

Marketing Flyer

1. Title: PECAA Annual CE Meeting - Nashville, TN

2. Dates: 05/19/2017 – 05/20/2017

3. Location: Omni Nashville Hotel
250 Fifth Ave. South
Nashville, TN 37203

COPE ID: 47082-AS

Course Title: New Advancements in the Management of Ocular Surface Disease

Format: Live

Category: Trt/Mngmnt Anterior Segment

Total CE Hours: 2

Description: This lecture allows the participant an understanding of the etiology, predisposing factors, diagnosis and treatment options for ocular surface diseases including dry eye and meibomian gland dysfunction MGD. Ocular surface disease is the common medical condition optometry faces so it is important to stay informed of the latest diagnostic tests and treatment options to successfully manage these patients. Signs, symptoms, diagnostic testing as well as therapeutic management are expounded on by this panel of experts.

Expires: Course Expires: 11/02/2018

Instructor: [Paul Karpecki O.D.](#)

Co-instructors: Doug Devries, OD

COPE ID: 44880-AS

Course Title: Diagnosis and Treatment of Ocular Surface Conditions Focus on Blepharitis

Format: Live

Category: Trt/Mngmnt Anterior Segment

Total CE Hours: 1

Description: The role of optometrists is evolving in Canada as their scope of practice, including prescribing rights, is becoming more comprehensive. This 1-hour seminar focuses on assessment, diagnosis and treatment of blepharitis, including case studies. The program was developed by leading expert Dr. Paul Karpecki to ensure relevance and practicality for the Canadian OD community.

Expires: Course Expires: 04/13/2018

Instructor: [Paul Karpecki O.D.](#)

COPE ID: 46976-PM

Course Title: Welcome to the Jungle

Format: Live

Category: Practice Management

Total CE Hours: 1

Description: Does your office turn in to a jungle at times This discussion will address the various ways the office can work together and calm the jungle. Patient flow can be improved with a variety of tools, including electronic medical records, information technology, and websites. These practice management tools can help change the attitude of your office, and calm the jungle.

Expires: Course Expires: 10/29/2018

Instructor: [Jason Miller O.D.](#)

COPE ID: 52534-PM

Course Title: The Patient Handoff

Format: Live

Category: Practice Management

Total CE Hours: 1

Description: The business of eye care is changing. Consumers have changed. This interactive, round table workshop will discuss challenges and opportunities facing Optometrists capitalizing in this changing environment. We will look at marketing, operations, staff training and patient experiences in the practice. Get ready for an action packed hour of intensive brainstorming and learning to gain insight into the journey from Patient to Consumer.

Expires: Course Expires: 02/16/2020

Instructor: [Jonathan Smith MBA](#)

COPE ID: 50980-AS

Course Title: New Understanding in the Treatment of Dry Eye Disease

Format: Live

Category: Trt/Mngmnt Anterior Segment

Total CE Hours: 1

Description: Understanding the key elements of the most common forms of dry eye disease DED such as evaporative dry eye are paramount to successful results. In this lecture well discuss treating inflammation, which is at the core of DED. Well delve into obstruction, biofilm development and tearfilm instability options as well as treatments for recalcitrant cases ranging from autologous serum to amniotic membrane and scleral lenses.

Expires: Course Expires: 09/21/2019

Instructor: [Paul Karpecki O.D.](#)

COPE ID: 52056-PM

Course Title: Selling Satisfaction

Format: Live

Category: Practice Management

Total CE Hours: 1

Description: This course teaches doctors and staff how to build an effective, comprehensive communication strategy designed to deliver a consistent patient experience and superior business results. Practices today are inconsistent on how they gather and use information to help patients achieve the best vision possible in all facets of their daily life. Selling Satisfaction teaches doctors and staff their respective roles, how to systematically gather information and collectively use it to prescribe and sell multiple products to meet the lifestyle needs of each patient. This course teaches doctors and staff how to positively handle many common, everyday patient encounters thereby enhancing the overall patient experience. Practices that focus on Selling Satisfaction generate long-term patient satisfaction and superior business results

Expires: Course Expires: 12/22/2019

Instructor: [Douglas Martin](#)