



**VISION EXPO | 2024 VEGAS**

EDUCATION: SEPTEMBER 18-21  
EXHIBIT HALL: SEPTEMBER 19-21  
THE VENETIAN EXPO | LAS VEGAS



# EDUCATION BROCHURE

FEATURING ALMOST **320 HOURS** OF EDUCATION, INCLUDING CUTTING-EDGE CLINICAL CONTENT DEVELOPED SPECIFICALLY FOR VISION EXPO

PRESENTED BY CO-OWNERS



Scan the QR code & Register before 8/9 to take advantage of Early Bird Pricing on Unlimited Education!

**SCAN & SAVE!**





## FROM THE EDUCATION PLANNING COMMITTEE CHAIR

When people say Las Vegas, they instinctively think of the phrase, “What happens in Vegas stays in Vegas”. While that may have been an accurate statement for most of the year it does not hold true when Vision Expo is being held in Las Vegas. In fact, the new saying should be “What you learn in Vegas goes straight to your practice”.

Whereas Vision Expo is always the premier meeting for clinical and practical education, this year new courses such as our Case Files series will take you straight into the lane for diagnosis and treatment. And where else can you gain the Blueprint for Success if not attending this new educational track? This is also apparent with our new West Coast Case Challenge where you help judge which of our panelists has presented the best use of new technology and kept the audience entertained. Yes, since we are in Vegas this meeting is both a mix of entertainment and quality education. Whether you are interested in adding aesthetics, honing your contact lens skills, realizing you could use more business acumen or simply just wanting to get in more steps perusing the exhibit hall - this year’s Vision Expo has something for everyone.

While at the meeting you should plan on getting educated over complimentary breakfast and lunch, and don’t forget the happy hour too. When the meeting is over, we can all sway to the sounds of Bad Habits or share a drink at the OD’s on Facebook party. However, that is not all. With hands-on workshops and interactive case discussions you become part of the meeting rather than just merely attending. With over 100 courses filling over 150 hours of education, Expo positively has something for all in attendance. And did I mention the expansive exhibit hall?

I hope to see you in the halls of the Venetian, in a seat during one of the lectures, or speaking to a vendor in the exhibit hall. But if I see you on the strip...I will leave what I see in Vegas.



**Marc Bloomenstein, OD, FAAO**  
Education Planning Committee Chairman

## EDUCATION PLANNING COMMITTEE

Meet the members who have been actively involved in the development of this year’s education meeting.



**Marc Bloomenstein**  
OD, FAAO  
EPC Chairman  
Scottsdale, AZ



**Steven Ferrucci**  
OD, FAAO  
North Hills, CA



**Melissa Barnett**  
OD, FAAO, FSLs, FBCLA  
Davis, CA



**Jessilin Quint**  
OD, MBA, MS, FAAO  
Oakland, ME



**Mark Dunbar**  
OD, FAAO  
Miami, FL

## OPTICON ADVISORY BOARD

Meet the members who have been actively involved in the development of this year’s education meeting.



**Phernell Walker**  
MBA, ABOM, NCLEC  
OptiCon Advisory Board Co-Chair  
Pure Optics, LLC



**Ledonna Buckner**  
ABOC, NCLEM  
CooperVision Specialty EyeCare - Americas



**Lanard C. Atkins**  
ABOC, NCLEC  
OptiCon Advisory Board Co-Chair  
Owner, Timeless EYIdentity



**Curt Duff**  
ABOM, NCLEM  
ABO Immediate Past Chair  
Owner, Tinder-Kraus-Tinder



**Janet Acara**  
NCLEM, ABOC  
Erie Community College



**Dianna L. Finisecy**  
ABOM  
Wagner Opticians, Inc.



**Tom Barracato**  
ABOC, NCLEC  
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**Tina Palumbo**  
ABO-NCLE Public Board Member  
Foerster & Hayes LTD



**Sandra K. Brown**  
ABOM, NCLEC  
NCLE Board Chair  
VisionWorks



**Carri L. Russell Rivera**  
ABOC, NCLEM  
NCLE Immediate Past Chair  
Bausch Health Specialty Vision Products

# EDUCATION PRICING

We're thrilled to offer pricing which makes VisionEd most affordable!

## DOCTORS

<b>UNLIMITED CONTINUING EDUCATION</b> <b>Early Bird: \$599 \$499</b> Register on or before 8/8/24	<b>A LA CARTE</b> <b>\$70/hour</b> Select this option if you plan on taking fewer than 7 hours.
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## OPTICON / ALLIED HEALTH

OPTICIANS, CONTACT LENS PROFESSIONALS, ALLIED OPHTHALMIC PROFESSIONALS, OPTICAL ASSISTANTS AND OFFICE MANAGERS, FRAME BUYERS AND LAB TECHNICIANS

**OPTICON @ VISION EXPO**  
UNLIMITED CONTINUING EDUCATION

**Early Bird: \$349 \$299**  
Register on or before 8/8/24

## OTHER PROFESSIONALS

PROFESSIONALS WORKING IN CORPORATE MANAGEMENT, OR SERVICE PROVIDERS

<b>UNLIMITED CONTINUING EDUCATION</b> <b>Early Bird: \$539 \$499</b> Register on or before 8/8/24	<b>A LA CARTE</b> <b>\$70/hour</b> Select this option if you plan on taking fewer than 7 hours.
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## TOTAL OFFICE PACKAGE

SAVE BIG ON EDUCATION BY BOOKING A GROUP! REGISTER FOUR OR MORE CONFEREES FOR UNLIMITED CONTINUING EDUCATION AND SAVE 20% OFF THE CURRENT EDUCATION RATE FOR DOCTORS AND OTHER PROFESSIONALS!

**4+ CONFEREES**  
**20% OFF\***

\* Total Office Package 20% discount does not apply to OptiCon Education Packages.

### WORKSHOPS\* \$186

- 20C5: OCT Workshop
- 20C6: IPL Workshop
- 33L1: Specialty Contact Lens Workshop
- 30C5: Injections and Minor Procedures Workshop

\*Unlimited education package does not include workshops.

### FREE EDUCATION\*

- Global Contact Lens Forum: 10L1, 10L2, 10L3, 10L5
- New Technology Showcase: 10C1, 10C2  
(10C1 workshop limited to first 100 registrants)
- Vision Series (Optometrists Only)

\*Advance Registration is required for free courses. First come, first serve.

ALL EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

- **ADMISSION TO EXHIBITS (\$150 VALUE)**
- **ADMISSION TO EDUCATION ATTENDEE LOUNGE**

# 2024 | VISION EXPO SUPPORTERS



Seeing beyond



CooperVision®



## 2024 VISION EXPO ENDORSERS



Official Institutional Sponsor: **NECO** | New England College of Optometry

# QUICK GUIDE TO REGISTERING FOR CE

The Vision Team has created this guide to help make sure you can easily register for the appropriate courses to earn credits that you need for your license renewal.

The Conference Brochure includes the course schedule for each day of the CE program, the course schedule begins on page 11.

Each course includes a listing of the pending accreditations being offered for the course. For example, 10L1 Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box has been submitted to COPE, Florida Opticianry, Florida Optometry, NCLE, and New York State Opticianry Board for CE credit.

10L1 - FREE	
8:00 AM -9:00 AM	Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box Compton, Kading, Morrison

C,FL-OP,FL-OD,N,NYS-CL-I

There is also an Accreditation Legend at the bottom of the schedule on Day 1. The Accreditation Legend can help you verify that you have selected the courses that are appropriate for your license renewal.

## ACCREDITATION LEGEND

A-NO/O1/O2/O3 – ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, C – COPE, FL-OD – Florida State Board of Optometry, FL-OP – Florida State Board of Opticianry, FL-T – Florida State Board of Opticianry – Technical, N-NO/O1/O2/O3 – NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, NYS-D/CL – B/I/A – New York State Optician – Dispensing/Contact Lens – Basic/Intermediate/Advanced, O – Orals, P – AOA Paraoptometric Commission, T – TQ/CEE, TPA – Therapeutic

We are continuously submitting all of our courses to the various National Accreditation Agencies and State Boards. The list of Approved and Pending courses for each accreditation agency and state board are listed on the Vision West website – Education - Policies page ([VEW2024.COM/POLICIES](http://VEW2024.COM/POLICIES)). We update the lists on a weekly basis, up until the show begins.

We hope that this quick guide will help you with the selection of the courses that you need to attend for your license renewal. Please remember to also check with your State Board to make sure you have registered for the appropriate courses that you need to satisfy your State's license requirements.

If you need to make changes to your course registration or have any questions, our Client Services team can be reached via phone at **(800) 811-7151** | **(203) 840-5610** or via email at [inquiry@visionexpo.com](mailto:inquiry@visionexpo.com)

We look forward to seeing you at the show!



# SOCIAL MEDIA & MARKETING BOOTCAMP

WEDNESDAY, SEPTEMBER 18, 2024

WHO KNOWS YOU?

WHY EVERY ECP NEEDS A PERSONAL ONLINE BRAND

TRUDI CHAREST  
8:30AM - 9:30AM



MASTERING THE ART OF CONTENT CREATION:

STRATEGIES FOR IMPACTFUL BRAND STORYTELLING

MICHELLE ALEXANDER  
9:45AM - 10:45AM



EYES ON THE FUTURE:

AI-DRIVEN MARKETING FOR EYE CARE PROFESSIONALS

ALEX PAISLEY  
11:00AM - 12:00PM



VISUAL IMPACT:

STRATEGIES FOR EFFECTIVE VIDEO MARKETING IN EYE CARE

LILA SWIATYLO  
1:00PM - 2:00PM



SPECIALIZED SOLUTIONS:

MASTERING MARKETING FOR MEDICAL SPECIALTIES

TYLER KEMP  
2:15PM - 3:15PM



RIISING STAR:

A GUIDE TO BUILDING A TEAM MEMBER INTO A SOCIAL MEDIA MANAGER

KATE VIRZI  
3:30PM - 4:30PM



# CLINICAL

## HIGHLIGHTS

### GLAUCOMA

- 11C1 Will the Real Glaucoma, Please Stand Up
- 23C1 Roadmap to Medical Management of Glaucoma
- 25C1 Ask the Experts: When You're Treating Your Glaucoma Patients
- 26C1 Strategies for Better Diagnosing Glaucoma
- 31C1 Swipe Right, Swipe Left – Choosing the Right Medication for Your Glaucoma Patient
- 33C1 Problem Solving and Glaucoma Management
- 33C4 The Role of Modern Tonometers in Glaucoma
- 35C1 Case Files: The Glaucoma Chronicles
- 36C1 Glaucoma Myth Busters
- 42C2 Innovations in Glaucoma - Next Generation Technology, Medications, and Delivery

### HANDS ON WORKSHOP

- 20C5 OCT Workshop
- 20C6 IPL Workshop
- 30C5 Injections Workshop

### IMAGING TECHNOLOGY

- 10C1 NEW TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home
- 10C2 NEW TECHNOLOGY SHOWCASE: West Coast Case Challenge
- 20C5 OCT Workshop
- 25C4 Putting the 'Oh!' in OCT

### SURGICAL/CO-MANAGEMENT

- 24C3 Rapid Fire Referrals
- 25C6 Botched: Now What?

### ANTERIOR SEGMENT

- 13C3 Lessons Learned from Things Done Well and Things Done Poorly in Dry Eye
- 20C6 IPL Workshop
- 21C1 You 'Mite' Want To Consider Treating That Lid!
- 24C4 Differentiating Keratitis
- 26C6 Unveiling Uveitis
- 30C5 Injections Workshop
- 33C2 Case Files: The Anterior Segment Chronicles
- 33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier
- 35C4 It All Starts at the Lids: Modern Diagnosis and Management of the Palpebris
- 44C1 Uveitis: Systemic and Ocular Approaches to Management
- 44C2 Case Challenges of the Cornea
- 45C1 Interactive Anterior Segment Grand Rounds

### NEUROLOGICAL

- 12C1 It's All In Their Head: Diagnosing Neurological Related Eye Conditions
- 13C1 The OD's Role in TBI
- 35C3 Swollen Optic Nerves: Now What?

### PHARMACOLOGY

- 11C2 The Good, the Bad, the Orals
- 35C6 Management of Ocular Pain, Considerations When Prescribing Opiates
- 41C1 Top 10 Medications and Their Ocular Side Effects
- 42C1 Oral Pharmaceuticals in Primary Care Optometry

### PRESBYOPIA

- 21C3 When Your Presbyope Only Wants Surgery

### GENERAL OPTOMETRY

- 12C3 Elevating the Patient Care Experience Through Technology and AI
- 21B3 Strategies for Succeeding in Private Equity
- 21B4 Why Key Metrics Are Important & How To Start Using Them
- 23B3 Legal Lens: Navigating Eye Care Without Lawsuits
- 23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease
- 23C6 Ocular Emergencies
- 24B3 Profitable Partnerships via Co-Management
- 25B4 The Art of Entrepreneurship – How To Be Successful in Private Practice
- 25C2 Two Truths and a Lie
- 25C3 Top 15 Diagnoses You Should Never Miss
- 31B3 Grow Your Team. Grow Your Business.
- 31B4 Enhancing the Patient Experience
- 31B5 Tips For Training Staff On New Eye Care Technology
- 31C5 Should I Take Vitamins For My Eyes?
- 33B3 Elevate Your Practice: Success Strategies for Growth & Impact
- 33B4 10 Ways To Use Marketing To Attract New Staff
- 33C6 Periocular Malignancies
- 34B4 Decoding the Millennial Mindset: Strategies for Motivation and Engagement
- 34C4 The "C,C,D" Triade of Binocular Vision Disorders, Simple Assessment and Treatment Plans for All Practices
- 35B4 The Taylor Swift Effect-Women in Leadership
- 35C2 Lights, Lasers, Aesthetics
- 35L1 Business of Contact Lenses
- 36B3 Purchasing Equipment - A Case Study Approach To Efficiency and Cost Effectiveness
- 36B4 7 Tips For An Improved Culture
- 41B4 Promoting the Happiness Advantage in Your Office
- 41C2 Rapidly Changing Landscape of Refractive Technology
- 43B3 Building a Legacy
- 43B4 10 Ways To Grow Your Leadership
- 43C3 Recognizing and Overcoming Bias to Better Serve Your Patients
- 44B3 Optometry Contracts - Comprehensive Reviews and Negotiations
- 45B3 The Business of Eye Care: How Every Day Clinic Practice Can Generate Revenue
- 45B4 The Practice Owner's Guide to Lean Inventory Management

### CONTACT LENS

- 10L1 GLOBAL CONTACT LENS FORUM: Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box
- 10L3 GLOBAL CONTACT LENS FORUM: Ace in the Hole: The Top 10 Tips and Tricks To Transform Your Contact Lens Practice
- 10L5 GLOBAL CONTACT LENS FORUM: Maximizing Contact Lens Practice Success
- 21L1 Vision Heroes: Saving Sight with Contact Lenses in the Pediatric Population
- 23L1 Marketing Your Specialty Contact Lens Practice
- 24L1 AI & Contact Lenses
- 25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses
- 26L1 Making Myopia Mainstream
- 31L1 Blueprint for Success: Starting a Specialty CL Practice
- 33L1 Specialty CL Workshop
- 35L1 Business of Contact Lenses
- 36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses
- 41L1 Blueprint for Success: Hybrid Contact Lens Case Series
- 42L1 Maximizing Comfort & Clarity: Managing Ocular Surface Disease for Optimal Contact Lens Wear
- 43L1 Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses
- 44L1 Blueprint for Success: How To Improve Contact Lens Wear With Ocular Aesthetics
- 45L1 10 Innovations in Contact Lenses That You Need To Know About

### POSTERIOR SEGMENT/RETINA:

- 21C6 Advances in the Diagnosis and Management of Geographic Atrophy
- 23C5 Case Files: The Retina Chronicles
- 26C5 Retina Update 2024 and Beyond
- 33C5 Ask the Experts – When You Are Managing The Retina

### DRY EYE / OCULAR SURFACE DISEASE

- 12C2 Mastering the OSD Patient: A Clinical Approach to Success
- 21C2 Is IPL Right For My Patient?
- 23C2 Ask the Experts: When Your Patient Has OSD
- 23C4 Makeup and Ocular Surface – What You Need to Know
- 25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice
- 26C2 Drops vs. Tears
- 31C2 They May Feel OK, But They Could Have NK
- 36C2 A Quick Start Guide to Drops: From Lubricants to Autologous
- 41B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa
- 42B3 Dry Eye Billing & Coding: Maximize Your Profit

### MYOPIA

- 11C3 Myopia Control
- 23C3 Myopia: A Disease of Axial Length
- 26L1 Making Myopia Mainstream
- 24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice

### POSTERIOR SEGMENT AND MACULAR DEGENERATION

- 25C5 AMD A-Z

### SYSTEMIC DISEASE - DIABETES

- 35C5 Current Strategies on Managing Diabetic Eye Disease
- 41C1 Top 10 Medications and Their Ocular Side Effects
- 44C1 Uveitis: Systemic and Ocular Approaches to Management

### OPTOMETRIC/SURGICAL PROCEDURES

- 30C5 Injections Workshop
- 33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier

## CLINICAL CONTENT

Custom designed for Vision Expo by the Education Planning Committee, our 2024 program is organized by key content areas including glaucoma, posterior segment/retina, anterior segment/dry eye, surgical/co-management, and systemic disease and diabetes. Here you will discover courses specifically developed to immerse you in the most cutting-edge developments for better patient care. Learn from the most knowledgeable experts in the field of optometry as they unveil leading-edge technology and the latest trends in the diagnosis and treatment of common eye diseases. 16 clinical tracks with 150 hours of content will keep you at the forefront of the industry.

This activity is supported by unrestricted educational grants.

# EDUCATION

## HIGHLIGHTS



### SCLERAL LENS TRACK

Scleral lens fitting is one of the fastest growing segments of specialty contact lens practice. Their impact can be profound and life changing, both to the patient and the practice. This tract will provide comprehensive and highly clinical information on how to select a scleral lens design for both basic and advance cases, how to assess the fit and how to solve problems that may develop. Learn skills that will take your abilities and patient satisfaction to the next level.

- 23L1 Marketing Your Specialty Contact Lens Practice
- 25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses
- 31L1 Blueprint for Success: Starting a Specialty CL Practice
- 33L1 Specialty CL Workshop
- 36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses

### VISION SERIES

This all-new-for-2024 format invites you to grab a bite to eat or drink and continue learning over breakfast or lunch. Take a break from the exhibit hall or formal classroom learning as industry leaders address the latest clinical innovations in a relaxed and collaborative learning environment. Then put theory into practice by heading back into the exhibit hall to connect and build on your classroom learning. Vision Series sessions are open to Optometrists only. **NOT FOR CREDIT.** Free – advance registration required. First come, first serve.

Please check our website [west.visionexpo.com](http://west.visionexpo.com) for the list of Vision Series sessions.

### BUSINESS SOLUTIONS

- 21B3 Strategies for Succeeding in Private Equity
- 21B4 Why Key Metrics Are Important & How To Start Using Them
- 23B3 Legal Lens: Navigating Eye Care Without Lawsuits
- 23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease
- 24B3 Profitable Partnerships via Co-Management
- 24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice
- 25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice
- 25B4 The Art of Entrepreneurship – How To Be Successful in Private Practice
- 26B3 Legal Contract Essentials for Eye Care Professionals
- 26B4 Innovation in Business
- 31B3 Grow Your Team. Grow Your Business.
- 31B4 Enhancing the Patient Experience
- 31B5 Tips For Training Staff On New Eye Care Technology
- 33B3 Elevate Your Practice: Success Strategies for Growth & Impact
- 33B4 10 Ways To Use Marketing To Attract New Staff
- 34B4 Decoding the Millennial Mindset: Strategies for Motivation and Engagement
- 35B3 Enhancing Patient Experience Through Online Eyecare Services
- 35B4 The Taylor Swift Effect-Women in Leadership
- 36B3 Purchasing Equipment - A Case Study Approach To Efficiency and Cost Effectiveness
- 36B4 7 Tips For An Improved Culture
- 41B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa
- 41B4 Promoting the Happiness Advantage in Your Office
- 42B3 Dry Eye Billing & Coding: Maximize Your Profit
- 43B3 Building a Legacy
- 43B4 10 Ways To Grow Your Leadership
- 44B3 Optometry Contracts - Comprehensive Reviews and Negotiations
- 45B3 The Business of Eye Care: How Every Day Clinic Practice Can Generate Revenue
- 45B4 The Practice Owner's Guide to Lean Inventory Management

## FREE EDUCATION

# GLOBAL CONTACT LENS FORUM

This free, informative and highly attended 'meeting within a meeting' provides attendees with practical, timely tips in both clinical and business processes that will take your specialty contact lens practice to the next level. Respected, highly successful contact lens practitioners will share how to manage a gamut of myopia cases with contact lenses. This will be followed by the top 10 tips and tricks to transform your contact lens practice. Finally, learn how to maximize the success of your contact lens practice.

GLOBAL CONTACT LENS FORUM IS DIRECTED BY MELISSA BARNETT, OD

## WEDNESDAY, SEPTEMBER 18

### 8:00 AM - 9:00 AM

10L1 - Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box

**Speakers:**  
Jason Compton, OD;  
Dave Kading, OD;  
Sheila Morrison, OD

### 9:05 AM - 9:55 AM

10L2: PROMOTIONAL BREAKFAST SYMPOSIUM - The Latest Innovation in Multifocal Contact Lens Technology: Binocular Progressive System

**Presented by:**  
Coopervision

**Speaker:**  
Matthew Lampa, OD, FAAO

NOT FOR CREDIT

FIRST COME, FIRST SERVE.

### 10:10 AM - 11:10 AM

10L3 - Ace in the Hole: The Top 10 Tips and Tricks To Transform Your Contact Lens Practice

**Speakers:**  
Jason Compton, OD;  
Dave Kading, OD;  
Sheila Morrison, OD

### 11:25AM - 12:25PM

10L5 - Maximizing Contact Lens Practice Success

**Speakers:**  
Jason Compton, OD;  
Dave Kading, OD;  
Jessiln Quint, OD;  
Melissa Barnett, OD

3 HOURS FREE CE | ADVANCED REGISTRATION REQUIRED

ACCREDITATION PENDING - COPE, NCLE, FL BOARDS OF OPTOMETRY + OPTICIANRY, NY STATE OPTICIAN - CONTACT LENS - INTERMEDIATE

# NEW TECHNOLOGY SHOWCASE

Vision Expo is committed to the advancement of scientific knowledge for the practical purposes of diagnosing and treating ophthalmic maladies. With one of the largest exhibition halls dedicated to managing vision, attendees are introduced to all that ophthalmic industry has to offer. Furthermore, didactic education enables all that attend an opportunity to realize practical applications, of these advanced options, for their practice. The New Technology Showcase will unite the exhibit hall and the didactic to create a space where learning becomes hands-on. Furthermore, with the new West Coast Case Challenge, our experts will present cases where this technology has assisted in the management of common and not so common patient diagnoses.

NEW TECHNOLOGY SHOWCASE IS DIRECTED BY MARC BLOOMENSTEIN, OD

## WEDNESDAY, SEPTEMBER 18

### 1:30 PM - 3:30 PM

10C1 - Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home

**Speakers:** Marc Bloomenstein, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD

LIMITED ATTENDANCE

### 3:45 PM - 5:45 PM

10C2 - West Coast Case Challenge

**Moderator:** Marc Bloomenstein, OD  
**Panelists:** Julie Rodman, OD; Mahnia Madan, OD; Mark Dunbar, OD; Nate Lighthizer, OD; Jessica Steen, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD

4 HOURS FREE CE | ADVANCED REGISTRATION REQUIRED | ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY

# WEDNESDAY | SEPTEMBER 18

## FREE! GLOBAL CONTACT LENS FORUM

8:00 AM - 9:00 AM	<b>10L1 - FREE</b> Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box Compton, Kading, Morrison C,FL-OP,FL-OD,N,NYS-CL-I
9:05 AM - 9:55 AM	<b>10L2 - FREE</b> Promotional Breakfast Symposium - Presented by Coopervision - The Latest Innovation in Multifocal Contact Lens Technology: Binocular Progressive System Lampa NOT FOR CREDIT FIRST COME, FIRST SERVE
10:10 AM - 11:10 AM	<b>10L3 - FREE</b> Ace in the Hole: The Top 10 Tips and Tricks To Transform Your Contact Lens Practice Compton, Kading, Morrison C,FL-OP,FL-OD,N,NYS-CL-I
11:25 AM - 12:25 PM	<b>10L5 - FREE</b> Maximizing Contact Lens Practice Success Compton, Kading, Quint, Barnett C,FL-OP,FL-OD,N,NYS-CL-I

CLINICAL			
1:30PM - 3:30PM	<b>11C1</b> Will the Real Glaucoma, Please Stand Up Koetting C,FL-OD,T	<b>11C2</b> The Good, the Bad, the Orals Whitley C,FL-OD, O, TPA	<b>11C3</b> Myopia Control Rhue, Hom C,FL-OD
3:45PM - 4:45PM	<b>12C1</b> It's All In Their Head: Diagnosing Neurological Related Eye Conditions Koetting C,FL-OD	<b>12C2</b> Mastering the OSD Patient: A Clinical Approach to Success Ioussifova, Devries This course is 2 hours from 3:45pm-5:45pm	<b>12C3</b> Elevating Patient Care Experience Through Technology and AI Rhue C,FL-OD
5:00PM - 6:00PM	<b>13C1</b> The OD's Role in TBI Morgenstern C,FL-OD	<b>13C3</b> Lessons Learned from Things Done Well and Things Done Poorly in Dry Eye Hom C,FL-OD,T	<b>10C1 - FREE</b> NEW TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home Ferrucci, Bloomenstein, Rafieetary Limited Attendance C,FL-OD
			<b>10C2 - FREE</b> NEW TECHNOLOGY SHOWCASE: West Coast Case Challenge Moderator: Bloomenstein Panelists: Rodman, Madan, Dunbar, Lighthizer, Steen, Ferrucci, Rafieetary This course is 2 hours from 3:45pm-5:45pm C,FL-OD

### TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia	Neurological
General Optometry	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina	Dry Eye / Ocular Surface Disease
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia	Hands-On Workshop

PROGRAM SUBJECT TO CHANGE AS OF 09-16-24.

## VISION EXPO MARKETING & SOCIAL MEDIA BOOTCAMP

In partnership with Marketing4ECPs

8:30 AM - 9:30 AM	<b>10B1</b> Who Knows You? - Why Every ECP Needs A Personal Online Brand Charest A-NO,C
9:45 AM - 10:45 AM	<b>10B2</b> Mastering the Art of Content Creation: Strategies for Impactful Brand Storytelling Alexander A-NO,C
11:00 AM - 12:00 PM	<b>10B3</b> Eyes on the Future: AI-Driven Marketing for Eye Care Professionals Paisley A-NO,C
1:00 PM - 2:00 PM	<b>10B4</b> Visual Impact: Strategies for Effective Video Marketing in Eye Care Swiatylo A-NO,C
2:15 PM - 3:15 PM	<b>10B5</b> Specialized Solutions: Mastering Marketing for Medical Specialties Kemp A-NO,C
3:30 PM - 4:30 PM	<b>10B6</b> Rising Star: A Guide to Building a Team Member into a Social Media Manager Virzi A-NO,C

OPTICAL TECHNOLOGY		BUSINESS SOLUTIONS
<b>11O1</b> Refract This! Walker A-O2,FL-T,NYS-D-I	<b>11O2</b> Understanding Basic Optical Theory Ganem A-O2, FL-T, NYS-D-B	
<b>12O1</b> Prism is Not a Four Letter Word Walker A-O2,FL-T,NYS-D-I	<b>12O2</b> The Disruption of Circadian Rhythms O'Keefe A-O2,FL-T,NYS-D-I	
<b>13O1</b> The Power of Polarized Lenses O'Keefe A-O2,FL-T,NYS-D-I	<b>13O2</b> Training the New Apprentice Ganem A-O2, FL-T, NYS-D-I	<b>13B1</b> How to Profit From Managed Care Even If You Don't Take Any Johnson A-O2, NYS-D-I

### ACCREDITATION LEGEND

A-NO/O1/O2/O3 - ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, C - COPE, FL-OD - Florida State Board of Optometry, FL-OP - Florida State Board of Opticianry, FL-T - Florida State Board of Opticianry - Technical, N-NO/O1/O2/O3 - NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, NYS-D/CL - B/I/A - New York State Optician - Dispensing/Contact Lens - Basic/Intermediate/Advanced, O - Orals, P - AOA Paraoptometric Commission, T - TQ/CEE, TPA - Therapeutic



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**LOOK FOR THE OPTICON LOGO IN THE DAILY COURSE GRID SCHEDULE SIGNIFYING SESSIONS BEING DEVELOPED BY OPTICON.**

# THURSDAY | SEPTEMBER 19

PROGRAM SUBJECT TO CHANGE AS OF 09-16-24.

CLINICAL						CONTACT LENS	
7:15AM - 8:15AM	<b>21C1</b> You "Mite" Want to Consider Treating That Lid! Bloomenstein  C,FL-OD,TPA	<b>21C2</b> Is IPL Right for My Patient? Ioussifova, Devries  C,FL-OD	<b>21C3</b> When Your Presbyope Only Wants Surgery Bull  C,FL-OD	<b>21C6</b> Advances in the Diagnosis and Management of Geographic Atrophy Singh, Dunbar  C,FL-OD	<b>21L1</b> Vision Heroes: Saving Sight with Contact Lenses in the Pediatric Population Morrison  C,FL-OD		
8:30AM - 9:30AM	<b>20C1</b> Vision Series - Promotional Breakfast Symposium - Presented by Viatris A Different Approach to Dry Eye: A Patient-Centric Discussion Lighthizer, Steen  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	<b>20C2</b> Vision Series - Promotional Breakfast Symposium - Presented by Bausch+Lomb Showcasing Inflammation and IOP Control with Bausch + Lomb Gaddie, Schweitzer  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE					
9:45AM - 10:45AM	<b>23C1</b> Roadmap to Medical Management of Glaucoma Gaddie, Schmidt This course is 2 hours from 9:45am - 11:45am	<b>23C2</b> Ask the Experts: When Your Patient Has OSD Periman, Karpecki, Bloomenstein This course is 2 hours from 9:45am - 11:45am	<b>23C3</b> Myopia: A Disease of Axial Length Morgenstern  C, FL-OD	<b>23C4</b> Makeup and Ocular Surface - What You Need to Know Theriot, McGee  C,FL-OD	<b>23C5</b> Case Files: The Retina Chronicles Ferrucci, Yackey, Dunbar This course is 2 hours from 9:45am - 11:45am	<b>23C6</b> Ocular Emergencies Bull, Quint This course is 2 hours from 9:45am - 11:45am	<b>23L1</b> Marketing Your Specialty Contact Lens Practice Kading, Barnett  C,FL-OD
11:00AM - 12:00PM			<b>24C3</b> Rapid Fire Referrals Whitley  C, FL-OD	<b>24C4</b> Differentiating Keratitis Theriot  C, FL-OD		<b>24L1</b> AI & Contact Lenses Kading  C, FL-OD	
12:00PM - 2:30PM	<b>20C3</b> Vision Series - Promotional Lunch Symposium - Presented by Tarsus Introducing XDEMYV® (lotilaner ophthalmic solution) 0.25% Davison, McGee This session is 1 hour from 12:00pm-1:00pm  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	<b>20C4</b> Vision Series - Promotional Lunch Symposium - Presented by Bausch+Lomb A Family of Eyecare Products with Innovations for Every Stage of Life Brujic, Gerson, Bhagat This session is 1 hour from 12:00pm-1:00pm  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	<b>20C5</b> OCT Workshop Bossie, Marrelli, Pal, Rodman Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm	<b>20C6</b> IPL Workshop Periman, Devries Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm			
2:45PM - 4:45PM	<b>25C1</b> Ask the Experts: When You're Treating Your Glaucoma Patients Schmidt, Gaddie  C,FL-OD,TPA	<b>25C2</b> Two Truths and a Lie Rodman, McGee  C,FL-OD	<b>25C3</b> Top 15 Diagnoses You Should Never Miss Morgenstern  C,FL-OD,T	<b>25C4</b> Putting the "Oh!" in OCT Marrelli, Dunbar  C,FL-OD	<b>25C5</b> AMD A-Z Haynes, Gerson  C,FL-OD,T	<b>25C6</b> Botched: Now What? Bull, Whitley  C,FL-OD	<b>25L1</b> Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses Pal, Morrison, Kading, Barnett  C,FL-OD
5:00PM - 6:00PM	<b>26C1</b> Strategies for Better Diagnosing Glaucoma Marrelli  C,FL-OD,TPA	<b>26C2</b> Drops vs. Tears Madan, Hom  C,FL-OD,TPA		<b>26C5</b> Retina Update 2024 and Beyond Gerson  C,FL-OD	<b>26C6</b> Unveiling Uveitis Quint  C,FL-OD	<b>26L1</b> Making Myopia Mainstream Kading  C,FL-OD	

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS			
<b>21O1</b> Partnering With Your Consultant for Scleral Lens Success Buckner  FL-T-CL, N-O2, NYS-CL-B	<b>21O2</b> Optician to the Stars Atkins  A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I	<b>21O3</b> East Meets West: The Intersection of Old-World Artistry and New World Design Hollier  A	<b>21O4</b> An Introductory Lecture to the Manual Lensometer Basti  A-O1, NYS-D-I	<b>21B1</b> Needs Based Consulting: A guide to exceeding your patient's needs Ganem  A-NO, NYS-D-B	<b>21B2</b> Breaking Bad: Habits Brush  A-NO,FL-OP,NYS-D-B	<b>21B3</b> Strategies for Succeeding in Private Equity Schmidt  C,FL-OD	<b>21B4</b> Why Key Metrics Are Important & How To Start Using Them Quint  C,FL-OD
<b>22O1</b> Beyond Short Arms Buckner  FL-T-CL, N-O1, NYS-CL-B	<b>22O2</b> Compensated Powers (and Other Ophthalmic Conundrums) Hanlin  A-O2,FL-T,NYS-D-I	<b>22O3</b> My Top Tips for Successful Dispensing to Kids Johnson  A-O1, NYS-D-I	<b>22O4</b> Myopia Control for Opticians and Techs Aceto  A-O2, N-O2, NYS-CL-I, NYS-D-I	<b>22B1</b> From Good to Great: A guide to motivating your team for exceptional performance Ganem  A-NO	<b>22B2</b> Professional Ethics To Practice By O'Keefe  A-NO,FL-OP,NYS-D-I		
<b>23O1</b> LITTLE Contact Lens Wearers, BIG Difference! Buckner  FL-T-CL, N-O2, NYS-CL-I	<b>23O2</b> You've Got To Be Fitting Me! Atkins  A-O2,FL-T,NYS-D-I	<b>23O3</b> Power Optics of Magnification Walker  A-O1, FL-T, N-O2, NYS-CL-I, NYS-D-I	<b>23O4</b> Introduction to Lensometry Hands-on Workshop Bourque This course is 2 hours from 9:45am - 11:45am	<b>23B1</b> Optical Merchandising Secrets You Need to Know! Gerber  A-NO,FL-OP,NYS-D-B	<b>23B2</b> It's Not All About You! Brush  A-NO,FL-OP,NYS-D-B	<b>23B3</b> Legal Lens: Navigating Eye Care Without Lawsuits Spear  C,FL-OD	<b>23B4</b> Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease Madan, Devries  C,FL-OD
<b>24O1</b> Fitting the Presbyope with Hydrogel Contact Lenses Gzik  FL-T-CL,N-O2, NYS-CL-I	<b>24O2</b> Fundamentals of Accommodation and Convergence Hanlin  A-O2,P,FL-T,NYS-D-I	<b>24O3</b> What if They're Not Crazy? aka Learn to Love the Engineer Saccarelli  A-O3, FL-T, NYS-D-A		<b>24B1</b> When Life Gives You Lemons Brush  A-O1,FL-OP,NYS-D-I	<b>24B2</b> Hypothetically Hugging your Patients O'Keefe  A-NO	<b>24B3</b> Profitable Partnerships via Co-Management Robben, Devries  C,FL-OD	<b>24B4</b> Blueprint for Success: Strategies for Building a Myopia Control Practice Tucker, Pal  C,FL-OD
<b>29O1</b> OptiCon General Session: A Conversation with Scott Shapiro CEO at Europa Eyewear/State Optical Co./AO Eyewear and Chairman of the Vision Council Board Presented by United Opticians Associations (UOA) Shapiro  A-NO,N-NO,NYS-CL-B,NYS-D-B							
<b>25O1</b> Surgical Procedures and their Influence on Visual Correction Gzik  A-O3, FL-T-CL, N-O3	<b>25O2</b> DIY Spectacle Solutions Walters  A-O2, NYS-D-I	<b>25O3</b> Spectacle Troubleshooting, Why Can't I See? Johnson  A-O2, NYS-D-I	<b>25O4</b> Ocular Dissection Aceto  A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I	<b>25B1</b> The Psychology of Creating the Ultimate Experience Gerber  A-NO,FL-OP,NYS-D-B	<b>25B2</b> The Patient Journey - Prescribing Alexander  A-O2,FL-T,NYS-D-I	<b>25B3</b> Blueprint for Success: Strategies For Starting A Dry Eye Practice Davison, Robben, Quint  C,FL-OD	<b>25B4</b> The Art of Entrepreneurship - How To Be Successful in Private Practice Spear  C,FL-OD
<b>26O1</b> Optimizing Vision: Contact Lenses for Astigmatic Patients Buckner  FL-T-CL, N-O2, NYS-CL-I	<b>26O2</b> Give Me the Light! Atkins  FL-T,N-O2,NYS-CL-I	<b>26O3</b> The Optics of Color from Lenses to Vision Walker  A-O2, NYS-D-I		<b>26B1</b> The Business of Low Vision - The Players, The Game, and Where Opticians Have Opportunity Saccarelli  A-NO	<b>26B2</b> Sunwear Sales the Biggest Missed Opportunity Koenigsberg  A-NO, NYS-D-B	<b>26B3</b> Legal Contract Essentials for Eye Care Professionals Spear  C,FL-OD	<b>26B4</b> Innovation in Business Robben, Brujic  C,FL-OD

## TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia	Neurological
General Optometry	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina	Dry Eye / Ocular Surface Disease
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia	Hands-On Workshop

## ACCREDITATION IS PENDING

The "pending CE approval" courses are being submitted to the accrediting agencies for consideration of approval - if the accreditation designation is NOT listed, the course is NOT being submitted to that agency.



# FRIDAY | SEPTEMBER 20

PROGRAM SUBJECT TO CHANGE AS OF 09-16-24.

CLINICAL							CONTACT LENS
7:15AM - 8:15AM	<b>31C1</b> Swipe Right, Swipe Left – Choosing the Right Medication for Your Glaucoma Patient Schmidt  C, FL-OD, TPA	<b>31C2</b> They May Feel OK, But They Could Have NK Bloomenstein  C, FL-OD		<b>31C5</b> Should I Take Vitamins For My Eyes? Theriot  C, FL-OD		<b>31L1</b> Blueprint for Success: Starting a Specialty CL Practice Pal, Brujic  C, FL-OD	
8:30AM - 9:30AM	<b>30C1</b> Vision Series – Promotional Breakfast Symposium – Presented by Topcon Navigating the Myopia Boom: Insights to Scale Your Myopia Practice & Maximize Productivity Achong-Coan, Johnson, Mann II  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	<b>30C2</b> Vision Series – Promotional Breakfast Symposium – Presented by Pearle Vision Unlocking Success: Pearle Vision Franchise Owners, Docs, and Leadership Reveal All! Girtsigen, Kopolow, Kumar, Patel, Plumb  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE					
9:45AM - 10:45AM	<b>33C1</b> Problem Solving and Glaucoma Management Steen This course is 2 hours from 9:45am - 11:45am  C, FL-OD, T, TPA	<b>33C2</b> Case Files: The Anterior Segment Chronicles Periman, Karpecki, Bloomenstein This course is 2 hours from 9:45am - 11:45am  C, FL-OD	<b>33C3</b> Ocular Adnexa and Eyelids - Optometry's Next Frontier McGee This course is 2 hours from 9:45am - 11:45am  C, FL-OD, T	<b>33C4</b> The Role of Modern Tonometers in Glaucoma Lighthizer  C, FL-OD	<b>33C5</b> Ask the Experts – When You Are Managing The Retina Ferrucci, Gerson This course is 2 hours from 9:45am - 11:45am  C, FL-OD	<b>33C6</b> Periocular Malignancies Gurwood, Myers This course is 2 hours from 9:45am - 11:45am  C, FL-OD, T	<b>33L1</b> Specialty CL Workshop Tucker, Pal, Barnett This workshop is 2 hours from 9:45am - 11:45am Limited Attendance \$186  C, FL-OD
11:00AM - 12:00PM			<b>34C4</b> The "C,C,D" Triade of Binocular Vision Disorders, Simple Assessment and Treatment Plans for All Practices Montecalvo  C, FL-OD				
12:00PM - 2:30PM	<b>30C3</b> Vision Series – Promotional Lunch Symposium – Presented by Zeiss Meditec Don't Gamble With Pathological Myopia – When To Manage and When To Refer Dunbar, Majcher, Haynes This session is 1 hour from 12:00pm-1:00pm  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	<b>30C4</b> Vision Series – Promotional Lunch Symposium – Presented by Bausch+Lomb Rethinking Dry Eye Disease: A Contemporary Approach to a Complex Condition Devries, Steen This session is 1 hour from 12:00pm-1:00pm  OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	<b>30C5</b> Injections Workshop Lighthizer Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm  C, FL-OD				
2:45PM - 4:45PM	<b>35C1</b> Case Files: The Glaucoma Chronicles Schweitzer, Steen  C, FL-OD	<b>35C2</b> Lights, Lasers, Aesthetics Periman, Davison, McGee  C, FL-OD	<b>35C3</b> Swollen Optic Nerves: Now What? Lighthizer  C, FL-OD, T	<b>35C4</b> It All Starts at the Lids: Modern Diagnosis and Management of the Palpebris Whitley, Koetting, Bloomenstein  C, FL-OD, TPA	<b>35C5</b> Current Strategies on Managing Diabetic Eye Disease Yackey, Haynes  C, FL-OD, T	<b>35C6</b> Management of Ocular Pain, Considerations When Prescribing Opiates Gurwood, Myers  C, FL-OD, O, TPA	<b>35L1</b> Business of Contact Lenses Barnett, Brujic, Quint  C, FL-OD
5:00PM - 6:00PM	<b>36C1</b> Glaucoma Myth Busters Schweitzer  C, FL-OD	<b>36C2</b> A Quick Start Guide to Drops: From Lubricants to Autologous Madan, Koetting  C, FL-OD				<b>36L1</b> Blueprint for Success: Fitting & Troubleshooting Scleral Lenses Pal, Brujic  C, FL-OD	

OPTICAL TECHNOLOGY					BUSINESS SOLUTIONS				
<b>31O1</b> It's Just a Contact Lens Atkins  FL-T-CL, N-O2, NYS-CL-I	<b>31O2</b> Seeing Through the Eyes of the Patient Saccarelli  A-O1, NYS-D-I	<b>31O3</b> Sunglasses, They're Not Just for Summer Anymore! Alexander  A-O2, NYS-D-I	<b>31O4</b> Simplifying the Complicated Bourque  A-O2		<b>31B2</b> Psychological Safety in the Workplace Hanlin  A-NO, FL-OP-N-NO, NYS-CL-B, NYS-D-B		<b>31B3</b> Grow Your Team. Grow Your Business. Carlson  C, FL-OD	<b>31B4</b> Enhancing the Patient Experience Bull  C, FL-OD	<b>31B5</b> Tips For Training Staff On New Eye Care Technology Davison  C, FL-OD
<b>32O1</b> Instruments used for Ocular Evaluation Gzik  A-O2, FL-T-CL, N-O2, NYS-CL-I, NYS-D-I	<b>32O2</b> The Main Tools of Low Vision - How and When to Use Them Saccarelli  A-O2	<b>32O3</b> Your Doors Are Open: How Your Relationships Impact Your Profitability! Atkins  A-O2, N-O2	<b>32O4</b> The Anti-Fatigue Lens Opportunity! Alexander  A-O2, FL-T, NYS-D-I	<b>32O5</b> Dispensers Guide to Prism Neff  A-O1, NYS-D-I	<b>32B1</b> Creating Perceived Value Hanlin  A-NO, FL-OP-N-NO, NYS-CL-B, NYS-D-B	<b>32B2</b> Only The Best Will Do! Bruce  A-O1, NYS-D-I	<b>32B3</b> The Psychology of Perfect Vision Gerber  A-NO, FL-OP, NYS-D-B		
<b>33O1</b> Case Reports Contact Lenses/Spectacles Gzik  A-O3, FL-T-CL, N-O3, NYS-CL-A, NYS-D-A	<b>33O2</b> Age-Related Eye Changes and Their Management Zeitlin  A-O2	<b>33O3</b> Prism Proficiency Walters  A-O2, NYS-D-I	<b>33O4</b> Deconstructing Advanced Progressive Lens Designs: A Stepwise Approach Hoff  A-O3, FL-T, NYS-D-A	<b>33O5</b> Compression Mounting Adjustments, Repairs, Assembly Goh  A-O2, FL-T, NYS-D-I	<b>33B1</b> Dispensing Without Boundaries Maldonado  A-NO	<b>33B2</b> The Case of the Second Pair Sale Koenigsberg  A-O1, FL-OP, NYS-D-B	<b>33B3</b> How To Navigate the New Digital Landscape Gerber This course is 2 hours from 9:45am-11:45am  A-NO, FL-OP, NYS-D-B	<b>33B4</b> Elevate Your Practice: Success Strategies for Growth & Impact Quint This course is 2 hours from 9:45am-11:45am  C, FL-OD	<b>33B5</b> 10 Ways To Use Marketing To Attract New Staff Wilhelm  C, FL-OD
	<b>39O1</b> Patient Choice Awards TBD, TBD This course is 1 hour from 12:00pm - 1:00pm  A-NO, N-NO								
<b>35O1</b> Aniseikonia - The Problem, The Solutions Bruce  A-O3, FL-T-CL, N-O3, NYS-CL-A, NYS-D-A	<b>35O2</b> Dealing with Difficult Patients and Troubleshooting Koenigsberg  A-O2, FL-T, NYS-D-I	<b>35O3</b> Eye Diseases Technicians and Opticians Should Know Zeitlin  A-O2, N-O2, NYS-CL-I, NYS-D-I	<b>35O4</b> Frame and Lens: Making a Perfect Match Walters  A-O2, NYS-D-I	<b>35O5</b> How It Works - Anti-Reflective & Blue Light Treatment Alexander  A-O2, NYS-D-I	<b>35O6</b> Basic Frame Repair Workshop Goh  A-O1, FL-T, NYS-D-B	<b>35B1</b> Living Into Your Values Collins  A-NO, N-NO, NYS-CL-B, NYS-D-B	<b>35B3</b> Enhancing Patient Experience Through Online Eyecare Services Sian This course is only 1 hour from 2:45 - 3:45pm  C, FL-OD	<b>35B4</b> The Taylor Swift Effect-Women in Leadership Carlson  C, FL-OD	
<b>36O1</b> Soft Contact Lens Complications Zeitlin  FL-T-CL, N-O2, NYS-CL-I	<b>36O2</b> Myopia Management: Safety and Efficacy of Ortho-K Buckner  FL-OP, N-O2, NYS-CL-I	<b>36O3</b> Uncommon & Complicated Case Reports in Trouble Shooting Alexander  A-O3, FL-T, N-O3, NYS-CL-A, NYS-D-A	<b>36O4</b> These Don't Work! Bruce  A-O1, FL-T, NYS-D-I	<b>36O5</b> Light Filtering Lenses Manso  A-O2, FL-T, NYS-D-I		<b>36B1</b> The Latest in Lens Technology for Digital Device Addicts Koenigsberg  A-O1		<b>36B3</b> Purchasing Equipment - A Case Study Approach To Efficiency and Cost Effectiveness Neufeld  C, FL-OD	<b>36B4</b> 7 Tips For An Improved Culture Carlson  C, FL-OD

## TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia	Neurological
General Optometry	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina	Dry Eye / Ocular Surface Disease
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia	Hands-On Workshop

## ABOUT ACCREDITATION

The accreditation designations serve as a guide to assist you with course selections. Please refer to [VEW2024.com/Policies](http://VEW2024.com/Policies) for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151.

Vision Expo is not responsible for courses that do not receive accreditation. Do not assume that the courses you register for will be approved. You will not receive credit if you are late to a course. Course approval information will also be available onsite in the Education Office.

# SATURDAY | SEPTEMBER 21

PROGRAM SUBJECT TO CHANGE AS OF 09-16-24.

CLINICAL		CONTACT LENS	
7:15AM – 8:15AM	<b>41C1</b> Top 10 Medications and Their Ocular Side Effects Lonsberry C,FL-OD,TPA	<b>41C2</b> Rapidly Changing Landscape of Refractive Technology Brujic C, FL-OD	<b>41L1</b> Blueprint for Success: Hybrid Contact Lens Case Series Tucker C,FL-OD
8:30AM – 9:30AM	<b>42C1</b> Oral Pharmaceuticals in Primary Care Optometry Lonsberry This course is 2 hours from 8:30am-10:30am	<b>42C2</b> Innovations in Glaucoma - Next Generation Technology, Medications, and Delivery Schweitzer This course is 2 hours from 8:30am-10:30am	<b>42L1</b> Maximizing Comfort & Clarity: Managing Ocular Surface Disease for Optimal Contact Lens Wear Brujic C,FL-OD
9:45AM – 10:45AM	<b>43C1</b> Recognizing and Overcoming Bias to Better Serve Your Patients Johnson C,FL-OD, T, O, TPA	<b>43C3</b> Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses Pal C, FL-OD	<b>43L1</b> Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses Pal C,FL-OD
11:00AM – 12:00PM	<b>44C1</b> Uveitis: Systemic and Ocular Approaches to Management Lonsberry C,FL-OD	<b>44C2</b> Case Challenges of the Cornea Schweitzer C,FL-OD	<b>44L1</b> Blueprint for Success: How To Improve Contact Lens Wear With Ocular Aesthetics Pal C,FL-OD
1:00 PM – 3:00 PM	<b>45C1</b> Interactive Anterior Segment Grand Rounds Lonsberry C,FL-OD, T		<b>45L1</b> 10 Innovations in Contact Lenses That You Need To Know About Brujic C,FL-OD, T

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS		
<b>41O1</b> Contact Lens Selection and Patient Education Bruce ↻ FL-T-CL, N-O2, NYS-CL-I		<b>41O3</b> Bright Eyes on the Future of Fashion, Optics and Vision Maldonado ↻ A-O2,FL-T,NYS-D-I		<b>41B1</b> Talking About My Generation Manso ↻ A-NO,P,FL-OP,N-NO,NYS-CL-B,NYS-D-B	<b>41B3</b> The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa Davison C,FL-OD	<b>41B4</b> Promoting the Happiness Advantage in Your Office Brimer, Carlson C,FL-OD
<b>42O1</b> Demystifying Near Task Specific Lenses Hoff ↻ A-O2, FL-T, NYS-D-I	<b>42O2</b> Advanced Lensometry: Application of ANSI Standards Aceto This course is 2 hours from 8:30am-10:30am ↻ A-O2,FL-T,NYS-D-A	<b>42O3</b> Storytelling Through Eyewear Design and Manufacturing Roseillier ↻ A-NO,FL-OP,NYS-D-B		<b>42B1</b> Telehealth is Here to Stay. Really! Manso ↻ A-O1, FL-OP, P, NYS-D-I	<b>42B3</b> Dry Eye Billing & Coding: Maximize Your Profit Brimer C,FL-OD	
<b>43O1</b> Powerboost Lenses - Why Do My Patients Need Them? Hoff ↻ A-O2,FL-T,NYS-D-I		<b>43O3</b> The three little words we all hate to hear..... "I Can't See" Bourque ↻ A-O2		<b>43B1</b> Stay Shady Brush ↻ A-O1,FL-OP,NYS-D-I	<b>43B3</b> Building a Legacy Brujic C,FL-OD	<b>43B4</b> 10 Ways To Grow Your Leadership Carlson C,FL-OD
<b>44O1</b> Why Contacts? Bruce ↻ FL-T-CL, N-O2, NYS-CL-B		<b>44O3</b> Taking a "BYTE" Out of Segments Manso ↻ A-O1,FL-T,NYS-D-I	<b>44O4</b> The Future is Now: Transitions® GEN 5™ Dreger A	<b>44B1</b> The Three P's of Eyecare: People, Products, and Process Koenigsberg ↻ A-NO,FL-OP,NYS-D-B	<b>44B3</b> Optometry Contracts - Comprehensive Reviews and Negotiations Neufeld C,FL-OD	
<b>45O1</b> Establishing a Solid Foundation: RGP Designs and Fitting Bruce ↻ FL-T-CL, N-O2, NYS-CL-I	<b>45O2</b> What Are All These Adjustment Tools? Bourque ↻ A-O2,FL-T,NYS-D-I	<b>45O3</b> Selling Efficiently and Effectively in a Busy Practice Koenigsberg ↻ A-NO,FL-OP,NYS-D-B	<b>45O4</b> Curating Frame Collections Collins ↻ TBD		<b>45B3</b> The Business of Eye Care: How Every Day Clinic Practice Can Generate Revenue Davison C,FL-OD	<b>45B4</b> The Practice Owner's Guide to Lean Inventory Management Neufeld C,FL-OD

## TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia	Neurological
General Optometry	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina	Dry Eye / Ocular Surface Disease
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia	Hands-On Workshop

## EDUCATION REGISTRATION

- Course handouts will be available online prior to the Education Program. They will not be available onsite. 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 and on the Vision Expo Mobile App.
- In an effort to improve the Education registration process, badges will not be mailed. Please bring your confirmation letter with barcode onsite to Registration to have your badge and course itinerary printed when you arrive at the conference. This will ensure that you have the most up-to-date course information on your badge barcode and course itinerary, including room numbers.
- 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 and course itinerary, you will need to get a new course itinerary printed so that your current courses are listed, including room numbers.
- After you attend your course(s), please complete the session evaluation for each course. The session evaluations are available on the Vision Expo website and mobile app. After completion, you will be able to send yourself the CE Letter via email verifying your course attendance.
- After the Education Program, you will receive a CE letter via e-mail verifying your course attendance. Please submit this CE letter to your state board/national accreditation agency for license renewal. If you did not supply an e-mail address when you registered, please update your registration record by calling Client Services at 1.800.811.7151.



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Moderator  
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Speaker  
**Jessica Haynes**  
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Speaker  
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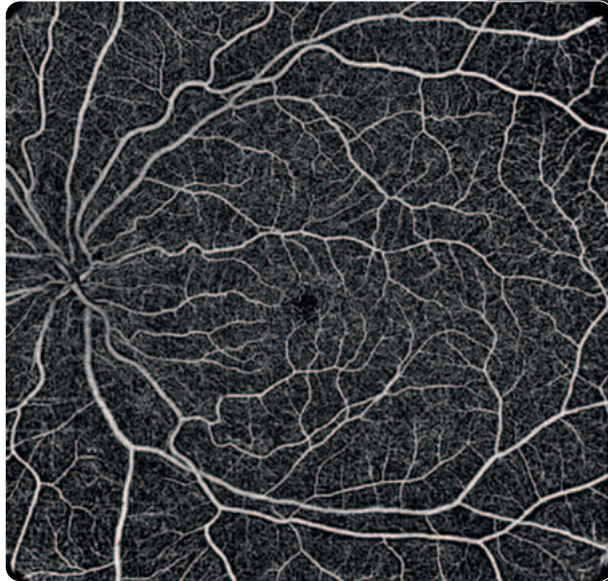
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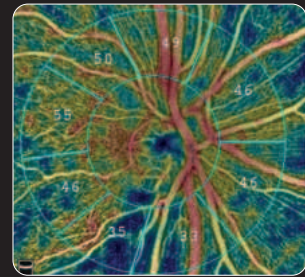
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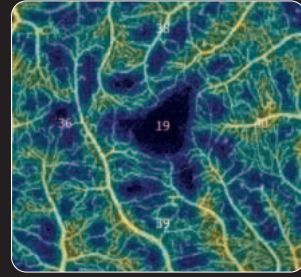
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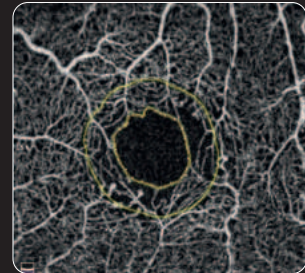
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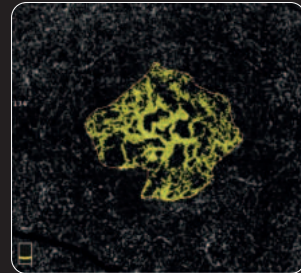
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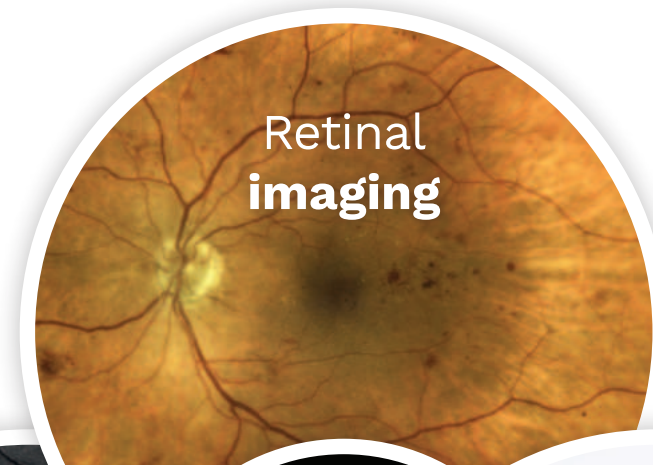
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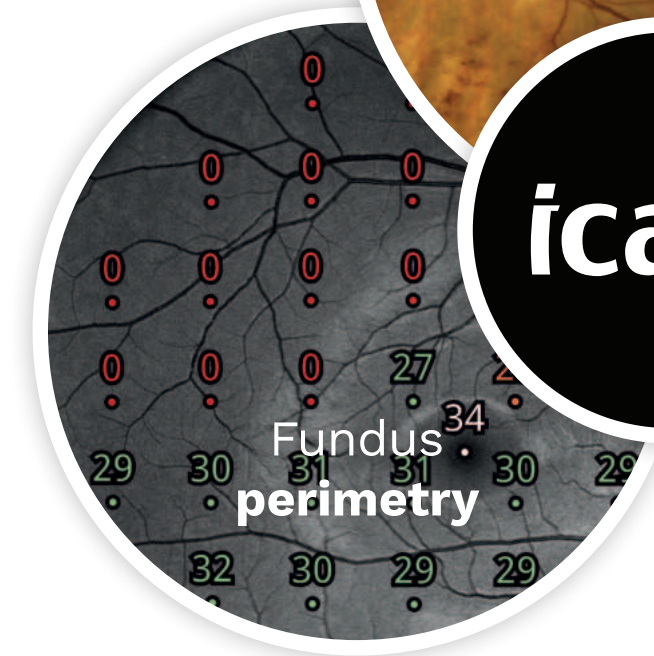
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<sup>1</sup> Comparison between New Perimetry Device (IMOVifa®) and Humphrey Field Analyzer™ M Eslani, T Nishida, S Moghimi, JM Arias, C Vasile, V Mohammadzadeh, RN Weinreb; Invest. Ophthalmol. Vis. Sci. 2022;63(7):1272 - A0412.



# GO FOR IOP CONTROL FROM THE *START*

**Go for monotherapy with VYZULTA**  
for your open-angle glaucoma or ocular hypertension patients.

### POWERFUL IOP REDUCTION

Up to 9.1 mmHg IOP reduction from baseline in 2 pivotal Phase 3 studies<sup>1\*</sup>

### EXCELLENT TOLERABILITY

<1% Low incidence of hyperemia and <1% discontinuation due to any ocular AE<sup>1,3</sup>

### UNIQUE DELIVERY OF NITRIC OXIDE

Dual MOA: Unique delivery of nitric oxide and latanoprost acid improve outflow<sup>3-5</sup>

\*VYZULTA demonstrated a mean IOP reduction of 7.5-9.1 mmHg from baseline across 9 evaluated time points over 3 months vs 6.6 mmHg-8.0 mmHg for timolol 0.5%.<sup>12</sup> **APOLLO and LUNAR study designs:** Two Phase 3, randomized, multicenter, double-masked, parallel-group 3-month studies were conducted comparing the IOP-lowering effect of once-daily VYZULTA with that of twice-daily timolol 0.5% in patients with open-angle glaucoma or ocular hypertension: APOLLO (VYZULTA, n=284; timolol, n=133) and LUNAR (VYZULTA, n=278; timolol, n=136).<sup>12</sup>

### INDICATION

VYZULTA® (latanoprostene bunod ophthalmic solution), 0.024% is indicated for the reduction of intraocular pressure (IOP) in patients with open-angle glaucoma or ocular hypertension.

### IMPORTANT SAFETY INFORMATION

- Increased pigmentation of the iris and periorbital tissue (eyelid) can occur. Iris pigmentation is likely to be permanent
- Gradual changes to eyelashes, including increased length, increased thickness, and number of eyelashes, may occur. These changes are usually reversible upon treatment discontinuation
- Use with caution in patients with a history of intraocular inflammation (iritis/uveitis). VYZULTA should generally not be used in patients with active intraocular inflammation
- Macular edema, including cystoid macular edema, has been reported during treatment with prostaglandin analogs. Use with caution in aphakic patients, in pseudophakic patients with a torn posterior lens capsule, or in patients with known risk factors for macular edema
- There have been reports of bacterial keratitis associated with the use of multiple-dose containers of topical ophthalmic products that were inadvertently contaminated by patients
- Contact lenses should be removed prior to the administration of VYZULTA and may be reinserted 15 minutes after administration
- Most common ocular adverse reactions with incidence ≥2% are conjunctival hyperemia (6%), eye irritation (4%), eye pain (3%), and instillation site pain (2%)

**For more information, please see Brief Summary of full Prescribing Information on adjacent page.**

**References:** 1. Weinreb RN, Scassellati Sforzolini B, Vittitow J, Liebmann J. *Ophthalmology*. 2016;123(5):965-973. 2. Medeiros FA, Martin KR, Peace J, Scassellati Sforzolini B, Vittitow JL, Weinreb RN. *Am J Ophthalmol*. 2016;168:250-259. 3. VYZULTA Prescribing Information. Bausch & Lomb Inc. 4. Buys ES, Potter LR, Pasquale LR, Ksander BR. *Front Mol Neurosci*. 2014;7:38. 5. Cavet ME, Vittitow JL, Impagnatiello F, Ongina E, Bastia E. *Invest Ophthalmol Vis Sci*. 2014;55(8):5005-5015.

