



optcwest2010  
Indian Wells, California

[www.optowest.com](http://www.optowest.com)

April 8 - 11, 2010 Hyatt Grand Champions Resort and Conference Center

# Education Meets Relaxation... The Best CE Under the Sun!

## REGISTRATION BROCHURE

A Premier Regional Conference Created *by* and *for* Eye Care Professionals

Sponsored by the California Optometric Association  
in association with the Arizona, Hawaii, Montana,  
Nevada and Utah Optometric Associations

# Special Pre-Conference Session!

## AOA Practice Transitions: Strategies for Making Them Happen

Wednesday, April 7, 2010

8:00am - 4:00pm

Hyatt Grand Champions Resort  
& Conference Center

### Featuring Speakers:

Joseph Gibbons, PhD	John Rumpakis, OD, MBA
Michael Harris, OD, JD	Robert Schultz
William Nolan	Kirk Smick, OD

The AOA Practice Transitions program is a full-day, comprehensive presentation covering the steps to successfully buying or selling an optometric practice. Practice Transitions covers many topics, including generational issues, needs assessment, financial issues, and legal and tax concerns. The seminar includes lunch and a guest speaker who has been through a practice transition. The day concludes with a panel discussion where attendees will have the opportunity to ask the speakers questions.

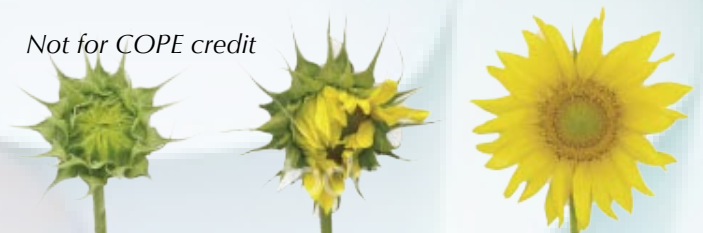
**Registration for AOA members is \$150**

**Non-members may register for \$295**

***Learn more about the AOA Practice  
Transitions seminar and register today at  
[www.aoa.org/practice-transitions.xml](http://www.aoa.org/practice-transitions.xml)***

For further information regarding this seminar, contact  
Bridget Kowalczyk at 800-365-2219, ext. 4237, or  
[BTKowalczyk@aoa.org](mailto:BTKowalczyk@aoa.org).

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# optowest 2010

Indian Wells, California

April 8-11, 2010 Hyatt Grand Champions Resort & Conference Center

## REGISTRATION BROCHURE

A Premier Western Regional Conference Created *by*  
and *for* Eye Care Professionals

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### OPTOWEST OVERVIEW

The California Optometric Association, in conjunction with our affiliate partners — Arizona, Hawaii, Montana, Nevada and Utah Optometric Associations — invites you to attend **OptoWest 2010, held April 8-11 at the Hyatt Grand Champions Resort and Conference Center in Indian Wells, CA.**

OptoWest is the premier regional conference created *by* eye care professionals, *for* eye care professionals. OptoWest provides quality education for optometrists and professional staff, offering four days of continuing education courses to help you fulfill your annual education requirements. The two-day Exhibit Hall features the best vendors in the industry, where you can find the newest ophthalmic innovations for your business. Optometrists, paraoptometrics, opticians and other

ophthalmic professionals from across California and the western United States – and even as far as Canada – attend OptoWest. **These professionals know OptoWest is a great conference to earn continuing education credits and meet with exhibitors in a friendly atmosphere.**

### CONFERENCE HIGHLIGHTS

- Offering **92 hours of OD education and 47 hours of paraoptometric education** with nationally-renowned speakers and fresh, timely courses.
- **Help make your practice all it can be at OptoWest 2010 through the Practice Building Blocks Education Track!** Sharon Carter and Laurie Guest, CSP, have teamed together once again to help address the specific needs of paraoptometrics and office staff. See page 3 for details!
- **A two-day Exhibit Hall** featuring the newest products and services, with a chance to use your OptoWest Buck\$ toward your onsite purchases and win fabulous prizes in our popular Exhibit Hall Raffle!
- Come celebrate the Golden State! The **California Dreamin' Welcome Reception** offers hors d'oeuvres, drinks and entertainment on Friday, April 9th from 6:00-7:30 pm in the Hyatt Grand Champions Conference Center.
- **Enjoy the amazing amenities of the Hyatt Grand Champions!** Take a dip in one of seven swimming pools, unwind at Agua Serena Spa, and drop the kids off at Camp Hyatt!

#### Register Early and Win!

Register for OptoWest 2010 by the Early Registration cut-off date of March 7, 2010, and your name will be placed in a drawing for a **complimentary two-night stay at the Hyatt Grand Champions Resort and Conference Center!**



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# OPTOWEST 2010 SPONSORS

## SILVER



## BRONZE



# SCHEDULE AT A GLANCE

## WEDNESDAY, APRIL 7, 2010

Special Pre-Conference Session: AOA Practice Transitions **8:00 am - 4:00 pm**  
Registration: **4:00 pm - 6:00 pm**

## THURSDAY, APRIL 8, 2010

Registration: **7:00 am - 5:00 pm**  
OD Sessions: **8:00 am - 5:40 pm**  
Paraoptometric Sessions: **5:00 pm - 7:30 pm**

## FRIDAY, APRIL 9, 2010

Registration: **6:30 am - 5:00 pm**  
Food for Thought Series: **6:45 am - 7:45 am**  
OD Sessions: **8:00 am - 5:40 pm**  
Paraoptometric Sessions: **8:00 am - 7:00 pm**  
Lunch & Learn Series: **12:00 - 1:00 pm**  
Exhibit Hall: **12:00 - 3:30 pm**  
Appreciation Reception for Exhibitors Only: **5:15 pm - 6:00 pm**  
California Dreamin' Reception in Exhibit Hall: **6:00 pm - 7:30 pm**

## SATURDAY, APRIL 10, 2010

Registration: **6:30 am - 5:00 pm**  
Food for Thought Series: **6:45 am - 7:45 am**  
OD Sessions: **8:00 am - 5:50 pm**  
Paraoptometric Sessions: **8:00 am - 5:40 pm**  
Exhibit Hall: **10:00 am - 3:00 pm**  
Lunch & Learn Series: **12:00 - 1:00 pm**

## SUNDAY, APRIL 11, 2010

Registration: **7:00 am - 12:00 pm**  
OD Sessions: **8:00 am - 12:50 pm**  
Paraoptometric Sessions: **8:00 am - 12:50 pm**

## Access Class Handouts Before You Go!

Class handouts will be available online after March 8, 2010.

There will be a special Web link at [www.OptoWest.com](http://www.OptoWest.com) for you to download class handouts for OD and paraoptometric courses.

**There will be no handouts distributed at the classes.**

However, an on-site print station will be available.

These are some ways attendees are taking advantage of the online handouts:

- Print handouts on own before classes
- Download to computer/laptop
- Download handouts to a memory stick
- Visit the print station on-site

*Thank you for supporting our efforts to "Go Green"!*

## OPTOWEST BUCK\$

OptoWest Buck\$ can be used for products purchased from all participating OptoWest 2010 exhibitors. Simply present your voucher to the exhibitor of your choice when a purchase is made. If two or more registrants from the same office have vouchers, you may combine them for a purchase. All Option 1 registrants (ODs and Paraoptometrics) receive OptoWest Buck\$ (valid only on purchases made in the OptoWest 2010 Exhibit Hall).

## EDUCATION PROGRAM HIGHLIGHTS

### BACK BY POPULAR DEMAND!

#### Practice Building Blocks Education Track

##### *Help make your practice all it can be at OptoWest*

**2010!** Sharon Carter and Laurie Guest, CSP, have once again teamed up to help address the specific needs of paraoptometrics and office staff.

*Space is limited, so register now!*

**Thursday, April 8 — 5:00 pm – 7:30 pm**

#### 117 – Step Up — Training for Office Leaders

##### *Leaders of optometric offices, this class is for you!*

Hosted in a private, warm environment, this session will be unlike any other you've attended at a convention. Enrollment is limited to the first 20 and the content will be developed based on the specific needs of the group. Topics will likely include:

- **Improving staff relations** through communication, discipline and motivation.
- **Increasing profits** through creative marketing, proper pricing and cost-cutting campaigns.
- **Enhancing customer service** through customized training programs and scripting for success.

**Friday, April 9 — 8:00 am – 9:50 am**

#### 214 - Six Ways to Build a Team that Rocks!

##### *Doctors and staff are encouraged to attend together.*

This fast-paced, energetic program is designed to teach six concrete actions that will build a more successful optometric team. Join two nationally-known experts in staff education as they share the secrets they have learned from years on the road.

**Saturday, April 10 — 3:00 pm – 4:20 pm**

#### 317- Are You Game?

**How to win at work!** This dynamic program offers concrete ideas to help staff and doctors immediately improve their office culture. Teams will compete for cash and prizes in an interactive game show format. Participants will laugh and learn at the same time. If you are ready for some fun, come and "Give It a Whirl!"

## FOOD FOR THOUGHT AND LUNCH & LEARN SERIES

Enhance your continuing education experience by attending one or all of these sponsored sessions. Offering industry or product updates and highlights, along with breakfast or lunch, all registered attendees have an opportunity to pre-register for these complimentary sessions. **Please note that these sessions have limited seating so make sure you pre-register now!**

## Save When More Than One Staff Member Attends OptoWest 2010!

Thinking of sending your staff to OptoWest for an "office retreat"? Then make sure to take advantage of OptoWest's *Paraoptometric Registration Office Package!*

Special pricing is offered when more than one staff member is registered for an Option 1 Paraoptometric registration package from the same office.

### First Paraoptometric

#### Option 1 Registration

Early Registration: \$225

(On or before March 7)

Regular Registration: \$300

(After March 7)

### Each Additional Paraoptometric From the Same Office Option 1 Registration

Early Registration: \$150

(On or before March 7)

Regular Registration: \$225

(After March 7)

See page 24 for further registration information.



# SPEAKER BIOGRAPHIES

## Last Year's OptoWest Attendees Speak Up!

“I usually attend Optometry’s Meeting™, but found your selection of speakers to be outstanding. The location was outstanding and the Hyatt cost was reasonable. I will definitely be back.”



### Madhu Agarwal, MD

Dr. Madhu Agarwal received her undergraduate degree from the University of California, Los Angeles (UCLA) in biochemistry with honors and her

medical degree from the UCLA School of Medicine. She received her post-graduate training in ophthalmology at Doheny Eye Center at the University of Southern California School of Medicine. She continued at Doheny Eye Center with a clinical fellowship in neuro-ophthalmology and orbital surgery. Dr. Agarwal specializes in adult strabismus surgery, ocular plastic surgery, and neuro-ophthalmology. She has a special interest in thyroid eye disease and orbital tumors.



### Jeffrey R. Anshel, BS, OD, FAAO

Dr. Jeffrey Anshel is a 1975 graduate from the Illinois College of Optometry. He has written numerous articles and books regarding nutritional

influences on vision and computer vision concerns. Dr. Anshel is the principal of Corporate Vision Consulting, where he addresses the issues surrounding visual demands while working with computers. He also offers on-site consultations and seminars to corporations related to visual stress and productivity in the workplace. He maintains a private practice in Carlsbad, CA.



### Sharon Carter

With over 16 years of work experience related to the optometric industry, in 2002 Sharon Carter started her own consulting company, Eye Care Optometric Consulting

(ECOC). She has personally worked in over 25 offices with more than 200 staff. Energetic and enthusiastic, Ms. Carter has spent the last three years speaking and motivating staff at state association meetings, sharing her company’s philosophy to “provide the best patient care and the money will follow.”



### Raymond Chu, OD, MS, FAAO

Dr. Raymond Chu received his doctor of optometry degree from the State University of New York, College of Optometry.

He then completed a

residency in pediatric optometry and vision therapy at the Southern California College of Optometry, and has remained on staff since that time. Dr. Chu recently completed a master’s degree in instructional design and technology at the California State University, Fullerton. At present, Dr. Chu serves as chief of the Pediatric Vision Care Center at the Eye Care Center; as an investigator on a number of National Eye Institute (NEI) supported studies; and as an instructor of record in the pediatric optometry course. His research interests include binocular vision, myopia, amblyopia, pediatric optometry, and learning-related vision problems.



### Laurie Guest, COT

Laurie Guest, COT, has over 17 years of ophthalmic experience and optometric relations. She speaks nationwide on customer service and professional development and has been published in

*Ophthalmology Management*, *Optometry Today* and *American Society of Ophthalmic Administrator* magazines. Ms. Guest is known for her imaginative ideas and fast-paced, entertaining style. With experience in both health care administration and marketing, she frequently addresses topics that tackle today’s business and professional needs in the industry.



### Alan Kabat, OD, FAAO

Dr. Alan Kabat is an honors graduate of Rutgers University and the Pennsylvania College of Optometry. He completed his residency

training at John F. Kennedy Memorial Hospital in Philadelphia. Dr. Kabat currently holds the rank of associate professor at Nova Southeastern University College of Optometry in Fort Lauderdale, FL. He serves as an attending physician in the clinical program, and also teaches courses in clinical medicine and physical diagnosis. He serves administratively as director of residency programs and coordinator of the urgent care service. Well known in the literary arena, Dr. Kabat is a contributing editor for *Review of Optometry* and *Review of Cornea and Contact Lenses*. He has published extensively in the optometric literature. Dr. Kabat lectures regularly on topics of ocular and ocul systemic disease and has lectured in numerous regions throughout the world.



### Rebecca Kammer, OD, FAAO

Dr. Rebecca Kammer received her undergraduate degree in optical engineering from the University of La Verne, and her doctor of optometry

degree from the Southern California College of Optometry in 1999. She is the chief of the Mary Ann Keverline Walls Low Vision Rehabilitation Center, and the instructor of both the geometric optics and low vision rehabilitation courses at SCCO. Dr. Kammer is a diplomate of the Low Vision Section of the American Academy of Optometry, and has lectured extensively at optometric and low vision conferences throughout the United States. She is the co-founder of the fourth annual Shared Visions art exhibit featuring works of art from legally blind artists from all over the world.

## SPEAKER BIOGRAPHIES



### Anne-Marie Lahr, OD

Dr. Anne-Marie Lahr earned her optometric degree at the School of Optometry, The Ohio State University, Columbus, OH, in 1991. From 1991

through 1994, Dr. Lahr attained success in various private practice settings. From 1995 to 1996, she completed a primary care residency at The Eye Institute at the Pennsylvania College of Optometry, Philadelphia, as well as an international teaching fellowship at the Hogeschool van Utrecht, Utrecht, The Netherlands. Since that time, Dr. Lahr has dedicated her career to teaching, twice earning the Clinical Science Teacher of the Year Award and, most recently, the Educator of the Year Award for Excellence in Teaching at the Pennsylvania College of Optometry.



### John Lahr, OD, FAAO

Based in Minneapolis, MN, Dr. Lahr has served in a number of leadership positions in the American Optometric Association and has served as a

member of the Clinical Practice Guidelines Committee to develop practice standards for optometry. He was AOA's first representative to the American Medical Association's CPT coding Health Care Professional's Advisory Committee. He is a well-known lecturer nationally and internationally. Dr. Lahr is an editorial board member for *Optometric Management* and currently serves as the director of primary eye services for STAAR Surgical, Inc. and director for professional services for EyeMed Vision Care.



### Anthony Litwak, OD, FAAO

Dr. Anthony Litwak is the residency and student program director at the Baltimore Veterans Administration Medical Center, and attending

doctor at the Loch Raven Veterans Administration Outpatient Clinic. He is adjunct clinical professor at the Pennsylvania College of Optometry, State University of New York College of Optometry, and New England College of Optometry. Dr. Litwak is a founding member of the Optometric

Glaucoma Society and National Glaucoma Society. He is program director for ocular therapeutics in Cancun and a national and international lecturer on ocular disease. Dr. Litwak authored the textbook, *The Glaucoma Handbook*, and is past editor-in-chief of *Clinical Eye and Vision Care*.



### Clarke Newman, OD, FAAO

Dr. Clarke Newman is a University of Houston College of Optometry (UHCO) graduate, for which he is currently an adjunct professor. He is

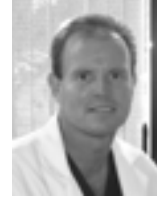
in practice in Dallas, specializing in cornea and contact lenses. Dr. Newman is a Fellow and Diplomate in the American Academy of Optometry. He is past president of the Texas Optometric Association (TOA), as well as a past "Optometrist of the Year." Dr. Newman is also a past Southwest Council of Optometry Trustee, a Gas Permeable Lens Institute board member, and serves on several AOA committees. He also contributes to *Contact Lens Spectrum*, and writes and lectures frequently.



### Bruce Onofrey, OD, RPh, FAAO

Dr. Bruce E. Onofrey is a 1982 graduate of the Illinois College of Optometry and completed his residency at the

Albuquerque Veterans Administration Medical Center. He also has degrees in chemistry and pharmacy. He recently retired from the Lovelace Medical Center Eye Department after 25 years where he served as the chief of optometry and vice-chairman of eye services. His most current position is as a clinical professor at the University of Houston and the executive director of continuing education programs. His special interests include lectures in general and ocular pharmacology and clinical drug research. Dr. Onofrey is a frequent contributor to ophthalmic literature. He is the current editor of *Clinical Optometric Pharmacology and Therapeutics*, and the author of *The Ocular Therapeutics Handbook – A Clinical Manual*.



### Jim Owen, OD, MBA, FAAO

Dr. Jim Owen is a graduate of the Illinois College of Optometry and has a masters in business administration from San Diego State University.

He has a private practice in Encinitas, CA. He is a Fellow of the American Academy of Optometry, and a member of the American Optometric Association, California Optometric Association and the San Diego County Optometric Society. As a member of AOA, Dr. Owen serves on its Refractive Surgery Committee. He is experienced in developing and maintaining a network of referring doctors, as well as pre and post-operative care of ophthalmic surgery patients. Dr. Owen is uniquely trained in refractive surgery and eye disease. He participates in clinical research for refractive surgery, dry eye and keratoconus. Frequently, he lectures at local and national optometric meetings on refractive surgery, and anterior segment disease.



### Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H)

Phyllis Rakow is director of Contact Lens Services for The Princeton Eye Group — a multi-specialty eye

care practice with three offices in central New Jersey. She is a JCAHPO-certified ophthalmic medical technologist, an NCLE advanced-level contact lens technician, and an honored Fellow of the Contact Lens Society of America. She has lectured throughout the United States and Canada, writes for numerous trade and professional publications, served a three-year term on the board of directors of the Contact Lens Society of America, is serving her third term on the board of directors of the National Contact Lens Examiners, and is on the RGPLI Advisory Committee. She wrote a chapter, "Art and the Eye," that was published in the 8th edition of *The Ophthalmic Assistant*.

# SPEAKER BIOGRAPHIES



## Glenda Secor, OD, FAAO

Dr. Glenda Secor is currently in private practice in Huntington Beach, CA. She is a Fellow of the American Academy of Optometry, a

Diplomate of the Cornea and Contact Lens Section, and is a past chair of the Section on Cornea, Contact Lenses and Refractive Technology. Dr. Secor is an active member of the American Optometric Association and currently serves as a council member of the Contact Lens and Cornea Section. In recent years, she served as the New Practitioner Practice Management Project Team chair. Her honors include being named California Optometrist of the Year in 2006 by the California Optometric Association; being named one of the "50 Most Influential Women in Optical" by *Vision Monday* in 2004; and being selected as Distinguished Practitioner in Optometry for the National Academies of Practice in 2003. Dr. Secor received her doctor of optometry degree from Indiana University.



## Leo P. Semes, OD, FAAO

Dr. Leo Semes is a professor of optometry and the director of continuing education at the University of Alabama at Birmingham.

He earned his doctor of

optometry degree from the Pennsylvania College of Optometry (PCO) in Philadelphia and completed his residency at The Eye Institute of PCO. Dr. Semes has authored or coauthored numerous articles, abstracts and several book chapters, and has authored over 125 scientific articles and posters. He is a Fellow of the American Academy of Optometry, as well as an active member of the American Optometric Association. He has contributed as principal author and panel member for the AOA's *Clinical Practice Guidelines for Ocular Surface Disease and Peripheral Retinal Disorders and Retinal Detachment*. Dr. Semes is a founding member of the Optometric Glaucoma Society and a founding fellow of the Optometric Retina Society.



## Diana Shechtman, OD, FAAO

Dr. Diana Shechtman is an associate professor of optometry at Nova Southeastern University College of Optometry, where she serves as an

attending optometric physician at the eye institute and diabetic/macula clinic. Dr. Shechtman is a member of the American Optometric Association, and a fellow of the American Academy of Optometry and the Optometric Retinal Society. Her area of interest has centered on retinal disease. She has participated in various research projects, and authored numerous posters and publications. Dr. Shechtman is also a member of the editorial board for the *Optometry* journal, *Optometry Times*, and *Review of Optometry*, where she co-authors the monthly "Research Review" column.



## Paul Tornambe, MD, FACS

Dr. Paul Tornambe is the immediate past president of the American Society of Retina Specialists. He is director of the San Diego Retina Research

Foundation and is in active private practice with offices in La Jolla and Poway, CA. His practice is limited to medical and surgical diseases of the retina and vitreous. Dr. Tornambe was director of the Retina Service at Loma Linda Hospital from 1980 to 1984, and has been an associate clinical professor in ophthalmology at UCSD. He has been the principal clinical investigator for clinical research studies for new therapies for diabetes, macular degeneration and retinal detachment. Dr. Tornambe has published extensively in the ophthalmology peer-reviewed literature on topics including diabetic retinopathy and macular degeneration treatments. He invented several instruments used in vitrectomy surgery and instruments to deliver laser into the eye.

**Sponsored by Vision West, Inc.**



## Samantha Toth, ABOC

Ms. Samantha Toth is a marketing consultant for Innereactive Media in Grand Rapids, MI, and has worked in the optical industry for over

12 years. Her eight years of dispensing experience as an optician, coupled with ABO certification and a BA degree from Michigan State University, give her a unique perspective on marketing private practices. Ms. Toth's niche marketing experience has provided the opportunity to work with Transitions Optical, Hoya, Global Optics and various private ophthalmic practices and laboratories



## Barry A. Weissman, OD, PhD, FAAO (Dip CL)

Dr. Barry Weissman received his OD, MS and PhD in physiological

optics from the UC Berkeley School of Optometry. He joined UCLA in 1979 and is currently professor of ophthalmology and director of the Contact Lens Service at the Jules Stein Eye Institute. Dr. Weissman has received numerous distinguished awards in recognition of his work. Dr. Weissman is a Fellow of the American Academy of Optometry and a Diplomate in its Cornea-Contact Lens Section. He is a member of the International Society for Contact Lens Research. He has served on the Examination Committee of the California State Board of Optometry, the UCLA Academic Senate Committee on Educational Policy and Program Review and as an advisor to the FDA Ophthalmic Devices Panel.



# OD EDUCATION PROGRAM INFORMATION

## Continuing TPA-Certified Education Requirements for California Optometrists

California optometrists must take 35 hours out of a total of 50 hours of continuing education every two years in any combination of the following areas: glaucoma, ocular infection, ocular inflammation, topical steroids, systemic medication, and pain medications toward fulfillment of their license renewal. Continuing optometric education programs that are approved as meeting the required standards of the California State Board of Optometry include offerings from the California Optometric Association, a state affiliate of the American Optometric Association.

### OD Course Designations

To help you identify topic areas, OptoWest educational sessions have been designated as:

- TPA** Therapeutic Pharmaceutical Agent
- O** Other
- PM** Practice Management (No credit in CA)

### OD Course Approvals

The OptoWest 2010 continuing education program has been submitted to COPE. If you are licensed **outside** of California, most state boards of optometry accept COPE-approved courses toward credit for licensure renewal.

Some approvals were not available at press time. Do not assume that courses you register for are approved. Please note that COPE courses do not include CEEs. **COA will not be responsible for courses that are not approved by COPE.** For an updated listing of approved COPE courses, please visit [www.optowest.com](http://www.optowest.com).

### Credit for Course Attendance

To comply with the California State Board of Optometry continuing education requirements, attendees must remain in the session for the duration of the course. If an attendee leaves early or arrives more than 10 minutes late, no CE credit will be given. **Note: Partial credits for CE courses are NOT available. Transcripts will be mailed to you 6-8 weeks after the conference.**

Last Year's OptoWest Attendees Speak Up!

“Thanks guys for a superb CE experience.”

## OD PROGRAM GRID

### THURSDAY APRIL 8, 2010

Time	OD SESSIONS	
8:00 AM - 8:50 AM	<b>100 - Targeting Contact Lens Dropouts (OTHER)</b> Glenda Secor, OD, FAAO COPE # 26636-CL A history of contact lens dropouts has reduced growth in the market and has discouraged patients and practitioners. This course will discuss a description of the issues related to why patients discontinue contact lens and ways to solve the problems to encourage success.	<b>101 - Everyday Eye Health: Women at Risk (TPA)</b> Diana Shechtman, OD, FAAO COPE # 24764-GO Healthy Sight Counseling (HSC), in providing a blueprint to achieve Healthy Sight, places a high priority on those individuals at increased risk for vision-threatening ocular diseases. It has been estimated that women represent a disproportionate two-thirds of all blind and visually-impaired people in the U.S. Certain eye diseases — including trachoma, dry eye states, and autoimmune disorders — are more common in females than males, and since women generally live longer than men, they are more likely to develop age-related eye diseases like cataract and macular degeneration. These facts, along with the unfortunate fact that females generally have less access to medical and eye care than males, make women an important target group for HSC.
9:00 - 9:50 AM	<b>102 - AMD &amp; Nutrition: A Practical Approach (TPA)</b> Diana Shechtman, OD, FAAO COPE # 21921-PS This course will enhance the practitioner's scientific knowledge base concerning nutritional management of age-related macular degeneration (AMD), as well as increasing insight into which nutritional supplement is right for your patient.	<b>103 - Contact Lens Practice Pearls (TPA)</b> Glenda Secor, OD, FAAO COPE # 25210-CL This course will provide important clinical pearls in fitting the newest generation of contact lens materials.

# OD PROGRAM GRID

THURSDAY, APRIL 8, 2010 continued

Time	OD SESSIONS		
10:00 AM - 10:50 AM	<b>104 - Glaucoma Grand Rounds (TPA)</b> Anthony Litwak, OD, FAAO COPE # 20268-GL This course provides the audience with clinical pearls in the diagnosis and management of glaucoma cases. Defining target pressures based on individual case analysis will be presented from a variety of case studies. Treatment strategies for early, moderate and advanced visual field loss are presented. Audience discussion is encouraged for controversial issues in glaucoma management.	<b>105 - Advances in Dry Eye Management (TPA)</b> Alan Kabat, OD, FAAO COPE # 22978-AS This course offers a review of dry eye disease and current consensus regarding its definition, classification and management. A detailed discussion of current therapeutic modalities follows.	
11:00 AM - 12:40 PM	<b>106 - All Washed Up: Corneal Myths &amp; Misconceptions (TPA)</b> Alan Kabat, OD, FAAO COPE # 24558-PD This course debunks and demystifies some of the common fears and misconceptions regarding care of the cornea and anterior segment. Included are discussions of steroid use, topical antibiotics, contact lens wear, and dry eye management.	<b>107 - Hypertension (HTN): More Than Meets the Eye (TPA)</b> Diana Shechtman, OD, FAAO COPE # 26641-PS Hypertension affects 50 million Americans, leading to target organ damage. The eye demonstrates a variety of conditions in response to this disease. The optometrist must be familiar with the wide spectrum of vascular changes associated with HTN. Early recognition is a crucial aspect of HTN management, reaffirming our role as a primary health care provider.	<b>108 - Interactive Grand Rounds (TPA)</b> Anthony Litwak, OD, FAAO COPE # 25409-SD This course will present a variety of cases in anterior segment, retina, glaucoma, uveitis, and neuro-ocular disease. History, clinical findings, auxiliary testing, diagnosis, and treatment plans will be addressed for each case. Audience participation will be encouraged for differential diagnosis and treatment options.
1:00 PM - 1:50 PM	<b>109 - Marginal Issues: Putting a Lid on Blepharitis (TPA)</b> Alan Kabat, OD, FAAO COPE # 24717-AS This course provides new insight into common eyelid disorders, particularly blepharitis. Included in the discussion is a common-sense approach to differential diagnosis, as well as a detailed review of current treatment options.		
2:00 PM - 3:40 PM	<b>110 - Specialty Contact Lens Practice: Torics and Bifocals (OTHER)</b> Glenda Secor, OD, FAAO COPE # 26637-CL Specialty contact lens practice now routinely includes toric and bifocal lenses. Suggestions for reducing fitting hassles and solving problems will be discussed to improve success and encourage practitioner usage of this very valuable approach to patient care.	<b>111 - Neuro Ocular Grand Rounds (TPA)</b> Anthony Litwak, OD, FAAO COPE # 25304-NO This course reviews the clinical features in the differential diagnosis of a patient who presents with swelling of the optic nerve head. Case studies will include AION, optic neuritis, papilledema, pseudotumor cerebri, and infiltrative optic neuropathies. Management and treatment protocols will be emphasized.	<b>112 - Smart Medicine For Your Eyes: The Role of Nutrition in the Primary Eye Care Practice (TPA)</b> Jeffrey Anshel, OD, FAAO COPE # Pending Recent studies show that over 158 million consumers use nutritional supplements. We must not overlook this major trend in our society. This is a course on the latest research into the nutritional effects of foods and supplements on the most common chronic eye diseases. This course will review the role of nutraceuticals in the care and prevention of many of the eye conditions that present to your office on a daily basis.

## THURSDAY, APRIL 8, 2010 continued

Time	OD SESSIONS			
4:00 PM - 5:40 PM	<b>113 - Understanding MS and Other Neurological Diseases (TPA)</b> Madhu Agarwal, MD COPE # 26663-PS Take the fear out of caring for neurology patients by understanding the range of effects of diseases like Multiple Sclerosis and others.	<b>114 - Computer Vision Syndrome (OTHER)</b> Jeffrey Anshel, OD, FAAO COPE # 23093-PM Learn how to question, examine and prescribe for patients who experience visual symptoms during or after computer use.	<b>115 - IOL's of the Future: Will they Really Provide Accomodation? (OTHER)</b> James Owen, OD, FAAO, MBA COPE # 26621-RS Correcting both near and far vision is the holy grail of ocular surgery. While we are not there yet, this course discusses the current FDA approved presbyopic IOLs, those presbyopic IOLs approved outside the United States, and those that are still under investigation. The course details the optics of each lens that provides both near and far vision. Also discussed are the clinical advantages and disadvantages of each of the modalities and how to best select patients for the proper lenses.	<b>116 - OCT: Revolutionizing Retinal Evaluation (TPA)</b> Diana Shechtman, OD, FAAO COPE # 18405-PS OCT is a diagnostic modality used in evaluating retinal disease. Its ability to depict a cross-sectional image allows us to distinguish pathology. This lecture presents challenging cases where OCT analysis played a key role in the evaluation of the retinal conditions. Use of OCT analysis in assessing therapeutic prognosis is also discussed.

## FRIDAY, APRIL 9, 2010

Time	OD SESSIONS				
6:45 AM - 7:45 AM	<b>Food for Thought Breakfast Series</b> <b>F1 - Course Title TBD</b> Speaker & Course Description: TBD <i>Sponsored by CIBA Vision</i>				
8:00 AM - 9:40 AM	<b>200 - Oops! I Did it Again...Preventing Medical Errors (OTHER)</b> Alan Kabat, OD, FAAO COPE # 21692-EJ This course includes a discussion of root-cause analysis, error reduction and prevention, and patient safety. In addition, a review of common clinicolegal pitfalls for optometric practitioners is presented.	<b>201 - Thyroid Eye Disease and Other Wild Cases: A Picture Gallery of Challenging Patients! (OTHER)</b> Madhu Agarwal, MD COPE # Pending Do you think you have seen some strange cases? Well, see some others and get a framework for what these patients have! Case presentation format will be used to discuss Thyroid Eye Disease.	<b>202 - Challenging Cases in Presbyopic IOL Surgery (OTHER)</b> James Owen, OD, FAAO, MBA COPE # 25330-PO This course is intended for optometrists actively managing IOL patients due to the advanced subject matter covered. The panel for this course will review difficult cases and treatment options for these challenges. Join the experts for a lively discussion of controversial issues and customized solutions. Look forward to what is coming in the near future in lens technology.	<b>203 - Diagnosis and Treatment of Diabetic Retinopathy and AMD (TPA)</b> Paul Tornambe, MD, FACS COPE # Pending Diabetics go blind because they are diagnosed and treated too late. This lecture will review the spectrum of diabetic retinopathy and emphasize which cases should be promptly referred. New management options, including laser, surgery, drugs, and intravitreal sustained release devices will be discussed. <i>Sponsored by Vision West, Inc.</i>	<b>214 - Six Ways to Build a Team that Rocks! (OTHER)</b> Laurie Guest, CSP, and Sharon Carter <i>Doctors and staff are encouraged to attend together.</i> This fast-paced, energetic program is designed to teach six concrete actions that will build a more successful optometric team. Join two nationally-known experts in staff education as they share the secrets they have learned from years on the road.



# OD PROGRAM GRID

FRIDAY, APRIL 9, 2010 continued

Time	OD SESSIONS			
10:00 AM - 11:40 AM	<b>204 - Neuro-ophthalmology Basics (TPA)</b> Madhu Agarwal, MD COPE # 26666-PS  Neuro-ophthalmology can be a very complex field. Knowing the basics can help you through it.	<b>205 - Spectral OCT, Where Does It Fit in the Management of Patients with Retinal Disease? (TPA)</b> Paul Tornambe, MD, FACS COPE # Pending  The object of the course will be to review OCT findings in common retinal diseases and show how management decisions are made for entities such as ARMD, Diabetes, Retinal Vascular Disorders, Macular Holes and Macular Pucker. <i>Sponsored by Vision West, Inc.</i>	<b>206 - Ten Tests that Can Save Your Patients Sight/Life (TPA)</b> Bruce Onofrey, OD, RPh COPE # 26444-PD  “Doc, are my eyes normal?” is a common question from our patients. In the course of an eye examination it is important that we recognize the need to identify not only conditions that affect our patient’s vision, but also conditions that can produce loss of sight or life. This course will cover those special tests that will help diagnose hidden conditions that, if left untreated, could result in blindness or death.	
12:00 PM - 3:30 PM	Exhibit Hall Open			
1:00 PM - 1:50 PM	<b>207 - Overcoming the Barrier of Finances for Practicing Low Vision (PM)</b> Rebecca Kammer, OD, FAAO COPE # 26609-LV  This one hour seminar will present a newer model of low vision rehabilitation which includes occupational therapy (OT). The coding and billing process for both OT and OD will be reviewed. The presentation will also include strategies for capturing device and video magnifier revenue.	<b>208 - Pharmacists’ Greatest Nightmares (TPA)</b> Bruce Onofrey, OD, RPh COPE # 25406-PH  Practitioners can cause the pharmacist many nights of lost sleep by making mistakes that threaten patient welfare. These include prescription errors, as well as prescribing drugs resulting in interactions or side effects. This lecture highlights common prescribing errors and life-sight threatening drug interactions.		
4:00 PM - 5:40 PM	<b>209 - Must Have Systemic Medications (TPA)</b> Bruce Onofrey, OD, RPh COPE # 19964-PH  This lecture covers the best of the best — the systemic drugs that provide the greatest therapeutic usefulness and success. Discussion includes side effects, adverse effects, and dosages of selected therapeutic agents.	<b>210 - Navigating the Nerve — Glaucoma Case Challenges (TPA)</b> Leo Semes, OD, FAAO COPE # 21321-GL  The optic nerve is the focal point for determining structural damage. Using cases for subtle and obvious diagnoses, this course will present a template for optic disc evaluation.	<b>211 - Macular Degeneration: What is New in Diagnosis and Treatment, Vitamins to Vitrectomy (TPA)</b> Paul Tornambe, MD, FACS COPE # 20782-PS  This course will discuss the recognition and treatment of all forms of macular degeneration and discuss current management of both wet and dry disease, as well as experimental treatments including retinal chips and stem cell therapy. <i>Sponsored by Vision West, Inc.</i>	<b>212 - The Good, Bad and the Ugly, Lasik Complications in 2010 (TPA)</b> James Owen, OD, FAAO, MBA COPE # 26620-RS  Refractive surgery is over 10 years old and not only has the technology changed, but so have the complications from the surgery. This course covers the complications that occur in refractive surgery today. These complications range from dry eye to corneal ectasia. The course will cover how to reduce the risk of these complications, how to diagnose these complications and how to manage these complications.
6:00 pm - 7:30 pm	California Dreamin’ Welcome Reception in the Exhibit Hall			

## SATURDAY, APRIL 10, 2010

Time	OD SESSIONS			
6:45 AM - 7:45 AM	<b>Food for Thought Breakfast Series</b> <b>F2 - Course Title TBD</b> Speaker & Course Description: TBD <i>Sponsored by Vistakon, Vision Care Institute LLC</i>			
8:00 AM - 9:40 AM	<b>300 - Medical Management of Glaucoma (TPA)</b> Leo Semes, OD, FAAO COPE # 23484-GL With the changing landscape of glaucoma treatment options, practitioners need to be on the cutting edge. This course will review the mechanisms of contemporary glaucoma medications, as well as take an in-depth look at the select few that will be keystones of treatment in the future.	<b>301 - Rigid Gas Permeable Lenses Correction (OTHER)</b> Clarke Newman, OD, FAAO COPE # 26617-CL After attending this course, doctors should have an increased understanding of the various methods of correcting astigmatism with spherical, aspherical and Toric RGP Lenses.	<b>302 - Case Management of AMD in Low Vision Rehabilitation (OTHER)</b> Rebecca Kammer, OD, FAAO COPE # 26610-LV This session will provide a roadmap to low vision rehabilitation for AMD patients in various stages of the disease. The lecture will utilize video clips and test results in an interactive and energized case management format. A two-stage model of low vision rehabilitation will be introduced as a strategy for success.	<b>303 - Lumps and Bumps: Skin Cancer for the Optometrist (TPA)</b> Madhu Agarwal, MD COPE # Pending This course will discuss how to investigate the skin of your patient: what skin lesions are of concern and what are not.
10:00 AM - 10:50 AM	<b>304 - Understanding Corneal Crosslinking for Your Patient (OTHER)</b> James Owen, OD, FAAO, MBA COPE # Pending Currently, there are limited treatments to halt the progression of keratoconus and corneal ectasia. Corneal Crosslinking (CXL) is a treatment that uses riboflavin and ultra-violet light to strengthen the cornea via increased collagen crosslinking. This course covers the basic science behind this procedure, how it is applied clinically, and the results of current studies using CXL. The course will also cover what the future may hold for other similar treatments to strengthen the cornea and optometry's role in the procedure.	<b>305 - Driving, DMV and Low Vision (OTHER)</b> Rebecca Kammer, OD, FAAO COPE # Pending A three part presentation including a review of bioptics, tips on completing the DL-62 DMV form, and case examples highlighting dilemmas and decision-making processes.	<b>306 - How Often Are Spectacles Prescribed to "Normal" Children? (OTHER)</b> Raymond H. Chu, OD, MS, FAAO COPE # 26465-FV When differences arise in prescribing philosophies, what does the literature tell us? This course serves to distinguish between fact and differences of opinion on managing our hyperopic pediatric population.	<b>307 - Ocular Side-Effects of Systemic Medications</b> Bruce Onofrey, OD, RPh COPE # 24745-PH An introduction to the various pharmaceutical agents used in non-ophthalmic medical therapy. The pharmacology of cardiovascular agents, platelet inhibitors, oral hypoglycemic agents, and antihyperlipidemic agents are just a few of the drugs covered in this program. The clinical implications to the optometric physician and his/her patient are discussed with emphasis on the ocular-side effects that can be associated with these medications.
10:00 AM- 3:00 PM	<b>Exhibit Hall Open</b>			

# OD PROGRAM GRID

SATURDAY, APRIL 10, 2010 continued

Time	OD SESSIONS	
12:00 PM - 1:00 PM	<b>Lunch &amp; Learn Series</b> <b>LL1 - Course Title TBD</b> Speaker & Course Description: TBD <i>Sponsored by Bausch &amp; Lomb</i>	
3:00 PM - 3:50 PM	<b>308 - Glaucoma — The Rules Have Changed (TPA)</b> Leo Semes, OD, FAAO COPE # 24076-GL The concept of only IOP as a glaucoma characteristic has been abandoned for a long time. Currently the focus is on structural and functional changes. This course will focus on technological advances that show the earliest changes in the glaucoma progression spectrum.	<b>309 - Billing for Medically Necessary Contact Lens Prescribing: Submitting Correct and Profitable Claims (OTHER)</b> Clarke Newman, OD, FAAO COPE # 19746-PM This lecture details the correct methods for billing ethically and profitably when prescribing medically necessary contact lenses.
3:00 PM - 4:20 PM	<b>317 - Are You Game? (No credit)</b> Laurie Guest, CSP How to win at work! This dynamic program offers concrete ideas to help staff and doctors immediately improve their office culture. Teams will compete for cash and prizes in an interactive game show format. Participants will laugh and learn at the same time. If you are ready for some fun, come and “Give It a Whirl”!	
4:00 PM - 4:50 PM	<b>310 - Nutritional Genomics: Genes, Nutrition and Chronic Eye Disease (TPA)</b> Jeffrey Anshel, OD, FAAO COPE # 19528-SD This presentation will provide an integrated overview of the cutting-edge field of nutritional genomics. We will discuss the fundamental principles and scientific methodologies that serve as the foundation for nutritional genomics and explore important recent advances in the treatment of chronic eye disease. <i>(1 hr course)</i>	
4:00 PM - 5:40 PM	<b>311 - Eye Care Coding and Billing in Today's Market (PM)</b> John Lahr, OD, FAAO COPE # 25718-PM This core coding course is designed to give you the basic tools to understand the coding system, differentiate similar and confusing cases while remaining in the “safe zone.” We will cover E/M and ophthalmic procedure coding, diagnosis selection, as well as modifiers. The instruction extends to the practical aspects of contacting payers and methods to receive the answers you need while holding the payer accountable for the advice provided. Resources will be provided to take the information back to your office and put it to work immediately.	
5:00 PM - 5:50 PM	<b>312- The Role of Nutrition in Primary Care Practice (TPA)</b> Jeffrey Anshel, OD, FAAO COPE # 23291-PH Many patients prefer the “natural” approach to their eye condition. This course will review the role of nutrition counseling in the care and prevention of many of the eye conditions that present to our offices every day.	



## SUNDAY, APRIL 11, 2010

Time	OD SESSIONS	
8:00 AM - 8:50 AM	<b>400 - Sell Something More Profitable Than Low Price: Positioning Your Practice (PM)</b> Samatha Toth, ABOC COPE # 25286-PM A private practice without a marketing plan or unique selling position is in a commodity-like business, where the only basis for choice is price. The result is a default strategy of becoming the "low-cost provider." This course is designed to assist eye care professionals in determining their Unique Selling Position and provide examples of how to effectively differentiate themselves from their competition.	
8:00 AM - 9:40 AM	<b>401 - Advanced Coding and Managing the Payer Systems (PM)</b> John Lahr, OD, FAAO COPE # 25719-PM Many practices are expanding into medical eye care and need to understand the finer details of consultations, diagnostic procedures, minor surgical procedures, modifiers, and the diagnosis codes to drive payment. There are many new programs that provide incentive payments such as PQRI, E-prescribing and others that must be fully understood to take advantage of current regulations and prepare for the future. Electronic Health Records (EHR) will be required in the coming years and the government has a program to provide monetary assistance to your office for the conversion — learn how! Finally, learn how Advanced Beneficiary Notices can help you with charging for non-covered services such as fundus photography and Optomap.	<b>402 - Basics of Accounting (PM)</b> Clarke Newman, OD, FAAO COPE # 26618-PM This course details the basic accounting methods and practices used in optometric practices and also details how to look at the health of a practice by reviewing the balance sheet and the profit and loss statement.
9:00 AM - 9:50 AM	<b>403 - Top Ten Marketing Mistakes to Avoid in Practice Management (PM)</b> Samatha Toth, ABOC COPE # 22945-PM Many eye care professionals commonly ask the question, "What do I need to do to increase my number of new patients?" Unfortunately, this question is often tied to common marketing mistakes many of the same practices are making. This course is designed to illustrate the Top 10 most costly marketing mistakes and provide insight on how to avoid them.	<b>404 - Evidence-Based Myopia Management, What Works and What Doesn't (OTHER)</b> Raymond H. Chu, OD, MS COPE # 26234-FV Myopia is a global public health issue that numerous measures have been practiced to slow or stop myopic progression. This course will cover an evidence-based approach to myopia management.
10:00 AM - 10:50 AM	<b>405 - How to Increase Word of Mouth Referrals (PM)</b> Samatha Toth, ABOC COPE # 20155-PM A referral from an existing patient is one of the most powerful forms of advertising available. When patients trust you, they are willing to recommend you to their family and friends. This course is designed to help eye care professional make their practice worth talking about by implementing specific word-of-mouth techniques.	

# OD PROGRAM GRID

SUNDAY, APRIL 11, 2010 continued

Time	OD SESSIONS	
10:00 AM - 11:40 AM	<b>406 - Treating Contact Lens Complications: Hypoxic, Inflammatory and Infectious (TPA)</b> Barry Weissman, OD, PhD, FAAO (Dip CL) COPE # 26639-CL This course will review the variety of complications, both mild and severe, and discuss modern management.	<b>407 - In-Office Infection Control (TPA)</b> Clarke Newman, OD, FAAO COPE # 26619-GO This lecture reviews the biology and classification of the infectious agents encountered in practice and how to treat them. Also detailed are protocols for in-office infection control and methods of sterilization.
11:00 AM -12:40 PM	<b>408 - The Therapeutic Optometric Practice of the Future (TPA)</b> John Lahr, OD, FAAO COPE # 24588-GO A look into the future of therapeutic eye care to prepare to deliver care successfully for the long-term. Includes new diagnostic capabilities and treatments, and also a look into the office preparation for the future.	<b>409 - Contemporary Care of Diabetic Eye Disease (TPA)</b> Leo Semes, OD, FAAO COPE # 24876-PS Diabetes is capable of producing significant ophthalmic morbidity. This course will review the epidemiology of diabetes and, with cases, offer management guidance for patients with diabetic retinopathy.
12:00 PM - 12:50 PM	<b>410 - Commonly Prescribed Medication for Children (TPA)</b> Raymond Chu, OD, MS, FAAO COPE # 26466-FV Historically, medications have not included pediatric dosing. Nowadays, more and more medications are including pediatric dosing, and in this course we will discuss pediatric prescribing considerations.	<b>411 - Understand the Basics of Private Practice Marketing (PM)</b> Samatha Toth, ABOC COPE # 25280-PM One essential difference between a practice that fails or is perpetually anemic and one that survives and prospers is how successful they are with their marketing and advertising. This course is designed to empower optical professionals with the knowledge to market themselves effectively.



## Become a Fan of OptoWest on Facebook!

Network with attendees before leaving for Indian Wells, keep up-to-date on OptoWest news, and learn about “secrets” just for our Facebook fans!

*(You will need to be a member of Facebook to become a fan.)*

# PARAOPTOMETRIC/STAFF CERTIFICATION CONTINUING EDUCATION INFORMATION

## ABO and/or NCLE Certification Renewals

The OptoWest 2010 paraoptometric continuing education program has been submitted to ABO (American Board of Opticianry)/NCLE (National Contact Lens Examiners). Some approvals were not available at press time. Do not assume that courses you register for are approved. **COA is not responsible for courses that are not approved by ABO/NCLE.**

If you are attending a course that is ABO or NCLE approved, you will receive an ABO or NCLE CE slip for that course at the end of the class. You will need to complete the appropriate form and submit it to ABO/NCLE in order to receive credit toward ABO/NCLE re-certification.

## American Optometric Association

### Paraoptometric Section Certification Renewals

The American Optometric Association Paraoptometric Section accepts all continuing education provided by COA to be used toward any AOA certification renewal. You will need to retain a copy of the CE transcript for your records, which COA will mail to you approximately 6-8 weeks after the ending date of the meeting. **A copy of the CE transcript must be submitted to AOA in order to receive credit for the courses you attended toward your certification renewal.**

### Last Year's OptoWest Attendees Speak Up!

“The staff does an excellent job in all aspects of OptoWest. Very well run program.”

# PARAOPTOMETRIC PROGRAM GRID

## THURSDAY, APRIL 8, 2010

Time	PARAOPTOMETRIC SESSIONS
5:00 PM - 7:30 PM	<b>117 - Step Up — Training for Office Leaders</b> Laurie Guest, COT & Sharon Carter AOA Approved Only <p>This class is in response to the many requests for more in-depth training for leaders of optometric offices. Hosted in a private, warm environment, this session will be unlike any other you've attended at a conference! Enrollment is limited to the first 20 and the content will be developed based on the specific needs of the group. Topics will likely include: Improving staff relations through communication, discipline, and motivation; increasing profits through creative marketing, proper pricing and cost-cutting campaigns; and enhancing customer service through customized training programs and scripting for success.</p>

## FRIDAY, APRIL 9, 2010

Time	PARAOPTOMETRIC SESSIONS
6:45 AM - 7:45 AM	<b>Food for Thought Breakfast Series</b> <b>F1 - Course Title TBD</b> Speaker & Course Description: TBD <i>Sponsored by CIBA Vision</i>



# PARAOPTOMETRIC PROGRAM GRID

FRIDAY, APRIL 9, 2010 continued

Time	PARAOPTOMETRIC SESSIONS	
8:00 AM - 9:40 AM	<p><b>213 - How to Be a Better Contact Lens Technician</b></p> <p>Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H)</p> <p>NCLE Approved/Basic</p> <p>This course will enable the contact lens technician to provide maximum assistance to the eye care practitioner at the patient's initial contact lens fitting and at follow-up visits. Included are: Saving chair time for the practitioner; scheduling CL patients; taking a contact lens history; handling contact lens emergencies; applying the principles of triage to contact lens emergencies; taking the follow-up history; educating the contact lens patient; dealing with the non-English-speaking patients; minimizing lens-induced complications through planned replacement programs; collecting and developing educational and instructional materials; developing recall programs and service agreements; practice-building ideas such as getting school referrals, newsletters bulletin boards and point-of-service brochures and promoting the practice through the local media; and inventory fitting.</p>	<p><b>214 - Six Ways to Build a Team that Rocks!</b></p> <p>Laurie Guest, COT &amp; Sharon Carter</p> <p>AOA Approved Only</p> <p>This NEW class is in response to the many attendees who requested that Laurie and Sharon tag-team again. This fast-paced, energetic program is designed to teach six concrete actions that will build a more successful optometric team. Join two nationally-known experts in staff education as they share the secrets they have learned from years on the road.</p>
10:00 AM - 10:50 AM	<p><b>215 - Triage in a Contact Lens Practice</b></p> <p>Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H)</p> <p>NCLE Approved/Basic</p> <p>Triage is a term used to describe the process of sorting the sick and wounded based on the seriousness of their condition and the urgency of care needed. The principles of triage can be applied to contact lens emergencies: What constitutes a true emergency? Which "emergencies" are urgent and must be given immediate appointments? Which symptoms are serious and require priority scheduling, and which patient symptoms are not sight threatening and can be given routine appointments? Signs and symptoms of ocular emergencies, including problems that may mimic contact lens-related pathology, will be discussed and illustrated with slides. This course is valuable not only for contact lens technicians, but also for front desk personnel who handle telephone and walk-in emergencies and must decide on how to schedule them.</p>	<p><b>216 - Building Phenomenal Phone Skills</b></p> <p>Sharon Carter</p> <p>ABO Approved/Basic</p> <p>Everyone has heard "First impressions are lasting impressions." Nowhere is this more important than in the business world! Learn how to be professional, thorough, and start out ahead of the game. Create a positive, lasting impression that will have your existing or prospective patients eagerly anticipating a visit to your office after a call to your front desk.</p>
11:00 AM - 11:50 AM	<p><b>217 - Doctor Can You Hear Me?</b></p> <p>Laurie Guest, COT</p> <p>AOA Approved Only</p> <p>Solid communication in the office is critical to long-term success. In this session Laurie teaches the secret behind connecting with the doctor by thoughts, actions and words. Attendees will leave with an action plan to improve their current rapport with any type of doctor.</p>	<p><b>218 - The Aging Eye: Basic Principles of Geriatric Care</b></p> <p>Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H)</p> <p>ABO &amp; NCLE Approved/Intermediate</p> <p>The average life expectancy in the United States has increased from 47 years in 1900 to over 76 years today. Between 2010 and 2030, aging baby boomers are expected to swell the older population in the U.S. by 75%, from 40 million to 70 million, while the population under age 65 will increase by only 6.5%. This lecture will provide an overview of geriatric eye care, touching on the causes, clinical features, and management of the most common or important eye conditions and discuss how these conditions affect acuity and comfort with contact lenses, as well as the visual expectations of patients toward their new spectacle correction.</p>

# PARAOPTOMETRIC PROGRAM GRID

FRIDAY, APRIL 9, 2010 continued

Time	PARAOPTOMETRIC SESSIONS
12:00 pm - 3:30 pm	<b>Exhibit Hall Open</b>
1:00 PM - 1:50 PM	<b>207 - Overcoming the Barrier of Finances for Practicing Low Vision</b> Rebecca Kammer, OD, FAAO AOA Approved Only This one-hour seminar will present a newer model of low vision rehabilitation which includes occupational therapy (OT). The coding and billing process for both OT and OD will be reviewed. The presentation will also include strategies for capturing device and video magnifier revenue.
3:30 PM - 5:10 PM	<b>219- Contact Lens Solution: Sorting Out The Confusion</b> Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H) NCLE Approved/Basic Over 200 national brand and generic contact lens solutions are on the market. Few practitioners or patients have an in-depth understanding of the preservatives and active ingredients in these solutions and what reactions or interactions can occur if incompatible solutions are used. This course will discuss FDA lens groups and how lenses in each group are affected by the chemicals in care products. Advantages and disadvantages of each major care system will be discussed, with emphasis on the unique requirements of silicone hydrogel lenses and the changes that have taken place in cold disinfection systems. Slides will be used to illustrate ocular pathology caused by improper use of contact lens solutions.
6:00 pm - 7:30 pm	<b>California Dreamin' Welcome Reception in the Exhibit Hall</b>

SATURDAY, APRIL 10, 2010

Time	PARAOPTOMETRIC SESSIONS
6:45 AM - 7:45 AM	<b>Food for Thought Breakfast Series</b> <b>F2 - Course Title TBD</b> Speaker & Course Description: TBD <i>Sponsored by Vistakon, Vision Care Institute LLC</i>
8:00 AM - 9:40 AM	<div> <b>301 - Rigid Gas Permeable Lenses Correction</b>  Clarke Newman, OD, FAAO  AOA Approved Only  After attending this course, doctors should have an increased understanding of the various methods of correcting astigmatism with spherical, aspherical and Toric RGP Lenses. </div> <div> <b>302 - Case Management of AMD in Low Vision Rehabilitation</b>  Rebecca Kammer, OD, FAAO  AOA Approved Only  This session will provide a roadmap to low vision rehabilitation for AMD patients in various stages of the disease. The lecture will utilize video clips and test results in an interactive and energized case management format. A two-stage model of low vision rehabilitation will be introduced as a strategy for success. </div> <div> <b>313 - Getting a Handle on Coding</b>  Sharon Carter  AOA Approved Only  Working and not getting paid for your effort is frustrating. Worse than that, working, getting paid, but having to give it back or becoming the target of an investigation is frightening. In this class, you will learn in detail the four criteria that will determine the level of service to bill for and prevent the above unpleasantness from occurring. Better yet, you will learn the proper coding that will allow billing to the fullest extent permissible. </div>

# PARAOPTOMETRIC PROGRAM GRID

SATURDAY, APRIL 10, 2010 continued

Time	PARAOPTOMETRIC SESSIONS			
10:00 AM - 10:50 AM	<b>305 - Driving DMV and Low Vision</b>  Rebecca Kammer, OD, FAAO AOA Approved Only  A three-part presentation including a review of bioptics, tips on completing the DL-62 DMV form, and case examples highlighting dilemmas and decision making processes.	<b>306 - How Often Are Spectacles Prescribed to “Normal” Children?</b>  Raymond H. Chu, OD, MS, FAAO  AOA Approved Only  When differences arise in prescribing philosophies, what does the literature tell us? This course serves to distinguish between fact and differences of opinion on managing our hyperopic pediatric population.	<b>314 - Patient Satisfaction vs. Patient Loyalty</b>  Sharon Carter ABO Approved/Basic  Has your practice invested money to attract new patients only to have them go somewhere else after one or two visits? Was a difference in price the chief attractor that brought them to your practice only to have them find a “better deal” down the street later? Do you advertise “Satisfaction Guaranteed”? In this course you will learn that there is a distinct difference between satisfaction and loyalty; “satisfaction can be shopped” but “loyalty can be created.” Learn what you can do to “WOW” your patients, keep them coming back, and set your practice apart from your competition.	<b>315 - Multifocals vs Monovision: The Dilemma</b>  Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H) NCLE Approved/Technical  This course will discuss options for today’s presbyopic patients. It will cover the advantages and limitations of the various soft & RGP bifocals and multifocals, patient selection, and problem-solving, and compare them to the advantages, limitations, and patient selection for monovision correction.
10:00 AM - 3:00 PM	Exhibit Hall Open			
12:00 PM - 1:00 PM	<b>Lunch &amp; Learn Series</b>  <b>LL1 - Course Title TBD</b>  Speaker & Course Description: TBD  <i>Sponsored by Bausch &amp; Lomb</i>			
3:00 PM - 4:40 PM	<b>316 - Troubleshooting Contact Lens Problems</b>  Phyllis L. Rakow, COMT, NCLE-AC, FCLSA(H)  NCLE Approved Technical/Experienced  This course will cover problems that arise in contact lens wearers after they have been successfully fit and how to solve these problems. They include: Problems related to the lens fit, reduced visual acuity, lens care and patient non-compliance, lens discomfort, hypoxia and problems resulting in red eyes or other pathology of the eyes and adnexa.		<b>317 - Are You Game? (No credit)</b>  Laurie Guest, CSP  How to win at work! This dynamic program offers concrete ideas to help staff and doctors immediately improve their office culture. Teams will compete for cash and prizes in an interactive game show format. Participants will laugh and learn at the same time. If you are ready for some fun, come and “Give It a Whirl”! ( <b><i>Class until 4:20 PM</i></b> )	
4:00 PM - 5:40 PM	<b>311 - Eye Care Coding and Billing in Today's Market</b>  John Lahr, OD, FAAO AOA Approved Only  This core coding course is designed to give you the basic tools to understand the coding system, differentiate similar and confusing cases while remaining in the “safe zone.” We will cover E/M and ophthalmic procedure coding, diagnosis selection as well as modifiers. The instruction extends to the practical aspects of contacting payers and methods to receive the answers you need while holding the payer accountable for the advice provided. Resources will be provided to take the information back to your office and put it to work immediately.			



# PARAOPTOMETRIC PROGRAM GRID

SUNDAY, APRIL 11, 2010

Time	PARAOPTOMETRIC SESSIONS		
8:00 AM - 8:50 AM	<b>400 - Sell Something More Profitable Than Low Price: Positioning Your Practice</b> Samatha Toth, ABOC ABO Approved/Basic A private practice without a marketing plan or unique selling position is in a commodity-like business, where the only basis for choice is price. The result is a default strategy of becoming the “low-cost provider.” This course is designed to assist eye care professionals in determining their Unique Selling Position and provide examples of how to effectively differentiate themselves from their competition.		
8:00 AM - 9:40 AM	<b>401 - Advanced Coding and Managing the Payer Systems (PM)</b> John Lahr, OD, FAAO AOA Approved Only Many practices are expanding into medical eye care and need to understand the finer details of consultations, diagnostic procedures, minor surgical procedures, modifiers, and the diagnosis codes to drive payment. There are many new programs that provide incentive payments such as PQRI, E-prescribing and others that must be fully understood to take advantage of current regulations and prepare for the future. Electronic Health Records (EHR) will be required in the coming years and the government has a program to provide monetary assistance to your office for the conversion — learn how! Finally, learn how Advanced Beneficiary Notices can help you with charging for non-covered services such as fundus photography and Optomap.	<b>402 - Basics of Accounting</b> Clarke Newman, OD, FAAO AOA Approved Only This course details the basic accounting methods and practices used in optometric practices, and also details how to look at the health of a practice by reviewing the balance sheet and the profit and loss statement.	<b>413 - Ophthalmic Troubleshooting</b> Anne-Marie Lahr, OD There are many reasons that a patient may have problems with a new pair of glasses. This two-hour course explains how to assess patient complaints and evaluate the parameters of an Rx to detect and fix the problems. The concepts of vertex distance, pantoscopic tilt, induced cylinder, and unwanted induced prism will be among the topics explained.
9:00 AM - 9:50 AM	<b>403 - Top Ten Marketing Mistakes to Avoid in Practice Management</b> Samatha Toth, ABOC ABO Approved/Basic Many eye care professionals commonly ask the question, “What do I need to do to increase my number of new patients?” Unfortunately, this question is often tied to common marketing mistakes many of the same practices are making. This course is designed to illustrate the Top 10 most costly marketing mistakes and provide insight on how to avoid them.		
10:00 AM - 10:50 AM	<b>405 - How to Increase Word of Mouth Referrals</b> Samatha Toth, ABOC ABO Approved/Basic A referral from an existing patient is one of the most powerful forms of advertising available. When patients trust you, they are willing to recommend you to their family and friends. This course is designed to help eye care professional make their practice worth talking about by implementing specific word-of-mouth techniques.	<b>414 - Advanced Lensometry Evaluation</b> Anne-Marie Lahr, OD This course takes the beginner to intermediate technician beyond basic lens neutralization and fully explains the process of analyzing a prescription for prescribed or unwanted horizontal and vertical prism using live video demonstrations.	

# PARAOPTOMETRIC PROGRAM GRID

SUNDAY, APRIL 11, 2010 continued

Time	PARAOPTOMETRIC SESSIONS	
10:00 AM - 11:40 AM	<b>406 - Treating Contact Lens Complications: Hypoxic, Inflammatory and Infectious</b> Barry Weissman, OD, PhD, FAAO (Dip CL) NCLE Approved Technical/Basic This course will review the variety of complications, both mild and severe, and discuss modern management	<b>407 - In-Office Infection Control</b> Clarke Newman, OD, FAAO AOA Approved Only This lecture reviews the biology and classification of the infectious agents encountered in practice and how to treat them. Also detailed are protocols for in-office infection control and methods of sterilization.
11:00 AM - 11:50 AM	<b>415 - Oh! The Pressure!</b> Anne-Marie Lahr, OD This course will explain and define intraocular and blood pressure and the various methods used for their measurement. Factors influencing their accuracy and causes of abnormal readings will also be discussed, as well as appropriate patient communication.	
12:00 PM - 12:50 PM	<b>410 - Commonly Prescribed Medication for Children</b> Raymond Chu, OD, MS, FAAO AOA Approved Only Historically, medications have not included pediatric dosing. Nowadays, more and more medications are including pediatric dosing, and in this course we will discuss pediatric prescribing considerations.	<b>411 - Understand the Basics of Private Practice Marketing (PM)</b> Samatha Toth, ABOC ABO Approved/Basic One essential difference between a practice that fails or is perpetually anemic and one that survives and prospers is how successful they are with their marketing and advertising. This course is designed to empower optical professionals with the knowledge to market themselves effectively.

## What does OptoWest offer Paraoptometric staff?



- 47 hours of paraoptometric education with nationally-renowned speakers such as Phyllis L. Rakow, Sharon Carter, Laurie Guest, Dr. Rebecca Kammer, Dr. Clarke Newman, Dr. Raymond Chu, Dr. John Lahr, Samantha Toth, Dr. Anne-Marie Lahr and Dr. Barry Weissman
- Practice Building Blocks Educational Track, by popular presenters Sharon Carter and Laurie Guest, CSP
- Paraoptometric Registration Package
- Two-day Exhibit Hall with the latest and great in ophthalmic products and services
- Admission to the California Dreamin' Welcome Reception on Friday evening

# OPTOWEST EXHIBIT HALL

## The Exhibit Hall & Reception:

**Friday, April 9, 2010**

12:00 pm - 3:30 pm — Exhibit Hall Open

5:15 pm - 6:00 pm — Appreciation Reception  
for Exhibitors Only

6:00 pm - 7:30 pm — California Dreamin'  
Welcome Reception in Exhibit Hall

**Saturday, April 10, 2010**

10:00 am - 3:00 pm — Exhibit Hall Open

For the most up-to-date list of exhibitors and map of  
the 2010 Exhibit Hall, visit [www.optowest.com](http://www.optowest.com).



## California Dreamin' Booth Decorating Contest

All OptoWest 2010 exhibitors will have the opportunity to compete in the California Dreamin' Booth Decorating Contest. Come see their fantastic decorations during Exhibit Hall hours, and make sure to be on hand at the California Dreamin' Welcome Reception on Friday evening where the winners will be announced!

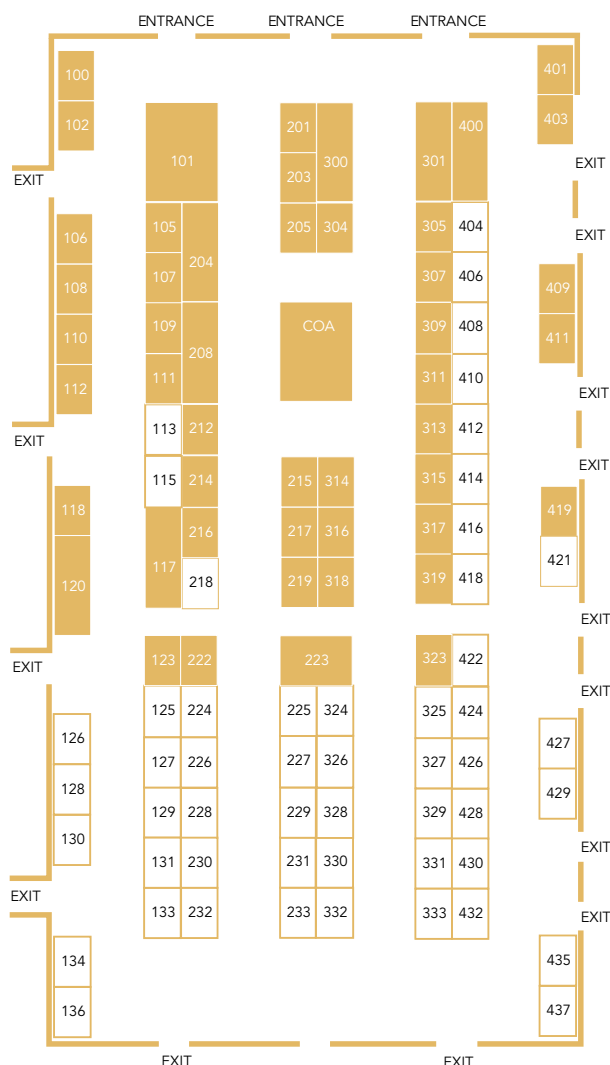


ABB CON-CISE	105	Marsh	313
Abbott Medical Optics Inc.	123	Matsco	311
Alcon Laboratories, Inc.	301	MedOp, Inc.	111
Allergan	118	Modern Optical International	102
American Optometric Association-(PAC)	Table 1	NIDEK Inc.	317
Bausch & Lomb	106	OCuSOFT	318
Briot USA	109	OfficeMate Software Solutions	203
Cal Coast Ophthalmic Instruments, Inc.	214	Ophthalmic Instruments, Inc.	204
California Optometric Association	310A	Optometric Nutrition Society	Table 2
California Paraoptometric Section (CPS)	310C	OPTOS Inc.	400
California Vision Foundation	310B	Practice Concepts	212
Carl Zeiss Meditec	120	Practice Consultants	305
Carl Zeiss Vision	117	Precision Vision	108
CIBA Vision Corporation	100	Primary Eyecare Network	107
COA Keyperson Program	310D	Pro Design Eyewear	409
Eye Designs Inc	309	Saunders/Mosby/Churchill	403
EyeCOR By Nteon	419	Signet Armorlite Inc.	219
Fashion Optical Displays	216	Silhouette Optical	307
Gerber Coburn Optical	112	Southern California College of Optometry	Table 3
Greenspon Ophthalmix	323	Southwest Optical Supply	315
Heidelberg Engineering	304	Synemed	222
Hoya Vision Care, North America	300	SynergEyes, Inc.	217
iCoat Company	215	Veatch Ophthalmic Instruments	319
Kowa Optimed Inc.	110	Vision One Credit Union	314
Lensco	316	Vision West, Inc.	208
Lombart Instrument	411	Vistakon, Inc.	401
Marchon Eyewear	201	VSP Vision Care	101
Marco Ophthalmic, Inc.	223	Walman Optical Company	205

## LOCATION INFORMATION

Rich in history and natural beauty, **Indian Wells** offers world-class resort accommodations, outstanding restaurants, exclusive shopping, shimmering pools, luxurious spas, championship tennis, and two award-winning golf courses.



sandwiches, salads and more without having to leave the Indian Wells sunshine. And for breakfast, lunch or a snack on the go, the **Espresso Deli and Café** has you covered with freshly-baked pastries, Starbucks coffee and boxed lunches. Or if it's a libation you're after, sip a sparkling tropical beverage at the

**Oasis Pool Bar**, or once the sun goes down head to the **Pianissimo Lounge** for cocktails, appetizers, and live entertainment.

Less than two miles away, get a round of golf in at the famed **Indian Wells Golf Resort**, which recently underwent an \$80 million transformation. Home of the LG Skins Game and the only 36-hole facility in California with both courses ranked in the Top 20 "Best



Located on-site at the Hyatt Grand Champions is the **Agua Serena Spa**

— a calming and exceptional day spa and salon. Relax in teak lounge chairs, lulled by the gentle trickling of waterfalls. Spend peaceful moments in quiet contemplation in an exclusive treatment room with a secluded patio. Agua Serena is the place for you to be transported to a world of complete relaxation!



Hungry? Indoors or outdoors, casual or elegant, the Hyatt Grand Champions offers a dining experience for everyone. The hotel's signature restaurant, **Lantana**, offers a diverse menu for breakfast, lunch and dinner featuring fresh ingredients and special touches, like a wood-burning pizza oven. If you're looking for a lunch while relaxing by the pool, the **Roadrunner Café** offers

Courses You Can Play" in California by *Golfweek Magazine*, Indian Wells Golf Resort is the premier golf destination for everyone from amateurs to pros.

**Want to bring your whole family along for the weekend?** No problem! Let them spend the day at **Camp Hyatt**, the Hyatt Grand Champion's year-round program for children ages three through 12 and their families. Camp Hyatt remains a leading program in the industry because it focuses on activities the whole family can enjoy! Children will have a fun time zipping down the water slide, planting a cactus, designing sand paintings, or enjoying a dive-in movie — just to name a few! Open 9:00 a.m. to 4:00 p.m. daily, and from 6:00 p.m. to 10:00 p.m. on Friday and Saturday evenings, families won't want to miss out on Camp Hyatt!



## EDUCATION + FUN = HOLE IN ONE!

### Last Year's OptoWest Attendees Speak Up!

"The Hyatt was fantastic and Indian Wells is a beautiful area."



# TRAVEL & GENERAL INFORMATION

## CONFERENCE & HOTEL LOCATION

### The Hyatt Grand Champions Resort and Conference Center

44-600 Indian Wells Lane  
Indian Wells, CA 92210  
Hotel Phone: (760) 341-1000  
(not for room reservations)

Staying at the official OptoWest hotel keeps you close to all educational sessions and Exhibit Hall. And during your relaxation time, enjoy the resort amenities offered at the Hyatt Grand Champions Resort and Conference Center.

To book your room online, visit [www.OptoWest.com](http://www.OptoWest.com) for a link for the special rate (located under the General Information tab).

**Special OptoWest Room Rates:** Single/Double \$241 (+ tax)

Deadline for the special room rates is **March 16, 2010**.

## PARKING

Hyatt Grand Champions Resort and Conference Center offers several parking options:

- Overnight Valet Parking - \$25.00 per night
- Daily Valet Parking - \$7.00 per day
- Self Parking Overnight - \$10.00
- Daily Self Parking - \$5.00
- Overflow Parking - Free  
(Across the Street from Hyatt Grand Champions)

## AIRLINE TRAVEL

OptoWest attendees can choose from three airports — **Palm Springs International Airport** (approximately 30 minute drive), **Ontario International Airport** (approximately 90 minute drive) and **Los Angeles International Airport** (approximately 2.5 hour drive).

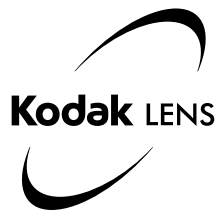
## CAR RENTAL

Hertz offers discounted rates for OptoWest attendees. Reservations may be placed online at [www.hertz.com](http://www.hertz.com) or through the Hertz Meeting Sales Desk at (800) 654-2240 **and refer to the discount number CV#03HJ0019**.

## Introducing Kodak Sun Lenses with NXT® Technology Sunwear Solutions for Your Patients

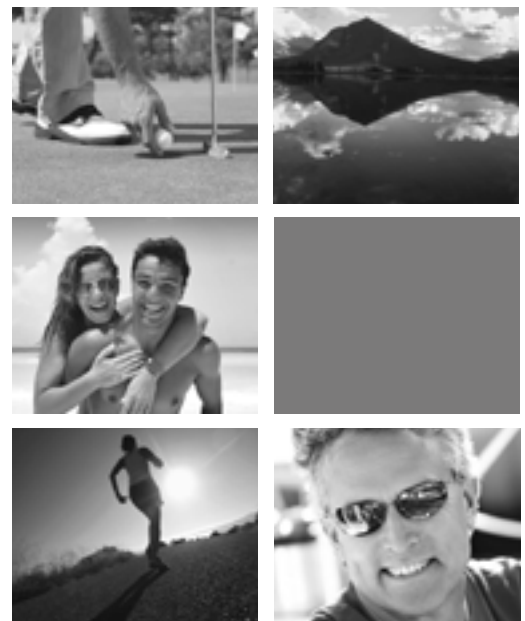
### Kodak Sun Lenses with NXT Technology offer:

- Impact and UV Protection
- Comfort and Style
- Light Management
- Long-Lasting Durability



Materials are available in **Kodak** Unique Progressive and Signetek™ Single Vision Lenses.

- NXT Photochromic Polarized *Gray and Brown*
- NXT Polarized *Gray and Brown*
- NXT Photochromic *Gray, Brown and Amber DayNite*
- NXT Mirror *Silver and Gold*
- NXT Fixed Tint *Gray, Green and Brown*



Kodak and the Kodak trade dress are trademarks of Kodak, used under license by Signet Armorlite, Inc.

Signet Armorlite, Inc.  
[www.signetarmorlite.com](http://www.signetarmorlite.com) 800-950-5367

# REGISTRATION INFORMATION

Please read options carefully. Incomplete forms may delay processing. Make sure you have provided all necessary information and type and print clearly on the form. **Check the courses you wish to take on the back of the registration form.** Courses will be filled on a first come, first serve basis.

## ALL ATTENDEES

Sign up early! Early Registration rates apply to registrations received on or before **March 7, 2010**. Regular Registration rates begin **March 8, 2010**. Pre-registration will end on **March 21st** and mailed registrations must be postmarked no later than **March 21, 2010**. After this date, you must register on-site at the Hyatt Grand Champions in Indian Wells, CA, beginning April 7th.

## Register Early and Win!

Register for OptoWest 2010 by the Early Registration cut-off date of March 7, 2010, and your name will be placed in a drawing for a ***complimentary two-night stay at the Hyatt Grand Champions Resort and Conference Center!***

## PRE-REGISTRATION

Pre-registration refers to advance registrations received by March 21st. All registrants who are pre-registered may pick up their registration packet at the OptoWest Pre-Registration counter located in the Hyatt Grand Champions during registration hours. Any changes in your schedule must be made on-site at the On-Site Registration Desk prior to the beginning of the course.

## ON-SITE REGISTRATION

On-site registration will also be available at the OptoWest On-Site Registration Desk located in the Hyatt Grand Champions during the following scheduled hours:

<b>Wednesday, April 7, 2010</b>	4:00 pm – 6:00 pm
<b>Thursday, April 8, 2010</b>	7:00 am – 5:00 pm
<b>Friday, April 9, 2010</b>	6:30 am – 5:00 pm
<b>Saturday, April 10, 2010</b>	6:30 am – 5:00 pm
<b>Sunday, April 11, 2010</b>	7:00 am – 12:00 pm

## STUDENT REGISTRATION

Student registration is complimentary for active, full-time optometry students if you register before **March 7, 2010**. After this date the Student Registration fee will be \$10.00. You must register for each course you wish to attend and present your student ID card. Admission to seminars is on a space available basis. Students are not able to register online — they must submit their registration via mail or fax, along with a copy of their student ID card.

## EXHIBIT HALL ONLY REGISTRATION

**Admission to the Exhibit Hall is included with Option 1 and Option 2 registration packages.** If you are an Exhibit Hall Only attendee, please pre-register by completing the registration form. There will be a \$35 entry fee per person (including spouses, family members and children over the age of 12 years). All individuals are required to wear a badge for admittance into the Exhibit Hall. If you register in advance, you can pick up your badge at the Pre-Registration Desk at the Hyatt Grand Champions. Exhibit Hall Only registration will also be available on-site at the On-Site Registration Desk. **No refunds for Exhibit Hall only registrants.**

## SUBMITTING YOUR REGISTRATION

There are three convenient ways to register:

**ONLINE:** [www.OptoWest.com](http://www.OptoWest.com) (online registration is for credit card transactions only. Transactions are secure.)

**FAX:** (916) 448-1423

**MAIL:** California Optometric Association,  
2415 K Street, Sacramento, CA 95816

Online registrants will receive a confirmation e-mail. Mail or fax registrants should expect a mailed confirmation notice within two weeks. **If you do not receive a confirmation notice within two weeks after submitting your registration, please contact the California Optometric Association at: (800) 877-5738 or (916) 441-3990.**

## TAKE ADVANTAGE OF THE PARAOPTOMETRIC REGISTRATION OFFICE PACKAGE

Special pricing is offered when more than one staff member registers for an Option 1 Paraoptometric registration from the same office.

### **First Paraoptometric Option 1 Registration**

Early Registration (on or before March 7): \$225

Regular Registration (after March 7): \$300

### **Each Additional Paraoptometric Option 1 Registration**

Early Registration (on or before March 7): \$150

Regular Registration (after March 7): \$225

## CANCELLATION POLICY ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING.

- Cancellation notices received before **March 7, 2010**, are eligible for a full refund less a \$50 service charge.
- Cancellation notices received between **March 8** and **March 21, 2010** are eligible for a 50% refund.
- After **March 21, 2010** - Sorry, no refunds. Substitutions are allowed.
- Please Note: No-shows (attendees who do not cancel) are responsible for the entire registration fee. All refunds must be requested in writing (e-mail is acceptable) prior to **March 21, 2010**.

## REGISTRATION QUESTIONS?

Contact the California Optometric Association at:  
(800) 877-5738 or (916) 441-3990.

# OD REGISTRATION FORM

opto**west**2010  
Indian Wells, California

## INDIVIDUAL INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Designation (OD, FAAO, etc.) \_\_\_\_\_

Preferred Name on Badge \_\_\_\_\_

OD License Number \_\_\_\_\_ License State \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Please photocopy this form for additional registrants.

- ☐ OD Registration
- ☐ Student Registration (Attach a copy of your student ID card)
- ☐ Exhibit Hall Only
- ☐ I am interested in becoming a member of the American Optometric Association and my State Association

☐ I require special services in accordance with the Americans with Disabilities Act to fully participate. Please contact me to make arrangements.

Registration forms must be received **on or before March 21, 2010. After March 21st**, you may only register on site at the conference.

- Early Registration rates apply for registrations and payments received **on or before March 7th**.
- Regular Registration rates apply for registrations and payments received **after March 7th** and for on-site registrations.

## OD Registration Options

OPTION 1 – Unlimited hours of education			
Please check one	Early Registration (On or before March 7th)	Regular Registration (After March 7th)	Amount
OD	<input type="checkbox"/> \$595	<input type="checkbox"/> \$670	\$
<input type="checkbox"/> I plan to attend the California Dreamin' Welcome Reception			
<b>Includes the following:</b> <ul style="list-style-type: none"> <li>• Food for Thought and Lunch &amp; Learn Series (based on availability)</li> <li>• \$50 in OptoWest Buck\$ (to be used to purchase products in the Exhibit Hall)</li> <li>• Admission to the California Dreamin' Welcome Reception</li> <li>• Admission to the Exhibit Hall</li> <li>• Two lunch vouchers (\$9 value towards the purchase of your lunch each day in the Exhibit Hall)</li> <li>• <b>Deduct \$70 off of the total if you are a member of the California Optometric Association</b></li> </ul>			
<input type="checkbox"/> If you are a state member of Arizona, Hawaii, Montana, Nevada or Utah Optometric Associations, please check this box (you may be eligible for an OptoWest rebate of \$50)			
Total Amount Due			\$

Student Registration			
Please check one	Early Registration (On or before March 7th)	Regular Registration (After March 7th)	Amount
Student	<input type="checkbox"/> No Charge	<input type="checkbox"/> \$10	\$
<input type="checkbox"/> I plan to attend the California Dreamin' Welcome Reception			
<b>Includes:</b> <ul style="list-style-type: none"> <li>• Admission to the California Dreamin' Welcome Reception</li> <li>• Admission to the Exhibit Hall</li> <li>• Food for Thought Breakfast Series and Lunch &amp; Learn Series (based on availability)</li> </ul>			
Total Amount Due			\$

OPTION 2 – Build your own			
Please check one	Early Registration (On or before March 7th)	Regular Registration (After March 7th)	Amount
OD	<input type="checkbox"/> \$35 per hour	<input type="checkbox"/> \$40 per hour	\$
<input type="checkbox"/> I plan to attend the California Dreamin' Welcome Reception			
<b>Includes the following:</b> <ul style="list-style-type: none"> <li>• Admission to the California Dreamin' Welcome Reception</li> <li>• Admission to the Exhibit Hall</li> <li>• Food for Thought and Lunch &amp; Learn Series (based on availability)</li> </ul>			
Registration Fee			\$150
Total Amount Due			\$

Exhibit Hall Only Attendee	\$35	\$
Guest Exhibit Hall Badges (Spouses/Family/Children 12 and over)	\$35 x #guests	\$
<b>Additional Guest Exhibit Hall Only Badge Names</b>		

Please check the courses you wish to take on the back of this Registration form.

PLEASE KEEP A COPY OF THIS ENTIRE REGISTRATION FORM FOR YOUR RECORDS.

# OD COURSE SELECTIONS

Remember to register for Food for Thought and Lunch & Learn sessions. Please make your course selections below. Any changes in your schedule must be made on-site at the registration desk prior to the beginning of the course. **SHADED BOXES SHOW POTENTIAL TIME CONFLICTS WITH OTHER CLASSES.**

## Thursday, April 8

### 8:00 - 8:50 AM

- ☐ 100 - Targeting Contact Lens Dropouts (1 hr)
- ☐ 101 - Everyday Eye Health: Women at Risk (1 hr)

### 9:00 - 9:50 AM

- ☐ 102 - AMD & Nutrition: A Practical Approach (1 hr)
- ☐ 103 - Contact Lens Practice Pearls (1 hr)

### 10:00 - 10:50 AM

- ☐ 104 - Glaucoma Grand Rounds (1 hr)
- ☐ 105 - Advances in Dry Eye Management (1 hr)

### 11:00 AM - 12:40 PM

- ☐ 106 - All Washed Up: Corneal Myths & Misconceptions (2 hrs)
- ☐ 107 - Hypertension (HTN): More Than Meets the Eye (2 hrs)
- ☐ 108 - Interactive Grand Rounds (2 hrs)

### 1:00 - 1:50 PM

- ☐ 109 - Marginal Issues: Putting a Lid on Blepharitis (1 hr)

### 2:00 - 3:40 PM

- ☐ 110 - Specialty Contact Lens Practice: Torics and Bifocals (2 hrs)
- ☐ 111 - Neuro Ocular Grand Rounds (2 hrs)
- ☐ 112 - Smart Medicine For Your Eyes: The Role of Nutrition in the Primary Eye Care Practice (2 hrs)

### 4:00 - 5:40 PM

- ☐ 113 - Understanding MS and Other Neurological Diseases (2 hrs)
- ☐ 114 - Computer Vision Syndrome: Diagnosis and Treatment (2 hrs)
- ☐ 115 - IOL's of the Future: Will they Really Provide Accommodation? (2 hrs)
- ☐ 116 - OCT: Revolutionizing Retinal Evaluation (2 hrs)

## Friday, April 9

### 6:45 - 7:45 AM

- ☐ F1 - Topic TBD (1 hr; no charge)

### 8:00 - 9:40 AM

- ☐ 200 - Oops! I Did it Again...Preventing Medical Errors (2 hrs)
- ☐ 201 - Thyroid Eye Disease and Other Wild Cases: A Picture Gallery of Challenging Patients! (2 hrs)
- ☐ 202 - Challenging Cases in Presbyopic IOL Surgery (2 hrs)
- ☐ 203 - Diagnosis and Treatment of Diabetic Retinopathy and AMD (2 hrs)
- ☐ 214 - Six Ways to Build a Team that Rocks! (2 hrs)

### 10:00 - 11:40 AM

- ☐ 204 - Neuro-ophthalmology Basics (2 hrs)
- ☐ 205 - Spectral OCT, Where Does It Fit in the Management of Patients with Retinal Disease? (2 hrs)
- ☐ 206 - Ten Tests that Can Save Your Patients Sight/Life (2 hrs)

### 1:00 - 1:50 PM

- ☐ 207 - Overcoming the Barrier of Finances for Practicing Low Vision (1 hr)
- ☐ 208 - Pharmacists' Greatest Nightmares (1 hr)

### 4:00 - 5:40 PM

- ☐ 209 - Must Have Systemic Medications (2 hrs)
- ☐ 210 - Navigating the Nerve – Glaucoma Case Challenges (2 hrs)
- ☐ 211 - Macular Degeneration: What is New in Diagnosis and Treatment, Vitamins to Vitrectomy (2 hrs)
- ☐ 212 - The Good, Bad and the Ugly, Lasik Complications in 2010 (2 hrs)

## Saturday, April 10

### 6:45 - 7:45 AM

- ☐ F2 - Topic TBD (1 hr; no charge)

### 7:00 - 8:00 AM

- ☐ 307 - Ocular Side-Effects of Systemic Medications (1 hr)

### 8:00 - 9:40 AM

- ☐ 300 - Medical Management of Glaucoma (2 hrs)
- ☐ 301 - Rigid Gas Permeable Lenses Correction (2 hrs)
- ☐ 302 - Case Management of AMD in Low Vision Rehabilitation (2 hrs)
- ☐ 303 - Lumps and Bumps: Skin Cancer for the Optometrist (2 hrs)

### 10:00 - 10:50 AM

- ☐ 304 - Understanding Corneal Crosslinking for Your Patient (1 hr)
- ☐ 305 - Driving, DMV and Low Vision (1 hr)
- ☐ 306 - How Often Are Spectacles Prescribed to "Normal" Children? (1 hr)

### 12:00 - 1:00 PM

- ☐ LL1 - Topic TBD (1 hr; no charge)

### 3:00 - 3:50 PM

- ☐ 308 - Glaucoma – The Rules Have Changed (1 hr)

- ☐ 309 - Billing for Medically Necessary Contact Lens Prescribing: Submitting Correct and Profitable Claims (1 hr)

### 3:00 - 4:20 PM

- ☐ 317 - Are You Game? (2 hrs)

### 4:00 - 4:50 PM

- ☐ 310 - Nutritional Genomics: Genes, Nutrition and Chronic Eye Disease (1 hr)

### 4:00 - 5:40 PM

- ☐ 311 - Eye Care Coding and Billing in Today's Market (2 hrs)

### 5:00 - 5:50 PM

- ☐ 312 - The Role of Nutrition in Primary Care Practice (1 hr)

## Sunday, April 11

### 8:00 - 8:50 AM

- ☐ 400 - Sell Something More Profitable Than Low Price: Positioning Your Practice (1 hr)

### 8:00 - 9:40 AM

- ☐ 401 - Advanced Coding and Managing the Payer Systems (2 hrs)
- ☐ 402 - Basics of Accounting (2 hrs)

### 9:00 - 9:50 AM

- ☐ 403 - Top Ten Marketing Mistakes to Avoid in Practice Management (1 hr)
- ☐ 404 - Evidence-Based Myopia Management, What Works and What Doesn't (1 hr)

### 10:00 - 10:50 AM

- ☐ 405 - How to Increase Word of Mouth Referrals (1 hr)

### 10:00 - 11:40 AM

- ☐ 406 - Treating Contact Lens Complications: Hypoxic, Inflammatory and Infectious (2 hrs)
- ☐ 407 - In-Office Infection Control (2 hrs)

### 11:00 AM - 12:40 PM

- ☐ 408 - The Therapeutic Optometric Practice of the Future (2 hrs)
- ☐ 409 - Contemporary Care of Diabetic Eye Disease (2 hrs)

### 12:00 - 12:50 PM

- ☐ 410 - Commonly Prescribed Medication for Children (1 hr)
- ☐ 411 - Understand the Basics of Private Practice Marketing (1 hr)

## PAYMENT OPTIONS (PLEASE SELECT ONE)

☐ Check or Money Order enclosed (payable to the California Optometric Association)

**Credit Card:** ☐ Visa ☐ MC (CCV - 3 digit # on back) ☐ AMEX (CCV - 4 digit # on front)

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

☐ Please bill **VWI Account #:** \_\_\_\_\_ VWI Account Name: \_\_\_\_\_

(Registration fees will not be subject to VWI's administrative fee)



# PARAOPTOMETRIC REGISTRATION FORM

optowest2010  
Indian Wells, California

## INDIVIDUAL INFORMATION (ONE FORM PER REGISTRANT)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Designation (CPOT, ABOC, etc.) \_\_\_\_\_

Preferred Name on Badge \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Please photocopy this form for additional registrants.**

☐ Paraoptometric Registration

☐ Exhibit Hall Only

☐ Please send me information about becoming a California Paraoptometric Section Member

☐ I require special services in accordance with the Americans with Disabilities Act to fully participate. Please contact me to make arrangements.

Registration forms must be received **on or before March 21, 2010. After March 21st**, you may only register on site at the conference.

- Early Registration rates apply for registrations and payments received **on or before March 7th**
- Regular Registration rates apply for registrations and payments received **after March 7th** and for on-site registrations.

## Paraoptometric Registration Options

### Paraoptometric Registration Office Package

Special pricing is offered when more than one staff member registers for an Option 1 Paraoptometric registration from the **same office**.

- First Paraoptometric that registers for an Option 1 registration pays the **Individual** Paraoptometric registration rate.
- Each additional Paraoptometric that registers for Option 1 registration from the same office pays the **Additional** Paraoptometric registration rate.

**To take advantage of the Paraoptometric Registration Office Package, you must indicate the license number of the optometrist/doctor you are employed with for verification:**

Employer License # \_\_\_\_\_

### OPTION 2 – Build your own

Please check one	Early Registration (On or before March 7th)	Regular Registration (After March 7th)	Amount
Paraoptometric/ Optician	<input type="checkbox"/> \$25 per hour	<input type="checkbox"/> \$30 per hour	\$

☐ I plan to attend the California Dreamin' Welcome Reception

**Includes the following:**

- Food for Thought and Lunch & Learn Series (based on availability)
- Admission to the California Dreamin' Welcome Reception
- Admission to the Exhibit Hall

Registration Fee	\$75
Total Amount Due	\$

### OPTION 1 – Unlimited hours of education

Please check one	Early Registration (On or before March 7th)	Regular Registration (After March 7th)	Amount
Individual Paraoptometric/ Optician or 1st Registration for Office Package	<input type="checkbox"/> \$225	<input type="checkbox"/> \$300	\$
Additional Paraoptometric/ Optician Registration for Office Package	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	

☐ I plan to attend the California Dreamin' Welcome Reception

**Includes the following:**

- Food for Thought and Lunch & Learn Series (based on availability)
- \$20 in OptoWest Bucks (to be used to purchase products in the Exhibit Hall)
- Admission to the California Dreamin' Welcome Reception
- Admission to the Exhibit Hall
- Two lunch vouchers (\$9 value towards the purchase of your lunch each day in the Exhibit Hall)

Total Amount Due \$

Exhibit Hall Only Attendee	\$35	\$
Guest Exhibit Hall Badges (Spouses/ Family/Children 12 and over)	\$35 x #guests	\$

### Additional Guest Exhibit Hall Only Badge Names


Please check the courses you wish to take on the back of this Registration form.

PLEASE KEEP A COPY OF THIS ENTIRE REGISTRATION FORM FOR YOUR RECORDS.

# PARAOPTOMETRIC COURSE SELECTIONS

Remember to register for Food for Thought and Lunch & Learn sessions. Please make your course selections below. Any changes in your schedule must be made on-site at the registration desk prior to the beginning of the course.

**SHADED BOXES SHOW POTENTIAL TIME CONFLICTS WITH OTHER CLASSES.**

## Thursday, April 8

### 5:00 - 7:30 PM

- ☐ 117 - Step Up – Training for Office Leaders (2.5 hrs)

## Friday, April 9

### 6:45 - 7:45 AM

- ☐ F1 - Topic TBD (1 hr; no charge)

### 8:00 - 9:40 AM

- ☐ 213 - How to Be a Better Contact Lens Technician (2 hrs)
- ☐ 214 - Six Ways to Build a Team that Rocks! (2 hrs)

### 10:00 - 10:50 AM

- ☐ 215 - Triage in a Contact Lens Practice (1 hr)
- ☐ 216 - Building Phenomenal Phone Skills (1 hr)

### 11:00 - 11:50 AM

- ☐ 217 - Doctor Can You Hear Me? (1 hr)
- ☐ 218 - The Aging Eye: Basic Principles of Geriatric Care (1 hr)

### 1:00 - 1:50 PM

- ☐ 207 - Overcoming the Barrier of Finances for Practicing Low Vision (1 hr)

### 3:30 - 5:10 PM

- ☐ 219 - Contact Lens Solution: Sorting Out The Confusion (2 hrs)

## Saturday, April 10

### 6:45 - 7:45 AM

- ☐ F2 - Topic TBD (1 hr; no charge)

### 8:00 - 9:40 AM

- ☐ 301 - Rigid Gas Permeable Lenses Correction (2 hrs)
- ☐ 302 - Case Management of AMD in Low Vision Rehabilitation (2 hrs)
- ☐ 313 - Getting a Handle on Coding (2 hrs)

### 10:00 - 10:50 AM

- ☐ 305 - Driving DMV and Low Vision (1 hr)
- ☐ 306 - How Often Are Spectacles Prescribed to "Normal" Children? (1 hr)
- ☐ 314 - Patient Satisfaction vs. Patient Loyalty (1 hr)
- ☐ 315 - Multifocals vs Monovision: The Dilemma (1 hr)

### 12:00 - 1:00 PM

- ☐ LL1 - Topic TBD (1 hr; no charge)

### 3:00 - 4:40 PM

- ☐ 316 - Troubleshooting Contact Lens Problems (2 hrs)
- ☐ 317 - Are You Game? (2 hrs)

### 4:00 - 5:40 PM

- ☐ 311 - Eye Care Coding and Billing in Today's Market (2 hrs)

## Sunday, April 11

### 8:00 - 8:50 AM

- ☐ 400 - Sell Something More Profitable Than Low Price: Positioning Your Practice (1 hr)

### 8:00 - 9:40 AM

- ☐ 401 - Advanced Coding and Managing the Payer Systems (2 hrs)
- ☐ 402 - Basics of Accounting (2 hrs)
- ☐ 413 - Ophthalmic Troubleshooting (2 hrs)

### 9:00 - 9:50 AM

- ☐ 403 - Top Ten Marketing Mistakes to Avoid in Practice Management (1 hr)

### 10:00 - 10:50 AM

- ☐ 405 - How to Increase Word of Mouth Referrals (1 hr)
- ☐ 414 - Advanced Lensometry Evaluation (1 hr)

### 10:00 - 11:40 AM

- ☐ 406 - Treating Contact Lens Complications: Hypoxic, Inflammatory and Infectious (2 hrs)
- ☐ 407 - In-Office Infection Control (2 hrs)

### 11:00 - 11:50 AM

- ☐ 415 - Oh! The Pressure! (1 hr)

### 12:00 - 12:50 PM

- ☐ 410 - Commonly Prescribed Medication for Children (1 hr)
- ☐ 411 - Understand the Basics of Private Practice Marketing (1 hr)

### Office Package Cancellation Policy

- Cancellation notices received on or before **March 21, 2010** are eligible for a 50% refund.
- After **March 21, 2010**, no refunds are provided. Substitutions are allowed.
- **Please Note:** No-shows (attendees who do not cancel) are responsible for the entire registration fee. All refunds must be requested in writing (email is acceptable) prior to **March 21, 2010**.

### PAYMENT OPTIONS (PLEASE SELECT ONE)

- ☐ **Check or Money Order enclosed** (payable to the California Optometric Association)

**Credit Card:** ☐ Visa ☐ MC (CCV - 3 digit # on back) ☐ AMEX (CCV - 4 digit # on front)

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

☐ Please bill **VWI Account #:** \_\_\_\_\_ VWI Account Name: \_\_\_\_\_

(Registration fees will not be subject to VWI's administrative fee)



# *The California Dreamin'*

*Welcome Reception*

Hollywood Blvd  
6200 W

optowave  
Indian Wells, California

163

**Come celebrate the Golden State!**

Enjoy hors d'oeuvres, drinks and entertainment

**Friday, April 9th**

6:00 - 7:30 pm

Hyatt Grand Champions Conference Center

# Education Meets Relaxation. . .The Best CE Under the Sun!

Register online at [www.optowest.com](http://www.optowest.com)

## REGISTER NOW!

Register by **March 7, 2010**, and be entered into a drawing for a complimentary two-night stay at the Hyatt Grand Champions Resort & Conference Center!

## OPTOWEST 2010

**Hyatt Grand Champions  
Resort and Conference Center**

Indian Wells, CA

April 8-11, 2010

### OptoWest

2415 K Street

Sacramento, CA 95816

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(916) 441-3990

FAX (916) 448-1423

### Last Year's OptoWest Attendees Speak Up!

“Thanks for a great conference... great facility and very good speakers.”

“Thanks for all of the hard work you all do to make the OptoWest series such a good success.”



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