



Idaho Optometric Physicians

ANNUAL CONGRESS

Featuring

- Dr. Gregory Caldwell
- Dr. Eric E Schmidt
- Dr. Jacqueline Theis
- Dr. Ryan Powell
- Dr. Aaron Bronner
- Dr. Daniel Schrempf
- Dr. Michael B Merkley
- Tami Arnett
- Mary Schmidt
- Cira Collins

IOP
20
23



October 5-7, 2023
Boise Centre East
Boise, Idaho

ON-SITE MANUAL

It is our privilege

to work with all eye care providers and
their patients in Idaho for more than 25 years.



Mark E.
Hollingshead, MD



Ryan T.
Barrett, MD



Scott A.
Woolf, MD



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Welcome



Welcome to beautiful downtown Boise, Idaho, and the 2023 Idaho Optometric Physicians Annual Congress. This year's meeting promises to offer some of the finest optometric education available, all set against the backdrop of our state's capital. It's worth noting that Boise was recently ranked as the fifth fastest-growing city in Idaho by US News & World Report, and for good reason. The Treasure Valley boasts an exceptional blend of recreational and outdoor activities, earning it the 15th and 17th spots on the lists of the best places to live and the best quality of life, respectively. There truly is something for everyone in Boise.

The Congress will commence at 9 am on Thursday with registration, followed by the first Continuing Education (CE) session at 10 am. The Paras registration will start at 12:30 pm, with classes beginning at 1 pm at the East Boise Centre. On Friday, we'll also have an exhibit hall, and Saturday will feature the membership meeting and awards banquet. This year, we are excited to introduce a new addition to the agenda—a reception on Thursday evening. Whether you will be joining us in person or virtually, you are in for a treat with our exceptional lineup of speakers. We've gathered educators from around the country, including Doctors Caldwell, Schmidt, and Theis, as well as some local expertise from Dr. Merkley from Vision Quest and Drs. Schrempp and Bronner from PCLI. With a total of 19 hours of lectures covering a wide range of topics, you are sure to discover valuable clinical insights to apply in your practice.

Our paraoptometrics are in for a special treat this year, with an extraordinary lineup of presenters. For the first time ever, paras will have the opportunity to tailor their education to their specific roles and needs in the office. The education program will feature two separate tracks, one designed for opticians and another for clinical technicians, each offering a total of eleven hours of content.

Lastly, we encourage you to explore our brochure for detailed course information, the schedule, presenter biographies, and messages from our generous sponsors. Please take a moment to express your gratitude and

support to these sponsors, as they play a vital role in making events like this possible.

Thank you for choosing to spend your weekend with us. We hope you thoroughly enjoy your time here!

Warm regards,

Cody E. Jones OD
President, Idaho Optometric Physicians



Welcome everyone!

Thank you for joining us this year for two days packed full of eye education! I hope that you all come away with something new that you didn't know coming into the classes! Thank you, also, to all the doctors who know the value in educated paras and took the time from patient care to allow your team to be here today!

I hope you are all excited for this two-track system that we have going this year on Friday! Seating is first come first serve, with priority to those who are registered in the specific classes. We could be at capacity, so please stay in your scheduled classes for the day.

Please feel free to talk with me about certification at any point during the conference - or if you have any education suggestions that you are looking for, I am already working on education for 2024 (October 10-12 in CDA).

Looking forward to learning with you!

Tami Arnett, CPOA, ABOC
IOP Paraoptometric Committee Chair

2023 DOCTOR EDUCATION & ACTIVITY PROGRAM



Thursday, October 5

7:00 AM **Board of Directors Meeting & Breakfast**

9:00 AM **Registration — Sponsored by Pacific Cataract + Laser Institute**

10:00 AM	<p>Nutritional Supplements in Eyecare: Understanding the Science (Part 1) — Carotenoids & The Macula</p> <p>Instructor: Dr. Ryan Powell, OD</p> <p>Description: The Macular Pigments: Lutein, Zeaxanthin and Meso-Zeaxanthin play a vital role in maintaining the health and performance of the macula throughout our lives. This course will introduce carotenoids as found in nature and diet and the specific deposition and distribution of these nutrients at the macula. The course will progress to discuss the evolution of research assessing the impact of macular carotenoids in patients with age-related macular degeneration and in healthy patients, by covering key clinical trials and case studies. In conclusion, the practical implementation of this information will be discussed. The speaker will share the clinical explanation he uses when educating his patients about macular carotenoids and how he summarizes the clinical research for his patients.</p>	<p>1 hour</p> <p>COPE ID: 82421-TD</p>
11:00 AM	<p>Nutritional Supplements in Eyecare: Understanding the Science (Part 2) — Vitreous, Visual & Cognitive Function, & Synergies among Nutrients</p> <p>Instructor: Dr. Ryan Powell, OD</p> <p>Description: We are amidst an evolution in our understanding of the impact nutrition can have on the eye and the brain. This course will provide attendees with a rigorous overview of the most recent scientific findings regarding effects of nutrition on vision, cognition, and resolution of conditions such as vitreous floaters. Effective clinical implementation of nutritional supplementation protocols, including how to discuss nutrition with patients, will also be discussed.</p>	<p>1 hour</p> <p>COPE ID: 82558-PH</p>
12:00 PM	Symposium Lunch — Sponsored by Oyster Point Rx	
1:00 PM	<p>Ocular Nutrition Tying Function, Structure, & Molecular Altogether</p> <p>Instructor: Dr. Greg Caldwell, OD, FAAO</p> <p>Description: This course will introduce and review concepts of integrative and complementary medicine and provide clinicians with clinical pearls, diagnostic interpretation and approaches, present-day and recently approved nutraceutical and therapeutic opportunities, and guidance on becoming a great Integrative Optometrist.</p>	<p>2 hours</p> <p>COPE ID: 81341-GO</p>
2:50 PM	Afternoon Break — Sponsored by VSP Vision	
3:00 PM	<p>Oral Pharmaceuticals in Eye Care — Pearls from an Optometrist</p> <p>Instructor: Dr. Greg Caldwell, OD, FAAO</p> <p>Description: Oral pharmaceuticals are essential tools in the management of patients in optometric practices. This course will primarily discuss diagnoses that need to utilize oral (systemic) antibiotics, antivirals, and pain medications in eye care patients. Additional oral medications may be described when applicable to a patient case. Practical information regarding the identification of adverse/allergic reactions, pregnancy and dosing will be discussed.</p>	<p>2 hours</p> <p>COPE ID: 82380-PH</p>
5:00 PM	Vendor Reception — Sponsored by Vision Quest Medical Center	

2023 DOCTOR EDUCATION & ACTIVITY PROGRAM



Friday, October 6

6:30 AM **Registration**

7:00 AM **CE Breakfast — Sponsored by Pacific Cataract + Laser Institute**

	Dan & Aaron Talk Eyes: Grandest of Rounds Instructor: Dr. Aaron Bronner, OD & Dr. Daniel Schrempp, OD Description: In this two-hour course, Dan Schrempp and Aaron Bronner talk about some of their most challenging, memorable and educational cases. From cornea, to, uveitis, to retina and neuro; all groups of pathologies will be covered. While some cases will be more routine and others will be outrageously rare, the speakers will attempt to identify teaching points for each that can be applied more broadly to clinical practice. And of course, Dr Schrempp will peacock a little.	2 hours Idaho Only
9:00 AM	Exhibit Hall & Break — Sponsored by Hollingshead Barrett Eye Center	
10:00 AM	New Therapeutics for Clinical Practice Instructor: Dr. Eric E. Schmidt, OD, FAAO Description: This course will present pertinent clinical data on new therapeutic agents available to optometrists. Clinical indications and expectations of the new drugs will be shared and the results of clinical studies highlighted. Expected side effects will be discussed and a lengthy presentation on how to incorporate these new agents into your clinical practice will ensue.	2 hours COPE ID: 86446-PH
12:00 PM	Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center	
2:00 PM	A Roadmap for the Medical Management of Glaucoma Instructor: Dr. Eric E. Schmidt, OD, FAAO Description: This course will discuss the medical therapy for open-angle glaucoma. The course will describe the different classes of medications including each's strengths and weaknesses. The question of when therapy should be initiated as well as advanced will be discussed. Also, the concept of risk assessment as well as how to develop target pressures will be discussed. Finally, new medical therapies will be discussed including preservative-free formulations as well as the development of drug delivery devices.	2 hours COPE ID: 86451-GL
4:00 PM	Glaucoma Grand Rounds Instructor: Dr. Eric E. Schmidt, OD, FAAO Description: This 2-hour course will present case studies in order to review and update on properly diagnosing and managing glaucoma. Clinical as well as academic tools will be presented to help the attendee feel more comfortable with managing challenging cases of glaucoma. Interactive discussions will be encouraged.	2 hours COPE ID: 81264-GL

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2023 DOCTOR EDUCATION & ACTIVITY PROGRAM



Saturday, October 7

8:00 AM	Customized Cataract & Corneal Refractive Surgery Instructor: Dr. Michael B. Merkley, MD Description: Cataract and corneal refractive surgery has entered an age where we have the technology to customize treatments for every individual's needs, lifestyle requirements and unique anatomy. The Light Adjustable Lens by RxSight is a revolution in IOL technology that allows the implant to be tailored to each patient which results in the most precise and best quality vision. Topography guided corneal refractive surgery continues to be an essential tool for personalized correction of refractive errors.	1 hour Idaho Only
9:00 AM	Neurologic "Dry" Eye Instructor: Dr. Jacqueline Theis, OD, FAAO Description: This course reviews neurosensory pathways of dry eye and the pathophysiological overlap with neuropathic pain and photophobia. Emphasis will be placed on differentiating primary dry eye disease from secondary dry eye disease and neuropathic pain.	1 hour COPE ID: 81935-NO
10:00 AM	OMG it's OMG! Instructor: Dr. Jacqueline Theis, OD, FAAO Description: Myasthenia Gravis is a neuro-muscular junction dysfunction that often presents to primary care optometry with variable ocular complaints. This course reviews the ocular and systemic findings in myasthenia gravis and utilizes cases to emphasize how variable and nuanced these cases may present in office. This course describes how inflammatory triggers including COVID- 19 and the vaccine may cause complications and an increased incidence of myasthenia gravis, and the optometrist's role in co-management.	1 hour COPE ID: 83194-SD
11:00 AM	Membership Meeting & Awards Luncheon — Sponsored by CooperVision	
1:30 PM	Neuro-Optometric Grand Rounds Instructor: Dr. Jacqueline Theis, OD, FAAO Description: This course reviews the optometric presentation of neurological conditions including myasthenia gravis, multiple sclerosis, and Parkinsons disease using a grand rounds case presentation format. The variability in case presentations will elaborate on the vast clinical presentations each condition has, and what role the optometrist plays in co-managing these diseases.	1 hour COPE ID: 83223-NO
2:30 PM	Photophobia — When Light Hurts after Brain Injury, Migraine & Beyond Instructor: Dr. Jacqueline Theis, OD, FAAO Description: This course elaborates on the hypothesized pathophysiology of photophobia and different etiologies including dry eye, migraine, TBI, medications, and other systemic and psychiatric disease. This course presents treatment paradigms including filters, re-adaptation, and medications.	1 hour COPE ID: 85375-NO
3:30 PM	Congress Adjourns	

Save the Date

Idaho Optometric Physicians

2024 Annual Congress



October 10-12

Coeur d'Alene Resort
Coeur d'Alene, Idaho

**COMING
SOON**

**IOP
Membership
Perks**



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PHYSICIANS** ❤️

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networks for fun facts and
important information on
keeping your eyes safe!



2023 ANNUAL CONGRESS DAY AT A GLANCE

DOCTORS' SCHEDULE

THURSDAY, OCTOBER 5

7:00 AM	Board of Directors Meeting & Breakfast
9:00 AM	Registration <i>Sponsored by Pacific Cataract + Laser Institute</i>
10:00 AM	Nutritional Supplements in Eyecare: Understanding the Science — Carotenoids & the Macula. <i>Dr. Ryan Powell, OD</i>
11:00 AM	Nutritional Supplements in Eyecare: Understanding the Science — Vitreous, Visual & Cognitive Function, & Synergies Among Nutrients <i>Dr. Ryan Powell, OD</i>
12:00 PM	Symposium Lunch <i>Sponsored by Oyster Point Rx</i>
1:00 PM	Ocular Nutrition Tying Function, Structure, & Molecular Altogether. . <i>Dr. Greg Caldwell, OD, FAAO</i>
2:50 PM	Afternoon Break <i>Sponsored by VSP Vision</i>
3:00 PM	Oral Pharmaceuticals in Eye Care — Pearls from an Optometrist . . . <i>Dr. Greg Caldwell, OD, FAAO</i>
5:00 PM	Vendor Reception <i>Sponsored by Vision Quest Medical Center</i>

FRIDAY, OCTOBER 6

6:30 AM	Registration
7:00 AM	CE Breakfast. <i>Sponsored by Pacific Cataract + Laser Institute</i>
	Dan & Aaron Talk Eyes: Grandest of Rounds . . <i>Dr. Aaron Bronner, OD & Dr. Daniel Schrempp, OD</i>
9:00 AM	Exhibit Hall & Break <i>Sponsored by Hollingshead Barrett Eye Center</i>
10:00 AM	New Therapeutics for Clinical Practice. <i>Dr. Eric E. Schmidt, OD, FAAO</i>
12:00 PM	Exhibit Hall & Lunch <i>Sponsored by Hollingshead Barrett Eye Center</i>
2:00 PM	A Roadmap for the Medical Management of Glaucoma <i>Dr. Eric E. Schmidt, OD, FAAO</i>
4:00 PM	Glaucoma Grand Rounds <i>Dr. Eric E. Schmidt, OD, FAAO</i>

SATURDAY, OCTOBER 7

8:00 AM	Customized Cataract & Corneal Refractive Surgery <i>Dr. Michael B. Merkley, MD</i>
9:00 AM	Neurologic “Dry” Eye <i>Dr. Jacqueline Theis, OD, FAAO</i>
10:00 AM	OMG it’s OMG!. <i>Dr. Jacqueline Theis, OD, FAAO</i>
11:00 AM	Membership Meeting & Awards Luncheon <i>Sponsored by CooperVision</i>
1:30 PM	Neuro-Optometric Grand Rounds <i>Dr. Jacqueline Theis, OD, FAAO</i>
2:30 PM	Photophobia — When Light Hurts After Brain Injury, Migraine & Beyond <i>Dr. Jacqueline Theis, OD, FAAO</i>
3:30 PM	Congress Adjourns

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2023 ANNUAL CONGRESS DAY AT A GLANCE

ALL PARAS' SCHEDULE

THURSDAY, OCTOBER 5

12:30 PM	Registration	
1:00 PM	10 Ways to Lose a Patient	Mary Schmidt
2:00 PM	Team Building — What You Need to Build a Strong Team.	Mary Schmidt
2:50 PM	Afternoon Break	Sponsored by VSP Vision
3:00 PM	Top 10 Traits of a Great Leader.	Mary Schmidt
4:00 PM	Telephone Triage — Emergency or Urgency?	Mary Schmidt
5:00 PM	Vendor Reception	Sponsored by Vision Quest Medical Center

TECHNICIANS' SCHEDULE

FRIDAY, OCTOBER 6

7:30 AM	Breakfast	
8:00 AM	Anatomy of the Eye — Its Parts & How They Function.	Mary Schmidt
10:00 AM	Exhibit Hall & Break	Sponsored by Hollingshead Barrett Eye Center
10:30 AM	Professionalism — Be the Best at Your Job	Mary Schmidt
11:30 AM	Systemic Medications Affect the Eyes, Too	Tami Arnett
12:30 PM	Exhibit Hall & Lunch	Sponsored by Hollingshead Barrett Eye Center
2:00 PM	Tools of the Trade	Tami Arnett
4:00 PM	Under Pressure: Understanding Glaucoma	Tami Arnett
5:00 PM	Congress Adjourns	

OPTICIANS' SCHEDULE

FRIDAY, OCTOBER 6

7:30 AM	Breakfast	
8:00 AM	Frame Styling with Science & Savvy to Minimize Thickness & Maximize Patient Delight	Cira Collins
9:00 AM	Take This Class First: Know How to Assess a Frame Line for Quality & Fit Before You Visit Vendors	Cira Collins
10:00 AM	Exhibit Hall & Break	Sponsored by Hollingshead Barrett Eye Center
10:30 AM	Adjustment 201: Systematically Solving Problems with Position of Wear Adjustments	Cira Collins
11:30 AM	Professionalism — Be the Best at Your Job	Mary Schmidt
12:30 PM	Exhibit Hall & Lunch	Sponsored by Hollingshead Barrett Eye Center
2:00 PM	Rose-colored Glasses: How Our Eyes Perceive Color & How You Can Manipulate Color Like a Wizard	Cira Collins
3:00 PM	Developing Your Sales Script	Cira Collins
4:00 PM	When Your Patient Comes in Loaded for Bear: Disarming Difficult Patients	Cira Collins
5:00 PM	Congress Adjourns	

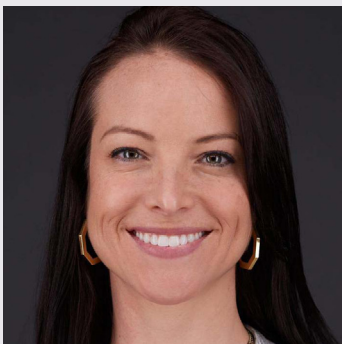
2023 DOCTOR SPEAKERS



Dr. Gregory Caldwell, OD, FAAO, is a 1995 graduate of the Pennsylvania College of Optometry. He completed a one-year residency in primary care and ocular disease at The Eye Institute in Philadelphia Pennsylvania. He is a fellow of the American Academy of Optometry (AAO), a Diplomate of the American Board of Optometry (ABO), member of the Optometric Glaucoma Society (OGS), and member of the Optometric Wellness and Nutritional Society (OWNS). He currently works in Duncansville, Pennsylvania as an ocular disease consultant. Dr. Caldwell's primary focus is the diagnosis and management of anterior and posterior segment ocular disease, and he has been a participant in multiple FDA investigations and trials. Dr. Caldwell has integrated nutrition, prevention, and wellness into his patient care. He practices integrative optometry. Dr. Caldwell is a co-founder of Optometric Education Consultants and co-administrator of OCT

Connect on Facebook. Dr. Caldwell has lectured extensively throughout the county and over thirteen countries internationally. In 2010 he served as President of the Pennsylvania Optometric Association (POA) and served on the AOA Board of Trustees 2013-2016. He is President of the Blair/Clearfield Association for the Blind.

Dr. Eric E. Schmidt, OD, FAAO is the President of Omni Eye Specialists, headquartered in Wilmington, North Carolina and a Founding Partner of KeplrVision. Dr. Schmidt completed his undergraduate studies from the University of Illinois and received his Doctor of Optometry degree from The Pennsylvania College of Optometry. He completed a Residency in Ocular Disease from The Eye Institute of PCO and a fellowship in Glaucoma from the Scheie Eye Institute in Philadelphia. Dr. Schmidt is currently the President of the Optometric Glaucoma Society and was recently named one of the Top 250 Innovators in Optometry by Primary Care Optometric News. He is an adjunct professor at various schools of optometry and is a frequent contributor to optometric journals. He is the author of the text book *Clinical Procedures of the Lids and Nasolacrimal System* and lectures internationally on glaucoma and other ocular diseases.



Dr. Jacqueline Theis, OD, FAAO completed her residency training in neuro-optometry and binocular vision/strabismus disorders from the University of California at Berkeley School of Optometry. Post-residency, Dr. Theis joined the faculty at UC Berkeley as an Assistant Clinical Professor in the Binocular Vision Clinic, and became Founder & Chief of the UC Berkeley Sports Vision and Concussion Clinic where she performed clinical research and direct patient care with post-concussion oculomotor dysfunction. Dr. Theis then transitioned to Kaiser Permanente in Northern California for five years, working alongside ophthalmology and neurology, treating patients with photophobia, diplopia, and non-specific visual complaints from systemic and neurological disease including diabetes, multiple sclerosis, Parkinson's disease, stroke, and traumatic brain injury.

Dr Theis is the Founder of Virginia Neuro-Optometry, a subspecialty neuro-optometry private practice within the multidisciplinary Concussion Care Centre of Virginia, located in Richmond, VA, where she currently treats patients with visual sequelae from neuroinflammatory and neurodegenerative disease, with an emphasis on TBI. She has published and lectured extensively on TBI related vision issues internationally, and has been a guest editor and peer reviewer for international peer reviewed journals including "Brain Injury" and "Optometry and Vision Science." Dr Theis has received numerous awards including Young Optometrist of the Year in both California and Virginia.

2023 DOCTOR SPEAKERS



Dr. Ryan Powell, OD is an honors graduate of Southern College of Optometry. He is a private practice optometrist and owner of Vision Source Eyecare with 12 clinic locations and a research center in the Kansas City, Missouri area. He is a past president of the Missouri Optometric Association and a past member and Chair of the Board of Trustees at Southern College of Optometry. He has served as a KOL for a number of industry partners and has been a speaker and educator for MacuHealth, Maculogix, Essilor, Transitions, Optos and others. His practice is focused on delivering the highest level of patient care they can and building long-term relationships with his patients.

Dr. Aaron Bronner, OD currently works at Pacific Cataract and Laser Institute, a multicenter surgical co-management practice, at their Boise, ID office. He has written extensively and lectured across the nation on topics relating to Anterior segment pathology and surgical co-management. He has served as editor or columnist for Primary Care Optometry News, Review of Optometry Review of Cornea and Contact Lens and was one of the first class of two optometrists to achieve the status of Diplomate of the American Academy of Optometry in Anterior Segment Disease. Aaron enjoys spending his free time with his wonderful wife Becky and their kids Zoe and Liam.



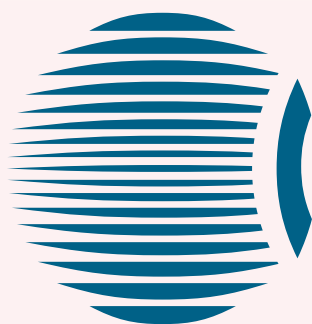
Dr. Daniel Schrempp, OD has served as Clinical Director of Pacific Cataract and Laser Institute in Lewiston, Idaho, since 2014. Most of his work involves pre and post-operative care for anterior segment procedures. Daniel enjoys advanced medical eye care and is a consultation resource for optometric colleagues in Idaho and Washington. He received his doctorate of optometry at Pacific University and completed residency training at PHS Indian Health Hospital in Zuni, New Mexico. Daniel received IOP's Young OD of the Year award, has served as IOP president, and is the current GWCO Idaho Director.

Dr. Michael B. Merkley, MD grew up in Boise and is thrilled to have returned to serve the community that helped raise him. He is passionate about sight and helping patients achieve their best vision. It is truly a privilege and an honor to be entrusted with the care of such a precious and sensitive part of the body as the eyes. Before joining Vision Quest, Dr. Merkley worked at David Grant Medical Center; the Air Force's largest hospital. It was a great privilege to serve in the Air Force caring for the nation's military, retirees, and their families. His military medical training had a twofold focus; a commitment to the very best care, and an uncompromising concern for safety. Dr. Merkley has carried these principles forward into his practice and they have served his patients well. His goal is to treat his patients as family, and treat their eyes as if they will be used to fly a fighter jet.



2023 ANNUAL CONGRESS SPONSORS

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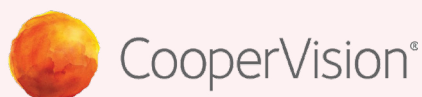
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Jacob Mong, D.O. | Michael Merkley, M.D.
Cassandra White, M.D.
Stephen Reinschmidt, O.D.
Stephanie Warden, O.D.



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—Dr. Rebecca Lee
East Bay Vision Center Optometry

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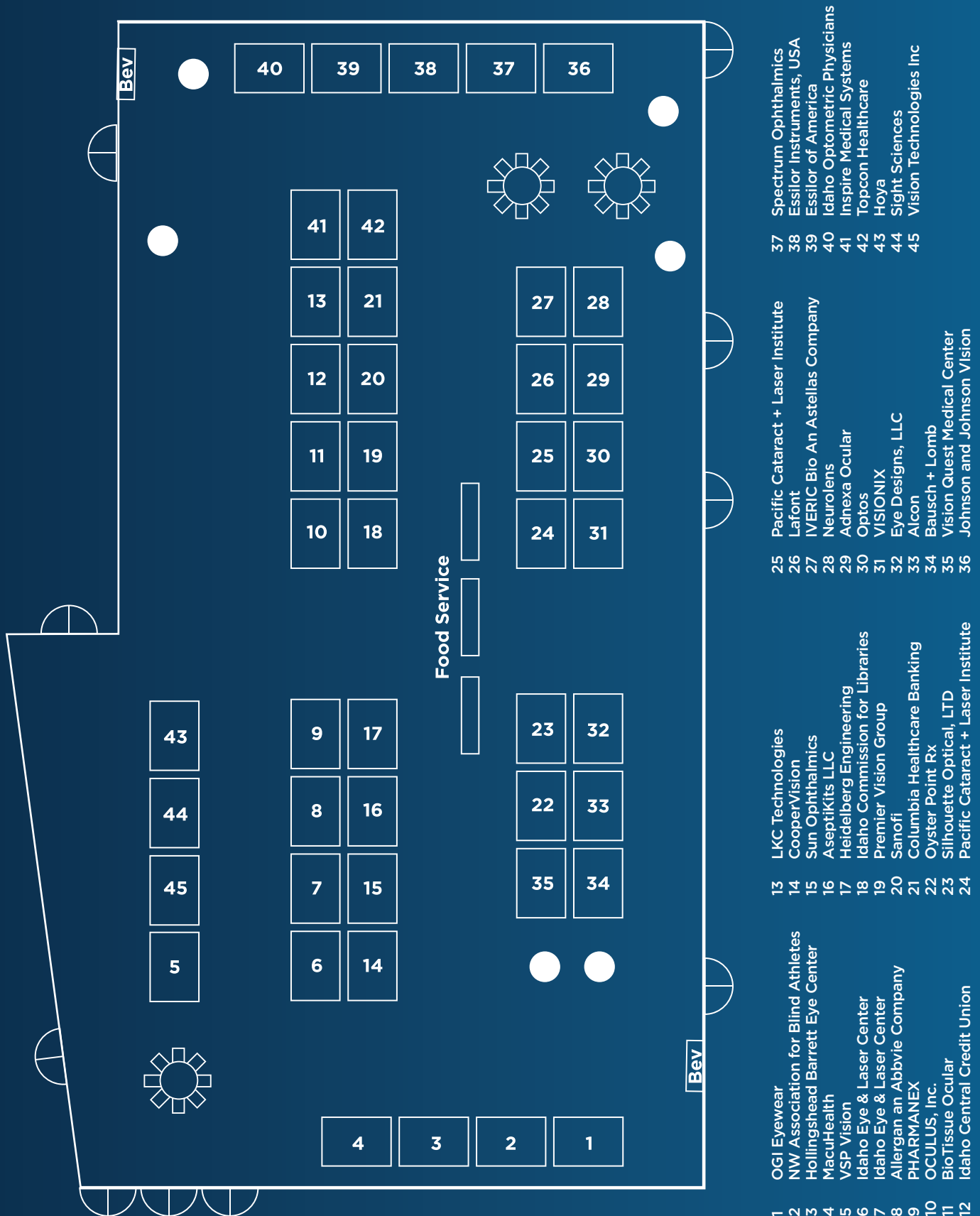


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2023 ANNUAL CONGRESS EXHIBIT HALL



2023 PARA EDUCATION & ACTIVITY PROGRAM



Thursday, October 5 — All Paras

12:30 PM **Registration**

1:00 PM	10 Ways to Lose a Patient Instructor: Mary Schmidt Description: In today's market, patients can be very demanding. If you are lucky, they tell you when you don't measure up. But if you're unlucky, they just walk away, without giving you the chance to succeed and they tell others. This course will allow you to assess your standard practices to ensure you are handling all the basics.	1 hour CPC
2:00 PM	Team Building — What You Need to Build a Strong Team Instructor: Mary Schmidt Description: What is Team Building? It means different things to different people. Sometimes it's difficult to define. This program will give you a definition and the skills to create your own. In the competitive market today, your team is critical to your success. Having the team work together, support each other and provide quality experiences for your patient will make the difference between success and mediocrity.	1 hour CPC
2:50 PM	Afternoon Break — Sponsored by VSP Vision	
3:00 PM	Top 10 Traits of a Great Leader Instructor: Mary Schmidt Description: What makes a great leader? It may mean different things to different people, sometimes it's difficult to define. But most of us have encountered that boss, teacher, or mentor that changed our lives. This program will give you the ability to create a style of leadership that will change people's lives.	1 hour CPC/ ABO
4:00 PM	Telephone Triage — Emergency or Urgency? Instructor: Mary Schmidt Description: We all want to help a patient in distress but it's knowing how and when to respond that will make the difference. Do you know the difference between an ocular emergency and an optical urgency? Which one requires immediate action and which can wait? Learn the simple questions to help determine how you respond and which action is best for the patient.	1 hour CPC/ ABO
5:00 PM	Vendor Reception — Sponsored by Vision Quest Medical Center	

2023 PARA EDUCATION & ACTIVITY PROGRAM



Friday, October 6 — Technicians

7:30 AM **Breakfast**

8:00 AM	Anatomy of the Eye — Its Parts & How They Function Instructor: Mary Schmidt Description: This course is designed to give new and experienced staff members a greater appreciation and knowledge of the human eye as well as illustrate how best to explain its function to patients in easy-to-understand language. Emphasis is placed on improving the ability to communicate the disorders, conditions and diseases of the eye to a patient.	2 hours CPC
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10:00 AM **Exhibit Hall & Break — Sponsored by Hollingshead Barrett Eye Center**

10:30 AM	Professionalism — Be the Best at Your Job Instructor: Mary Schmidt Description: After completion of this course, attendees will: Be more confident in communicating information to patients and Increase their level of professionalism. Learn how to exceed the expectation of patients. Be able to prevent problem situations. Better understand their role in patient retention and practice growth.	1 hour CPC/ ABO
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11:30 AM	Systemic Medications Affect the Eyes, Too Instructor: Tami Arnett Description: Eye exams are not just about ophthalmic prescriptions - various systemic medications can have an effect on the eyes and it's important to understand how and why. Understanding which common medications can affect eyesight, and screening patients for related symptoms, is an important step in ensuring the patient receives a complete eye exam.	1 hour CPC
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12:30 PM **Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center**

2:00 PM	Tools of the Trade Instructor: Tami Arnett Description: There is so much information that we can get from patients with various tests performed in-office. Together we will go over the different tools used in the pre-testing and exam and why they are used. Plus we will get into various special testing used to diagnose and treat dry eyes, macular degeneration, glaucoma and more.	2 hours CPC
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4:00 PM	Under Pressure: Understanding Glaucoma Instructor: Tami Arnett Description: Annual exams are using different tests to help screen out potential development of glaucoma, but what are those tests, and what do they tell the doctor? We will go into what diagnostic testing is used (understanding visual fields) and current treatments (Rx drops and surgery).	1 hour CPC
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5:00 PM **Congress Adjourns**



Friday, October 6 — Opticians

7:30 AM

Breakfast

8:00 AM

Frame Styling with Science & Savvy to Minimize Thickness & Maximize Patient Delight (Level 3)

Instructor: Cira Collins

Description: This class will explore how to look at elements of the prescription (sphere, cyl, axis and prism), and fit (PD and Seg or OC height) to style patients into frames and lenses that will balance the competing demands of minimizing lens thickness and granting freedom to patients to explore style freely. We will learn to use and apply lens thickness calculators while digging deeper at the science and formulae behind them. We will also explore power at meridians – both primary and oblique – to understand where lenses will be thickest and style accordingly. In exploring styling, we will look at frame construction and materials consideration to sharpen your appreciation of how frames can solve (or cause) problems. In closing, we will briefly cover the soft skills required to help gain your patient's trust in your knowledge so that opticians can take the driver's seat to determine ideal outcomes.

1 hour

ABO

9:00 AM

Take This Class First: Know How to Assess a Frame Line for Quality & Fit Before You Visit Vendors (Level 1)

Instructor: Cira Collins

Description: In this class you will learn to maximize your time with vendors by knowing what to do and ask at your visit. You will know how to assess and identify quality materials and construction. You will learn which questions to ask to more accurately predict if a new line will be just what you need to solve optical problems, maximize revenue and minimize service issues.

1 hour

ABO

10:00 AM

Exhibit Hall & Break — Sponsored by Hollingshead Barrett Eye Center

10:30 AM

Adjustment 201: Systematically Solving Problems with Position of Wear Adjustments (Level 2)

Instructor: Cira Collins

Description: A quality adjustment is so much more than making sure a frame is straight and comfortable. Opticians have phenomenal lens solutions today, but after we get the frame back from the lab, we often slap the glasses on the patient and call it good. But what if we could maximize lens performance through careful adjustments in all three dimensions? How do we handle patients who come back with complaints in their progressives that the lens was supposed to solve? Save your doctor the Rx Check chair time by systematically adjusting frames to solve problems, maximize the value of digital lenses and wow patients with the value you as an optician add to your optical practice. This class will teach you how to systematically evaluate and manipulate eyewear position to solve optical problems with digital lenses and allow your lens tools to do their best work.

1 hour

ABO



Friday, October 6 — Opticians

11:30 AM	<p>Professionalism — Be the Best at Your Job</p> <p>Instructor: Mary Schmidt</p> <p>Description: After completion of this course, attendees will: Be more confident in communicating information to patients and Increase their level of professionalism. Learn how to exceed the expectation of patients. Be able to prevent problem situations. Better understand their role in patient retention and practice growth.</p>	<p>1 hour</p> <p>CPC/ ABO</p>
12:30 PM	Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center	
2:00 PM	<p>Rose-colored Glasses: How Our Eyes Perceive Color and How You Can Manipulate Color Like a Wizard (Level 3)</p> <p>Instructor: Cira Collins</p> <p>Description: In this class, you will learn in-depth anatomy and physiology of color perception, beyond rods and cones, so that you can then know what you are doing when you use tinted lenses, specialized filters, polarization or mirrors. Learn how to identify what colors to use to enhance particular activities (like office work, driving or sports) and how to wield the tools in your lens toolbelt to enhance patient color perception specific to the lens use.</p>	<p>1 hour</p> <p>ABO</p>
3:00 PM	<p>Developing Your Sales Script (Level 1)</p> <p>Instructor: Cira Collins</p> <p>Description: In this class, students will examine the mission and values of their practice and develop a sales script that works. They will learn to develop sales scripts that are patient-focused, complete solutions. They will explore the notion of selling lenses first and how frame styling can be done to make sure your patients see the value of having an optician on their care team. Lastly, the class will explore why having a uniform sales approach across your office brand is key to consistently providing awesome service that retains patients.</p>	<p>1 hour</p> <p>ABO</p>
4:00 PM	<p>When Your Patient Comes in Loaded for Bear: Disarming Difficult Patients (Level 1)</p> <p>Instructor: Cira Collins</p> <p>Description: In this class, students will learn what happens in their brains when a patient becomes challenging, how to sidestep the flight/fight/freeze response and how to act with intention and clarity. The class will shift the beliefs we carry about our ability to handle difficulty and turn a challenge into a win-win for the practice and the patient. The class will provide practical skills to calm ourselves and our patients and move quickly to create solutions. However, we cannot make all the people happy all the time; this class will explore when we need to agree to part ways</p>	<p>1 hour</p> <p>ABO</p>
5:00 PM	Congress Adjourns	

2023 PARA SPEAKERS



Tami Arnett, CPOA, ABOC, and office Sensei, began working in eye care 10 years ago with minimal knowledge about eyes or glasses. Starting as both a technician and optician, Tami quickly learned testing, scribing and selling glasses, and became certified as both a CPOA and ABOC in 2015. After serving as the technician team lead, Tami cross trained in the billing department — giving her a full perspective of how each area of the office functions and works together. Her ultimate passion is teaching her young padawans and watching their eyes light up, whether it's under the slit lamp or when learning something new. Affectionately referred to as a “spazzy nerd,” Tami is known for her fun facts, geeky toys, and awesome paintings.

Mary E. Schmidt, ABOC, CPO is the President of EyeSystems, a leadership development firm specializing in the eyecare field. She has over 40 years' experience within the eyecare field. The last 30 years have been focused on leadership and staff development. She has trained thousands of practice leaders and paraoptometrics. Her passion is the professional development of new and emerging practice leaders and team members. Mary was voted one of Vision Monday's 50 Most Influential Women in Optical.



Cira Collins is a self-described optical geek. Cira delights in sharing her love of all things eyecare and eyewear with other opticians and it shows! She has spent the last 18 years exploring many facets of the profession of opticianry working both in corporate and private practices, as a technician and an optician, in dispensing and production, as a buyer and as a vendor, and as both a team member and a manager. In 2022, she earned her ABOM: the Master in Ophthalmic Optics designation from the American Board of Opticianry; a designation granted to only a few hundred people in the country for their knowledge of ophthalmic optics, their willingness to be a continual learner and their desire to pass along this science and art to opticians everywhere. She is an ABO certified Continuing Education speaker where she speaks on both state-level and national stages. Prior to optics,

Cira had careers in the non-profit sector and in the field of international public health and development. She lived in Africa for almost four years and speaks four languages in addition to English. She holds a Master of Public Health degree from Tulane University where she graduated with honors and a BA from Western Washington University in Sociology and Psychology. She currently represents Lafont in the Pacific Northwest and serves on the Board of Directors for three non-profit entities to fulfill her ongoing desire to serve in fields that fascinate her.

Points of Interest

- 1 Idaho Anne Frank Human Rights Memorial
- 2 The Cabin Literary Center
- 3 Boise Public Library
- 4 Zoo Boise
- 5 Boise Contemporary Theater
- 6 Boise Phil
- 7 Esther Simplot Performing Arts Center
- 8 Ballet Idaho
- 9 Opera Idaho
- 10 Discovery Center
- 11 Rose Garden
- 12 Idaho State Capitol Building

Downtown Districts

- 1 The Grove Plaza
- 2 Central Downtown
- 3 West Downtown
- 4 Old Boise Historic District
- 5 Boise State University Campus

Hotels

- 1 Grove Hotel
- 2 Hyatt Place Boise/Downtown
- 3 Hampton Inn & Suites
- 4 Hilton Garden Inn Boise Downtown
- 5 Julia Davis Park and the Cultural District
- 6 South Eighth Street
- 7 Historic District (BoBo)
- 8 Boise State University
- 9 The Capitol District

Museums

- 1 Basque Museum
- 2 Idaho State Museum
- 3 Black History Museum
- 4 Boise Art Museum
- 5 Safari Inn Downtown
- 6 The Modern Hotel & Bar
- 7 Residence Inn Boise Downtown/City Center
- 8 The Modern Hotel & Bar
- 9 Idaho State Museum
- 10 Boise Art Museum

Parking

- 1 Parking Garage
- 2 Surface Lot
- 3 Public Parking Garage
- 4 20 Minutes Free on All Downtown Parking Meters
- 5 GreenBike Station Hub
- 6 Shop: 106 E 34th St

NOTES



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(varenicline solution)
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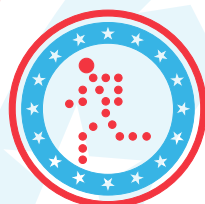
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A photograph of a middle-aged man with a warm smile, wearing a blue shirt and a brown vest, holding a young child with blonde hair in a similar brown vest. They are outdoors in a grassy field with a blurred background of a man and stadium seating.

PCLi

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