



Education Brochure

Featuring **almost 270 hours** of education, including cutting-edge clinical content developed specifically for Vision Expo

Presented by co-owners



West 2025

From the Education Planning Committee Chair


To stay relevant, it is important to be malleable, willing to change, take chances, and create new trends. Artists who invent entertainment for the time with their ingenuity, creativeness and boldness; chefs who are willing to color outside the lines, to reinvent delicacies or find new ways to represent the old; architects taking chances with designs that expand the imagination and create looks beautiful as they are functional, are all revered and celebrated. There is only one place that captures the fresh and yet historical feel so important for a vibrant destination; housing all of these ‘trends,’ and that is, Las Vegas.

Whether you visited this desert oasis recently or haven’t been in a while, the city is always able to provide something new and yet classic. We all like comfort and yet we also want excitement and novelty. There is a reason that Vision Expo West has settled on the strip of Las Vegas every September. The meeting feeds off the energy that is only experienced in this one-of-a-kind oasis. In fact, when I think of all the optometrists making their way to Las Vegas to share and gain clinical acumen, I am reminded of the rose of Jericho.

The rose of Jericho is not just a plant, it is symbolic of nature’s desire to survive in the most extreme conditions. The eye is another example of nature’s unusual designs and evidence of resilience to extreme environments. Think of the stress placed on the eye, the ocular surface, the neural connections needed to provide movement, clarity of sight and maintain homeostasis. The “resurrection plant” as the rose of Jericho is called, lays dormant, almost dead, and yet with the presence of trehalose this plant only needs water to be revived, renewed and to flourish. When optometry converges on the dry, hot city of Las Vegas, in September for Vision Expo, it is like the rain that washes over the rose of Jericho. Seeing all of our colleagues, meeting new ones, walking the expansive and ever-changing exhibit hall, is like fresh rain. This meeting makes and gives flowers to you and your patients. And this year is no different than any other.

The education committee has spent time curating a meeting that provides you the opportunity to further advance your clinical skills; through the workshops, interactive lectures and most of all the camaraderie that can only be experienced by the shared experience in Las Vegas. As in years past, we are committed to finding what is new and relevant in our profession and helping to start new trends. Be prepared to start your morning and end your day with a capacious amount of learning and interaction that truly makes Vision Expo West shine.


I look forward to seeing you rain down on Las Vegas, with me and the rest of the education committee. Together, we will create a bouquet highlighted by the lights of the city.




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




Shalu Pal
OD, FAAO, FSLs, FBCLA, FIAOMC
Toronto, Canada



Mark Dunbar
OD, FAAO
Miami, FL




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




Steven Ferrucci
OD, FAAO
North Hills, CA

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




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




Lanard C. Atkins
LDO, ABOC, NCLEC
OptiCon Advisory Board Co-Chair
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Carri L. Russell Rivera
FCLSA, NCLEM, ABOC
Global Director of Sales,
Bausch + Lomb, Specialty Vision
Products



Bob Alexander
ABOM, NCLEM
Director, Member Education,
United Opticians Association



Michael Vitale
ABOM
Vice President, Membership,
Government Relations & Technical
Affairs, The Vision Council

2025 VISION EXPO ENDORSERS



AMERICAN BOARD
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United Opticians
ASSOCIATION
Representing Contact Lens and Dispensing Opticians since 1929.



NATIONAL CONTACT
LENS EXAMINERS

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

Education Pricing

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

DOCTORS

UNLIMITED EDUCATION	SINGLE DAY WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY	FREE EDUCATION
Standard: \$599 \$499 Register on or before 7/18/2025	Standard: \$250 \$200 Register on or before 7/18/2025	Please see below for course details.

OPTICON / ALLIED HEALTH

opticians, contact lens fitters, allied ophthalmic professionals, optical assistants and office managers, frame buyers and lab technicians

OPTICON @ VISION EXPO UNLIMITED EDUCATION	SINGLE DAY WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY	FREE EDUCATION
UOA Member Standard: \$349 \$299 NON UOA Member: \$409 \$359 Register on or before 7/18/2025	Standard: \$250 \$200 Register on or before 7/18/2025	Please see below for course details.

OTHER PROFESSIONALS

professionals working in corporate management, or service providers

UNLIMITED EDUCATION	SINGLE DAY WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY	FREE EDUCATION
Early Bird: \$539 \$499 Register on or before 7/18/2025	Standard: \$250 \$200 Register on or before 7/18/2025	Please see below for course details.

TOTAL OFFICE PACKAGE

Save BIG on education by booking a group! Register four or more conferees for Unlimited 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* \$200 each	FREE EDUCATION*
20C6: Injections and Minor Procedures Workshop 33L1: Specialty Contact Lens Workshop 30C5: IPL Workshop 30C7: OCT Workshop *Unlimited Education and Single Day Packages do not include workshops.	Contact Lens Innovation Symposium: 10L1, 10L2, 10L3, 10L4, 10L5 New Technology Showcase: 10C1, 10C2 (10C1 workshop limited to first 100 registrants) Vision Series (Optometrists Only) Summits (Optometrists Only): 20C7, 30C6 Refractive Program: 43C2, 45C2 *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 LOUNGES

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 Keynote - CLs Beyond Vision Correction has been submitted to COPE, Florida Optometry, NCLE, Florida Opticianry, and the New York State Opticians for CE Credit.

8:00AM -9:00AM		
		COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE
	10L1 - FREE Keynote - CLs Beyond Vision Correction Barnett	COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE

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:

ABO – General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; AOA – AOA Paraoptometric Commission; COPE – COPE/COPE – TQ; Florida State Board of Opticianry - FL Opticianry/FL Opticianry – Technical/FL Opticianry - Contact Lens; Florida State Board of Optometry – FL Optometry/FL Optometry – TQ; NCLE – General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; New York State Optician – Dispensing/Contact Lens – Basic/Intermediate/Advanced; Orals, 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 (VEW25.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!

Clinical Highlights

GLAUCOMA

11C1

Glaucoma Gauntlet – Managing Cases from Diagnosis to Treatment

12C1

The MIGS Minute in 2025

13C1

Visual Fields – A Virtual Reality

23C4

Roadmap to Medical Management of Glaucoma

25C3

Case Files In Glaucoma

31C1

Objective and Subjective: The Fast and Furious of Visual Field Innovation

33C4

Glaucoma Update

35C2

Ask the Experts – Glaucoma

HANDS ON WORKSHOP

20C6

Injections Workshop

33L1

Specialty CL Workshop

30C5

IPL Workshop

30C7

OCT Workshop

NEUROLOGICAL

25C1

It's All in Your Head – Diagnosing Neurological Eye Conditions

35C4

Swollen Optic Nerves: Now What?

SURGICAL/ CO-MANAGEMENT

43C2

REFRACTIVE PROGRAM: A Comprehensive Guide to Cataract and Refractive Surgery

45C2

REFRACTIVE PROGRAM: The Cooperative Approach to Managing Cataract and Refractive Surgery

ANTERIOR SEGMENT

27C3

Differentiating Keratitis

30C5

IPL Workshop

31C2

The Insensitivity of NK: Diagnosis and Management

33C1

Cry Me a River

33C6

In Office Lid Management Today, Tomorrow, And in the Future

41C2

The OTC Allergy Equation: Timing, Treatment, and Tailored Care

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

23C1

OCT and OCTA Real World Case Studies

30C7

OCT Workshop

37C1

Advances in Anterior Segment OCT Applications

PHARMACOLOGY

11C2

Orals Pharmaceutical Update

31C3

Drugs of the Future

45C1

The Management of Ocular Pain, Considerations When Prescribing Opiates

PRESBYOPIA

37C2

Update on Managing Presbyopia Without Corrective Lenses

GENERAL OPTOMETRY

12C2

Houston, We Have A Problem: Straight Forward Solution To Low Vision Problems

12C3

Eyes on Efficiency: Using AI to Improve Patient Outcomes and Practice Efficiencies

13C2

Tools of the Trade: What's in Your Low Vision Armamentarium?

23C2

Top 15 Diagnoses You Should Never Miss

23C5

Makeup and Ocular Surface

25C4

Ocular Urgencies or Emergencies

25C5

Beauty in Focus: Elevating Eyecare Through Ocular Aesthetics

27C1

Caring For Your Patient With Cancer

27C2

Ophthalmic Clinical Consideration of GLP-1's

33C5

911: What's Your Ocular Emergency?

35C3

Putting the OD in AI

37C3

Top 5 Most Common Ocular Manifestations from Systemic Conditions

41C1

The Ophthalmic Sequela of Sleep Disorders

43C1

Ocular Emergencies and Urgencies

CONTACT LENS

10L1

CONTACT LENS INNOVATION SYMPOSIUM - Keynote - CLs Beyond Vision Correction

10L2

CONTACT LENS INNOVATION SYMPOSIUM - Promotional Breakfast Symposium

10L3

CONTACT LENS INNOVATION SYMPOSIUM - Dealing with Disruptors

10L4

CONTACT LENS INNOVATION SYMPOSIUM - Promotional Lunch Symposium

10L5

CONTACT LENS INNOVATION SYMPOSIUM - CL Tech and AI Uses

23L1

Managing Neurotrophic Keratitis Treatment with Contact Lenses

24L1

Improving CL Wear with Ocular Aesthetics

25L1

Marketing Your Contact Lens Practice

26L1

Hybrid CL's

33L1

Specialty CL Workshop

35L1

Troubleshooting Scleral Lenses

36L1

Billing, Coding & Staff in a Specialty CL Practice

41L1

Practical Management of the Most Common Corneal Conditions

43L1

Advanced Optics - When Patients are 20/20 and Still Unhappy

44L1

Back to Basics with the "OG" Corneal GP

45L1

Dry Eyes & Myopia Management - When Kids Win and Lose

46L1

Contemporary & Modern OrthoK Fitting

OPTOMETRIC/SURGICAL PROCEDURES

20C6

Injections Workshop

POSTERIOR SEGMENT/ RETINA

23C6

Hot Topics in Retina

25C2

Ask the Experts: Retina Edition

33C2

Case Files – Retina

DRY EYE / OCULAR SURFACE DISEASE

21C2

MGD and Demodex Management: The Missing Link

23C3

Ask the Experts: OSD Edition

35C1

Case Files - OSD

MYOPIA

11C3

It's Time to Stop Being So Myopic: Or Better Yet Your Patients

SYSTEMIC DISEASE - DIABETES

33C3

Diagnosis Diabetes: The Optometric Management Guide

POSTERIOR SEGMENT AND MACULAR DEGENERATION

21C1

Advances in the Diagnosis and Management of Geographic Atrophy

35C5

AMD: A Relative Manageable Disease

Clinical Content

Custom designed for Vision Expo by the Education Planning Committee, our 2025 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. 18 clinical tracks with over 130 hours of content will keep you at the forefront of the industry.

This activity is supported by unrestricted educational grants.

06 VISION EXPO WEST 2025

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07



Education Highlights

Summits

Introducing the all-new 2025 Summits—a series of No-Fee CE accredited programs designed to give a brief synopsis of the hottest issues on a broad spectrum of essential topics in eye care in a one-hour format. These sessions offer a unique opportunity for optometrists to learn about several key topics from leading experts and explore the latest technology advancements and clinical best practices. Join us in an interactive learning environment, where you can engage with peers, hear real-world cases, and gain practical skills to enhance patient care.

Please refer to the CE Program grid schedule on Thursday and Friday, specifically in the 12:00-2:30pm time slot for course details – **Course 20C7 & Course 30C6**.

OPTOMETRISTS ONLY. CE CREDITS AVAILABLE.
FREE – ADVANCE REGISTRATION REQUIRED. FIRST COME, FIRST SERVE.

Vision Series

This all-new-for-2025 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.

OPTOMETRISTS ONLY. NOT FOR CREDIT.
FREE – ADVANCE REGISTRATION REQUIRED. FIRST COME, FIRST SERVE.

Please check our website west.visionexpo.com for the list of Vision Series sessions.

Business Solutions

- 21B3

4 Billing and Coding Changes You Can Make Tomorrow To Improve Your KPIs
- 21B4

Creating an Efficient Workflow: Practical Steps to Optimize Your Practice Operations
- 23B3

Top 5 Practice Problems & How To Avoid Them
- 23B4

Integrating AI, Virtual Scribes, and Digital Teams Into Your Optometry Practice
- 24B3

Navigating Practice Reviews: The Good, The Bad, and The Ugly
- 24B4

Smart Strategies for Growing and Nurturing Your Private Practice
- 25B3

How To Survive An Audit
- 25B4

9 KPIs For A Comprehensive Practice
- 26B3

Innovative Ways To Generate Revenue
- 26B4

Build A Multi Million Dollar Practice
- 27B3

Marketing Your Dry Eye Practice
- 27B4

Legal Lens: Navigating Eye Care Without Lawsuits
- 31B2

Inflationary Tactics - How Your Practice Can Thrive Even When Under Stagnant Reimbursements
- 33B2

Building A Dry Eye Practice From The Ground Up: Essential Steps For Success
- 33B3

Unlocking Your Inner Superpowers to Build a Thriving Eyecare Practice
- 34B3

Inspiring Your Team To Greatness
- 35B2

Taylor Swift Effect – Women in Leadership
- 35B3

Telehealth & Virtual Care: Expanding Your Practice's Reach
- 36B3

Urgency Culture in a 24/7 World
- 37B2

Billing & Coding For Dry Eye
- 37B3

Excellence by Design: Building a Winning Culture the Ritz-Carlton Way
- 41B2

The Practice Owner's Guide To Lean Inventory Management
- 43B2

Creating Long Term Private Practice Success Through Real Estate
- 44B2

Promoting the Happiness Advantage in Your Office
- 45B2

The Eye-economics of Myopia Management/Control - A Micro and Macro Deep Dive

FREE EDUCATION

Contact Lens Innovation Symposium

Kick off this year's education with a free, high-impact mini symposium featuring global contact lens experts. This informative and well-attended program will explore the current state of the profession, emerging lens designs and materials, and innovative supporting products. Gain insights into the future of the contact lens industry, including strategies to overcome industry disruptors, and discover how AI and modern technology are shaping clinical practice.

CONTACT LENS INNOVATION SYMPOSIUM IS DIRECTED BY SHALU PAL, OD

WEDNESDAY, SEPTEMBER 17

8:00 AM - 9:00 AM	9:05 AM - 9:55 AM	10:10 AM - 11:10 AM	11:15AM - 12:05PM	12:20 PM - 1:20 PM
10L1 Keynote - CLs Beyond Vision Correction	10L2 PROMOTIONAL BREAKFAST SYMPOSIUM	10L3 Dealing with Disruptors	10L4 PROMOTIONAL LUNCH SYMPOSIUM - PRESENTED BY ALCON	10L5 CL Tech and AI Uses CL Tech and AI Uses
	Title TBD		Title TBD	
Speaker: Melissa Barnett, OD	Speaker: TBD	Moderator: Avani Dave, OD Panelists: Melissa Barnett, OD; Pavan Avinashi, OD	Speakers: TBD	Moderator: Melissa Barnett, OD Panelists: Pavan Avinashi, OD; Avani Dave, OD
	NOT FOR CREDIT FIRST COME, FIRST SERVE.		NOT FOR CREDIT FIRST COME, FIRST SERVE.	
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 17

1:30 PM - 3:30 PM	3:45 PM - 5:45 PM
10C1 - Speed Dating With New Technology: Get To Know Your Equipment Before You Take it Home	10C2 - West Coast Case Challenge
Speakers: Marc Bloomenstein, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD	Moderator: Marc Bloomenstein, OD Panelists: Lindsey Bull, OD; Pam Theriot, OD; Mark Dunbar, OD; Jessica Steen, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD
LIMITED ATTENDANCE	
4 HOURS FREE CE ADVANCED REGISTRATION REQUIRED ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY	

Refractive Program

Collaborative care is a hallmark of any medical profession and is a stalwart within optometry and ophthalmology. Whereas most clinicians can generally manage any ophthalmic condition in their practice there are times when surgical intervention is necessary and thus cooperative care is needed. The collaboration between optometry and ophthalmology is based on communication, clinical acumen, and mutual respect. It is with this in mind that we have partnered with two leading ophthalmologists to provide continued education focused on current trends within refractive and cataract care.

REFRACTIVE PROGRAM IS DIRECTED BY MARC BLOOMENSTEIN, OD

SATURDAY, SEPTEMBER 20

9:45 AM - 11:45 AM	1:00 PM - 3:00 PM
43C2 - A Comprehensive Guide to Cataract and Refractive Surgery	45C2 - The Cooperative Approach to Managing Cataract and Refractive Surgery
Speakers: Neda Shamie, MD; Arjun Hura, MD; Jerry Robben, OD; Marc Bloomenstein, OD	Speakers: Neda Shamie, MD; Arjun Hura, MD; Jerry Robben, OD; Marc Bloomenstein, OD
4 HOURS FREE CE ADVANCED REGISTRATION REQUIRED ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY	

WEDNESDAY | SEPTEMBER 17

Free! Contact Lens Innovation Symposium

8:00AM -9:00AM	10L1 - FREE		
	Keynote - CLs Beyond Vision Correction Barnett COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE		
9:05AM -9:55AM	10L2- FREE		
	Promotional Breakfast Symposium TBD NOT FOR CREDIT FIRST COME, FIRST SERVE		
10:10AM -11:10AM	10L3 - FREE		
	Dealing with Disruptors Moderator: Dave Panelists: Barnett, Avinashi COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE		
11:15AM -12:05PM	10L4 - FREE		
	Promotional Lunch Symposium – Presented by Alcon TBD NOT FOR CREDIT FIRST COME, FIRST SERVE		
12:20PM -1:20PM	10L5 - FREE		
	CL Tech and AI Uses Moderator: Barnett Panelists: Avinashi, Dave COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE		

CLINICAL				
1:30PM -3:30PM	11C1	11C2	11C3	10C1 - FREE
	Glaucoma Gauntlet – Managing Cases from Diagnosis to Treatment Ibach COPE, FL-Optometry, Transcript Quality, Therapeutic - TPA	Orals Pharmaceutical Update Caldwell COPE, FL-Optometry, Orals, Transcript Quality, Therapeutic - TPA	It's Time to Stop Being So Myopic: Or Better Yet Your Patients Rhue, Kading COPE, FL-Optometry	NEW TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home Bloomenstein, Ferrucci, Rafieetary Limited Attendance COPE, FL-Optometry
3:45PM -4:45PM	12C1	12C2	12C3	10C2 - FREE
	The MIGS Minute in 2025 Ibach COPE, FL-Optometry, Therapeutic - TPA	Houston, We Have A Problem: Straight Forward Solution To Low Vision Problems Porter COPE, FL-Optometry	Eyes on Efficiency: Using AI to Improve Patient Outcomes and Practice Efficiencies Rhue, Kading This course is 2 hours from 3:45pm-5:45pm	NEW TECHNOLOGY SHOWCASE: West Coast Case Challenge Moderator: Bloomenstein Panelists: Bull, Theriot, Ferrucci, Rafieetary, Dunbar, Steen This course is 2 hours from 3:45pm-5:45pm
5:00PM -6:00PM	13C1	13C2		
	Visual Fields – A Virtual Reality Ibach COPE, FL-Optometry	Tools of the Trade: What's in Your Low Vision Armamentarium? Porter COPE, FL-Optometry		

Track key

- CLINICAL
- SUMMITS
- VISION SERIES
- OPTICON
- CONTACT LENS INNOVATION SYMPOSIUM
- CONTACT LENS
- MARKETING4ECPs
- WORKSHOPS
- NEW TECHNOLOGY SHOWCASE
- REFRACTIVE PROGRAM

VISION EXPO MARKETING & SOCIAL MEDIA BOOTCAMP

In partnership with Marketing4ECPs

8:30AM -9:30AM	10B1	
	The ABCs of Marketing: Simple Strategies with Serious Impact Virzi	ABO- Gen Knowledge, COPE
9:45AM -10:45AM	10B2	
	How to Build a Personal Brand That Shines Alexander	ABO- Gen Knowledge, COPE
11:00AM -12:00PM	10B3	
	Metrics That Matter: Stop Guessing, Start Measuring Kemp	ABO- Gen Knowledge, COPE
1:00PM -2:00PM	10B4	
	From Click to Clinic: Mapping the Modern Patient Journey Wilhelm	ABO- Gen Knowledge, COPE
2:15PM -3:15PM	10B5	
	Lights, Camera, Conversion: Mastering Video Marketing in Eye Care Swiatylo	ABO- Gen Knowledge, COPE
3:30PM -4:30PM	10B6	
	Future Focused: AI and Marketing Trends in Eye Care Paisley	ABO- Gen Knowledge, COPE

OPTICAL TECHNOLOGY			BUSINESS SOLUTIONS
11O1	11O2		11B1
Refract This! Walker 👉 ABO-Level 2, AOA, FL Opticianry-Tech, NYS-D-I	What if They're Not Crazy? aka Learn to Love the Engineer Saccarelli 👉 This course is 1 hour from 1:30pm - 2:30pm ABO-Level 3, FL Opticianry-Tech, NYS-D-A		The Psychology of Eyecare Product Sales; It's So Easy! Gerber 👉 TBD
12O1	12O2	12O3	
Ooh, la, la! What Americans Can Learn from French Opticianry Collins 👉 TBD	The Main Tools of Low Vision - How and When to Use Them Saccarelli 👉 ABO - LEVEL 2	Making Life Easier by Reducing Redos Hanlin 👉 TBD	
13O1	13O2	13O3	
Choose Your Words Wisely: Translating Optical Jargon for your Patients Walters 👉 ABO - LEVEL 2	How Glasses Can Mess Up a Perfectly Good Refraction Saccarelli 👉 TBD	Lion, Tigers and Bears, Oh My! Collins 👉 TBD	

Accreditation Legend:

ABO – General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; AOA – AOA Paraoptometric Commission; COPE – COPE/COPE – TQ; Florida State Board of Opticianry - FL Opticianry/FL Opticianry – Technical/FL Opticianry - Contact Lens; Florida State Board of Optometry – FL Optometry/FL Optometry – TQ; NCLE – General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; New York State Optician - Dispensing/Contact Lens - Basic/Intermediate/Advanced; Orals, TPA (Therapeutic)

OptiCon®

vision expo

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  IN THE DAILY COURSE GRID SCHEDULE SIGNIFYING SESSIONS BEING DEVELOPED BY OPTICON.

THURSDAY | SEPTEMBER 18

PROGRAM SUBJECT TO CHANGE AS OF 07-02-25.

CLINICAL							CONTACT LENS
7:15AM -8:15AM	21C1 Advances in the Diagnosis and Management of Geographic Atrophy Dunbar, Ip COPE, FL-Optometry, Therapeutic - TPA	21C2 MGD and Demodex Management: The Missing Link Bloomenstein, Schaeffer COPE, FL-Optometry, Therapeutic - TPA					
	20C1 Vision Series Promotional Breakfast Symposium – Presented by Bausch+Lomb – Managing Patients with Both Glaucoma & Dry Eye Disease Marrelli, Bloomenstein OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE	20C2 Vision Series Promotional Breakfast Symposium – Presented by Lumenis – Title TBD Speaker TBD OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE					
8:30AM -9:30AM							
	23C1 OOT and OCTA Real World Case Studies Caldwell, Majcher This course is 2 hours from 9:45am – 11:45am	23C2 Top 15 Diagnoses You Should Never Miss Morgenstern This course is 2 hours from 9:45am – 11:45am	23C3 Ask the Experts: OSD Edition Karpecki, Bloomenstein, Periman This course is 2 hours from 9:45am – 11:45am	23C4 Roadmap to Medical Management of Glaucoma Gaddie, Schmidt This course is 2 hours from 9:45am – 11:45am	23C5 Makeup and Ocular Surface Theriot, McGee This course is 2 hours from 9:45am – 11:45am	23C6 Hot Topics in Retina Ferrucci, Dunbar This course is 2 hours from 9:45am – 11:45am	23L1 Managing Neurotrophic Keratitis Treatment with Contact Lenses Dave COPE, FL-OPTOMETRY
9:45AM -10:45AM							
11:00AM -12:00PM							
12:00PM -2:30PM	20C3 Vision Series Promotional Lunch Symposium – Presented by Tarsus – XDEMIVV® (lotilaner ophthalmic solution) 0.25% Appropriate Patient Types Davison 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 – Title TBD Gaddie, Bruijic, McGee This session is 1 hour from 12:00pm - 1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE		20C6 Injections Workshop Lighthizer Limited Attendance \$300 This workshop is 2 hours from 12:30pm - 2:30pm	20C7 Summit – Elevating Optometric Management of Glaucoma and Geographic Atrophy: Paradigms in Early Diagnosis and Intervention Schweitzer, Yackey, Majcher, Steen This course is 1 hour from 1:30pm - 2:30pm OPTOMETRISTS ONLY FREE COPE, FL-OPTOMETRY FIRST COME, FIRST SERVE		
2:45PM -4:45PM	25C1 It's All in Your Head – Diagnosing Neurological Eye Conditions Koetting	25C2 Ask the Experts: Retina Edition Ferrucci, Dunbar, Yackey	25C3 Case Files in Glaucoma Schweitzer, Steen	25C4 Ocular Urgencies or Emergencies Bull, Quint	25C5 Beauty in Focus: Elevating Eyecare Through Ocular Aesthetics McGee, Davison, Periman, Pal		
5:00PM -6:00PM	27C1 Caring For Your Patient With Cancer Koetting	27C2 Ophthalmic Clinical Consideration of GLP-1s Morgenstern	27C3 Differentiating Keratitis Theriot				

OPTICAL TECHNOLOGY					BUSINESS SOLUTIONS						
							<div>21B3</div> <div>4 Billing and Coding Changes You Can Make Tomorrow To Improve Your KPIs Wolfe</div> <div>COPE, FL-Optometry</div>	<div>21B4</div> <div>Creating an Efficient Workflow: Practical Steps to Optimize Your Practice Operations Kading, Bruijic</div> <div>COPE, FL-Optometry</div>			
<div>22O1</div> <div>Seeing Through the Eyes of the Patient Saccarelli 📱</div> <div>ABO-Level 1, FL Opticianry, NYS-D-I</div>	<div>22O2</div> <div>Mastering Frame Adjustments Marshall 📱</div> <div>ABO-Level 2, FL Opticianry-Tech, NYS-D-I</div>	<div>22O3</div> <div>Introduction to Neuro-Opticianry Collins 📱</div> <div>ABO – Level 2</div>	<div>22O4</div> <div>An Introductory Lecture to the Manual Lensometer Basti 📱</div> <div>ABO-Level 1, FL Opticianry-Tech, NYS-D-I</div>	<div>22O5</div> <div>Common Sense Compensation 101 Walters 📱</div> <div>TBD</div>	<div>22B1</div> <div>Selling Efficiently and Effectively in a Busy Practice Koenigsberg 📱</div> <div>ABO-Gen Knowledge, FL Opticianry</div>						
<div>23O1</div> <div>Understanding Diabetic Retinopathy for Opticians Marshall 📱</div> <div>ABO-Level 2, FL Opticianry-Tech, NYS-D-I</div>	<div>23O2</div> <div>The Latest in Lens Technology for Digital Device Addicts Koenigsberg 📱</div> <div>ABO-Level 2, FL Opticianry-Tech, NYS-D-I</div>	<div>23O3</div> <div>Tackling the Safety and Eye Care Needs of Athletes: An Introduction To Sports Vision Opticianry Collins 📱</div> <div>ABO – Level 2, NCLE – Level 2</div>	<div>23O4</div> <div>Basic Lensometry Workshop Bourque This course is 2 hours from 9:45am – 11:45am 📱</div> <div>ABO – Level 1, FL Opticianry, NYS-D-B</div>	<div>23O5</div> <div>Common Sense Compensation 201 Walters 📱</div> <div>TBD</div>	<div>23B1</div> <div>Unraveling the Mysteries of Insurance Arnett 📱</div> <div>TBD</div>			<div>23B3</div> <div>Top 5 Practice Problems & How To Avoid Them Quint</div> <div>COPE, FL-Optometry</div>	<div>23B4</div> <div>Integrating AI, Virtual Scribes, and Digital Teams Into Your Optometry Practice Kading</div> <div>COPE, FL-Optometry</div>		
<div>24O1</div> <div>The Bevel's Advocate Walters 📱</div> <div>TBD</div>	<div>24O2</div> <div>Mastering Overrefractions for Contact Lenses Marshall 📱</div> <div>AOA, NCLE-Level 2, FL Opticianry-CL, NYS-CL-I</div>	<div>24O3</div> <div>I have a THING and I Need to See the Doctor NOW - or do you? Arnett 📱</div> <div>ABO – Level 1</div>			<div>24O4</div> <div>ANSI ASC Z801-2025, What's New + Contact Lenses Vitale 📱</div> <div>ABO – Level 2</div>	<div>24B1</div> <div>On the Road Again: The Opticians Role in Remote Eyecare Clark 📱</div> <div>TBD</div>			<div>24B3</div> <div>Navigating Practice Reviews: The Good, The Bad, and The Ugly Bruijic, Kading</div> <div>COPE, FL-Optometry</div>	<div>24B4</div> <div>Smart Strategies for Growing and Nurturing Your Private Practice Spear</div> <div>COPE, FL-Optometry</div>	
<div>25O1</div> <div>Opticon General Session – Dream Big: The Future of Opticianry in the 21st Century, presented by UOA Friedfeld 📱 This course is 1 hour from 12:30pm – 1:30pm</div> <div>ABO-Gen Knowledge, NCLE-Gen Knowledge</div>											
<div>25O1</div> <div>Ocular Ramifications of Diabetes Hanlin 📱 This course is 1 hour from 2:45pm - 3:45pm</div> <div>ABO – Level 2, NCLE – Level 2, FL Opticianry-CL, NYS-CL-I</div>	<div>25O2</div> <div>Lumps, Bumps and Ooze Arnett 📱 This course is 1 hour from 2:45pm - 3:45pm</div> <div>AOA, NCLE, FL Opticianry-CL, NYS-CL-I</div>	<div>25O3</div> <div>The Case of the Second Pair Sale Koenigsberg 📱</div> <div>ABO-Level 1, FL Opticianry, NYS-D-B</div>	<div>25O4</div> <div>Advanced Lensometry Workshop Aceto 📱</div> <div>ABO-Level 2, NYS-D-A</div>			<div>25B1</div> <div>The Spin on Turn Rate Clark 📱</div> <div>TBD</div>	<div>25B2</div> <div>Dramatically Grow Sales Through Digital Marketing! Gerber 📱</div> <div>TBD</div>			<div>25B3</div> <div>How To Survive An Audit Spear This course is 1 hour from 2:30pm - 3:30pm</div> <div>COPE, FL-Optometry</div>	<div>25B4</div> <div>9 KPIs For A Comprehensive Practice Wolfe This course is 1 hour from 2:30pm - 3:30pm</div> <div>COPE, FL-Optometry</div>
									<div>26B3</div> <div>Innovative Ways To Generate Revenue Bruijic, Theriot This course is 1 hour from 3:45pm - 4:45pm</div> <div>COPE, FL-Optometry</div>	<div>26B4</div> <div>Build A Multi Million Dollar Practice Kading This course is 1 hour from 3:45pm - 4:45pm</div> <div>COPE, FL-Optometry</div>	
<div>27O1</div> <div>Navigating Lens Centration Charts & Compensation Rosemann 📱</div> <div>ABO – Level 2</div>	<div>27O2</div> <div>Sunwear Sales the Biggest Missed Opportunity (Rxable and non-Rxable) Koenigsberg 📱</div> <div>ABO- Gen Knowledge, FL Opticianry, NYS-D-B</div>	<div>27O3</div> <div>The ABCs of Troubleshooting Marshall 📱</div> <div>ABO-Level 1, FL Opticianry, NYS-D-B</div>				<div>27B1</div> <div>What's In Your Wallet - Managing Without a Managed Care Mind Michaelson 📱</div> <div>ABO – LEVEL 2</div>	<div>27B2</div> <div>The New Rules of Optical Merchandising: Double Your Sales! Gerber 📱</div> <div>ABO-Gen Knowledge, FL Opticianry</div>	<div>27B3</div> <div>Marketing Your Dry Eye Practice Brimer, Davison</div> <div>COPE, FL-Optometry</div>	<div>27B4</div> <div>Legal Lens: Navigating Eye Care Without Lawsuits Spear</div> <div>COPE, FL-Optometry</div>		

Track key

- CLINICAL
- SUMMIT
- VISION SERIES
- OPTICON
- CONTACT LENS INNOVATION SYMPOSIUM

CONTACT LENSMARKETING4ECPSWORKSHOPSNEW TECHNOLOGY SHOWCASEREFRACTIVE PROGRAM

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.

CLINICAL							CONTACT LENS
7:15AM -8:15AM	31C1 Objective and Subjective: The Fast and Furious of Visual Field Innovation Schweitzer COPE, FL-Optometry	31C2 The Insensitivity of NK: Diagnosis and Management Devries COPE, FL-Optometry, Therapeutic - TPA	31C3 Drugs of the Future Hom COPE, FL-Optometry, Therapeutic - TPA				
	30C1 Vision Series Promotional Breakfast Symposium – Presented by Topcon – Title TBD Speaker TBD OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C2 Vision Series Promotional Breakfast Symposium – Presented by LENZ – Title TBD Speaker TBD OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE					
8:30AM -9:30AM							
9:45AM -10:45AM	33C1 Ory Me a River Gaddie, Schweitzer This course is 2 hours from 9:45am – 11:45am COPE, FL-Optometry	33C2 Case Files – Retina Dunbar, Haynie This course is 2 hours from 9:45am – 11:45am COPE, FL-Optometry	33C3 Diagnosis Diabetes: The Optometric Management Guide Majcher, Yackey This course is 2 hours from 9:45am – 11:45am COPE, FL-Optometry	33C4 Glaucoma Update Marrelli, Schmidt This course is 2 hours from 9:45am – 11:45am COPE, FL-Optometry, Transcript Quality, Therapeutic - TPA	33C5 911: What's Your Ocular Emergency? Schaeffer, Koetting, Morgenstern This course is 2 hours from 9:45am – 11:45am COPE, FL-Optometry, Transcript Quality, Therapeutic - TPA	33C6 In Office Lid Management Today, Tomorrow, And in the Future Devries, Hom This course is 2 hours from 9:45am – 11:45am COPE, FL-Optometry, Therapeutic - TPA	33L1 Specialty CL Workshop Pal, Compton, Morrison, Wallace-Tucker This workshop is 2 hours from 9:45am – 11:45am Limited Attendance \$200
							COPE, FL-OPTOMETRY
11:00AM -12:00PM							
12:00PM -2:30PM	30C3 Vision Series Promotional Lunch Symposium – Presented by Bausch+Lomb – Rethinking Dry Eye Disease: A Contemporary Approach to a Complex Condition Barnett, Kading 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 Zeiss Meditec – Branching Out: Getting the Most Out of OCTA Dunbar, Steen, Majcher This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C5 IPL Workshop Periman, Devries Limited Attendance \$200 This workshop is 2 hours from 12:30pm- 2:30pm COPE, FL-OPTOMETRY	30C6 Summit - Reviewing the Latest Therapies in Ocular Surface Disease Management: Eyelid Margin Health, Ocular Nerve Treatments, and Inflammation Bloomenstein, Quint, Schaeffer, Bruijic This course is 1 hour from 1:30pm-2:30pm OPTOMETRISTS ONLY FREE COPE, FL-OPTOMETRY FIRST COME, FIRST SERVE	30C7 OCT Workshop Pal, Majcher, TBD Limited Attendance \$200 This workshop is 2 hours from 12:30pm – 2:30pm COPE, FL-OPTOMETRY		
							35L1 Troubleshooting Scleral Lenses Compton, Pal This course is 1 hour from 2:30pm - 3:30pm
2:45PM -4:45PM	35C1 Case Files – OSD Karpecki, Bloomenstein, Periman COPE, FL-Optometry	35C2 Ask the Experts – Glaucoma Schmidt, Gaddie, Marrelli COPE, FL-Optometry	35C3 Putting the OD in AI Moderator: Morris Panelists: TBD COPE, FL-Optometry	35C4 Swollen Optic Nerves: Now What? Lighthizer COPE, FL-Optometry, Transcript Quality	35C5 AMD: A Relative Manageable Disease Majcher, Haynie COPE, FL-Optometry, Transcript Quality		
							COPE, FL-OPTOMETRY 36L1 Billing, Coding & Staff in a Specialty CL Practice Compton, Wallace-Tucker This course is 1 hour from 3:45pm-4:45pm COPE, FL-OPTOMETRY
5:00PM -6:00PM	37C1 Advances in Anterior Segment OCT Applications Bruijic COPE, FL-Optometry	37C2 Update on Managing Presbyopia Without Corrective Lenses Hom COPE, FL-Optometry, Therapeutic - TPA	37C3 Top 5 Most Common Ocular Manifestations from Systemic Conditions Schaeffer COPE, FL-Optometry				

OPTICAL TECHNOLOGY						BUSINESS SOLUTIONS	
						31B2 Inflationary Tactics - How Your Practice Can Thrive Even When Under Stagnant Reimbursements Wolfe COPE, FL-Optometry	
32O1 Seeing Beyond 20/20, Transforming Lives with Contact Lenses Yee 👉 AOA, NCLE, FL Opticianry-CL, NYS-CL-B	32O2 Prism is Not a Four Letter Word Walker 👉 ABO-Level 2, FL Opticianry-Tech, NYS-D-I	32O3 Enhancing the Optician's Arsenal - Exploring Digital Fitting Measurements Gatti 👉 ABO - LEVEL 1	32O4 Fundamentals of Accommodation and Convergence Hanlin 👉 ABO-LEVEL 1, NYS-D-I	32O5 Singing the Sharpie Blues - Beyond the Blue Dot and Ruler Michaelson 👉 ABO - LEVEL 2	32O6 Index Matching for Optical Excellence Bruce TBD		
33O1 Young and Bothered- Ocular Surface Dryness for a New Generation Homick, Doll 👉 AOA	33O2 Dealing with Difficult Patients and Troubleshooting Koenigsberg 👉 ABO-Level 2, FL Opticianry-Tech, NYS-D-I	33O3 Myopia Management, Language for Success Yee 👉 AOA, NCLE, FL-Opticianry-CL, NYS-CL-I	33O4 Optimizing Your Practice Through Managed Vision Care Rosemann 👉 ABO - LEVEL 1	33O5 Compression Mounting Adjustments, Repairs, Assembly Goh 👉 ABO-Level 2, FL Opticianry-Tech, NYS-D-I	33O6 So You Think You Can Contact Winnegrad 👉 NCLE- Level 2, FL Opticianry-CL, NYS-CL-I	33B2 Building A Dry Eye Practice From The Ground Up: Essential Steps For Success Brimer, Quint, Davison This course is 2 hours from 9:45am-11:45am	33B3 Unlocking Your Inner Superpowers to Build a Thriving Eyecare Practice Agarwal COPE, FL-Optometry
						34O6 A 3-Point Touch on Soft Contact Lenses Winnegrad 👉 NOLE- LEVEL 2, FL OPTICIANRY-CL, NYS-CL-I	34B3 Inspiring Your Team To Greatness Carlson COPE, FL-Optometry

CLINICAL			CONTACT LENS
7:15AM -8:15AM	41C1	41C2	41L1
	The Ophthalmic Sequela of Sleep Disorders Gurwood, Myers COPE, FL Optometry	The OTC Allergy Equation: Timing, Treatment, and Tailored Care Hom COPE, FL Optometry, Therapeutic – TPA	Practical Management of the Most Common Corneal Conditions Gelles COPE, FL-OPTOMETRY
8:30AM -9:30AM	40C1		
	Vision Series Promotional Breakfast Symposium – Presented by Harrow – Title TBD Speaker TBD OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE		
9:45AM -10:45AM	43C1	43C2 – FREE	43L1
	Ocular Emergencies and Urgencies Gurwood, Myers This course is 2 hours from 9:45am-11:45am	REFRACTIVE PROGRAM: A Comprehensive Guide to Cataract and Refractive Surgery Shamie, Hura, Robben, Bloomenstein This course is 2 hours from 9:45am-11:45am	Advanced Optics - When Patients are 20/20 and Still Unhappy Gelles, Pal COPE, FL-OPTOMETRY
11:00AM- 12:00PM			44L1
			Back to Basics with the “OG” Corneal GP Morrison, Gelles COPE, FL-Optometry, Transcript Quality, Therapeutic – TPA
12:00PM -1:00PM	40C2		
	Vision Series Promotional Lunch Symposium – Presented by TBD – Title TBD Speaker TBD OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE		
1:00 PM -3:00 PM	45C1	45C2 – FREE	45L1
	The Management of Ocular Pain, Considerations When Prescribing Opiates Gurwood, Myers COPE, FL-Optometry, Orals, Transcript Quality, Therapeutic – TPA	REFRACTIVE PROGRAM: The Cooperative Approach to Managing Cataract and Refractive Surgery Shamie, Hura, Robben, Bloomenstein	Dry Eyes & Myopia Management - When Kids Win and Lose Morrison, Pal This course is 1 hour from 12:45pm - 1:45pm
			46L1
			Contemporary & Modern OrthoK Fitting Morrison This course is 1 hour from 2:00pm - 3:00pm

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS	
					41B2
					The Practice Owner's Guide To Lean Inventory Management Neufeld COPE, FL Optometry
42O1	42O2		42O4	42B1	
Unveiling the Secrets of Near Task Specific Lenses Hoff 👉 ABO- LEVEL 2	What Your Contact Lens Lab Wish You Knew Edwards 👉 NCLE, FL Opticianry-CL, NYS-CL-I		Basic Frame Repair Workshop Goh 👉 This course is 2 hours from 8:30am - 10:30am	Financial Management for the Eyecare Team Walker 👉 ABO – Gen Knowledge, NCLE – Gen Knowledge	
43O1	43O2	43O3			43B2
Powerboost Lenses - Understanding the Benefits and Limitations Hoff 👉 TBD	Scleral Lens Basics Edwards 👉 NCLE, FL Opticianry-CL, NYS-CL-B	Clearing the View: Contact Lens Challenges Tavakoli 👉 AOA, NCLE, FL Opticianry-CL, NYS-CL-I		ABO-Level 1, FL Opticianry-Tech, NYS-D-B	Creating Long Term Private Practice Success Through Real Estate Neufeld COPE, FL Optometry
44O1	44O2	44O3			44B2
The ABC's on Pediatric Vision Hoff 👉 ABO – LEVEL 1	Advanced Scleral Lens Rivera/Edwards 👉 NCLE, FL Opticianry-CL, NYS-CL-A	The Multifocal Lens Masterclass: From Basics to Fitting Brilliance Tavakoli 👉 NCLE, FL Opticianry-CL, NYS-CL-I			Promoting the Happiness Advantage in Your Office Carlson COPE, FL Optometry
45O1	45O2	45O3	45O4		45B2
Lens Leaders: An Update and Overview of the CL Industry Tavakoli 👉 This course is 1 hour from 1:00pm – 2:00pm NCLE, FL Opticianry-CL, NYS-CL-B	Myopia Management: Safety and Efficacy of Ortho-K Buckner 👉 This course is 1 hour from 1:00pm – 2:00pm AOA, NCLE-Level 2, FL Opticianry, NYS-CL-I	Solutions to Low Vision Beyond Magnifiers Walker 👉 This course is 1 hour from 1:00pm – 2:00pm ABO – LEVEL 2, AOA	What are All These Adjustment Tools? Bourque 👉 ABO Level 2, FL Opticianry-Tech, NYS-D-I		The Eye-conomics of Myopia Management/ Control - A Micro and Macro Deep Dive Neufeld COPE, FL Optometry

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.

Track key

CLINICAL

SUMMITS

VISION SERIES

OPTICON

CONTACT LENS INNOVATION SYMPOSIUM

CONTACT LENSMARKETING4ECPSWORKSHOPSNEW TECHNOLOGY SHOWCASEREFRACTIVE PROGRAM



PRESENTED BY:
marketing4ecps

MARKETING & SOCIAL MEDIA BOOT CAMP

WEDNESDAY, SEPTEMBER 17TH



KATE VIRZI

THE ABCS OF MARKETING:
SIMPLE STRATEGIES
WITH SERIOUS IMPACT

8:30AM – 9:30AM



MICHELLE ALEXANDER

**HOW TO BUILD A PERSONAL
BRAND THAT SHINES**

9:45AM – 10:45AM



TYLER KEMP

METRICS THAT MATTER:
STOP GUESSING,
START MEASURING

11:00AM – 12:00PM



KEVIN WILHELM

FROM CLICK TO CLINIC:
MAPPING THE MODERN
PATIENT JOURNEY

1:00PM – 2:00PM



LILA SWIATYLO

LIGHTS, CAMERA, CONVERSION:
MASTERING VIDEO
MARKETING IN EYE CARE

2:15PM – 3:15PM



ALEX PAISLEY

FUTURE FOCUSED:
AI AND MARKETING
TRENDS IN EYE CARE

3:30PM – 4:30PM