
SANDS EXPO & CONVENTION CENTER | LAS VEGAS, NV
VisionExpoWest.com | #VisionExpo

VISIONARIES
IN EDUCATION, FASHION AND TECHNOLOGY

2015 EDUCATION BROCHURE
FULL SCOPE EYECARE

Are you practicing full-scope eyecare? Take advanced education focused on the core competencies of your practice: management of eye disease, contact lens technology, practice management and other optical topics. Expand your knowledge base to practice to the maximum extent your license allows.

MANAGEMENT OF EYE DISEASES
Diagnostic testing and equipment
Medical treatment and pharmacology
Surgical treatment and co-management
Nutritional supplements
Low vision/Rehabilitative vision

PRACTICE MANAGEMENT
Patient experience
Marketing
EHR
Staff development
Coding/billing/audits
Recall

OPTICAL
Inventory management
Frame trends, technology and sales
Lenses and lens processing and packaging
Imaging/measuring instruments
Finishing equipment trends
Lifestyle prescribing

CONTACT LENS
New products and modalities
Specialty lenses: sclerals and hybrids
Contact lens patient retention
Contact lens profitability
Medical management

CONTACT LENS
New products and modalities
Specialty lenses: sclerals and hybrids
Contact lens patient retention
Contact lens profitability
Medical management

FULL SCOPE EYECARE

PRODUCTS, TRENDS AND COMPREHENSIVE SOLUTIONS FOR ALL EYECARE PROFESSIONALS

Demonstrations inside the exhibit hall help you put classroom theory into practice. And for a more savvy show experience, use the App to stay informed on main attractions and events.

MEDICAL & SCIENTIFIC PAVILION
Are you looking to add more ocular disease treatment into your practice? Get hands-on demonstrations of the medical equipment and tools you need to support these diagnoses. Also, find the Low Vision Pavilion showcasing medical advancements for the millions of patients suffering from vision impairment.

LENSES & PROCESSING TECHNOLOGY PAVILION
With more spectacle lens design and material options than ever, eye care providers have flexibility to customize recommendations for each patient. Understand the science behind the lens designs so you can prescribe the right solutions to each customer.

EYEWEAR & ACCESSORIES
With thousands of brands and designs, from frames and sunwear to accessories, buy everything you need to keep your inventory fresh and competitive.

THE GALLERIA AND THE SUITES
Don’t miss The Galleria, a trendy, boutique-like collection of high-fashion product lines from all over the globe. Or, shop the luxury suites at the Venetian Hotel where you will have access to eyewear so exclusive you’ll need advanced reservations. See new launches, licenses and collections and be the first in your market to offer these products to your customers.

BUSINESS SOLUTIONS

Immerse yourself in essential business-focused content. With more than 100 hours of curriculum, create a strong foundation for the growth of your practice. Stay ahead of the competition by implementing and utilizing best practices in: retail, processes, technology, efficiency, management tactics, marketing, patient service and staffing.

“Full scope eyecare has never been more important. The pendulum continues to swing in both directions. As doctors enthusiastically embrace medical eyecare in their practices, they are now revisiting the newest optical lens designs and coatings to offer their patient the fullest scope of eyecare and eye wear. Doctor directed dispensing means that doctors are discussing the newest optical lenses from the chair at the end of the examination.”

Kirk Smick, OD, FAAO
Co-Chair, Conference Advisory Board

REGISTER TODAY | VisionExpoWest.com/Learning | #VisionExpo
EDUCATION SUPPORTERS

DIAMOND

Alcon
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Bausch+Lomb
Johnson & Johnson Vision Care, Inc.
MARCO

GOLD

Abbott
Konan Medical
Marion Laboratories

SILVER

Biotissue
Diopsys
RxOptics

MEET THE MEMBERS OF THE CONFERENCE ADVISORY BOARD WHO HAVE BEEN ACTIVELY INVOLVED IN THE DEVELOPMENT OF THIS YEAR’S EDUCATION MEETING.

Christine Chan, OD
California State University Los Angeles

Edward DeGennaro, MEd, ABOM
First Vision Media Group

Douglas Devries, OD
Eye Care Associates of Nevada

Mark Dunbar, OD, FAAO, Co-Chairman
Bascom Palmer Eye Institute

S. Barry Eiden, OD, FAAO
North Suburban Vision Consultants

Phillip Gross, OD
Vision Quest Eye Care Center

Mark Johnson, LDO, ABO, NCLE
Virginia Eye Institute

Laurie Pierce, LDO, FNAA, ABOM
Hillsborough Community College

Jack Schaeffer, OD
Schaeffer Eye Center

Louise Sclafani, OD
University of Chicago Hospital

Kirk Smick, OD, FAAO, Co-Chairman
Clayton Eye Center

Richard Soden, OD
SUNY College of Optometry University Eye Center

Dave Ziegler, OD
Ziegler and Leffingwell Eye Care

ENDORSED BY:

Arizona Optometric Association  |  Nevada Optometric Association

MEDIA PARTNERS:

INTERNATIONAL VISION EXPO AND CONFERENCE | PROUD SUPPORTER OF THINK ABOUT YOUR EYES
High oxygen transmissible lenses: Dk/t = 138 @ -3.00D.

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To learn more, talk to your Alcon sales representative or visit MYALCON.COM

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Now available in plus powers

Natural Beauty + Consistent Comfort

Brightens
Transforms
Defines

9 colors available

Alcon data on file, 2014.

provided by their eye doctor.

occur. To help avoid these problems, patients must follow the wear and replacement schedule and the lens care instructions.

*High oxygen transmissible lenses: Dk/t = 138 @ -3.00D.

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As our society has moved into the ‘Experience Economy’, for personalized, customer-focused service is ever present. As our dispensing strategies must keep up. Additionally, we will conclude with identifying new strategies to exceed patient expectations to provide the best optical experience.

An interesting discussion is how to review and reduce your lab bills, while increasing your overall profitability and your staffs understanding of your practice.

Understanding the options available will better match your patient's prescription and lens to improve contact lens success.

Understanding the options available will better match your patient's prescription and lens to improve contact lens success.
Thursday, September 17

7:30 AM-9:30 AM | 2 HOURS
21B5 Cracking The Code - Clinical Case Management
Medical Record Compliance, Part 1
John Ramuski, OD
Using case examples, the lecturer will present various anterior segment disease states seen within ophthalmic practice and ways we can improve our clinical skills from the case history, examination to medical decision making. Additionally, this course will discuss how clinical care should be reflected in the medical record and will be impacted by interaction of the CPT & ICD 10 clinical documentation requirements.

22O2 Dispensing Essentials
Clinical Ocular Concepts for Opticians, Technicians and Assistants
Vincent Young, MD
Please refer to website for course description.

8:30 AM-9:30 AM | 1 HOUR
22B1 Crowd Sourced Learning
Sell Is Not A Four Letter Word
Joy Gibb, ABOC
Opticians are a mix of medical knowledge, technical information, and retail education, but we tend to be most uncomfortable with sales people. Being able to blend the medical and technical aspects of eye care with the ability to sell means increased revenue and job security without compromising customer satisfaction. This course will help eye care professionals become more confident in their selling skills by developing better communication and sales skills with customers.

8:30 AM-9:30 AM | 1 HOUR
22B2 Retail Track
Everybody Loves Warby (And Why ECPs Should Too)
David Fredfield
Warby Parker is a fantastic retailer whose product selection, pricing, knowledge of consumers, and online expertise is changing the way eyewear is being dispensed. With a driven and in a group of young entrepreneurial types, this company debuted on the eyewear scene in 2010 and since then has raised over $130 million, employed over 500 people, and opened both an online business and retail business all without managed care, license brokered product, and EHR to the lexicon of their business. Come learn what you can be doing right in your practice if you want to stay relevant in 2015 and thereafter.

8:30 AM-9:30 AM | 1 HOUR
22B3 Practice Management
Tracking Practice Performance
Gary Gerber, OD
So many numbers, so little time. Learn the metrics multi million dollar practices pay the most attention to, how to track them and most importantly, how to act on the data you track.

8:30 AM-9:30 AM | 1 HOUR
22B4 Practice Management
Profiling with Vision Care Plans
Joy Brinkwitz
Vision care plans are confusing and frustrating. Understanding how plans work and how to maximize profitability continues to elude us. Profiling with managed care is not just knowing the plans – it is about the combination of products, pricing, knowledge and how we present it to our patients. Together we will explore XOF and Eyemed.

8:30 AM-9:30 AM | 1 HOUR
22B6 Frame Buyers Program
6 Key Steps to Having a Successful Retail Business
Courine McCormack
Selecting products can be overwhelming. Let us help you learn how to become a savvy merchant who selects products to achieve maximum sales and satisfy the needs of their consumers/patients. You will learn how to plan your assortments and analyze your sales so that you can run a productive and effective business. Learn how to identify trends and new opportunities so that your business grows exponentially.

8:30 AM-9:30 AM | 1 HOUR
22C1 Crowd Sourced Learning
ODs on Facebook: Clinical Tales from the Trenches
Mark Dunbar, OD; FAAO; Alan Glazier, OD, FAAO
You will be introduced to the varied clinical cases colleagues disclose in the industry’s largest and most popular social media forum ‘ODs on Facebook’. Cases will be presented as written, discussed by the presenters and questions posed by the audience. You will gain an understanding of how colleagues use social media to assist in clinical analysis, with the goal of ultimately improving diagnosis and outcomes.

8:30 AM-9:30 AM | 1 HOUR
22C2 Understanding the Structure/Function Duo in Glaucoma
Murray Fingeret, OD
Visual fields are used with the optic nerve and retinal nerve fiber layer (RNFL) examination to diagnose and monitor glaucoma. The initial signs of damage are often found with structural testing though many individuals are diagnosed when both forms of loss are present. The relationship between structure and function is complex. This lecture will discuss the relationship between structural and functional tests and which form of testing may be most applicable based upon the stage of the disease.

8:30 AM-9:30 AM | 1 HOUR
22C3 Cases from the Clinic
Bruce Donahue, OD
Interactive lecture that tests the attendees’ ability to diagnose and treat difficult case situations seen by the presenter.

8:30 AM-9:30 AM | 1 HOUR
22C4 New Technology Rapid Fire Session
David Gaffen, OD; Paul Karpecki, OD
Fast-paced peek into new technologies in an integrated practice including new diagnostic tools, therapeutics, drug delivery systems. Topics include topography, dry eye, refractive and imaging systems, and automated advances.

8:30 AM-9:30 AM | 1 HOUR
22C5 Primary Care: A Female Perspective
Dori Carlson, OD; April Jasper, OD
In this course, taught by two female OD’s, we will analyze the challenges in our current and future healthcare environment that are specific to women. We will review disease cases specific to female patients and analyze how to address the unique challenges that arise.效例 in the examination process will be evaluated including how to implement these efficiencies to improve patient care in the cases discussed for better outcomes of the disease.

8:30 AM-9:30 AM | 1 HOUR
22C6 Optic Nerve Imaging
Ben Gedlin, OD
This course will look at the current state of optic nerve examination and correlated imaging of the optic nerve, RNFL and Ganglion Cell Layer. Clinical correlation to other diagnostic tests will also be discussed.

8:30 AM-9:30 AM | 1 HOUR
22C7 Pediatric Clinical Pearls
Valerie Kattouf, OD
This course presents new and enlightening clinical cases involving all aspects of pediatric care. A grand rounds type format will illustrate the patient’s clinical presentation, steps to diagnosis and treatment choices with care outcome and photographs. The emphasis is on improving the clinician’s skill in diagnosing and treating pediatric cases in the areas of prescribing, binocular vision, strabismus, amblyopia and pathology.

8:30 AM-9:30 AM | 1 HOUR
22L1 Train Wrecks in Contact Lenses
Jeffrey Somma, OD
This course outlines treatment strategies for patients with highly irregular corneas with contact lenses. Fitting philosophies, materials, extended concepts, and lens designs are discussed with case presentations.

8:30 AM-9:30 AM | 1 HOUR
22O1 A Streamlined Approach to Low Vision Care:
Experts Share Their Tips
Moderator: Joe Battaglino
A panel discussion of low vision opticians and experts answering a variety of questions as to how to get started offering low vision care and navigate their local markets, dig through referrals sources that will result in a steady stream of patients that can be helped with different low vision devices. Practice guidelines for working with low vision patients and the myriad of potential needs they can present.

Focused on eyes. Inspired by life.
Jay Binkowitz and Collection Driven Merchandising to Fix Them

William Gerber

The New Rules of Optical Retailing

Maximum Value from Discontinued Eyewear

The Flip Point - Learning to Extract the

Jay Haynie, OD, FAAO; Diana Shechtman, OD

So Now What?

Bruce Ossnypry, OD

A comprehensive discussion of the most up-to-date pharmaceutical management of a range of ocular disorders from dry eye to glaucoma. The latest drug therapies and studies are high-lighted in this practical approach to ocular disease management.

'Think boosting your patient base involves an extensive (and expensive!) marketing and advertising campaign? Think again! Nurturing new relationships you’ve established by reaching out to your local community is one of the most effective, inexpensive ways to build your business. This course identifies successful tactics optometrists can easily implement to gain recognition and trust from their communities. From hosting trunk shows and sponsoring local organizations, to strategically participating in social media, these out-of-the-box ideas will help you boost your bottom line and gain new customers for life!

Mark Hinton

Communication

Capture More Patients Through Engaging

Murray Fingeret, OD

Progression in Glaucoma

23C1

The Greatest Anterior Segment Diseases and Medical Management of Contact Lens Complications Course - Ever!

Jack Schaeffer, OD, Paul Karpacski, OD, Charlie Fico, OD

World renowned experts in anterior segment eye disease and contact lenses will present a unique program to enhance your clinical diagnostic and treatment abilities. The new medical ocular correction options will also bring new complications. Today we will present the medical management strategies for the complications the optometric practitioner will feel comfortable when they present in your office.

23C2

Progression in Glaucoma

Murray Fingeret, OD

An important area in the management of glaucoma is the detection of progression. This course will explain the management of the optic nerve, retinal nerve fiber layer and visual field when watching for change, which instruments come into play, and how they enable the doctor to monitor for progression.

23C3

Diagnosis and Management of TBI-Related Vision Problems

Andrew Morgenstern, OD

TBI-related vision problems is a very serious and complex disease process. Proper identification and management will be highlighted.

23C4

Creating a 5 Star Patient Experience

Mike Burscik, MD, Mark Schaeffer, OD

Why are some practices more innovative and more profitable than others? Why do some command greater loyalty? How will you know the differences between premium products and services? How is your office attracting them? This course will examine the mindset of the patient as they travel through your practice. It will also explore the critical steps to creating a ‘Five Star Patient Experience’.

23C5

Optimal Management of Meibomian Gland Disease and Ocular Surface Disease

John Lahr, OD

Meibomian Gland Disease (MGD) and Ocular Surface Disease (OSD) are the most common pathologies presenting in primary eye care practices today and will continue into the future. Learn the keys to diagnosing the level of severity of the diseases and how to manage them short and long-term. Presented is a straightforward treatment model that will provide the best outcomes for your patients.

23C6

My Doc Told Me to Get an Eye Exam

Bruce Ossnypry, OD

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23C7

Crowd Sourced Learning

So Now What?

Jay Haynie, OD, FAAO, Diana Shechtman, OD

Have you ever diagnosed a retinal condition & found yourself challenged by the management (should I refer, is this an emergency, what are the options, should I order blood tests?)? You basically find yourself asking .... so now WHAT!? This course will use rapid fire case presentation & provide guidance regarding proper referral, continuous monitoring, management and best medical practice. This course will also help you boost your bottom line and gain new customers for life!

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VISIONARIES IN EDUCATION, FASHION AND TECHNOLOGY

THURSDAY, SEPTEMBER 17

23L1 Take the Contact Lens Challenge - Fit the Unusual Eye
S. Barry Eden, OD, FAAO, Louise Scalfani, OD
The presenters will share their cumulative experience in managing some of the most interesting and challenging specialty contact lens cases. A grand round of specialty contact lenses will demonstrate how advanced lens designs and diagnostic technologies are used to manage keratoconus, ocular surface disease, post-surgical and post-traumatic eyes, predispositional, and other complex conditions. Take creative steps back to your practice after attending this course.

24B1 SPECTACLE LENS EXPERT TRACK
Filterings and Coatings to Meet Patient Needs
Raymond Dennis
This course is designed to introduce the learner to a variety of lens coatings and coating processes. Particular attention will be paid to anti-reflective coatings, ultraviolet protective coatings, anti-fog, abrasion resistant coatings, mirror coatings, laser edge coatings and the use of lenses to enhance vision in sports and other activities. Additional discussions will include relating product features and benefits to increasing sales of these products.

THURSDAY, SEPTEMBER 18

24A1 Utilizing Filters and Coatings to Meet Patient Needs
Raymond Dennis
This course will review the 3 simple variables used to maximize patient satisfaction and successful patient outcomes. You’ll learn how to manage the birth of a patient, screen for good candidates, and implement a system that delivers clinically relevant and detailed information to provide clinically relevant and detailed information to provide.

24A2 Polarizing Lens Update - What You Need to Know and Do to Generate Demand
Mike Vitale, ABOM, LDO, NCLEC
Moderator: Mike Vitale, ABOM, LDO, NCLEC
Polarized lenses are becoming more popular in today’s market. Learn about the science behind polarizing lenses and how to incorporate them into your practice. Attendees will learn how to generate demand for polarized lenses and how to educate patients on their benefits.

24B1 Frame Buyers Program
How To Become A Savvy Sunwear Frame Buyer
Rebecca Johnson
Sunwear must be an integral part of an eyewear collection. Enhance sales and increase patient loyalty by offering a well-curated selection of frames. This course will cover frame selection, styling techniques, and strategies for increasing sales.

24B2 The Power of Promotions
William Gerber
When done right, promotions are a great way to attract new patients and boost sales. In this presentation, you will learn how to plan and host a profitable product launch, generate additional revenues, and move inventory by hosting a frame sale. You will learn how to determine whether incentives for multiple purchases are right for your practice and how to create a plan for implementation that will deliver results.

24B3 Frame Buyers Program
Solving the Marketing Mystery
Mark Hinton
Learn how to develop a comprehensive marketing strategy to attract new patients, retain current patients, and drive sales.

24B4 Automated Pupillography
Joseph Sowka, OD
During the course of caring for patients with glaucoma, clinicians will invariably encounter clinical questions such as do we have glaucoma or some other disease, or do we need to reevaluate the results of the latest exam. Attendees will learn how to incorporate automated pupillography into their practice.

24A3 Disruptive Technology
Kenneth Eakland, OD
This course is designed to introduce the learner to the disruptive technologies that are changing the way we practice medicine. Attendees will learn about the latest technologies and how to incorporate them into their practice.

24B5 Low Vision Case Studies: Treating the Common and Not So Common
Thomas Porter, OD, FAAO
This course will review low vision case studies and discuss the latest treatments and technologies available to help patients with low vision.

24B6 Clinical Conundrums in Glaucoma
Peter Shaw-McMinn, OD
During the course of caring for patients with glaucoma, clinicians will inevitably encounter clinical questions such as do we have glaucoma or some other disease, or do we need to reevaluate the results of the latest exam. Attendees will learn how to incorporate automated pupillography into their practice.

24B7 Snap and Send
Ed DeGennaro, MEd, ABOM
Learn how to use smartphones and other devices to capture and send images of patients’ eyes. Attendees will learn how to use these images to provide diagnostic feedback and recommendations.

24B8 Utilizing Filters and Coatings to Meet Patient Needs
Mike Vitale, ABOM, LDO, NCLEC
Moderator: Mike Vitale, ABOM, LDO, NCLEC
There are more lenses, materials and designs available than ever – and customization offers endless opportunities to provide the most optimized vision for every need. Optometrists, Opticians and Technicians will learn and share together how these new lens offerings can protect patients from blue light, UV and digital eye strain. Doctor driven prescribing and Utilicorp reinforced recommending of these innovative lens technologies assures the best possible patient outcomes.

FRIDAY, SEPTEMBER 18

24B3 Increasing Your Average Sale
Deborah Kotob, ABOM, NCLE
Unusual Eye!
2301 – 2:45 PM – 4:45 PM
This course reviews the importance of light, the eye and the brain to produce visual perception. It examines how a trichromatic theory and opponent process theory. Gestalt theory is introduced to facilitate understanding of visual perception and its importance to clinical diagnosis.

24B4 Overcoming Everyday Challenges in Your Business
Valerie Marino
Every day we face challenges with people, products and processes. Attendees will learn how to analyze the practice needs, evaluate the technology available, and develop a plan to support technology into their eye care practice.

24B5 SPECTACLE LENS EXPERT TRACK
Filterings and Coatings to Meet Patient Needs
Raymond Dennis
This course will review the 3 simple variables used to maximize patient satisfaction and successful patient outcomes. You’ll learn how to manage the birth of a patient, screen for good candidates, and implement a system that delivers clinically relevant and detailed information to provide clinically relevant and detailed information to provide.

24B6 Proven Ways to Increase Patient Retention and Add Revenue
Mark J. Watson
Attendees will learn proven ways to gain the patient’s confidence and trust quickly and naturally and learn how to tactfully, capture and retain patients with greater ease. This is more important than ever as patients, who are also consumers, have more choices today than ever before. Take this course and differentiate your business from others.

24B7 Low Vision Case Studies: Treating the Common and Not So Common
Thomas Parker, OD, FAAO
In this course we will review the 3 simple variables used to approach the management of almost all low vision problems. You will learn how to use these variables to improve visual outcomes with the most currently available technology (and uncertain) causes of low vision. Critical history questions, exam techniques, formulating treatment plans and implementing these plans will be reviewed in depth along with economic considerations.

SATURDAY, SEPTEMBER 19

24B2 The Power of Promotions
William Gerber
When done right, promotions are a great way to attract new patients and boost sales. In this presentation, you will learn how to plan and host a profitable product launch, generate additional revenues, and move inventory by hosting a frame sale. You will learn how to determine whether incentives for multiple purchases are right for your practice and how to create a plan for implementation that will deliver results.

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THURSDAY, SEPTEMBER 17

Program is subject to change

10:45 AM
Clinical Tales from the ODs on Facebook: Alcon Air Optix® Colors Education Salon
J. Schaeffer; Karpecki;— Ever!
Dunbar; Glazier

9:30 AM
Trenches: Ocular Nutrition Controversies

8:15 AM
6:00 PM

4:45 PM

1:30 PM–

11:45 AM

9:15 AM

10:45 AM

7:15 AM–

6:00 PM

5:30 PM

5:45 PM

5:00 PM

4:00 PM

3:00 PM

2:00 PM

1:00 PM

12:00 PM

11:00 AM

10:05 AM

9:45 AM

8:30 AM

7:30 AM

6:45 AM

6:00 AM

5:00 AM

4:30 AM

ACCREDITATION IS PENDING

The "pending CE approval" courses are being submitted to the national accreditation agency for license renewal. If you did not supply an accreditation designation is NOT listed, the course is NOT being submitted to that agency.

ABOUT ACCREDITATION

The accreditation designations serve as a guide to assist you with course selections. The courses listed are "pending CE approval." Please refer to VisionExpoWest.com/learning under the Education tab for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151.

EDUCATION REGISTRATION

• Course handouts will be available online prior to the Education Program. Course handouts will also be available online for one month after the Education Program. You will receive a letter via e-mail verifying your course attendance. After you register for your courses, you will be able to print your own course handouts and bring them to the Education Program. Course handouts will also be available online for one month after the program on the Vision Expo Mobile App.

• If you are late to a course, course approval information will also be available onsite in the Education and Registration areas.

• Your badge barcode will have all of your registered courses embedded in it, which is required for course entry. If you make any course changes onsite after you have already printed your badge, you will need to get a new badge printed so that your current courses are embedded in your updated badge barcode.

• After the Education Program, you will receive a letter via e-mail verifying your course attendance. Please submit this letter to your state board or national accreditation agency for license renewal. If you did not supply an address when you registered, please update your registration record by calling Client Services at 1.800.811.7151.
Conflicts - Avoiding Them, Resolving Them

Today’s patients are more demanding and have higher expectations than ever before. The Baby Boomers are no different. Most people don’t like conflict and will usually avoid it at all costs. But when dealing with the public, chances are you will be presented with unresolved issues. Join us for an interactive discussion and true life stories.

3:00pm - 4:00pm

Doctor, I See Double: Managing Cranial Nerve Palsies

Joseph Sowa, OD

The goal of this presentation is to provide necessary understanding of the ages and symptoms that accompany various types of neurogenic diplopia. In addition to understanding possible systemic implications and appropriate medical testing for patients presenting with diplopia. This course details the a case based format the examination of patients presented with diplopia. A detailed diagnostic algorithm is presented to allow the audience to follow the clinical findings to an appropriate differential diagnosis with emphasis on pertinent neuroanatomy and potential causative factors. Current therapeutic management and appropriate diagnostic testing is heavily emphasized.

5:00pm - 6:00pm

Prescription Formulas for the Pediatric Patient

Valerie Kattouf, OD

This course will review the most commonly available ocular medications in the pediatric population. Diagnostic, antibiotic, and allergy agents will be presented with the age-appropriate, dosage, and side effects of each discussed. Presentations on the anterior and posterior segment pathology frequently diagnosed in the pediatric population and the proper treatment and follow-up care for each will conclude this presentation.

5:00pm - 6:00pm

Color Vision in Health and Disease

Cynthia Thomas, OD

"You will learn about the anatomy and physiology of human color vision. Staphylin is placed on genetic color vision disorders, acquired color vision defects, color vision examination techniques, interpretation of test results, and medical decision-making."

5:00pm - 6:00pm

Lens Evaluation

Jeffrey Sonnino, OD

Successful management of the patient with irregular corneas with contact lenses can sometimes be a daunting task. How much can the practitioner control the fitting and evaluation process for both the patient and the practitioner? The fitting and evaluation process involves numerous visits with over 100 visits out of pocket expenses as well as the hassle of billing medical and vision insurance. As a result of new, more-complex lens designs, such as toric, multifocal, and hybrid, the game has changed when it comes to the science of fitting and evaluating those lenses. Anterior segment OCT allows the optometrist to view a cross-sectional image of the contact lens on the eye in real time and to monitor the health of the cornea in the presence of the contact lens. This lecture discusses every practitioner needs to know about implementing anterior segment OCT for evaluating and planning treatment for complex contact lens patients.

6:00pm - 7:00pm

Value Added Contact Lens Services

Craig Thomas, OD

The lecture will discuss the best practice for rehabilitation of the visually impaired patient. There will be a review of the tools and tasks that are needed for a client with decreased visual function, decreased peripheral vision, poor contrast sensitivity and glare control. The advantages and disadvantages of custom and premade low vision aids will be reviewed.

6:00pm - 7:00pm

Attention to Detail in Lens Technology

Valerie Manso

Lists the latest innovations from ZEISS Advanced and affordable technology for any practice

Humphrey Field Analyzer 3

with Liquid Lens Technology

FASTER • EASIER • MORE RELIABLE

CIRRUS HD-OCT Smart Imaging

featuring Wide-field Structural Views, Smart HD Scan Patterns and En face Clinical Presentations

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THURSDAY, SEPTEMBER 17

5:00 PM–6:00 PM | 1 HOUR

26B1

Confusions of a Practice Management Consultant: Six Things that Practice do that cost them thousands!

Gary Gerber, OD

Not many of your client case files, the consultant reveals the top five mistakes practices make that nearly all are unaware they are making. Easy to fix solutions that lead to nearly instantaneous profits will be revealed.

5:00 PM–6:00 PM | 1 HOUR

26B2

The New Industrial Revolution: 3D Printing

Pia Taveras

The world has experienced a renaissance in manufacturing. 3D printing is also known as additive manufacturing. 3D printing alters numerous industries, from aerospace and automotive to medical and optical. Maintain a sense of innovation by understanding this revolutionary technology. This course will provide an overview of 3D printing, explore how 3D printing is being utilized in the optical industry, and describe how your practice will be affected.

5:00 PM–6:00 PM | 1 HOUR

26B3

CROWD SOURCED LEARNING

Conflicts - Avoiding Them, Resolving Them

Valerie Manso

Let’s face it...today’s advanced lenses require more than a “try on” experience. Lets face it...today’s advanced lenses require more than a “try on” experience. You’ve probably already got a “to do” list a mile long. This course will teach you how to prioritize and FINALLY get things done! Pivoting off the book ‘Four Disciplines of Execution,’ learn how you can tame your day-to-day whirlwind and FINALLY move your practice forward!

5:00 PM–6:00 PM | 1 HOUR

26C1

Lens Rehabilitation in the Private Practice: Tips for the Optimist and Optician

Lynee Noon, OD

The better you discuss the lens rehabilitation of the visually impaired patient. There will be a review of the tools and tasks that are needed for a client with decreased visual function, decreased peripheral vision, poor contrast sensitivity and glare control. The advantages and disadvantages of custom and premade low vision aids will be reviewed.

5:00 PM–6:00 PM | 1 HOUR

26C2

Dr. I, Sec Doctor: Managing Cranial Nerve Palsies

Joseph Sowa, OD

The goal of this presentation is to provide necessary understanding of the ages and symptoms that accompany various types of neurogenic diplopia. Additional goal is to understand possible systemic implications and appropriate medical testing for patients presenting with diplopia. This course details the a case based format the examination of patients presented with diplopia. A detailed diagnostic algorithm is presented to allow the audience to follow the clinical findings to an appropriate differential diagnosis with emphasis on pertinent neuroanatomy and potential causative factors. Current therapeutic management and appropriate diagnostic testing is heavily emphasized.

5:00 PM–6:00 PM | 1 HOUR

26C3

Prescription Formulas for the Pediatric Patient

Valerie Kattouf, OD

This course will review the most commonly available ocular medications in the pediatric population. Diagnostic, antibiotic, and allergy agents will be presented with the age-appropriate, dosage, and side effects of each discussed. Presentations on the anterior and posterior segment pathology frequently diagnosed in the pediatric population and the proper treatment and follow-up care for each will conclude this presentation.

5:00 PM–6:00 PM | 1 HOUR

26C4

What’s a Pain?

Paul Ajamian, OD; Daryl Mann, OD

Narotic and non-narotic pain medications will be discussed, including topical management of eye pain.

5:00 PM–6:00 PM | 1 HOUR

26C5

Color Vision in Health and Disease

Cynthia Thomas, OD

"You will learn about the anatomy and physiology of human color vision. Staphylin is placed on genetic color vision disorders, acquired color vision defects, color vision examination techniques, interpretation of test results, and medical decision-making."

5:00 PM–6:00 PM | 1 HOUR

26C7

CROWD SOURCED LEARNING

Anterior Segment and Contact Lenses

Luisa Isidori, OD; Marc Bloomenstein, OD

The student becomes the master in this crowd steered learning session. After the lecture, the students will be divided into groups of 6-8 and present an answer to a question selected on an audience response system ARS technology. Each group will then present their answer to the audience. The student becomes the master in this crowd steered learning session. After the lecture, the students will be divided into groups of 6-8 and present an answer to a question selected on an audience response system ARS technology. Each group will then present their answer to the audience.

5:00 PM–6:00 PM | 1 HOUR

26A1

Anterior Segment OCT Applications in Contact Lens Evaluation

Jeffrey Sonnino, OD

Successful management of the patient with irregular corneas with contact lenses can sometimes be a daunting task. How much can the practitioner control the fitting and evaluation process for both the patient and the practitioner? The fitting and evaluation process involves numerous visits with over 100 visits out of pocket expenses as well as the hassle of billing medical and vision insurance. As a result of new, more-complex lens designs, such as toric, multifocal, and hybrid, the game has changed when it comes to the science of fitting and evaluating those lenses. Anterior segment OCT allows the optometrist to view a cross-sectional image of the contact lens on the eye in real time and to monitor the health of the cornea in the presence of the contact lens. This lecture discusses everything the practitioner needs to know about implementing anterior segment OCT for evaluating and planning treatment for complex contact lens patients.

5:00 PM–6:00 PM | 1 HOUR

26C8

SPEECTACLE LENS EXPERT TRACK

Matching Spectacle Lens Technology to Patient Needs

Michael Vitali, ABO, LDO, NCLEC

This session is a follow up to the spectacle lens update course. Once you understand what’s available in today’s lens technologies, the next step is knowing when to use what. There are a plethora of design, treatment, and material options and your role as a lens specialist is to use these options to help guide your patient to the correct options. This course will give the practitioners the expertise to reach their patient’s needs, with the proper lens technology.

5:00 PM–6:00 PM | 1 HOUR

26A2

DISPENSING ESSENTIALS

How Important are the Measurements You Take?

Laurie Pierno, LDO, FAAO, ABOM

Lets face it...today’s advanced lenses require more than a “try on” experience. But when dealing with the public, chances are you will be presented with unresolved issues. Join us for an interactive discussion and true life stories.

5:00 PM–6:00 PM | 1 HOUR

26C9

Anterior Segment OCT Applications in Contact Lens Evaluation

Jeffrey Sonnino, OD

Successful management of the patient with irregular corneas with contact lenses can sometimes be a daunting task. How much can the practitioner control the fitting and evaluation process for both the patient and the practitioner? The fitting and evaluation process involves numerous visits with over 100 visits out of pocket expenses as well as the hassle of billing medical and vision insurance. As a result of new, more-complex lens designs, such as toric, multifocal, and hybrid, the game has changed when it comes to the science of fitting and evaluating those lenses. Anterior segment OCT allows the optometrist to view a cross-sectional image of the contact lens on the eye in real time and to monitor the health of the cornea in the presence of the contact lens. This lecture discusses everything the practitioner needs to know about implementing anterior segment OCT for evaluating and planning treatment for complex contact lens patients.

5:00 PM–6:00 PM | 1 HOUR

26A5

PRACTICE MANAGEMENT

You’ve Already Got the Practice Building Ideas - Learn How to Get Them Done!

Gary Gerber, OD

There will always be more good ideas than there is time to do them. You’ve probably already got a “to do” list a mile long. This course will teach you how to prioritize and FINALLY get things done! Pivoting off the book ‘Four Disciplines of Execution,’ learn how you can tame your day-to-day whirlwind and FINALLY move your practice forward!
Neuropathy: Between Glaucoma and Compressive Optic Nerve Injury

Enlarged Optic Nerve Cupping: Differentiating Neuropathy from Glaucoma

Tuorial: How to Identify and Manage the Most Commonly Encountered Conditions in Diabetes (AREDS 2) and Critical Evaluation of the Role of Nutrition and Supplements in the Context of Clinical Practice

Nutrition Counseling is an Essential Part of Optometric Practice

The lecture will review the importance of nutrition and supplements in the context of clinical practice. Included will be a discussion of AREDS 2 and a critical evaluation of the role of omega-3 fatty acids, carotenoids, vitamins, and trace minerals in ocular disease.

Dealing with Neuropathy

In this tutorial, we will discuss various milestones and tripwires in regard to the visual changes going on available to us. We will discuss various milestones and tripwires in regard to the visual changes going on during the aging process. This session will help you understand the latest polarized lens technology and increase your confidence when presenting polarized as a must-have sunwear solution. This session will help you understand the latest polarized lens technology and increase your confidence when presenting polarized as a must-have sunwear solution. Learn how today’s state-of-the-art lenses reduce UV damage and enhance patient performance, comfort and vision solutions.

Polarized Lens Update: What You Need to Know and Do to Generate Demand

Michael Vitala, ABOM, LDO, FGCO

This session will help you understand the latest polarized lens technology and increase your confidence when presenting polarized as a must-have sunwear solution. Learn how today’s state-of-the-art lenses reduce UV damage and enhance patient performance, comfort and vision solutions.

Dispensing Essentials: The Art and Science of Frame Styling Your Patients

Joy Gibbs, ABOC

Have you ever wondered why some dispensers can pick just a few frames from the board and the customer will quickly pick one of the first two or three presented to them? This course will explore some tips and tricks to help you match frame styles and colors with customer’s face shape and features.

Aging Related Optometry: Your Patients’ Eyes May Be Older Than You Think

Dori Carlson, OD

Randy Dennis

Learn how today’s state of the art lenses reduce UV damage and enhance patient performance, comfort and vision solutions.

“Real doctors talking about real solutions.

Connect at Eyefinity booth #22065.”

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32B1 RETAIL TRACK
Creating and Delivering a Memorable Patient Experience
Dave Ziegler, OD
Why should patients choose your office for their eye care needs with all the other options available? It’s important to find ways to create personalized patient experiences in your office that they can’t get anywhere else. This class will show you ways to create your own brand that attracts patients and creates loyalty. You’ll look at a variety of examples of how the best companies continue to succeed year after year after year by the experience they deliver to their customers. Then we’ll talk about how to implement those strategies into your eye care practice.

9:45 AM - 11:45 AM | 2 HOURS

32B5 Implement Disney Management into Your Practice
Peter Shaw-McKin, OD
This course shows how to implement Disney Management in your office. The Quality Service Cycle will be explained with practical examples of how to implement in your practice. Guest Service, Service Standards, Delivery Systems and Integration. This course shows you how to utilize practice demographics information, create a usable service theme, implement service standards, as well as, how to utilize staff, setting and policies to deliver the service. Most importantly, this course shows you how to integrate all the together to enhance service and increase revenue.

9:45 AM - 11:45 AM | 2 HOURS

32B4 FRAME BUYERS PROGRAM
The Big Picture...Eyewear in the Year 2020
Moderator: Stephanie DeLong
Panelists: David Friedfeld, Mike Hundert, Corinne McCormack
This not-to-be-missed two-hour panel of forward-thinking frame manufacturers and designers will address everything from what’s next in materials and design to how 3D printing and other business factors will change the status quo and impact frame production, branding, licensing, AND your business.

9:45 AM - 11:45 AM | 2 HOURS

32C5 Corneal Collagen Cross Linking - Predicting Keratoconus Before Vision Loss
William Tull, OD, FAAO, Andrew Morgenseen, OD
Collagen Cross linking is on the verge of FDA approval. It has changed the way we evaluate and treat our patients. Just imagine if we could predict keratoconus before the patient became a visually disabling ocular condition. This course will examine the most recent updates in both CXL and Keratoconus treatment.

9:45 AM - 11:45 AM | 2 HOURS

32C6 CROWD SOURCED LEARNING
The Best of the Worst: Ocular Urgencies and Emergencies
Andrew Gutwein, OD, Marc Myers, OD
Case of current methods of treating ocular emergencies and urgencies. Include the ocular adnexa and lacrimal system, mechanical and infectious involvement of the anterior segment, urgent glaucomas, and posterior segment diseases.

9:45 AM - 11:45 AM | 2 HOURS

32C7 Blue Light From Science to Clinical Practice
Gary Morgan, OD
This revolutionary workshop will analyze the threats of Blue light on our patients and provide proven science based clinical solutions to protect our patients.

9:45 AM - 11:45 AM | 2 HOURS

32C3 Lessons Learned as a Malpractice Consultant
Andrew Nick, OD, Mark Dunbar, OD, FAAO
Over years of work as malpractice consultants, much can be learned about clinical situations that end up in litigation against optometrists. This course will highlight the observations made by two optometrists who have been employed as malpractice consultants with emphasis on specific disease entities in a case based format.

9:45 AM - 11:45 AM | 2 HOURS

FRIDAY, SEPTEMBER 18

Her Vision Will Change. Her Experience Won’t.
Now you can continue excellent care as her vision evolves into presbyopia.

NEW 1-DAY ACUVUE® MOIST Brand MULTIFOCAL Contact Lenses: Advancing multifocal lenses with pupil optimization: INTUISIGHT™ Technology
The ONLY MULTIFOCAL LENS that uniquely optimizes the design to the pupil size for a predictable performance across the refractive range and ADD powers.

Continue providing the care you’ve always delivered with the multifocal lens you can rely on.

For illustrated purposes only.

Based on independent third-party data, December 2014.
ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal abrasions, can develop. Some wearers may experience mild irritation, stinging or discomfort. Lenses should not be prescribed if patient has any eye infection, or experience eye discomfort, ocular irritation, visual changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available at www.acuvueprofessional.com or by calling 1-800-843-2020.

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10/24/2015

www.acuvueprofessional.com/moist-multifocal-contact-lenses
FRIDAY, SEPTEMBER 18
9:45 AM–11:45 AM | 2 HOURS
3201
Fund Adjusting & Repair Workshop
Alan Yoko, OD, ARBO
The hands-on session is an essential course for beginning dispensers, or those in the business who need to refresh. Attendees will virtually align a frame that has something wrong with it from the start. This will help them see important considerations must be met to ensure proper fit and design. Finally, attendees will see their virtually aligned frame and practice adjustments necessary to fit properly.
Limited to 12 attendees.
3202
SPECTACLES LENS EXPERT TRACK
AR Lens Trends, Technology, and Profitability
Moderator: Michael Vitale, ABOM, LDO, NCLEC Practicalists
Ryan Parker, OD, Dan Hopper, OD, Marty Parminter, ABO
Anti-reflective lenses continue to be one of the most important lens features an eye care professional can add to a lens. Because of this, it is important that they have the latest information and tools to guide them to give the customer what they want.
9:45 AM–11:45 AM | 2 HOURS
3203
CROWD SOURCED LEARNING
Basic Principles of Refraction for Opticians and Technicians
Lawrie Parker, LDO, ARBO, NCIC This course brings together the theories of refraction and the refracting process. Those with a visual perception defect will begin with a brief overview of the objective refraction process, comparing refraction versus the visual examination of the eye. Participants will compare refraction errors with visual perception defects. By the end of the course, students will understand the core principles related to all aspects of proper fit, performance and aesthetics.
11:00 AM–12:00 PM | 1 HOUR
3287
Makeovers For Your Optical Dispensary That Impress Patients
Dave Ziegler, OD, Richard Winger Today’s consumer is more sophisticated and sophisticated than ever and expects a retail experience just as they would in any other service environment. Attendees will learn how to elevate their game by upgrading your current space and teach you how to effectively display eye wear.
1:30PM–2:30 PM | 1 HOUR
3301
KEY BIFOCAL: A New Medical Scientific Approach to Children’s Optical Frames
David Gabel, MD, FACS, IFAO, FAAP, Bruce Abramson, HSBS, Bioptics Kids by Safilo is a ground-breaking eyewear project developed to fit 2-5 year olds, conceived for children’s needs, designed with a medical approach, engineered with advanced technologies and powered by kids. This hour presentation will serve as a preview of the new Kids by Safilo optical frames launching in late spring which complements with VOGO (World Society of Pediatric Ophthalmology and Strabismus) requirements and is based on a pioneering medical scientific approach related to all aspects of proper fit, performance and aesthetics.
1:30 PM–2:30 PM | 1 HOUR
3301 KEYNOTE SERIES
The HOW! behind the Wows at retail
Anne Marie Luftig, AMD, Insights
Retail is not a four-letter word. Retail supports your overall practice. Some of the strongest retail needs are media, sales, customer service or Internet. Today you must be in place in your practice; make more of them. For example, today’s local “Shopping Local” is desirable to customers. Be sure you’re seen as a great doctor and a great place to shop for all eye wear and eye care needs.
1:30 PM–2:30 PM | 1 HOUR
3301
FREE
3313B
THE POWER OF A SPREADSHEET - How to Utilize Spreadsheets to Efficiently Analyze and Grow Any Practice
Mark Johnson, LDO, ARBO, NCLE This is one of the most powerful tools to analyze and grow a practice. You will learn how to easily customize spreadsheets for your practice. These spreadsheets will provide exception analysis, sales strategies and budgeting, forecast what to expect in certain environments. This course will allow you to know the metrics and how they easily available at your fingertips when you need to help make decisions.
2:45 PM–4:45 PM | 2 HOURS
3314B
PRACTICE MANAGEMENT Maximizing Practice Success Through Optical Dispensing
Neil Gallimard, OD
Many optometrists today are focused on providing medical eye care that they forget to look at their entire practice as a business. A well-managed optical dispensary within the optometric practice is a huge source of revenue and a major factor in booking patient loyalty. This course will analyze product selection, selling, sales techniques, marketing and office procedures that will transform your optical section into a high-performance machine.
2:45 PM–4:45 PM | 2 HOURS
3314B SPECTACLES LENS EXPERT TRACK
Differentiating Your Practice by Offering Premium Products
Dave Ziegler, OD
Companies who have achieved excellence are different than their competition by having a defined purpose and effective methods that allow them to accomplish their goals. This class will share perspectives on leadership, your core principles are reflected in your vision statement, and is to position them as the eye care professional that differentiate you from the competition. Jack Trout in Differentiate or Die! explains how you should be in a better position to thrive in a competitive world by being different. One strategy used by many successful practices is to position them as the eye care professional that provides the best quality lenses to parents.
2:45 PM–4:45 PM | 2 HOURS
3313B
Insurance Verification and Filing
Sharon Carter
Insurance is a major part of most practices today. It is how you get paid. This session is designed to give insurance information, verify eligibility, creating a clean claim, filing accurate claims in a timely manner, and ensuring that the claims are paid in a timely manner. It does not matter how many patients you see if you are not getting paid. Money tied up in unpaid claims cannot be counted and it may be your salary at risk.
2:45 PM–4:45 PM | 2 HOURS
3314B RETAIL TRACK
Visual Merchandising Problems & Solutions
Moderator: Stephanie De Long
Panelists: Travis Reed, David Darlade
Well you could afford a visual merchandising consultant? Now you can. for two hours, these two retail merchandising gurus will answer your questions and present problems and solutions to optical’s top visual merchandising challenges. Send photos and questions to www.kodak.com/merchandiser.
2:45 PM–4:45 PM | 2 HOURS
3375
With Vision First Design® Technology
Learn more about Kodak Lens at Booth #LP7065
Kodak Lenses bring vision to life with a brand you know and trust.
2:45 PM–4:45 PM | 2 HOURS
33C1
Separating the Good, the Bad, and the Ugly Is it Glaucoma or Not
Ron Malton, OD; Randall Thomas, OD
This course will provide a review and update on diagnosing patients with glaucoma. A wide array of clinical case presentations will be used and for the most part in the office setting. The panelists will highlight the risk factors, clinical evaluation, treatment goals and medications used to treat glaucoma.
2:45 PM–4:45 PM | 2 HOURS
33C2
Laser Procedures for the Management of Glaucoma and More
Note Lightbown, OD, FAAD
The use of laser energy to treat various anterior segment conditions, including posterior capsular opacification (PCO), angle closure glaucoma, and open angle glaucoma, has been a major tool in the medical management of these diseases in certain states for over a decade now. This interactive presentation will review and update these exciting laser procedures.
2:45 PM–4:45 PM | 2 HOURS
33C3
Understanding and Interpreting OCT
Mark Dunbar, OD, FAAD
Optical Coherence Tomography is an exciting imaging technology that has revolutionized the way we think about ocular disease and has emerged as an important tool in the management of glaucoma. This lecture will provide a nuts and bolts approach using cases to understand and interpret OCT as well as go over some of challenges in both retina and glaucoma.
2:45 PM–4:45 PM | 2 HOURS
2:45 PM–4:45 PM | 2 HOURS
2:45 PM–4:45 PM | 2 HOURS
2:45 PM–4:45 PM | 2 HOURS
2:45 PM–4:45 PM | 2 HOURS
FRIDAY, SEPTEMBER 18

2:45 PM-6:45 PM | 2 HOURS
33C5 New Developments in Refractive Surgery
William Tutik, OD, FAAO, Andrea Morgenstern, OD, Clark Chang, OD, MSA, MS, FAAO
This course will provide the practitioners the latest information on new refractive surgery procedures. You will learn about Kerato Contour Inlays, Corneal Cross linking, Synchro and Light-Adjustable IOLs, Moderate Smart IOL, Topography-Guided PRK, LASIK, ORA, Corneal nerve biomarkers, femto-intras, femto-OL, and Femtart Cataract Surgery.

2:45 PM-6:45 PM | 2 HOURS
33C6 Interactive Grand Rounds
Blair Lonsberry, OD, MS, MEd
Critical to a clinician’s practice is the ability to diagnose and manage unique and interesting presentations of what are typically irregular conditions, or to be able to diagnose a previously un-encountered condition. The following interactive lecture will present patient cases with unique presentations of ocular conditions, including special testing. The course will focus on the clinician’s ability to analyze and interpret the unique case presentation and provide appropriate management and treatment options.

2:45 PM-6:45 PM | 2 HOURS
33C7 CROWD SOURCED LEARNING
Anterior Segment Case Challenges
Marc Blumenstein, OD
For such a tiny area the anterior segment can pose some very large problems for optometrists. With the use of case examples the course will teach on some challenges that may vex the clinician as they treat the anterior segment. Discussion will center on diagnostic and treatment options.

2:45 PM-6:45 PM | 2 HOURS
33C8 Dispensing Essentials
Troubleshooting Rx Complaints
Joy Gibb, ABCO
There are times when our customers have difficulty seeing out of their new eyewear. This course will explore ways for you to avoid the re-nos that can be costly to not only your profit margin, but also to the morale of the team and the confidence of the customer. There are things you can do both before and after the sale that will help you become a better dispenser while reducing costly returns.

3:30 PM-5:30 PM | 2 HOURS
3302 Spectacle Measurements Workshop
Ala Yehia, ABOM
This is an essential course for beginning dispensers, or those in the business that could use a refresher. Attendees will learn the how & why of both frame and lens measurement. This course will follow the natural progression of measurements taken from selection to compiled fabrication that will allow the dispenser to go beyond the basics and to create ultimately correct and comfortable eyewear.

2:45 PM-4:45 PM | 2 HOURS
3303 CROWD SOURCED LEARNING
Aversion and Prevention of Medical and Ophthalmic Errors
Anthony Record, LDO, FAAO, ABO
The purpose of this two-hour course is to expose opticians to the whole concept of errors, their prevention, and the role the player plays in identifying them. We learn how annual deaths due to preventable medical errors in the United States serve more than breast cancer, traffic accidents, and AIDS. The definition of a medical error is revealed, as well as the IOA’s (Institute of Medicine) conclusion as to the primary and secondary causes of such errors. We identify specific optical, ophthalmic, and optometric errors that contribute to errors, and devise ways to limit their occurrence. Finally, suggestions to prevent medical errors for patients and healthcare workers are revealed, as well as some further Internet resources.

4:00 PM-5:00 PM | 1 HOUR
34A1 Ocular Imaging for Techs
Vincent Young, MD
Obtaining high-quality images of the eye are critical to today’s ophthalmic practice. While it may be the doctor’s job to interpret the tests in order to provide diagnosis and management, it is the responsibility of the tech to perform the tests correctly. In this course, the attendee will learn the appropriate performance of MRI scans, ultrasound, and photography as well as nuances that can optimize results.

5:00 PM-6:00 PM | 1 HOUR
34B1 PRACTICE MANAGEMENT
Practice Growth Strategies
Gary Garber, OD
Growing your practice in today’s environment is more challenging than it’s ever been before. Learn easy, no cost strategies you can use with the first patient back in your practice that will essentially guarantee practice growth!

5:00 PM-6:00 PM | 1 HOUR
34B2 Dispensing Essentials
Reducing Rado’s
Michael Della Pesce, ABOM
Customer satisfaction is critical to the success of any business, including the eyecare business. We all use rado’s as a necessity. And we also know that rado’s are costly. Not just in financial profitability, but in our credibility as well. So how can we recognize and reduce the number of rado’s?

5:00 PM-6:00 PM | 1 HOUR
34B3 Creating An Employoe Handbook
Joy Gibb, ABCO
The employee handbook: no one likes to write them or really wants to read them, but successful businesses all have them and use them. This hands-on course will explore why handbooks are a necessity and will help office managers outline and define their office procedures in a concise and easy to understand format.

5:00 PM-6:00 PM | 1 HOUR
34B4 FRAME BUYERS PROGRAM
Inventory Management Made Easy
Mark Johnson, LDO, ABO, ACL
Get the facts on the appropriate use of inventory management systems and how to create a process to keep your staff organized. In this session you’ll discover how: properly evaluate the value of your inventory, understand and manage product turns, assess inventory reporting along with price management reports to better understand the patient base, tap into the data to set and adjust your mix and select the best vendor partners.

5:00 PM-6:00 PM | 1 HOUR
34B5 Spectacle Lens Expert Track
Why They Need More Than One Pair
Valeria Manso
The visual world we inhabit becomes more and more complex every day. Assisting our patients in the selection of eyewear is a challenge, as their daily eye activities must be the cornerstone of our dispensing practices. This session takes a fun, interactive approach to the investigation and analysis of varying visual needs and how to satisfy these needs with验phatic products.

5:00 PM-6:00 PM | 1 HOUR
34C1 Mystery Solved: Conquering Anterior Segment Pathology
Ron Melton, OD, Randall Thomas, OD
This course uncovers the secrets to dealing with common anterior segment disease entities. An overview and update of diagnosis and treatment options for dealing with multiple case presentations is reviewed.

5:00 PM-6:00 PM | 1 HOUR
34C2 CROWD SOURCED LEARNING
Tina Jovany
Kimberly Reed, OD, FAAO
This course will present several cases involving pharmacological management of disorders of the anterior segment, posterior segment, and pre- and post-operative surgical care, as well as cases involving neurologic and systemic disease with ocular manifestations. Each case will emphasize one or more category of topical and or systemic pharmacological drug use. An interactive format will be implemented.

5:00 PM-6:00 PM | 1 HOUR
34C3 Wavefront Optimized Work Flow
Sharon Kapoda, OD, FAAO
Explore the multiple benefits of using an advanced wave front diagnostic instrument in your practice. This course will elaborate on strategies that you can incorporate to increase operational, diagnostic and therapy efficiency.

5:00 PM-6:00 PM | 1 HOUR
34C4 The Other Glaucoma
Andreia Melo, OD
Angle closure glaucoma (ACG) accounts for 25% of all glaucoma cases. Its high pressure results in relatively greater levels of damage. Yet common knowledge about its intrinsics amongst optometrists parallels in comparison to open angle glaucoma. Understanding the causes, clinical signs, risk factors, and treatments for ACG is essential information.

2:45 PM-4:45 PM | 2 HOURS
3303 CROWD SOURCED LEARNING
Aversion and Prevention of Medical and Ophthalmic Errors
Anthony Record, LDO, FAAO, ABO
The purpose of this two-hour course is to expose opticians to the whole concept of errors, their prevention, and the role the player plays in identifying them. We learn how annual deaths due to preventable medical errors in the United States serve more than breast cancer, traffic accidents, and AIDS. The definition of a medical error is revealed, as well as the IOA’s (Institute of Medicine) conclusion as to the primary and secondary causes of such errors. We identify specific optical, ophthalmic, and optometric errors that contribute to errors, and devise ways to limit their occurrence. Finally, suggestions to prevent medical errors for patients and healthcare workers are revealed, as well as some further Internet resources.
VISIONARIES IN EDUCATION, FASHION AND TECHNOLOGY
2015 COURSE DESCRIPTIONS

Program is subject to change

VISIONARIES IN EDUCATION, FASHION AND TECHNOLOGY
2015 COURSE DESCRIPTIONS

Program is subject to change

Friday, September 18

5:15 PM-6:15 PM | 1 HOUR

35A1

Eye Disease With Deadly Consequences
Vincent Young, MD
Perhaps the most important eye conditions for your patient's care are those with serious visual implications and possible deadly consequences.

6:20 PM-7:20 PM | 1 HOUR

35C1

Contact Lens Fitting After Corneal Linking and Intacs
Clint Chang, OD, MS, MIA, FAAO
Given the new management focus on lamellar stabilization while reducing irregular corneal astigmatism, more patient acquaintances after corneal link and intacs will be seen in optometric practices. This course explains the basic contact lens fitting principles with various designs in these patients.

7:30 AM-9:30 AM | 2 HOURS

40B1

VISIONARIES IN THE LENTE SERIES
The Ritz Carlton Leadership Center Presents - Memorable Customer Service
Joseph Quinteri, Corporate Director, Culture Transformation, The Ritz-Carlton Leadership Center The Ladies and Gentlemen of The Ritz-Carlton take service excellence to the highest level every day. You must have your “Radar on Antennas Up” and stay in the moment to extend your customer experience. This program shows you the Ritz-Carlton method for fulfilling not only your expressed needs but also the unspoken wishes and needs of your customers. You will be introduced to the skills needed for authentic customer engagement. You will learn about the importance of personalized experiences that will surprise and delight your customers and can impact your bottom line. Breakfast is included with this session from 7:30 am - 7:45 am.

7:30 AM-9:30 AM | 2 HOURS

40C3

Injections Workshop
Note LightHouse, OD, FAAO
This workshop will review the basic injection techniques that are commonly performed in the optometric office setting. Techniques will include subcutaneous, subconjunctival, intramuscular and intravitreal injections. Viscogen for fluorescein angiography will also be discussed. The indications, contraindications, possible complications and the management for each injection technique will be reviewed. Discussion will include a brief review of proper anesthetic technique.

Limited Attendance

8:30 AM-10:30 AM | 2 HOURS

41C1

Establishing a Sports Vision Practice
Graham Erickson, OD, Fred Edmunds, OD Establishing a sports vision niche within an optometric practice requires identifying a suitable location, selecting specialized equipment, setting up the physical office, creating forms, developing testing and training protocols, networking within the local athletic and eye care communities, and critically, creating awareness about sports vision through social, targeted promotions. Some practical ideas that worked, as well as projects that didn’t, will be discussed. Finally, a business model for a sports vision only practice will be presented for consideration.

SATURDAY, SEPTEMBER 19

7:30 AM-9:30 AM | 2 HOURS

42B1

Eyeing Your Practice With an Owner’s Eye
Rebecca Johnson
What role do you play in the overall success of your practice? This course will show how you can work your practice and encourage your staff to look for opportunities to improve your practice. This course will discuss the challenges of an owner practicing in a family practice.

9:45 AM-10:45 AM | 1 HOUR

42C4

Drugs We Give Our Kids
Kenneth Eckslind, OD
This course is an exploration of childhood medication, drug dosage, and how the practitioner can better care for younger patients and how they can better educate parents and the community.

9:45 AM-10:45 AM | 1 HOUR

42C5

Crowd Sourcing Learning
Clinical Challenges in Uveitis
David Sandrowski, OD
The course will cover both anterior and posterior types of uveitic disease. The disease process along with the physical examination, laboratory testing and therapeutic management will be discussed for each case along with new treatment changes and philosophies. Case examples will be discussed and the re-management with internal medicine is also mentioned.

9:45 AM-11:45 AM | 2 HOURS

42C6

Challenges in Cataract Surgery Co-Management
Charlie Foss, OD
Cataract surgery is the most common surgery performed in the U. S. and with Baby Boomers getting older, the number will explode. How, the technology age has created a much more demanding patient base and refractive IOLs cover the fastest growing aspect of these surgeries. This course will give you the most up to date information on surgical techniques as well as some new developments issues including billing and managing post-operative complications.

9:45 AM-11:45 AM | 2 HOURS

42D2

Crowd Sourcing Learning - Use Your Phone & App’s To Take Optical Measurements
Edward De Gennaro, MD, ABOM
If you haven’t experienced using one of the new computerized eye-metric measuring, selection and information device, this is your great opportunity since the cornea reflex pneumator. Within the next few years these optometrics will be in every optometric practice. These devices take medical measurements, help patients select frames, provide product demonstrations, deliver patient education, and more. This course will provide an overview of all the Philo products and discuss their features and merits.

11:00 AM-12:00 PM | 1 HOUR

42F1

Overcoming the Barriers of EHR
Michael Rothschild, OD
Incorporating Electronic Health Records into your practice can be daunting to how things run. It dramatically changes the flow of your patient care routine. Overcoming the obstacles created by this new method is essential so you can continue to take care of what matters most in your relationship with the patient.

A Game Changer

Super Fast • Super Accurate • Super Easy

Wavefront Autoforefation and the subjective PSF Refractor® are now integrated in one instrument!

Visit Vmax Vision BOOTH LP 10069 to see the NEW Perfectus® or call 888.413.7038 to schedule an in-office demonstration.

Increased Efficiency

Training takes just a few days, even for a novice refraction technician – plus, there’s no need to move the patient or transfer the data between instruments.

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Offer patients a subjective nighttime refraction, designed to perfect night vision.

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Wavefront Autoforefation provides a highly accurate starting point.

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The most precise subjective PSF Refractor – raising the gold standard from 20/20 to 20/12 in under one minute an eye.
VISIONARIES IN EDUCATION, FASHION AND TECHNOLOGY
2015 COURSE DESCRIPTIONS

SATURDAY, SEPTEMBER 19

11:00 AM-12:00 PM | 1 HOUR
43B1 CROWD SOURCED LEARNING
Positioning Sport and Safety Products to Athletes and DIYers
Michael Della Pacca, ABO
from Best Buy tells how to drive the world to league
amateur basketball and flag football, bikers, runners,
skiers, boarders, etc. from love and garden tools to home
improvement projects and DIYers. From mechanists to
dealers, what are you doing to protect your patient's
vision? This presentation will review the prevalence
of various types of eye injuries, how to educate staff about
eye protection and how to present eye safety to patients.

11:00 AM-12:00 PM | 1 HOUR
43B2 Optical Math Made Easy
Rebecca Johnson
The goal of this course is to break down the optical math
algorithms into bite-sized pieces. Common optical math
formulas and examples will be discussed in a manner
that will make you say, ‘Truly! I've got it!’

12:15 PM-1:15 PM | 1 HOUR
43C1 Visual Performance Evaluation for Athletics
Graham Erickson, OD; Fred Edmunds, OD
A task-analysis approach is used to determine the
pertinent visual skills utilized in sports. Rationale
and research results are presented to support testing of
specific sports visual performance skills, and normative
data for athletes is provided. Strategies are discussed for
organizing a parental evaluation for athletes competing
in any sport or position.

11:00 AM-12:00 PM | 2 HOURS
43C2 Anatomy of a Successful Optical Business
Louis Viau, LDO, OAO, ABO
The need for personalized, customer-focused service is ever
present. In order to be successful, we must be able to
identify, reference and exceed customer/client patient expectations.
What do we identify customer expectations? Hold a focus group and
ASK THM (Can build a “focus group” with attendees
and ask them what they think their customers’/clients expect
of them). After entering the feedback from the attendees,
I will include a list (if items) of exactly what customers want.
out of their own mouth.. From a series of focus groups done
due to an optical company wishing to increase communication
and business. The results were surprising! At times when
we thought we were exceeding expectations (staying off the
phone for a client) we were in fact only meeting expectations!
Realizing there was a communication gap in relating
expectations, we made changes in how we did business
and transformed how we could not only identify and meet
expectations, but how to EXCEED them. The list of ways
to exceed customer expectations is shorter, but very valuable.
The course will conclude with identifying new strategies
to exceed customer expectations and build customer loyalty.

12:15 PM-1:15 PM | 1 HOUR
43C4 CROWD SOURCED LEARNING
Anterior Segment Disease and Glaucoma
Joeyard
David Sandanko, OD
The course uses a game show format where questions
regarding infectious anterior segment disease and
glaucoma are presented to the course participants. Teams
will vie against each other to gain points and challenge
their ability. Answers are discussed and background
information is given regarding the correct response.

11:00 AM-12:00 PM | 1 HOUR
43G1 CROWD SOURCED LEARNING
Building a Results-Oriented Team
Rebecca Johnson
How do you get staff members invested in moving
the practice forward? “Optometry Staff Development
Specialist, Rebecca Johnson provides you with steps you
need to take to get and keep a motivated team in place
and inspire a collaborative work culture that focuses on
performance, productivity, and profitability. Attendees
will learn techniques to:
- Communicate, motivate, and inspire a collaborative
work culture that focuses on performance, productivity,
and profitability
- Create, build, and maintain a motivated team to
ensure maximization of productivity and profitability

11:00 AM-12:00 PM | 1 HOUR
43G2 High Tech Spectacle Selection, Fitting and
dispensing to children requires a thoughtful and sensitive
approach. This presentation will review the unique
issues surrounding children and their visual needs.
Children often feel threatened in a medical or quasi-medical
environment, and the dispensing optician has a great deal of
influence over a child’s perception of the ‘safety’ of the setting.
As opticians, we can take several steps to increase
the comfort level of our young patients without losing
the quality of your dispensing technique.

12:15 PM-1:15 PM | 1 HOUR
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12:15 PM-1:15 PM | 1 HOUR
43G4 SPECTACLE LENS EXPERT TRACK
High Tech Spectacle Selection, Fitting and
Mass-Produced Optical Applications
Edward De Gennaro, MEd, ABOM
There’s an electronic revolution going on in eye
wear and it’s changing how eyewear is being
designed, selected, measured and fitted. Through the
use of computerized eyewear selection, measurement
and education systems, opticians are expanding their
applications in the detection and management of many
common conditions. The result is a more accurate and
efficient service for the patient.

THINK ABOUT YOUR EYES

Edward De Gennaro, MEd, ABOM
Patient Information Devices
High Tech Spectacle Selection, Fitting and
Dispensing to Children
Deborah Johnson
Anatomy of a Successful Optical Business
Louis Viau, LDO, OAO, ABO
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2.2 million life-changing procedures in the past 20 years.
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doctors play an important role on their patients’ LASIK
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- TLC uses modern, bladeless technology for
  exceptional clinical outcomes.

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tested their own eyes to the
surgeons at TLC.

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With the care and support of optometrists like you, we
improve vision in life-changing ways.
INTERNATIONAL VISION EXPO AND CONFERENCE
2015 COURSE DESCRIPTIONS
Program is subject to change

SATURDAY, SEPTEMBER 19
1:45 PM-3:45 PM | 2 HOURS
45B1 Current Concepts in Marketing and Merchandising
Dave Zagler, OD
Increasing your optometric practice profitability depends on how well you market your products and services to your patients and how effectively you present your optometric products in the dispensary. This course examines how to position your practice in the marketplace, and how to incorporate basic principles of design in your merchandising. In addition to looking within the profession, we look outside our field to learn from companies that are innovative and highly effective at performing these critical tasks. Tied into the course are three implementation exercises that aid participants in making the first steps toward practice growth.

1:45 PM-3:45 PM | 2 HOURS
45B2 PRACTICE MANAGEMENT Identifying and Promoting Your Practice
Personality
Michael Rothchild, OD
Before a practice can effectively market itself, there needs to be a clear understanding of what type of practice you are building. It goes beyond medical or refractive and it is deeper than high end or serving the needy. Taking lessons from the business world, a variety of Practice Personalities are discussed. This is step one of the branding process.

1:45 PM-3:45 PM | 1 HOUR
45B3 Stop the Revolving Door! How to Hire, Train, and Keep Good Staff
Sharon Carter
Too much time, money and effort is wasted replacing and retraining replacement staff. Set yourself up to win. You cannot compete with this growth and succeed in an increasingly competitive environment? How can you, as an independent practitioner, effectively deal with these issues? This session will outline helpful tips in communicating frame and lens features and conventional PALs/Freeform PALs and specialty lenses. Participants will discuss the various options in lenses (SV Freeform, including materials used and methods of fabrication. Additionally, we will discuss the advantages and associated costs of each option. Participants will also be given a hands-on opportunity to combine the variables of frame and lens construction and design, including materials used and methods of fabrication. Participants will be able to demonstrate the ability to reproduce the design and construction that can make all of the difference in the value of the frames and lenses.

1:45 PM-3:45 PM | 2 HOURS
45C1 Visual Performance Enhancement Training for Athletes
Graham Erickson, OD; Fred Edmunds, OD
A take-home approach with a review of relevant research is used to determine the pertinent visual skills utilized in sports. Visual training techniques that can be used to enhance essential visual skills is emphasized. Issues concerning sports improvement and adjustments in strategy are discussed.

1:45 PM-3:45 PM | 2 HOURS
45C2 Diagnosing and Managing Ocular Emergencies and Urgencies
Blair Lonsberry, OD, MS, MEd
Utilizing the latest in: interactive technology, this course will review the various presentations of ocular emergencies and urgencies focusing on triaging, case history and key points in diagnosing various emergency conditions. Appropriate treatment and management plans will be discussed in detail, focusing on current therapeutic avenues.

1:45 PM-3:45 PM | 2 HOURS
45C3 Retinal and Optic Nerve Disease Grand Rounds: Challenging Cases You Don’t See Everyday
Sherry Bass, OD
There are lesions when you know you are not having a typical day and a patient may present with an unusual disease or an unusual manifestation of a known disease. Are you ready? This course tests your skills in making the correct diagnosis and treatment of a variety of scenarios. A variety of clinical and unique optic, retinal and visual pathways diseases you definitely don’t see everyday. Differential diagnoses, uses of today’s technologies and treatment strategies are reviewed for each condition. A multiple choice format will allow you to test your diagnostic skills. See how you score at the end!

1:45 PM-3:45 PM | 2 HOURS
45C5 Ocular Dermatology
David Sandwischki, OD
The course discusses how to evaluate the patient for possible connective and non connective per-ocular skin lesions. High risk patient profiles, lesion characteristics, treatment and management plans are discussed as well. The Optometric physician always comes across that “odd” skin lesion and must decide whether it should be referred or followed. New treatment options for patients with skin lesions will be presented in the course.

1:45 PM-3:45 PM | 2 HOURS
45G1 CROWD SOURCED LEARNING DISPENSING ESSENTIALS
Sunlight, Sunglasses and Your Eyes
Michael Davis Passo, ABO
In order to be a competent dispenser of quality sunglasses, you must be able to discuss and review questions intelligently dealing with visual hazards and physical hazards to the eye. After all, too much visible light and harmful ultraviolet radiation (UVR) is damaging to people of all ages. When the patient understands that the optimum sun lens should offer and provide visual comfort for their specific outdoor needs, you have fulfilled your responsibility to them. This course assesses you with an added knowledge and understanding of right and the benefits of selective absorption lenses. After you combine your product knowledge with some market knowledge you then feel more confident and be motivated to tell your patients all about, “Sunlight and Your Eyes.”

4:00 PM-5:00 PM | 1 HOUR
46B1 Differentiation In Today’s Modern Optical Marketplace
Michael Davis Passo, ABO
Retail change and mass merchandisers are commanding a bigger slice of the market each year. Patients visit less frequently and when they do, some take their eyeglass or contact lenses elsewhere. Your practice isn’t growing as fast as you’d like, and dispensary sales are less than stellar. How can you, as an independent practitioner, combat this growth and succeed in an increasingly competitive market?

4:00 PM-5:00 PM | 1 HOUR
46C1 Sports Vision Grand Rounds
Graham Erickson, OD; Fred Edmunds, OD
Case examples are used to discuss management considerations for refractive compensation, protective eyewear, sports eye injuries and concussion management, enhancement filters, contact lenses, refractive surgery, and visual performance training options for athletes. Audience participation technology is used to compare responses with literature supported treatment recommendations.

4:00 PM-5:00 PM | 1 HOUR
46C2 The Genetic Myths of the Corneal Dystrophies
Sherry Bass, OD
What’s new in diagnosing those spots and dots on the cornea? Do you ignore unusual corneal opacities you cannot explain? Multifocal opacities have reclassified the corneal dystrophies, explained many of the phenotypic variations seen in members of the same family and will eventually guide treatment. You will review the different diagnostic characteristics of the corneal dystrophies affecting all corneal layers, review treatment and you will review the recent genetic advances that have renamed some of these dystrophies. You will also review all of the current treatment options.

4:00 PM-5:00 PM | 1 HOUR
46O1 FRAME BUYERS PROGRAM DISPENSING ESSENTIALS
Communicating Value: How Do You and Your Patient Differentiate $99 Eyewear from $999 Eyewear?*
Laurie Piera, LDO, FNAO, ABO
Every day our patients experience the challenge and opportunity to communicate value differences in frames and lenses with our clientele. How do we communicate the differences in value in a $70.00 frame and a $479.00 frame which could also be $200.00 more? and a $600.00 PTU. This course will outline the variables of frames and lenses construction and design, including materials used and methods of fabrication. Participants will be able to demonstrate the ability to communicate the differences in value of the frames and lenses. Additionally, we will discuss the various options in lenses (SV Freeform, conventional PALs, Transitions, custom PALs and specialty lenses). Helpful tips in communicating frame and lens construction and design and benefits will round out the session. Don’t play a guessing game, present the differences in eyewear with confidence, and watch your business grow.

FRIDAY, SEPTEMBER 18 | 4:00 PM – 6:00 PM
LOCATION TO BE ANNOUNCED

JOIN US FOR THE NEW
edCFDA PANEL EVENT AND RECEPTION
The Eyewear Designers of the Council of Fashion Designers of America (edCFDA) invite you to its second annual “Speaking of Design” Panel Discussion and Champagne Reception. The event will consist of a moderated panel comprised of noted West Coast eyewear design visionaries.

Look for great speakers similar to those at Vision Expo East’s 2015 panel, which included:

• Steven Kolb, CEO of the CFDA (Council of Fashion Designers of America)
• Blake Kuwahara of Blake Kuwahara Eyewear
• Christian Roth of Christian Roth Eyewear
• Gail Gherardi of L.A. Eyeworks
• Robert Marc of Robert Marc Eyewear
• Selima Salam of Selima Optique
• Shane Baum of Leisure Society

The panel will be followed by a meet and greet with the designers and toasts with champagne bellinis.

PROUD SUPPORTER OF
edCFDA PANEL EVENT AND RECEPTION
Best-in-class properties for best-in-class performance

Bausch + Lomb ULTRA® contact lenses with MoistureSeal® technology combine best-in-class physical properties for a revolutionary silicone hydrogel lens.1

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Patient preferred for end-of-day comfort over the leading silicone hydrogel lenses1

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Retains moisture for a full 16 hours.1

Go to www.blultra.com or contact a Bausch + Lomb sales representative today


Bausch + Lomb ULTRA®  contact lenses combine best-in-class physical properties for a revolutionary silicone hydrogel lens.1

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AIR OPTIX AQUA 138 102

Biofinity 160 82 ✓

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Retains moisture for a full 16 hours.1

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VISION EXPO WEST
THE YOUNG PROFESSIONALS CLUB (YPC), BY INTERNATIONAL VISION EXPO
IS A FREE CLUB FOR PRACTITIONERS WHO HAVE BEEN IN THE PROFESSION FOR FIVE YEARS OR LESS.

This unique club offers access to resources and benefits that provide members an advantage to excel in their careers.

Benefits include:

• FREE Exhibit Hall Entry to International Vision Expo East and West (a $300 value)
• Deep Education Course Discounts
• Exclusive Club Member Events at International Vision Expo and around the country
• Access to Eyecosserize Spring and Fall fashion kits sharing the latest in eyewear trends, advances in technology and advice from eyewear experts.
• Subscription Vision Voice, a monthly e-newsletter for eyecare professionals
• YPC – OD Member discounts on Think About Your Eyes Doctor Locator Listing
• YPC – OD Subscriptions to Allergan OPTOMETRY JUMPSTART®, NewGradOptometry.com, New OD magazine
• YPC – New Dispenser Subscription to New Dispenser publication

Look for more benefits to be added as Club membership grows.

Visit VisionExpoWest.com/YPC to become an official member of the elite Young Professionals Club!

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References:
2. Results from a 22-investigator, multi-site study of Bausch + Lomb ULTRA contact lenses with MoistureSeal technology, on 327 current silicone hydrogel lens wearers. After 7 days of wear, subjects completed an online survey. Subjects rated performance across a range of attributes. Preference comparisons represent only those subjects expressing a preference. Ratio is based on the average across the silicone hydrogel lenses represented in the study.

Bausch + Lomb ULTRA® contact lenses combine best-in-class physical properties for a revolutionary silicone hydrogel lens.1

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ACUVUE OASYS 147 73 ✓

AIR OPTIX AQUA 138 102

Biofinity 160 82 ✓

Patient preferred for end-of-day comfort over the leading silicone hydrogel lenses1

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• YPC – OD Member discounts on Think About Your Eyes Doctor Locator Listing
• YPC – OD Subscriptions to Allergan OPTOMETRY JUMPSTART®, NewGradOptometry.com, New OD magazine
• YPC – New Dispenser Subscription to New Dispenser publication

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NEW Varilux Comfort® W2+ lenses offer sharper vision even in low light
NEW Varilux® Physio® W3+ lenses provide sharper vision and smoother transitions from distance to near
Varilux S Series™ lenses have it all, virtually eliminating the off-balance feeling to provide unprecedented stability in motion

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• Providing anticipatory service that creates passionate advocates of your brand
• Crafting unique, memorable and personal experiences that prevent your customers from feeling like they are simply another transaction
• Avoiding embarrassing loss of sales and missed opportunities by ensuring your employees are not on auto-pilot
• Developing a written service strategy to ensure consistency and cultivate loyalty

JOIN US ON SATURDAY, SEPTEMBER 19, 7:00 AM–9:30 AM.*

Course 40B1

LEARN THE RITZ-CARLTON SERVICE MODEL FOR:

*Breakfast will be served from 7:00 AM - 7:30 AM

LEARN THE RITZ-CARLTON SERVICE MODEL FOR:

Topcon TRC-NW400

Budget constraints and funding limitations should not prevent you from having the latest technology. Priced below most non-mydriatic retinal cameras, the TRC-NW400 is an affordable instrument for every eye care facility. Learn more about Topcon’s TRC-NW400 at newsgram.topconmedical.com/trcnw400 or call 800-223-1130.

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NEW! PRACTICE MANAGEMENT

19 HOURS

The business of your business - Practice management is a specific and critical operational role that is often undervalued. Build or fine-tune your expertise in business strategy and planning, goal setting, time management, benchmarking and delegation. Equally important is crafting an exit strategy beginning with a practice transition plan and valuation.

Media Partner:

11B3 — The Consumer Connection
21B1 — Presenting Fees and Prices so the Patient Recognizes the Worth of the Expense
22B3 — Tracking Practice Performance
22B4 — Profiting with Vision Care Plans
23B3 — Top 10 Practice Management Mistakes & How to Fix Them
25B6 — Enhancing Profit and Productivity
31B1 — You’ve Already Got the Practice Building Ideas - Learn How to Get Them Done!
32B6 — Mastering the Art of Utilizing Scribes, Cross Training and Delegation
33B5 — Maximizing Practice Success through Optical Dispensing
34B1 — Practice Growth Strategies
42B4 — Six Fundamentals of Practice Success
43B3 — Using Technology to Improve Your Office Efficiency
44B1 — Bring It All Together—Lessons From A CEO
45B2 — Identifying and Promoting Your Practice Personality

Learn more at www.VisionExpoWest.com/Highlights

Frame Buyer’s Certificate

Modernize how you manage, monitor, position and promote your frame inventory. Tap into the knowledge of industry experts to gain insight and strategy on the business of frame buying. Elevate your confidence while increasing dispensary profits.

Wednesday, September 16

5:00 pm – 6:00 pm
>> “Must Have” Eyewear Fashion Trends for 2016
Course 13B3

Thursday, September 17

8:30 am – 9:30 am
>> 6 Key Steps to Having a Successful Retail Business
Course 22B6

9:45 am – 10:45 am
>> The Mathematics of Frame Board Management and Collection Driven Merchandising
Course 23B4

11:00 am – 12:00 pm
>> How to Become a Savvy Sunwear Frame Buyer
Course 24B3

2:45 pm – 4:45 pm
>> Vendor Selection, Evaluation and Inventory Planning
Course 25B4

Friday, September 18

9:45 am – 11:45 am
>> The Big Picture... Eyewear in the Year 2020
Course 32B4

5:00 pm – 6:00 pm
>> Inventory Management Made Easy
Course 34B4

Saturday, September 19

4:00 pm – 5:00 pm
>> Communicating Value: How Do You and Your Patient Differentiate $99 Eyewear from $999 Eyewear?
Course 4601

Learn About Low Vision

Thursday, September 17

8:30 a.m. - 9:30 a.m.
A Streamlined Approach to Low Vision Care: Experts Share Their Tips
Course 2027-5 panel
Joe Buttsaout, Eckenbach, Chicago of America

11:00 a.m. - 12:00 p.m.
Low Vision Case Studies: Treating the Common and Not So Common
Course 24AC
Thomas Porter, OD, FAAO, Saint Louis University

A panel discussion of low vision opticians and experts answering a variety of questions as to how to get started offering low vision care and navigate their local market, align themselves with referral sources that will result in a steady stream of patients that can be helped with different low vision devices. Practice guidelines for working with low vision patients and the myriad of potential needs they can present.

5:00 p.m. - 6:00 p.m.
Low Vision Rehabilitation in the Private Practice: Tips for the Optometrist & Optician
Course 26C1
Dr. Lynne Naim, OD, FAAO, ViewFinder Low Vision Resource Center

The lecture will discuss the best practices for rehabilitation of the visually impaired person. There will be a review of the vision aids and tools that are needed for a client with decreased central vision, decreased peripheral vision, poor contrast sensitivity and glare control. The advantages and disadvantages of custom and pre-made low vision aids will be reviewed.

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The Vision Council programs help you advance your career, your practice and your community’s vision health.
www.thevisioncouncil.org

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