



VISION EXPO | 2024 VEGAS

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



EDUCATION

BROCHURE

FEATURING **OptiCon®**  **VISION EXPO** EXCLUSIVE **\$299 EDUCATION PACKAGE**

PRESENTED BY CO-OWNERS



SCAN & SAVE!

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





FROM THE OPTICON BOARD

As the OptiCon Advisory Board Chairs, it is with great pleasure and enthusiasm that we present **OptiCon at Vision Expo West 2024** in beautiful Las Vegas, NV. This year's Conference promises to provide a rich and engaging learning environment for the exchange of ideas, insights and innovations in the field of Ophthalmic Optics.

OptiCon at Vision Expo West 2024 will bring together a diverse group of ophthalmic professionals from around the world to help foster and unite our shared commitment to advancing the field of opticianry and improving learning outcomes for all attendees. We will provide our attendees with the opportunity to attend 100+ hours of thought-provoking lectures, interactive workshops, and engage in meaningful discussions with peers and industry experts.

We are honored to host a spectacular lineup of distinguished speakers who will share their expertise and experiences, inspiring us to think creatively and critically about the challenges and opportunities facing Opticianry today as well as in the future. Attendees will also have ample opportunities for networking and collaboration to connect with old friends and forge new relationships; it is through these connections that we can collectively drive progress and create a lasting impact in our industry.

Be sure to come by our OptiCon Hub because we would love to meet you and answer any questions you may have. We look forward to seeing you there!



Lanard Atkins,
OAB Co-Chair, ABOC, NCLEC
ABO-NCLE Board Member



Phernell Walker,
OAB Co-Chair, MBA, ABOM, NCLEC, LDO
ABO-NCLE Board Member

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



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



Janet Acara
NCLEM, ABOC
Erie Community College



Tom Barracato
ABOC, NCLEC
Owner, Adolph Optical



Sandra K. Brown
ABOM, NCLEC
NCLE Board Chair
VisionWorks



Ledonna Buckner
ABOC, NCLEM
CooperVision Specialty EyeCare - Americas



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



Dianna L. Finisecy
ABOM
Wagner Opticians, Inc.



Tina Palumbo
ABO-NCLE Public Board Member
Foerster & Hayes LTD



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

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



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



Mark Dunbar
OD, FAAO
Miami, FL



Steven Ferrucci
OD, FAAO
North Hills, CA



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

EDUCATION PRICING

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

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

UNLIMITED CONTINUING EDUCATION

Early Bird: \$539 \$499

Register on or before 8/8/24

A LA CARTE

\$70/hour

Select this option if you plan on taking fewer than 7 hours.

DOCTORS

UNLIMITED CONTINUING EDUCATION

Early Bird: \$599 \$499

Register on or before 8/8/24

A LA CARTE

\$70/hour

Select this option if you plan on taking fewer than 7 hours.

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



OPTICON @ VISION EXPO HOST HOTEL

RATE AS LOW AS \$80/NIGHT

Harrah's Las Vegas

Come out and play & stay at Harrah's at the center of the of famous Las Vegas Strip. Only .5 miles from the Venetian Expo.

OPTICON PACKAGE ONLY \$299

Quality Education + Affordable Pricing

- UNLIMITED CONTINUING EDUCATION COURSES INCLUDING ABO & NCLE APPROVED EDUCATION, AND THE OPTICON GENERAL SESSION
- FREE EXHIBIT HALL ACCESS, INCLUDING THE OPTICON @ VISION EXPO HUB
- TAILORED SPECIAL EVENTS AND PEER NETWORKING
- ACCESS TO ABO & NCLE BASIC, ADVANCED AND PRACTICAL EXAM REVIEW COURSES

ABO & NCLE EXAM REVIEW COURSES

ABO & NCLE is excited to offer exam review courses for the National Opticianry Competency Exam and the Contact Lens Registry Exam for both basic and advanced levels as well as the ABO and NCLE Practical Exam during OptiCon @ Vision Expo. All exam review courses will be taught by current National Federation of Opticianry Schools (NFOS) faculty.

ABO BASIC EXAM REVIEW SESSIONS

Ophthalmic Optics; Ocular Anatomy, Physiology and Pathology; Ophthalmic Products; Instrumentation; Dispensing Procedures; Laws and Regulations

NCLE BASIC EXAM REVIEW SESSIONS

Ocular Anatomy, Physiology and Pathology; Refractive Errors; Instrumentation for Measurement and Observation; Prefitting; Diagnostic Fitting; Dispensing; Follow-Up; Regulatory

ABO ADVANCED EXAM REVIEW SESSIONS

Analyze and Interpret Visual Assessment; Utilize Ophthalmic Instrumentation; Design; Fit; and Dispense Eyewear and other Ophthalmic Devices

NCLE ADVANCED EXAM REVIEW SESSIONS

Routine and Emergency Visits; Prefit; Preparation and Evaluation; Design; Fit and Dispense Standard and Specialty Lenses; Patient Instructions; Administrative Procedures

OPTICON HUB @ VISION EXPO

This dedicated show floor destination will host pop up talks, networking, social events and access to representatives and resources from ABO & NCLE, UOA, and vendor partners.

APPROVED BY:




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 10.

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.

8:00 AM - 9:00 AM	10L1 - FREE 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). 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

We look forward to seeing you at the show!

EDUCATION

HIGHLIGHTS

CONTACT LENS

Technology and innovation is changing faster and faster. Lens designs and fitting techniques are essential to maintaining your expertise as an Optician, Contact Lens Practitioner and Ophthalmic Allied Professional. This series of classes will help you flourish and excel in your practice while benefitting your patients as well. You will discover information to propel you to the next level!

- 24O1 Fitting the Presbyope with Hydrogel Contact Lenses
- 31O1 It's Just a Contact Lens
- 35O1 Aniseikonia - The Problem, The Solutions
- 41O1 Contact Lens Selection and Patient Education
- 44O1 Why Contacts?
- 45O1 Establishing a Solid Foundation: RGP Designs and Fitting

BUSINESS AND PRACTICE EXPERTISE

What business issues keep you up at night? The Business and Practice Expertise track is designed to help you rest easy with sessions related to five key areas: Leadership; Customer Experience; Human Resources; Data; and Profitability and Growth. Immerse yourself in this actionable, business-focused content, and return home with solutions you can implement immediately.

- 13B1 How to Profit From Managed Care Even If You Don't Take Any
- 23B1 Optical Merchandising Secrets You Need to Know!
- 25B1 The Psychology of Creating the Ultimate Experience
- 31B2 Psychological Safety in the Workplace
- 32B2 Only The Best Will Do!
- 33B2 The Case of the Second Pair Sale
- 33B5 How To Navigate the New Digital Landscape
- 35B1 Living Into Your Practice's Values
- 44B1 The Three P's of Eyecare: People, Products, and Process
- 45O3 Selling Efficiently and Effectively in a Busy Practice

CLINICAL CONCEPTS FOR OPTICIANS, CONTACT LENS PRACTITIONERS AND ALLIED HEALTH PROFESSIONALS

Designed for Opticians, Ophthalmic Assistants, Contact Lens Practitioners, and Allied Ophthalmic Health Professionals, this education series will address key areas of interest, including eye strain, pharmacology, history taking, and refraction. These sessions will not only expand your knowledge, but will increase the value you bring to your patients and practice.

- 11O2 Understanding Basic Optical Theory
- 21O1 Partnering With Your Consultant for Scleral Lens Success
- 22O2 Compensated Powers (and Other Ophthalmic Conundrums)
- 25O1 Surgical Procedures and their Influence on Visual Correction
- 31O2 Seeing Through the Eyes of the Patient
- 32O1 Instruments used for Ocular Evaluation
- 32O2 The Main Tools of Low Vision - How and When to Use Them
- 33O2 Age-Related Eye Changes and Their Management
- 35O3 Eye Diseases Technicians and Opticians Should Know
- 36O2 Myopia Management: Safety and Efficacy of Ortho-K

HANDS-ON WORKSHOPS

These workshops offer the opportunity to educate and review ophthalmic skills you may have and add to your knowledge base. These classes include hands-on components with instructor-led practice covering the course content.
* Capacity of these courses is limited to 25 participants.

- 23O4 Introduction to Lensometry
- 25O4 Ocular Dissection
- 33O5 Compression Mounting Adjustments, Repairs, Assembly
- 35O6 Basic Frame Repair Workshop
- 42O2 Advanced Lensometry: Application of ANSI Standards
- 45O2 What are All of These Adjustment Tools?



LOW VISION

According to the World Health Organization, 246 million people suffer with low vision which results from a variety of diseases, disorders, and injuries that affect the eye. The need for diagnosis, treatment options and patient and caregiver education is tremendous as well as rewarding. Join your peers as experts in this field share the latest on how technology and innovative products are positively impacting your ability to improve your patients' quality of life. From devices to lens technology and artificial intelligence, low vision care can differentiate your practice and build loyalty and word-of-mouth referrals.

- 26B1 The Business of Low Vision - The Players, The Game, and Where Opticians Have Opportunity
- 32O2 The Main Tools of Low Vision - How and When to Use Them
- 33O2 Age-Related Eye Changes and Their Management

OPTICAL TECHNOLOGY

Studies have shown that the most common, and therefore, the most important device in the world to help people with disability is a pair of prescription eyeglasses. Optical Technology courses will educate eye health professionals and designers of prescription eyeglasses to learn the latest in frame materials, lens design and ophthalmic instrumentation. Courses to enhance knowledge and technical skills will be offered throughout the program.

- 11O1 Refract This!
- 22O2 Compensated Powers (and Other Ophthalmic Conundrums)
- 23O3 Power Optics of Magnification
- 24O2 Fundamentals of Accommodation and Convergence
- 24O3 What if They're Not Crazy? aka Learn to Love the Engineer
- 36O3 Uncommon & Complicated Case Reports in Trouble Shooting
- 42O3 Storytelling Through Eyewear Design and Manufacturing
- 44O3 Taking a Byte Out of Segments

ABO PRACTICAL EXAM REVIEW AND NCLE PRACTICAL EXAM REVIEW COURSES

Each course will offer a comprehensive review of the Practical exam content and delivery methods, which include multiple choice, hotspot, video and simulation. Attendees will also be presented with resources available to prepare for the exam.

OPTICON @ VISION EXPO WEST
GENERAL SESSION – details coming soon

WEDNESDAY | SEPTEMBER 18

FREE! GLOBAL CONTACT LENS FORUM

8:00 AM - 9:00 AM	10L1 - FREE 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	10L2 - FREE 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	10L3 - FREE 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	10L5 - FREE Maximizing Contact Lens Practice Success Compton, Kading, Quint, Barnett C,FL-OP,FL-OD,N,NYS-CL-I

CLINICAL			
1:30PM - 3:30PM	11C1 Will the Real Glaucoma, Please Stand Up Koetting C,FL-OD,T	11C2 The Good, the Bad, the Orals Whitley C,FL-OD, O, TPA	11C3 Myopia Control Rhue, Hom C,FL-OD
3:45PM - 4:45PM	12C1 It's All In Their Head: Diagnosing Neurological Related Eye Conditions Koetting C,FL-OD	12C2 Mastering the OSD Patient: A Clinical Approach to Success Ioussifova, Devries This course is 2 hours from 3:45pm-5:45pm	10C1 - FREE 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
5:00PM - 6:00PM	13C1 The OD's Role in TBI Morgenstern C,FL-OD	13C3 Lessons Learned from Things Done Well and Things Done Poorly in Dry Eye Hom C,FL-OD	10C2 - FREE 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	10B1 Who Knows You? - Why Every ECP Needs A Personal Online Brand Charest A-NO,C
9:45 AM - 10:45 AM	10B2 Mastering the Art of Content Creation: Strategies for Impactful Brand Storytelling Alexander A-NO,C
11:00 AM - 12:00 PM	10B3 Eyes on the Future: AI-Driven Marketing for Eye Care Professionals Paisley A-NO,C
1:00 PM - 2:00 PM	10B4 Visual Impact: Strategies for Effective Video Marketing in Eye Care Swiatylo A-NO,C
2:15 PM - 3:15 PM	10B5 Specialized Solutions: Mastering Marketing for Medical Specialties Kemp A-NO,C
3:30 PM - 4:30 PM	10B6 Rising Star: A Guide to Building a Team Member into a Social Media Manager Virzi A-NO,C

OPTICAL TECHNOLOGY		BUSINESS SOLUTIONS
11O1 Refract This! Walker A-O2,FL-T,NYS-D-I	11O2 Understanding Basic Optical Theory Ganem A-O2, FL-T, NYS-D-B	
12O1 Prism is Not a Four Letter Word Walker A-O2,FL-T,NYS-D-I	12O2 The Disruption of Circadian Rhythms O'Keefe A-O2,FL-T,NYS-D-I	
13O1 The Power of Polarized Lenses O'Keefe A-O2,FL-T,NYS-D-I	13O2 Training the New Apprentice Ganem A-O2, FL-T, NYS-D-I	13B1 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/1/A – New York State Optician – Dispensing/Contact Lens – Basic/Intermediate/Advanced, O – Orals, P – AOA Paraoptometric Commission, T – TQ/CEE, TPA – Therapeutic



Provide your staff with the highest quality and most affordable opportunity to learn with a comprehensive package that includes unlimited hours of Education.

LOOK FOR THE OPTICON LOGO

THURSDAY | SEPTEMBER 19

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

CLINICAL						CONTACT LENS	NCLE BASIC	
7:15AM – 8:15AM	21C1 You "Mite" Want To Consider Treating That Lid! Bloomenstein C,FL-OD,TPA	21C2 Is IPL Right For My Patient? Ioussifova, Devries C,FL-OD	21C3 When Your Presbyope Only Wants Surgery Bull C,FL-OD		21C6 Advances in the Diagnosis and Management of Geographic Atrophy Singh, Dunbar C,FL-OD	21L1 Vision Heroes: Saving Sight with Contact Lenses in the Pediatric Population Morrison C,FL-OD	21NB NCLE BASIC EXAM REVIEW Domain I: Ocular Anatomy, Physiology and Pathology; Domain II: Refractive Errors Indelicato NOT FOR CREDIT	
8:30AM – 9:30AM	20C1 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	20C2 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					22NB NCLE BASIC EXAM REVIEW Domain III: Instrumentation for Measurement and Observation Indelicato NOT FOR CREDIT	
9:45AM – 10:45AM	23C1 Roadmap to Medical Management of Glaucoma Gaddie, Schmidt This course is 2 hours from 9:45am – 11:45am C,FL-OD	23C2 Ask the Experts: When Your Patient Has OSD Periman, Karpecki, Bloomenstein This course is 2 hours from 9:45am – 11:45am C,FL-OD,T	23C3 Myopia: A Disease of Axial Length Morgenstern C,FL-OD	23C4 Makeup and Ocular Surface – What You Need to Know Theriot, McGee C,FL-OD	23C5 Case Files: The Retina Chronicles Ferrucci, Yackey, Dunbar This course is 2 hours from 9:45am – 11:45am C,FL-OD	23C6 Ocular Emergencies Bull, Quint This course is 2 hours from 9:45am – 11:45am C,FL-OD,T	23L1 Marketing Your Specialty Contact Lens Practice Kading, Barnett C,FL-OD	23NB NCLE BASIC EXAM REVIEW Domain IV: Prefitting Indelicato NOT FOR CREDIT
11:00AM – 12:00PM			24C3 Rapid Fire Referrals Whitley C,FL-OD	24C4 Differentiating Keratitis Theriot C,FL-OD			24L1 AI & Contact Lenses Kading C,FL-OD	24NB NCLE BASIC EXAM REVIEW Domain V: Diagnostic Fitting Indelicato NOT FOR CREDIT
12:00PM – 2:30PM	20C3 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	20C4 Vision Series – Promotional Lunch Symposium – Presented by Bausch+Lomb A Family of Eyecare Products with Innovations for Every Stage of Life Bruijic, Gerson, Bhagat This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT, FIRST COME, FIRST SERVE	20C5 OCT Workshop Bossie, Marrelli, Pal, Rodman Limited Attendance \$386 This workshop is 2 hours from 12:30pm-2:30pm C,FL-OD	20C6 IPL Workshop Periman, Devries Limited Attendance \$386 This workshop is 2 hours from 12:30pm-2:30pm C,FL-OD				
2:45PM – 4:45PM	25C1 Ask the Experts: When You're Treating Your Glaucoma Patients Schmidt, Gaddie C,FL-OD,TPA	25C2 Two Truths and a Lie Rodman, McGee C,FL-OD	25C3 Top 15 Diagnoses You Should Never Miss Morgenstern C,FL-OD,T	25C4 Putting the "OH!" in OCT Marrelli, Dunbar C,FL-OD	25C5 AMD A-Z Haynes, Gerson C,FL-OD,T	25C6 Botched: Now What? Bull, Whitley C,FL-OD	25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses Pal, Morrison, Kading, Barnett C,FL-OD	25NB NCLE BASIC EXAM REVIEW Domain VI: Dispensing; Domain VII: Follow-Up; Domain VIII: Regulatory and Administrative Indelicato NOT FOR CREDIT
5:00PM – 6:00PM	26C1 Strategies for Better Diagnosing Glaucoma Marrelli C,FL-OD,TPA	26C2 Drops vs. Tears Madan, Hom C,FL-OD,TPA		26C5 Retina Update 2024 and Beyond Gerson C,FL-OD	26C6 Unveiling Uveitis Quint C,FL-OD	26L1 Making Myopia Mainstream Kading C,FL-OD		

ABO ADVANCED	OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS			
21AA ABO ADVANCED EXAM REVIEW Domain I: Analyze and Interpret Visual Assessment (PART 1) Neff A-O3, NYS-D-A, FL-T	21O1 Partnering With Your Consultant for Scleral Lens Success Buckner FL-T,CL,N-O2,NYS-CL-B	21O2 Optician to the Stars Atkins A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I	21O3 East Meets West: The Intersection of Old-World Artistry and New World Design Hollier A	21O4 An Introductory Lecture to the Manual Lensometer Bastl A-O1, NYS-D-I	21B1 Needs Based Consulting: A guide to exceeding your patient's needs Ganem A-NO, NYS-D-B	21B2 Breaking Bad: Habits Brush A-NO,FL-OP,NYS-D-B	21B3 Strategies for Succeeding in Private Equity Schmidt C,FL-OD	21B4 Why Key Metrics Are Important & How To Start Using Them Quint C,FL-OD
22AA ABO ADVANCED EXAM REVIEW Domain I: Analyze and Interpret Visual Assessment (PART 2) Neff A-O3, NYS-D-A, FL-T	22O1 Beyond Short Arms Buckner FL-T,CL,N-O2,NYS-CL-B	22O2 Compensated Powers (and Other Ophthalmic Conundrums) Hanlin A-O2,FL-T,NYS-D-I	22O3 My Top Tips for Successful Dispensing to Kids Johnson A-O1, NYS-D-I	22O4 Myopia Control for Opticians and Techs Aceto A-O2, N-O2, NYS-CL-I, NYS-D-I	22B1 From Good to Great: A guide to motivating your team for exceptional performance Ganem A-NO	22B2 Professional Ethics To Practice By O'Keefe A-O2,FL-OP,NYS-D-I		
23AA ABO ADVANCED EXAM REVIEW Domain II: Design, Fit, and Dispense Eyewear and Other Ophthalmic Devices (PART 1) Neff A-O3, NYS-D-A, FL-T	23O1 LITTLE Contact Lens Wearers, BIG Difference! Buckner FL-T,CL,N-O2,NYS-CL-I	23O2 You've Got To Be Fitting Me! Atkins A-O2,FL-T,NYS-D-I	23O3 Power Optics of Magnification Walker A-O2, FL-T, N-O2, NYS-CL-I, NYS-D-I	23O4 Introduction to Lensometry Hands-on Workshop Bourque This course is 2 hours from 9:45am – 11:45am A-O1,FL-OP,N-O1,NYS-CL-B, NYS-D-B	23B1 Optical Merchandising Secrets You Need to Know! Gerber A-NO,FL-OP,NYS-D-B	23B2 It's Not All About You! Brush A-NO,FL-OP,NYS-D-B	23B3 Legal Lens: Navigating Eye Care Without Lawsuits Spear C,FL-OD	23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease Madan, Devries C,FL-OD
24AA ABO ADVANCED EXAM REVIEW Domain II: Design, Fit, and Dispense Eyewear and Other Ophthalmic Devices (PART 2) Neff A-O3, NYS-D-A, FL-T	24O1 Fitting the Presbyope with Hydrogel Contact Lenses Gzik FL-T,CL,N-O2,NYS-CL-I	24O2 Fundamentals of Accommodation and Convergence Hanlin A-O2,FL-T,NYS-D-I	24O3 What If They're Not Crazy? aka Learn to Love the Engineer Saccarelli A-O3, FL-T, NYS-D-A		24B1 When Life Gives You Lemons Brush A-O1,FL-OP,NYS-D-I	24B2 Hypothetically Hugging your Patients O'Keefe A-NO	24B3 Profitable Partnerships via Co-Management Robben, Devries C,FL-OD	24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice Tucker, Pal C,FL-OD
	29O1 OptiCon General Session: A Conversation with Scott Shapiro CEO at Europa Eyewear/State Optical Co./ A/O 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							
25AA ABO ADVANCED EXAM REVIEW Domain III: Use of Ophthalmic Instrumentation Neff A-O3, NYS-D-A, FL-T	25O1 Surgical Procedures and their Influence on Visual Correction Gzik A-O3, FL-T,CL,N-O3	25O2 DIY Spectacle Solutions Walters A-O2, NYS-D-I	25O3 Spectacle Troubleshooting, Why Can't I See? Johnson A-O2, NYS-D-I	25O4 Ocular Dissection Aceto A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I	25B1 The Psychology of Creating the Ultimate Experience Gerber A-NO,FL-OP,NYS-D-B	25B2 The Patient Journey - Prescribing Alexander A-O2,FL-T,NYS-D-I	25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice Davison, Robben, Quint C,FL-OD	25B4 The Art of Entrepreneurship – How To Be Successful in Private Practice Spear C,FL-OD
	26O1 Optimizing Vision: Contact Lenses for Astigmatic Patients Buckner FL-T,CL,N-O2,NYS-CL-I	26O2 Give Me the Light! Atkins FL-T,N-O2,NYS-CL-I	26O3 The Optics of Color from Lenses to Vision Walker A-O2, NYS-D-I		26B1 The Business of Low Vision - The Players, The Game, and Where Opticians Have Opportunity Saccarelli A-NO	26B2 Sunwear Sales the Biggest Missed Opportunity Koenigsberg A-NO, NYS-D-B	26B3 Legal Contract Essentials for Eye Care Professionals Spear C,FL-OD	26B4 Innovation in Business Robben, Bruijic 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		NCLE ADVANCED	
7:15AM - 8:15AM	31C1 Swipe Right, Swipe Left - Choosing the Right Medication for Your Glaucoma Patient Schmidt C,FL-OD,TPA	31C2 They May Feel OK, But They Could Have NK Bloomstein C,FL-OD	31C5 Should I Take Vitamins For My Eyes? Theriot C,FL-OD	31L1 Blueprint for Success: Starting a Specialty CL Practice Pal, Brujic C,FL-OD	31NA NCLE ADVANCED EXAM REVIEW Domain I: Prefit, Preparation, Evaluation Aceto This course is 2 hours from 8:00am - 10:00am N-O3, NYS-CL-A, FL-T-CL
8:30AM - 9:30AM	30C1 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	30C2 Vision Series - Promotional Breakfast Symposium - Presented by Pearle Vision Unlocking Success: Pearle Vision Franchise Owners, Docs, and Leadership Reveal All! Girigsen, Kopolow, Kumar, Patel, Plumb OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE			
9:45AM - 10:45AM	33C1 Problem Solving and Glaucoma Management Steen This course is 2 hours from 9:45am - 11:45am C,FL-OD, T,TPA	33C2 Case Files: The Anterior Chamber Farman, Karpecki, Bloomstein This course is 2 hours from 9:45am - 11:45am C,FL-OD	33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier McGee This course is 2 hours from 9:45am - 11:45am C,FL-OD,T	33C4 The Role of Modern Tonometers in Glaucoma Lighthizer C,FL-OD	33C5 Ask the Experts - When You Are Managing The Retina Ferrucci, Gerson This course is 2 hours from 9:45am - 11:45am C,FL-OD
11:00AM - 12:00PM			34C4 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	30C3 Vision Series - Promotional Lunch Symposium - Presented by Zeiss Meditec Don't Gamble With Pathological Myopia - When To Manage and When To Refer Dumbat, Majcher, Haynes This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C4 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	30C5 Injections Workshop Lighthizer Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm C,FL-OD		
2:45PM - 4:45PM	35C1 Case Files: The Glaucoma Chronicles Schweitzer, Steen C,FL-OD	35C2 Lights, Lasers, Aesthetics Periman, Davison, McGee C,FL-OD	35C3 Swollen Optic Nerves: Now What? Lighthizer C,FL-OD,T	35C4 It All Starts at the Lids: Modern Diagnosis and Management of the Palpebris Whitley, Koetting, Bloomstein C,FL-OD,TPA	35C5 Current Strategies on Managing Diabetic Eye Disease Tackey, Haynes C,FL-OD,T
5:00PM - 6:00PM	36C1 Glaucoma Myth Busters Schweitzer C,FL-OD	36C2 A Quick Start Guide to Drops: From Lubricants to Autologous Madan, Koetting C,FL-OD		36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses Pal, Brujic C,FL-OD	36NA NCLE ADVANCED EXAM REVIEW Domain IV: Routine and Emergency Follow-Up Visits Aceto N-O3, NYS-CL-A, FL-T-CL

ABO BASIC	OPTICAL TECHNOLOGY					BUSINESS SOLUTIONS				
	31O1 It's Just a Contact Lens Atkins FL-T-CL, N-O2, NYS-CL-I	31O2 Seeing Through the Eyes of the Patient Saccarelli A-O1, NYS-D-I	31O3 Sunglasses, They're Not Just for Summer Anymore! Alexander A-O2, NYS-D-I	31O4 Simplifying the Complicated Bourque A-O2		31B2 Psychological Safety in the Workplace Hanlin A-NO,FL-OP,N-NO,NYS-CL-B, NYS-D-B		31B3 Grow Your Team, Grow Your Business. Carlson C,FL-OD	31B4 Enhancing the Patient Experience Bull C,FL-OD	31B5 Tips For Training Staff On New Eye Care Technology Davison C,FL-OD
32AB ABO BASIC EXAM REVIEW Domain II: Ocular Anatomy, Physiology, Pathology and Refraction; Domain VI: Laws, Regulations and Standards Basti NOT FOR CREDIT	32O1 Instruments used for Ocular Evaluation Gzik A-O2, FL-T-CL, N-O2, NYS-CL-A, NYS-D-I	32O2 The Main Tools of Low Vision - How and When to Use Them Saccarelli A-O2	32O3 Your Doors Are Open: How Your Relationships Impact Your Profitability! Atkins A-O2, N-O2	32O4 The Anti-Fatigue Lens Opportunity! Alexander A-O2,FL-T,NYS-D-I	32O5 Dispensers Guide to Prism Neff A-OL,NYS-D-I	32B1 Creating Perceived Value Hanlin A-NO,FL-OP,N-NO,NYS-CL-B, NYS-D-B	32B2 Only The Best Will Do! Bruce A-OL,NYS-D-I	32B3 The Psychology of Perfect Vision Gerber A-NO, FL-OP, NYS-D-B		
33AB ABO BASIC EXAM REVIEW Domain I: Ophthalmic Optics Basti NOT FOR CREDIT	33O1 Case Reports Contact Lenses/Spectacles Gzik A-O2, FL-T-CL, N-O2, NYS-CL-A, NYS-D-A	33O2 Age-Related Eye Changes and Their Management Zeitlin A-O2	33O3 Prism Proficiency Walters A-O2, NYS-D-I	33O4 Deconstructing Advanced Progressive Lens Designs: A Stepwise Approach Hoff A-O3, FL-T, NYS-D-A	33O5 Compression Mounting Adjustments, Repairs, Assembly Goh A-O2,FL-T,NYS-D-I	33B1 Dispensing Without Boundaries Maldonado A-NO	33B2 The Case of the Second Pair Sale Koenigsberg A-O1,FL-OP,NYS-D-B	33B3 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	33B4 Elevate Your Practice: Success Strategies for Growth & Impact Quint This course is 2 hours from 9:45am-11:45am C,FL-OD	33B5 10 Ways To Use Marketing To Attract New Staff Wilhelm C,FL-OD
		39O1 Patient Choice Awards TBD, TBD This course is 1 hour from 12:00pm - 1:00pm A-NO,N-NO								
35AB ABO BASIC EXAM REVIEW Domain III: Ophthalmic Products; Domain V: Dispensing Procedures Basti NOT FOR CREDIT	35O1 Aniseikonia - The Problem, The Solutions Bruce A-O3, FL-T,CL,N-OL,NYS-CL-A, NYS-D-A	35O2 Dealing with Difficult Patients and Troubleshooting Koenigsberg A-O2, FL-T, NYS-D-I	35O3 Eye Diseases Technicians and Opticians Should Know Zeitlin A-O2, N-O2, NYS-CL-L, NYS-D-I	35O4 Frame and Lens: Making a Perfect Match Walters A-O2, NYS-D-I	35O5 How It Works - Anti-Reflective & Blue Light Treatment Alexander A-O2, NYS-D-I	35O6 Basic Frame Repair Workshop Goh A-O1,FL-T,NYS-D-B	35B1 Living Into Your Values Collins A-NO, N-NO, NYS-CL-L, NYS-D-B	35B3 Enhancing Patient Experience Through Online Eyecare Services Sian This course is only 1 hour from 2:45 - 3:45pm C,FL-OD	35B4 The Taylor Swift Effect-Women in Leadership Carlson C,FL-OD	
36AB ABO BASIC EXAM REVIEW Domain IV: Instrumentation Basti NOT FOR CREDIT	36O1 Soft Contact Lens Complications Zeitlin FL-T-CL, N-O2, NYS-CL-I	36O2 Myopia Management: Safety and Efficacy of Ortho-K Buckner FL-OP, N-O2, NYS-CL-I	36O3 Uncommon & Complicated Case Reports in Trouble Shooting Alexander A-O3,FL-T,N-O3,NYS-CL-A,NYS-D-A	36O4 These Don't Work! Bruce A-O1,FL-T,NYS-D-I	36O5 Light Filtering Lenses Manso A-O2,FL-T,NYS-D-I	36B1 The Latest in Lens Technology for Digital Device Addicts Koenigsberg A-O1		36B3 Purchasing Equipment - A Case Study Approach to Efficiency and Cost Effectiveness Neufeld C,FL-OD	36B4 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 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	NCLE PRACTICAL
7:15AM – 8:15AM	41C1 Top 10 Medications and Their Ocular Side Effects Lonsberry C,FL-OD,TPA	41C2 Rapidly Changing Landscape of Refractive Technology Brujic C,FL-OD	41L1 Blueprint for Success: Hybrid Contact Lens Case Series Tucker C,FL-OD
8:30AM – 9:30AM	42C1 Oral Pharmaceuticals in Primary Care Optometry Lonsberry This course is 2 hours from 8:30am-10:30am	42C2 Innovations in Glaucoma - Next Generation Technology, Medications, and Delivery Schweitzer This course is 2 hours from 8:30am-10:30am	42L1 Maximizing Comfort & Clarity: Managing Ocular Surface Disease for Optimal Contact Lens Wear Brujic C,FL-OD
9:45AM – 10:45AM	43C1 Recognizing and Overcoming Bias to Better Serve Your Patients Johnson C,FL-OD, T, O, TPA	43C3 Recognizing and Overcoming Bias to Better Serve Your Patients Johnson C, FL-OD	43L1 Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses Pal C,FL-OD
11:00AM – 12:00PM	44C1 Uveitis: Systemic and Ocular Approaches to Management Lonsberry C,FL-OD	44C2 Case Challenges of the Cornea Schweitzer C,FL-OD	44L1 Blueprint for Success: How To Improve Contact Lens Wear With Ocular Aesthetics Pal C,FL-OD
1:00 PM – 3:00 PM	45C1 Interactive Anterior Segment Grand Rounds Lonsberry C,FL-OD,T		45L1 10 Innovations in Contact Lenses That You Need To Know About Brujic C,FL-OD,T
			45NP NCLE Practical Exam Review Neff NOT FOR CREDIT

ABO PRACTICAL	OPTICAL TECHNOLOGY			BUSINESS SOLUTIONS		
	41O1 Contact Lens Selection and Patient Education Bruce FL-T-CL, N-O2, NYS-CL-I		41O3 Bright Eyes on the Future of Fashion, Optics and Vision Maldonado A-O2,FL-T,NYS-D-I	41B1 Talking About My Generation Manso A-NO,P,FL-OP,N-NO,NYS-CL-B,NYS-D-B	41B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa Davison C,FL-OD	41B4 Promoting the Happiness Advantage in Your Office Brimer, Carlson C,FL-OD
	42O1 Demystifying Near Task Specific Lenses Hoff A-O2, FL-T, NYS-D-I	42O2 Advanced Lensometry: Application of ANSI Standards Aceto This course is 2 hours from 8:30am – 10:30am	42O3 Storytelling Through Eyewear Design and Manufacturing Roseillier A-NO,FL-OP,NYS-D-B	42B1 Telehealth is Here to Stay. Really! Manso A-O1, FL-OP, P, NYS-D-I	42B3 Dry Eye Billing & Coding: Maximize Your Profit Brimer C,FL-OD	
43AP ABO Practical Exam Review Neff This course is 2 hours from 9:45am – 11:45am	43O1 Powerboost Lenses - Why Do My Patients Need Them? Hoff A-O2,FL-T,NYS-D-I		43O3 The three little words we all hate to hear..... "I Can't See" Bourque A-O2	43B1 Stay Shady Brush A-O1,FL-OP,NYS-D-I	43B3 Building a Legacy Brujic C,FL-OD	43B4 10 Ways To Grow Your Leadership Carlson C,FL-OD
NOT FOR CREDIT	44O1 Why Contacts? Bruce FL-T-CL, N-O2, NYS-CL-B		44O3 Taking a "BYTE" Out of Segments Manso A-O1,FL-T,NYS-D-I	44O4 The Future is Now: Transitions® GEN S™ Dreger A	44B1 The Three P's of Eyecare: People, Products, and Process Koenigsberg A-NO,FL-OP,NYS-D-B	44B3 Optometry Contracts - Comprehensive Reviews and Negotiations Neufeld C,FL-OD
	45O1 Establishing a Solid Foundation: RGP Designs and Fitting Bruce FL-T-CL, N-O2, NYS-CL-I	45O2 What Are All These Adjustment Tools? Bourque A-O2,FL-T,NYS-D-I	45O3 Selling Efficiently and Effectively in a Busy Practice Koenigsberg A-NO,FL-OP,NYS-D-B	45O4 Curating Frame Collections Collins TBD	45B3 The Business of Eye Care: How Every Day Clinic Practice Can Generate Revenue Davison C,FL-OD	45B4 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.



Learn more at MIEBO-ECP.COM

BAUSCH + LOMB

©2023 Bausch + Lomb
MBO.0537.USA.23

VISION EXPO PRESENTED BY marketing4ecps

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





**LIVE
DEMOS
AT VIEW
IN BOOTH
#F10065**



Visionix: A complete suite of Ophthalmic solutions

Revolutionary multimodality imaging

Optovue Solix is the first FullRange® SD-OCT system and the only one with FDA-cleared OCT-A metrics. This multimodal system offers optimal ROI potential for practice growth.

Experience perfection in every frame

Briot Couture boosts productivity and minimizes misalignment risks with its Torque Management System (TMS). The system ensures a perfect fit by maintaining constant pressure on the lens. Wavefront lens analysis enables operators to identify and map lens types, eliminating manual preparation for increased accuracy and efficiency. Bring sophisticated lens edging in-house with confidence, saving on lab bills and minimizing remakes.



Integrated devices to grow your practice

Condense various functions into a compact package for thorough screening with a minimal footprint. The compact Eye Refract utilizes computer-generated algorithms for automatic binocular refraction. Combine it with VX 100 series or VX 650 for one-touch diagnostic screening of anterior and posterior segments. Explore this combination or tailor a configuration using our solutions in collaboration with our strategic partner 20/20Now for Tele-Optometry services.



VISIONIX

1 (800) 729-1959
visionix.com/us/visionexpo

Book a
virtual
demo



tyrvaya[®]
(varenicline solution)
nasal spray 0.03 mg



**SEE WHAT'S
POSSIBLE
WITH TYRVAYA[®]**

**VISIT THE VIATRIS BOOTH
TO LEARN MORE.**



© 2024 Viatris Inc. All rights reserved. VIATRIS and the VIATRIS logo are trademarks of Mylan Inc., a Viatris Company. TYRVAYA and the TYRVAYA logo are registered trademarks of Oyster Point Pharma, Inc., a Viatris Company. USA-TYR-2024-00063 6/24

Intelligently advancing OCT.

ZEISS CIRRUS 6000



Seeing beyond

Advanced diagnostics: enhanced performance, imaging, analysis.

- Expanded reference database more than triple that of previous versions.
- High-speed image capture with HD imaging detail and a wider field of view.
- Enhanced password security, enterprise-scale security requirements and more.

zeiss.com/cirrus6000

Demo at ZEISS Booth F6077B

ZEISS-SPONSORED SYMPOSIUM AT VEW 2024

Don't Gamble with Pathological Myopia

When to Manage and When to Refer



Moderator
Mark Dunbar
OD, FAAO



Speaker
Jessica Haynes
OD, FAAO, Dipl ABO, FORS



Speaker
Carolyn Majcher
OD, FAAO

Friday, September 20, 2024
12:15 PM - 01:15 PM

The Venetian Expo
Las Vegas, NV

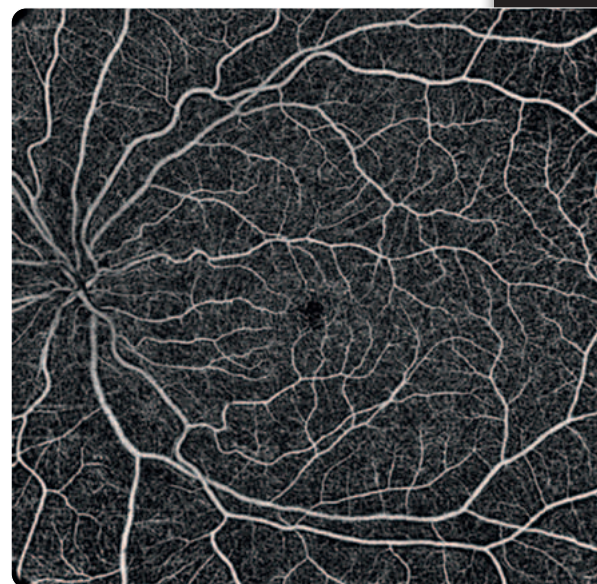
Join our esteemed panel of experts at Vision Expo West for an exclusive, interactive discussion on multimodal imaging around pathological myopia. A case-based discussion on using imaging to detect, diagnose, and properly manage pathological myopia in collaboration with glaucoma, vitreoretinal, and medical retinal specialists to ensure specialized care for your patients when necessary.*

zeiss.com/vew

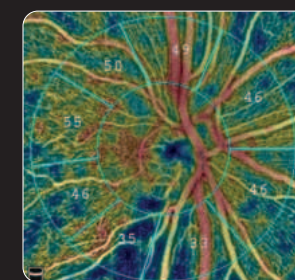
DEMO AT VEW
BOOTH #F10065

Optovue Solix is the **ONLY** OCT with FDA-cleared OCT-A metrics, making it the gold standard

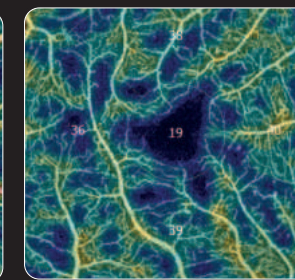
Optovue AngioVue QuadMontage



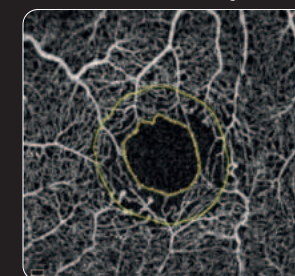
Optovue AngioAnalytics™ OCT-A Metrics



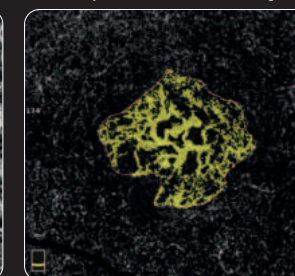
RPC Density



Superficial Density



FAZ



Flow Area



1 (800) 729-1959
visionix.com/us/visionexpo

Book a virtual demo



Transitions®
CERTIFIED LIVE

BECOME A TRANSITIONS® EXPERT!

SEPTEMBER 20, 2024
12:00 - 2:00 PM PDT

Lunch will be provided

REGISTER AT TRANSITIONS.COM/CERTIFIEDLIVE



ATTENDEES CAN EARN THE NEW **TRANSITIONS® GEN S™ 8-LENS DEMO BOX!**

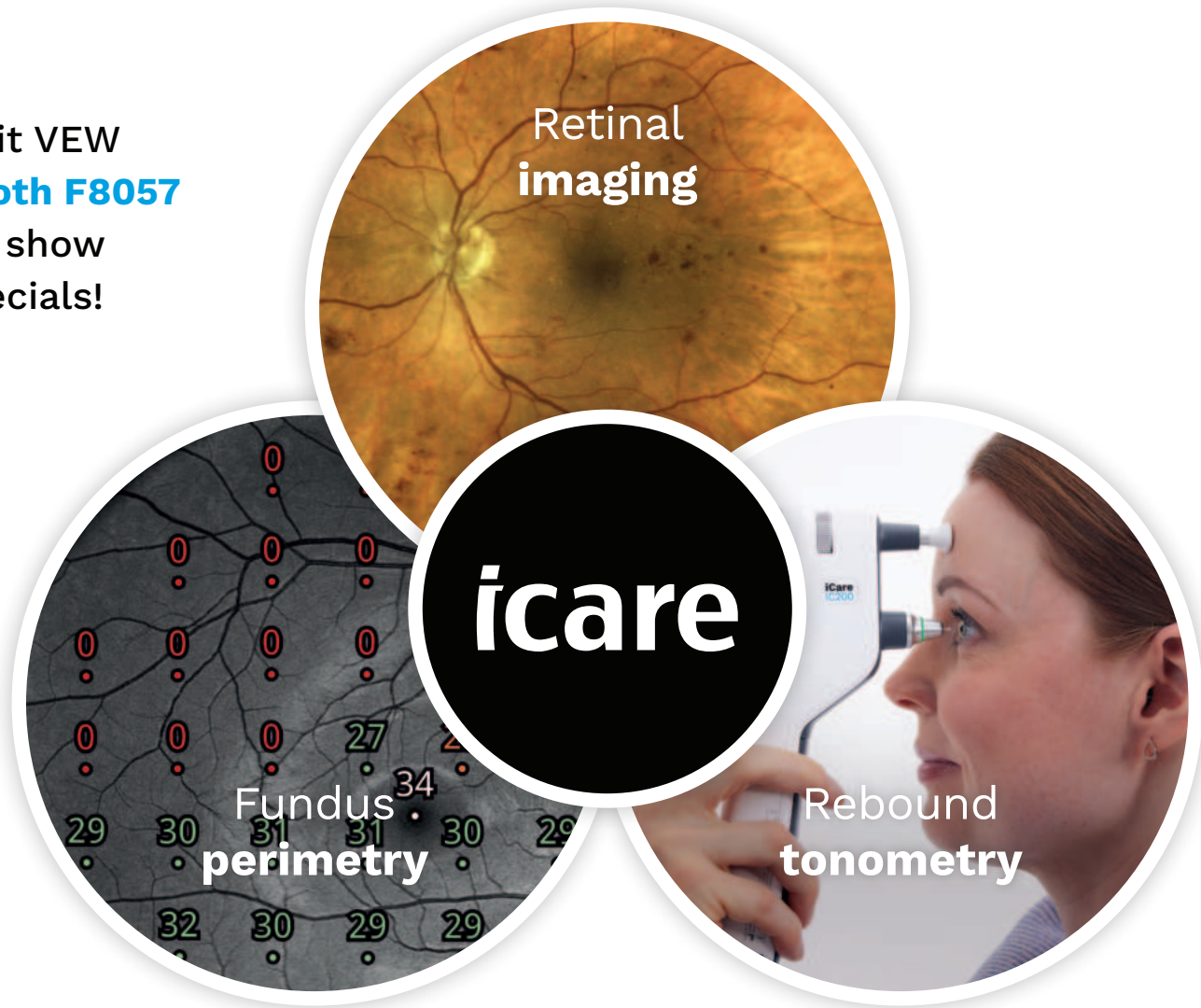
*In accordance with Open Payments ("Sunshine") provision of the Patient Protection and Affordable Care Act (and similar state laws), the value of food and beverages is subject to public disclosure, and therefore will be reported in compliance with all applicable laws. This event was organized and paid for by Carl Zeiss Meditec, Inc. State of Vermont HCPs: Partaking in the food and beverage is prohibited under Vermont's "Gift Ban".

CAP-en-US_31_025_07841 © Carl Zeiss Meditec, Inc., 2024 All rights reserved

* Transitions® GEN S™ 8-lens demo box and UV lamp will be shipped to U.S. attendees following the Certified Live event when they become available. Limit 1 per US independent practice, while supplies last.
** Attendees to Transitions Certified Live Las Vegas will need to be U.S. residents registered for Vision Expo West. Travel and accommodations are the responsibility of the attendees. Attendees are not obligated to purchase, order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient's freedom of choice and serves the patient's best interests. Transitions and the Transitions logo are registered trademarks and Transitions Light Intelligent Lenses is a trademark of Transitions Optical Inc. used under license by Transitions Optical Ltd. ©2024 Transitions Optical Limited. Photochromic performance is influenced by temperature, UV exposure and lens material.

You know us for tonometry.
**Get to know iCare for
 imaging and perimetry.**

Visit VEW
Booth F8057
 for show
 specials!



Discover the next level of eye care
 with our full line of devices.

Scan or visit [icare-world.com/USA](https://www.icare-world.com/USA)



iCare is a registered trademark of Icare Finland Oy. Icare Finland Oy, iCare USA, Inc. and CenterVue S.p.A. are parts of Revenio Group and represent the brand iCare. CenterVue S.p.A is the Legal Manufacturer of COMPASS, DRS, DRSplus, EIDON, EIDON AF, EIDON FA and MAIA. ICARE-TRADE-ADS-378-EN-1.0-US

Experience
 the *Power
 of Direct*
 with Topcon

BENEFITS

Consultative
 relationship
 with customized
 solutions



Responsive
 support from
 the device
 manufacturer



Factory-direct
 pricing and
 exclusive offers



**Topcon Healthcare is now
 a direct sales and service
 model in the United States.**
 Visit the Topcon Booth at
 F11065 to connect with your
 local Topcon representative.

FEATURED PRODUCTS

Maestro2 OCT

Captures high-resolution
 macular and optic nerve
 scans in one sequence



Harmony®

Organize all your
 ophthalmic clinical data
 within a single screen.



TEMPO™

The comfortable
 binocular perimeter
 that performs 39%
 faster than SAP¹



MYAH®

Build, manage, and
 grow your myopia
 management practice.



Digital Lane

Differentiate your practice
 with digital refraction
 and state-of-the-art
 instrument stand.



¹ 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.

VYZULTA
(latanoprostene
bunod ophthalmic
solution), 0.024%

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*

EXCELLENT TOLERABILITY

<1%

Low incidence of hyperemia
and <1% discontinuation due
to any ocular AE^{1,3}

UNIQUE DELIVERY OF NITRIC OXIDE



Dual MOA: Unique delivery
of nitric oxide and latanoprost
acid improve outflow³⁻⁵

*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%.^{1,2} **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).^{1,2}

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.



GO TO
VYZULTAHCP.com



BAUSCH + LOMB

© 2024 Bausch + Lomb.
VYZ.0022.USA.24