

## 8:00 - 9:00 AM REGISTRATION AND CONTINENTAL BREAKFAST

### 9:15 -10:15 AM

#### ABO: IT'S A WRAP, TODD HASSELIUS 1 HOUR

This course is designed to outline the various types of freeform technologies available, detailing how the process is done, and to which lens surface it is applied. This course will cover the various solutions for wrap-specific optical technologies, position of wear and frame cut-out considerations.

**COPE: CLINICAL DECISION SUPPORT CAPABILITY IN EHR, DR. GRUE 1 HOUR**

### 10:30-11:30

#### ABO: SETTING YOUR OFFICE UP FOR SOCIAL MEDIA SUCCESS, SAMANTHA TOTH 1 HOUR

Social media outlets such as Facebook and Twitter are the fastest growing resources for creating brand awareness and communicating with your patients. Beyond simply creating a page or account, this course provides key information for designing an effective social media strategy, as well as helpful tips for crafting more effective posts that foster patient conversations.

**COPE: LASER CATARACT SURGERY, GARY FOSTER M.D. 1 HOUR**

Femtosecond technology has dramatically improved the precision of cataract surgery. Learn how to counsel and co-manage the femtosecond laser cataract patient.

### 11:30 -12:30

### LUNCH PROVIDED

### 12:30 -1:30

**COPE: CLINICAL DECISION MAKING IN THE CONNECTED CARE ENVIRONMENT, DR. GRUE 1 HOUR**

#### ABO: VSP, TRACY ADAMS 1 HOUR

This course provides detailed insight into the VSP program, and details how the plans differ and the biggest changes to VSP in 2011. It focuses on key products and product categories that will help increase profits. This course also focuses on the importance of annual submission of fee schedules to VSP.

### 1:45 -2:45

**COPE: ADVANCES IN REFRACTIVE SURGERY, GARY FOSTER M.D. 1 HOUR**

Updates on advances in quality and outcomes of laser refractive surgery.

#### ABO: OCCUPATIONAL LENS, TODD HASSELIUS 1 HOUR

This course will inform the attendees of the concept, challenges, and the optimum management of Computer Vision Syndrome. At the conclusion of this course, all attendees will be educated on the lens options available and the correct fitting procedures.

#### ABO: GUARANTEE PATIENT SATISFACTION, ADAM GARCIA 1 HOUR

This program will help the professional in locating customer triggers in each of their patients. By learning how to motivate a patient that needs something into becoming a customer that wants something, the professional will be able to build capture rates and improve profitability while better serving their patient/customer.

### 3:00-4:00

**ABO: VANTAGE LENSES WITH VARIABLE POLARIZATION, ADAM GARCIA 1 HOUR**

This course reviews traditional polarization and photochromic technology and details the new technology which enables Vantage lenses, how they work and who they are for.

**COPE: DOCTOR DRIVEN DISPENSING, DR. KEHOE 1 HOUR**

Regardless of practice setting, just like medications or contact lenses, patients expect their optometrist to prescribe and recommend the vision corrections that will meet their vision and lifestyle needs.

**COPE: EYELID LESIONS: THE GOOD, BAD AND THE UGLY, MICHAEL MCCRACKEN M.D. 1 HOUR**

Learn characteristics of benign and malignant eyelid lesions; gain familiarity with procedures used to repair defects after excision of a malignant lesion.

**WALMAN  
UNIVERSITY  
2012**

**LOCATION**  
Holiday Inn Select  
455 S. Colorado Blvd.  
Denver, CO 80246

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