



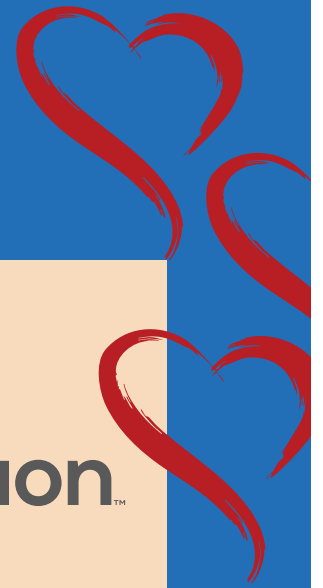
Heart of
America
Eye Care Congress

Congress Guide

65th Annual HOAECC

February 20-22, 2026 | Kansas City, Missouri

Thank you to our 2026 Corporate Sponsors



Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors

Anagram
Essilor Luxottica EyeCare
INVISION Magazine
Midland Optical
Vision Source







Bronze Sponsors

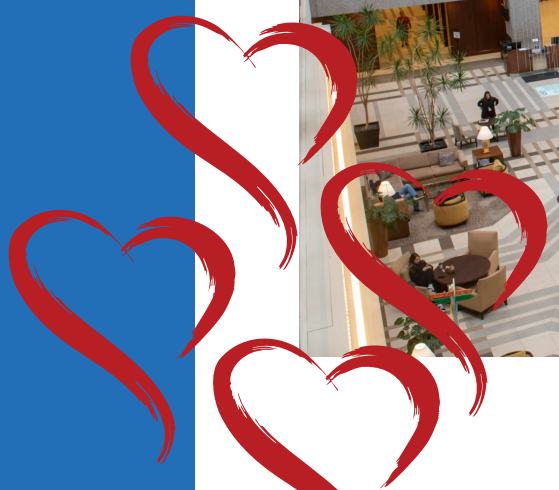
BlinkRx
LKC Technologies
Moyes Eye Center
Optikam Tech Inc

Program

PERC
Revolution EHR

Table of Contents

	Welcome letter	X
	Daily agenda	X
	Class schedules & Descriptions	X
	Faculty and speakers	X
	Exhibitor information	X
	Hotel information	X



Welcome to the 65th annual Heart of America Eye Care Congress

On behalf of the HOAECC Board of Directors, welcome to the 65th Annual Heart of America Eye Care Congress. Thank you for joining us as colleagues and experts unite to share insights, advance clinical knowledge, and foster meaningful relationships in the eye care community.

This year, we kick off with a collaborative lecture focusing on diabetes, a primary cause of blindness, followed by four hours of thorough discussion on the subject. Our educational program features a robust array of sessions presented by esteemed national leaders across various specialties.

We sincerely appreciate the dedication and involvement of our para-optometric participants and are delighted to welcome back many renowned lecturers from past years.

In the Exhibit Hall, you'll find both new exhibitors and familiar supporters, offering chances to connect with industry professionals, discover the latest technological innovations, and build lasting partnerships. Throughout the weekend, attendees can enter to win a \$3,000 travel voucher grand prize and other exciting rewards. Friday evening brings the Poster Session and Career Mix and Match event to the Exhibit Hall, enhanced by a Craft Beer Tour with selections from Sandhills Brewery. This relaxed setting is perfect for exploring new research, meeting residents from around the country, and uncovering career opportunities.

Saturday's Presidential Cocktail Reception invites further networking, complete with music, dancing, refreshments, and special recognitions. The congress will celebrate Dr. Jason Rogers as OD of the Year and Lynn Lawrence as recipient of the Vision Service Award. Five poster presenters will be recognized, with the top honor—the Larry Stoppel award—presented to the leading poster. The Fontana Scholarship recipient will also be announced and awarded a \$5,000 scholarship.

We look forward to seeing you, February 20-22, 2026, at the 65th Annual Heart of America Eye Care Congress at the Sheraton Crown Center in Kansas City, Missouri.

Judith Riley, OD
President



Board members



Judy Riley, O.D.
President
918-527-7210
president@hoaecc.org

Dawn Williams, O.D.
Past President
620-640-4529
president2@hoaecc.org

Don McKim, O.D.
Secretary/Treasurer
641-782-7619
sec1@hoaecc.org

John Goertz, O.D. FAAO
Publicity
402-657-2080
publicity@hoaecc.org

Jeff Gamble, O.D.
Accreditation/President-Elect
573-874-2030
accreditation@hoaecc.org

Suzy Lake, O.D., FCOVD
Arrangements
660-747-2020
arrangements@hoaecc.org

Kelly Norland, O.D.
PPR
712-320-3937
ppr@hoaecc.org

Jeremy Fast O.D.
Registration
417-684-4622
registration@hoaecc.org

Jeffry Gerson, O.D. FAAO
Education
913-274-4750
education3@hoaecc.org

Eric Polk, O.D.
Education
855-735-2745
education1@hoaecc.org

Ron Hansen O.D.
Exhibits
620-727-5488
exhibits1@hoaecc.org

Seth Thibault, O.D.
Exhibits
620-672-5934
exhibits@hoaecc.org



YOUR INDEPENDENCE. OUR INNOVATION.



We do everything around one goal: keep independents independent.



**Relentless Innovation,
Real-World Impact**

**Value That Protects
Your Profit**

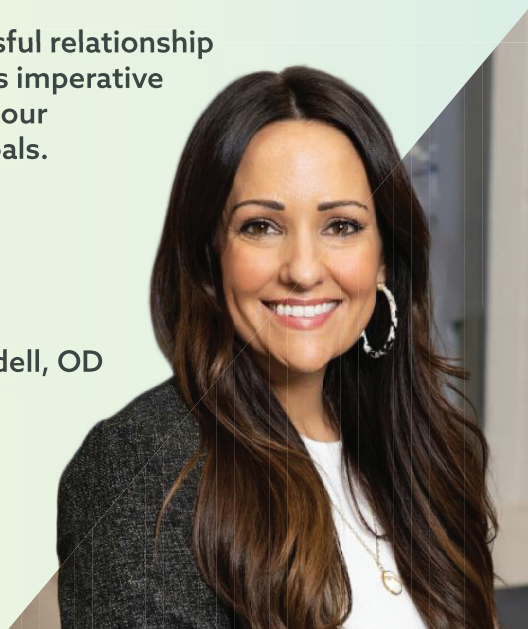
**A Team That Feels
Like Part of Yours**

As a large independent practice, GSRx has been a critical asset to our company and patients.

They have helped us provide high quality products while keeping costs down through our continued growth.

Our successful relationship with GSRx is imperative to reaching our business goals.

Ashley Reddell, OD
Kansas



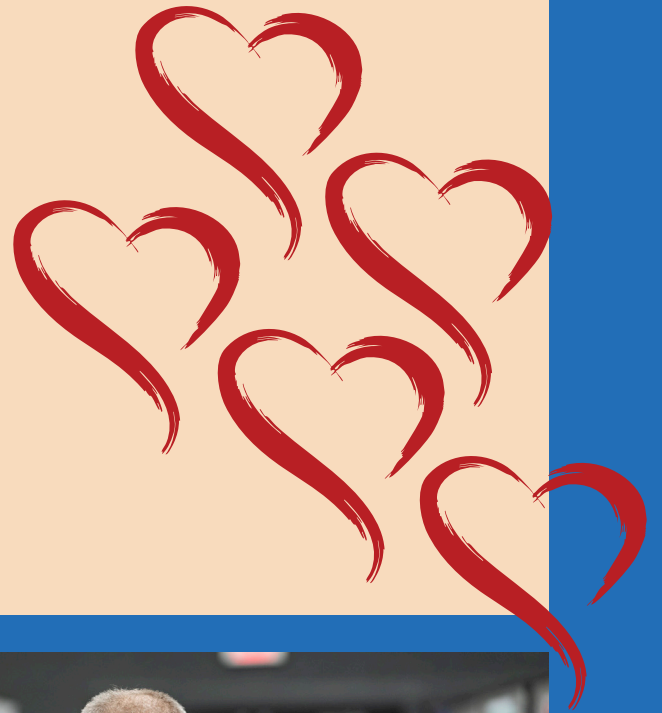
Partnering with GSRx has been a game-changer, providing elite lens technology that delivers the sharp vision our patients rave about. Their transparent pricing has significantly lowered our cost of goods, allowing us to reinvest in our practice without the hassle of long-term contracts. With fast turnaround times and a responsive, solutions-focused team, GSRx treats us like true partners rather than just an account.

I recommend them without hesitation to any owner looking to improve their margins and elevate their clinical standards.

Christopher Lopez, OD
Wisconsin



Daily agenda



We love supporting the HOAECC and enjoy attending every year.



Don't Forget to download the apps



To download the OE tracker App:

1. Go to the App Store on your iPhone or Google Play on your Android device.
2. Search for "OE Tracker."
3. Follow the instructions on the app.
4. If you are prompted with "Unable to download," check to make sure you are using the most up-to-date operating system.
5. To find your OE Tracker number or to set up a username and password, call ARBO at 704-970-2710 or 866-869-6852.



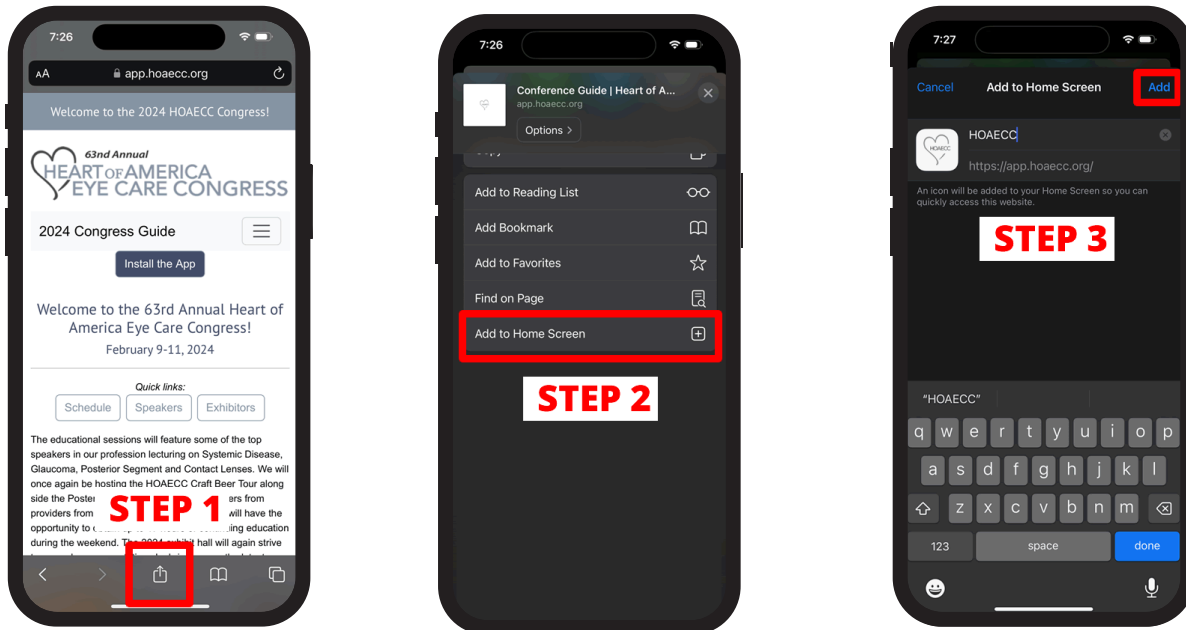
HOAECC App Installation

A progressive web application (PWA) is a web site that can be downloaded to your device and used like an app. The HOAECC Congresss Guide is an example of a PWA. While a PWA can be used like any regular web page, installing it can provide some advantages. An installed PWA can still be used without an internet connection. It will also appear alongside your other apps for convenient access.

See next page for step by step instructions to download app

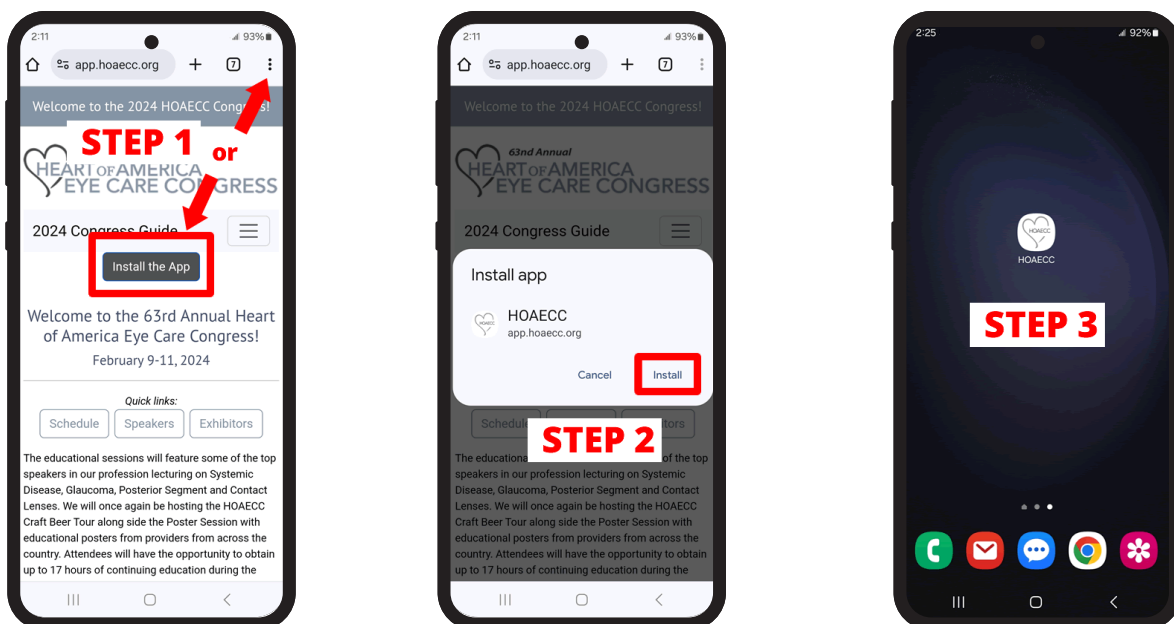
Installing a PWA on iOS

A PWA can only be installed on iOS using the Safari web browser. First, navigate to the site in Safari. Press the “Share” button and select “Add to Home Screen” from the popup. Lastly, tap “Add” in the top right corner to finish installing the PWA. It will now be on your home screen.



Installing a PWA on Android

The default Chrome browser is capable of installing PWAs for Android. First, navigate to click the “three dot” icon in the upper right to open the menu; then choose Install the App. Select “Add to Home screen.” Press the “Add” button in the popup. The PWA is now installed and available to add to your home screen.



Daily. Toric. Multifocal Toric.

Exceptional comfort, clarity, and stability.*+,1,2



*T2B descriptive summaries: n=171. +T2B descriptive summaries: n ≥ 144.

References: 1. JJV Data on file, 2024; Subjective Standalone Claims for ACUVUE® OASYS MAX 1-Day MULTIFOCAL Contact Lenses for ASTIGMATISM. 2. JJV Data on file, 2024; Subjective Comparative and Descriptive Standalone Claims for ACUVUE® OASYS MAX 1-Day Contact Lenses for ASTIGMATISM.

Important Safety Information: ACUVUE® Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc. by calling 1-800-843-2020, or by visiting www.jnjvisionpro.com.

©Johnson & Johnson and its affiliates 2026 | 2025PP18300

ACUVUE®

Schedule

Thursday, February 19th

Registration Hours 5:00 PM - 7:30 PM

Friday, February 20th

Registration Hours 7:00 AM - 6:00 PM

Breakfast presentation by Bausch and Lomb 7:00 AM - 8:00 AM

Doctor Lectures (Registration Required) 8:00 AM - 12:00 PM

Luncheon / Dompe Medical Symposium 12:00 PM - 1:00 PM

Doctor & Para Education 1:00 PM - 5:30 PM

Exhibit Hall Grand Opening 2:45 PM

Exhibit Hall Hours 2:45 PM - 7:15 PM

Interactive Poster Session 5:45 PM - 7:00 PM

Heart of America Craft Beer Tour Sponsored by GSRx 5:45 PM - 6:45 PM

Student/Doctor Mixer for Practice Opportunities 6:00 PM - 7:00 PM

VSP Student/Resident Reception 7:30 PM

Saturday, February 21st

Registration Hours 7:30 AM - 4:30 PM

Apellis Pharmaceutical Breakfast Symposium 7:00 AM - 8:00 AM

Doctor & Para Education 8:00 AM - 4:15 PM

Exhibit Hall Hours 9:00 AM - 2:15 PM

Diamond Sponsor Exhibit Hall Luncheon 12:30 PM - 1:15 PM

GRAND PRIZE Drawings at the end of the Exhibit Hall time

Heart of America Business Meeting 1:30 PM

Presidential Camaraderie Cocktail Reception 5:30 PM - 7:00 PM

Dinner on your own 7:30 PM - ????

Sunday, February 22nd

Registration Hours 7:30 AM - 11:00 AM

Doctor & Para Education 8:00 AM - 11:00 AM



VSP 101

Essential Medical Eye Care and Coordination of Benefits

You and your staff are invited to visit the VSP Vision™ booth #401 at the Heart of America Eye Care Congress where VSP Ambassador, Annette Webb, OD, will be available to answer questions about Essential Medical Eye Care and Coordination of Benefits. Dr. Webb can provide actionable insights and key takeaways that you and your staff can immediately implement in your practice to increase revenue opportunities, patient retention, and patient satisfaction.



Friday, February 20th, 2026

2:45 p.m. – 7:15 p.m.

Dr. Webb's Exhibit Hours

Saturday, February 21st, 2026

9:00 a.m. – 2:15 p.m.

Dr. Webb's Exhibit Hours



Sheraton Kansas City Hotel at Crown Center

2345 McGee Street
Kansas City, MO 64108

Camaraderie Events

Spend time getting to know other attendees

Friday, February 20th events

Morning

Next to Registration

Coffee bar

Sponsored by Vision Care Direct.

7:00 AM - 8:00 AM

Chouteau room

Breakfast presentation by Bausch and Lomb

Speaker: Dr. Ben Gaddie, OD

12:00 PM - 1:00 PM

Chicago room

Lunch sponsored by Dompé

Welcome to Neurotrophic Keratitis Today"

Speaker: Dr. Shane Kannarr, OD.

Stay for free Lunch and a great presentation. Speaker TBD. (No CE)

2:45 PM

Grand opening of exhibit hall

2:45 PM - 7:15 PM

Exhibit hall open

Random Prize drawings! Must be present to win.

5:45 PM - 6:45 PM

Exhibit hall

SandHills Brewing Craft Beer Tour in Exhibit Hall.

Sponsored by GSRx. Sample beer, while getting 1 hour of CE at the Poster Session also in the Exhibit Hall.

2:45 PM - 4:00 PM

5:45 PM - 7:15 PM

Exhibit Hall exclusive hours for all Attendees.

Random Prize drawings! Must be present to win

6:00 PM - 7:00 PM

Exhibit hall

Looking to add to your practice or find a practice opportunity?

Student/Doctor Mixer

7:00 PM - 11:00 PM

"Pirates in Paradise" band at Spectators, Sheraton Hotel.

Sponsored by Essilor Luxottica EyeCare

7:30 PM

Chouteau room

VSP Student/Resident Reception

- Meet with VSP representatives for food and drink.
- Open to all students and residents.



Heart of America
Eye Care Congress

CAMARADERIE | EDUCATION | INNOVATION

Student/Doctor Mixer

65TH Annual HOAECC

The Heart of America Eye Care Congress has partnered with the following states to bring together professionals seeking career opportunities and offices in need of new doctors facilitating connections for both groups.

Details

Event will be located in the exhibit hall on Friday, February 20th from 6:00 PM - 7:00 PM
For more information go to hoaecc.org

Professionals wishing to have their resume/cv published and offices seeking new doctors please send office bios and information to : arrangements@hoaecc.org



Iowa
Optometric
Association



Kansas
Optometric
Association



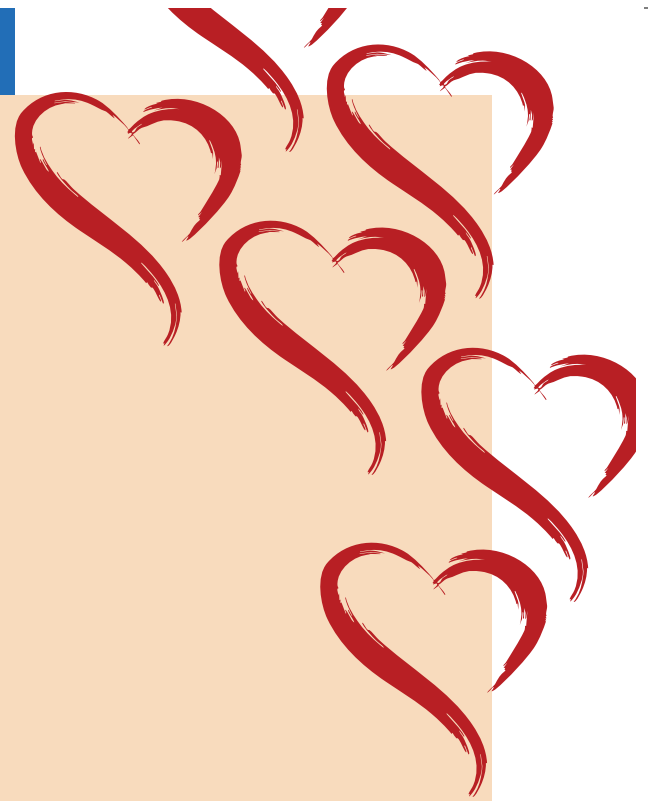
Missouri
Optometric
Association



Nebraska
Optometric
Association



Oklahoma
Association
of Optometric
Physicians



Saturday, February 21st events

Morning

Next to Registration

Coffee bar

Sponsored by Vision Care Direct.

7:00 AM

Chouteau room

Apellis Pharmaceutical Breakfast Symposium

Topic: Optometrists' Guide to GA: Best practices for early detection and referral

Speakers: Dr Sam Minaker, MD & Dr Carolyn Majcher, OD

9:00 AM - 2:15 PM

Exhibit hall open

Exclusive exhibit hall hours

Paras 9:00 AM - 10:00 AM

Doctors and students 10:00 AM - 11:30 AM

12:00 PM - 1:15 PM

Exhibit hall

Luncheon

Paras 12:00 PM - 12:45 PM

Doctors and students 12:30 PM - 1:15 PM

Dessert Bar in the Exhibit Hall After Luncheon

12:45 PM - 2:15 PM

Exclusive Exhibit Hall Hours

Paras 12:45 PM - 2:15 PM

Doctors and Students 1:15 PM - 2:15PM

Prize Drawings (Must be present to win)

Random Prize Drawings during Exclusive Exhibit Hall Times

GRAND PRIZE Drawings at the end of the Exhibit Hall Time

4:30 PM - 5:30 PM

Chouteau room

UMSL alumni reception

5:30PM - 7:00PM

New York Ballroom

Presidential camaraderie cocktail reception

Drinks, hors d'oeuvres, music, dancing and live band

"Streetside Pirates"

7:30 PM - ????

Evening free.

Enjoy dinner and an evening out in Kansas City.

Sunday, February 22nd events

Morning

Next to Registration

Coffee Bar

Sponsored by Vision Care Direct.

EVAPORATIVE DRY EYES? LOOK TO MEGA-3



RELIEF FOR DRY EYES THAT
MAY BE DUE TO MGD



Stabilizes the tear film



Fortifies the lipid layer




Includes Flaxseed Oil[†]
and antioxidants[†]

abbvie

refresheyedrops.com/doc

*Data on file, AbbVie, Inc. REF113774. [†]Inactive Ingredient. MGD = meibomian gland dysfunction.
© 2024 AbbVie. All rights reserved. All trademarks are the property of their respective owners. US-RFS-230142 12/23


COULD IT BE NK?



Discover the key neurotrophic keratitis
risk factors that you don't want to miss

Scan Here



 Dompé

To learn more, visit www.knownk.com

© 2025 Dompé U.S. Inc. All rights reserved.
US--2500103 12/25

“

I honestly thought this was the best Heart I have been to. Great interaction with ECP.



Class schedule & descriptions



Doctor session grid

Dates		1. Lecture	2. Lecture	3. Lecture	4. Lecture	5. Lecture	Exhibit hall	
A	Symposium	8:00 - 10:00	Collaborative Diabetes Care: Saving Vision & Lives Chous / Cooper / Magwire 101808-SD CEE/TQ Atlanta/New York					
B	Friday 02/20/2026	10:00 - 12:00	Lies and Damn Lies About Diabetes & Diabetic Retinopathy Chous 101803-SD CEE/TQ Atlanta/New York	Front to Back and Everything Inbetween: Keratoconus and Cross Linking Morgenstern 101804-TD CEE/TQ San Francisco				
C	Luncheon	12:00 - 1:00	Dompe Sponsored Lunch No CE Credit Luncheon with Speaker D Chicago					
D/E		1:00 - 3:00	Management of Ocular Pain: Considerations when Prescribing Opiates Myers / Gurwood 102114-PH CEE/TQ Atlanta	Four Paths, One Purpose, Reimagining Diabetes Together Cooper 101820-SD New York				
F	Exhibit Hall	2:45 - 4:00	Exhibit Hall Grand Opening Random Prize Drawings- Must be present to win					
G		4:00 - 5:00	Myopia Management in 2026 DeKinder 101729-GO CEE/TQ Atlanta	Improving Outcomes across the CKM Continuum: The Importance of Comprehensive Ophthalmic Care and Collaboration Magwire 101832-SD Empire A	Top 15 Things You Should Never Miss! Morgenstern 101460-GO New York	Periocular Malignancies Myers 101749-SD San Francisco	2:45 - 7:15	
H		5:00 - 6:00		Defining Success with AMD and GA Kannarr 100859-TD Emire A		Periocular Emergencies Myers 101748-TD San Francisco		
I	Exhibit Hall		2026 HOAEC Poster Session 5:45 pm - 7:00 pm Polk 102025-GO	Exclusive Exhibit Hall Session 5:45 pm - 7:15pm Craft Beer Tour in Exhibit Hall 5:45pm - 6:45pm Random Prize Drawings Must be Present to Win	Student/Doctor Mixer for Practice Opportunities 6pm to 7pm Exhibit Hall			
J	Saturday 02/21/2026	8:00 - 9:00	Ocular Urgencies and Emergencies Gurwood 102157-TD CEE/TQ Atlanta	Not All Myopia Needs Control Morgenstern 101458-GO New York	The Ophthalmic Sequela of Sleep Disorders Myers 99508-SD Chicago	Managing the Irregular Cornea DeKinder 97276-TD Empire A/B	Multiple Sclerosis and Other Demyelinating Masqueraders Chous 99051-NO San Francisco	
K		9:00 - 10:00	TB EYE: Vision Dysfunction Associated with Traumatic Brain Injury Morgenstern 101582-NO New York	Intense Pulsed Light - Understanding Treatment Mechanisms and Therapeutic Applications Myers 102098-TD Chicago	Streamlining the Fit: Smarter Scleral Lens Selection DeKinder 100123-CL Empire A/B	Boxing Out Unconscious Bias: Don't Let Your Unconscious Biases Put People In A Box! Chous 97300-PB San Francisco	9:00 - 2:15	

The HOAEC is a fully Accredited COPE Activity

Dates		1. Lecture	2. Lecture	3. Lecture	4. Lecture	5. Lecture	Exhibit hall	
L/M	Exhibit Hall	10:00 - 11:30	Exclusive Exhibit Hall Session Random Prize Drawings - Must be present to win				9:00 - 2:15	
N		11:30 - 12:00	Diagnosis & Management of Herpes Viruses: Zoster vs Simplex Gurwood 102111-SD New York	Aesthetics in Eye Care Quint 98743-TD San Francisco	Hypertensive retinopathy: Ophthalmic and Systemic Management Myers 102105-SD Empire A/B	The Tale of the Tell-Tale Pupil Messner 101457-NO Atlanta		ER: From Red Eye To Retina Kannarr 100222-TD Chicago
O		12:00 - 12:30						
P/Q	Luncheon	12:30 - 1:15	Business Luncheon in Exhibit Hall 12:30 -1:15pm Dessert Bar Following Luncheon in Exhibit Hall					
R	Exhibit Hall	1:15 - 2:15	Exclusive Exhibit Hall Session Grand Prize Drawing - \$3,000 Travel Voucher - Must be present to win					
S		2:15 - 3:15	CPR Workshop Kansas City Fire Department (limited to 8 registrants) Additional \$100 Messanine Terrace (beside registrarion)	Contact Lens Business Strategies Quint 98742-PM Empire C	Cry Me a River: Dry Eye Gaddie 99683-SD San Francisco	Papilledema, Pseudopapilledema and Idiopathic Intracranial Hypertension Messner 101753-NO CEE/TQ Chicago	"Are You Okay?" Recognizing Warning Signs of Patient Mental Illness in Optometric Practice McGhee 102123-PB B Empire A/B	
T		3:15 - 4:15	CPR Workshop Kansas City Fire Department (limited to 8 registrants) Additional \$100 Messanine Terrace (beside registrarion)				Top 10 Common Misconceptions About Non-Compliant Patients McGhee 102125-GO B Empire A/B	
U		4:15						
V	Sunday 02/9/2025	8:00 - 9:00	Glaucoma Grand Rounds Gaddie 102033-GL CEE/TQ New York	Advances in Dry Eye Quint 98744-TD Chicago	The Neuro-ophthalmic Manifestations of Alzheimer's Disease Messner 101456-NO Atlanta	Ordering Blood Labs McGhee 102124-SD San Francisco		
W		9:00 - 10:00						
X		10:00 - 11:00	Avoiding Drops in Glaucoma: SLT and Injectable Medications Gaddie 96953-GL New York	Surgical Co-Management for the Primary Care OD Quint 98741-PO Chicago	The Neuro-ophthalmology of Multiple Sclerosis Messner 101754-NO CEE/TQ Atlanta	Optometry and Women's Health McGhee 102128-SD San Francisco		

The HOAECC is a fully Accredited COPE Activity

Doctor class descriptions

Collaborative Diabetes Care: Saving Vision & Lives

Fri 8:00 AM - 10:00 AM

COPE/CPC: 101808-SD

Speakers: Chous / Cooper / Magwire

Room: Atlanta/New York

Special Course Codes: CEE/TQ

This course will feature a panel of providers, including a retina specialist, a Certified Diabetes Care and Education Specialist (CDCES) focusing on prevention & treatment of cardiometabolic disease, and an optometrist emphasizing diabetes eye care & education. Case examples will be discussed along with key insights to providing optimal care for patients with diabetes.

Lies and Damn Lies About Diabetes & Diabetic Retinopathy

Fri 10:00 AM - 12:00 PM

COPE/CPC: 101803-SD

Speakers: Chous

Room: Atlanta/New York

Special Course Codes: CEE/TQ

This course will consider a number of half-truths and downright falsehoods about diabetes and diabetic retinopathy, with an aim to better prepare clinicians to manage their patients with diabetes.

Front to Back and Everything Inbetween: Keratoconus and Cross Linking

Fri 10:00 AM - 12:00 PM

COPE/CPC: 101804-TD

Speakers: Morgenstern

Room: San Francisco

Special Course Codes: CEE/TQ

This lecture will focus on all of the most current information from around the world on corneal shape, keratoconus and CXL. Most importantly, it will highlight the detection of corneal ectatic disease by examining and evaluating the elevation, shape and risk factors of the posterior aspect of the cornea using advanced Scheimpflug technology.

Management of Ocular Pain: Considerations when Prescribing Opiates

Fri 1:00 PM - 3:00 PM

COPE/CPC: 102114-PH

Speakers: Myers / Gurwood

Room: Atlanta

Special Course Codes: CEE/TQ

This course outlines the anatomy and physiology of the pain response, the natural and pharmaceutical methods of pain management for common clinically encountered ophthalmic conditions as well as the nature of addiction and actions to avoid it.

Four Paths, One Purpose, Reimagining Diabetes Together

Fri 1:00 PM - 3:00 PM

COPE/CPC: 101820-SD

Speakers: Cooper

Room: New York

This two-hour continuing education course offers a holistic exploration of diabetic retinopathy (DR), the most common microvascular complication of diabetes and the leading cause of preventable blindness among working-age adults worldwide. With global diabetes prevalence continuing to rise, eye care providers are uniquely positioned to prevent vision loss—yet success requires both clinical expertise and a deep understanding of how patients experience and navigate their disease.

Myopia Management in 2026

Fri 4:00 PM - 6:00 PM

COPE/CPC: 101729-GO

Speakers: DeKinder

Room: Atlanta

Special Course Codes: CEE/TQ

This 2 hour CE course will discuss the most recent research on myopia management, which is the fastest growing research area in the contact lens field. The course will include education on current myopia management options, including an update on the latest in research related to delaying the onset of myopia and slowing the progression of myopia. Specific myopia management discussion will include contact lenses, spectacles, and pharmaceuticals for delaying and slowing myopia.

Improving Outcomes across the CKM Continuum: The Importance of Comprehensive Ophthalmic Care and Collaboration

Fri 4:00 PM - 5:00 PM

COPE/CPC: 101832-SD

Speakers: Magwire

Room: Empire A

Special Course Codes: CEE/TQ

This session will explore the evidence linking GLP-1 receptor agonists to ocular complications. Participants will learn how ophthalmology practitioners serve as a critical link in interdisciplinary cardio-kidney-metabolic (CKM) teams, ensuring comprehensive patient care. The lecture will highlight proactive screening strategies, collaborative care models, and evidence-based prevention and treatment approaches to mitigate ocular risks while optimizing cardiometabolic benefits. Practical guidance on patient counseling and early symptom reporting will also be provided to enhance safety and outcomes.

Top 15 Things You Should Never Miss!

FRI 4:00 - 6:00 PM

COPE/CPC: 101460-GO

Speakers: Morgenstern

Room: New York

These are the Top Fifteen diagnosis that you DO NOT want to miss. Failure to do so could be catastrophic for the patient. Unfortunately, they may walk into your office disguised as something else or staring at you right in your face. Can you identify the Top 15

Periocular Malignancies

FRI 4:00 - 5:00 PM

COPE/CPC: 101749-SD

Speakers: Myers

Room: San Francisco

This presentation explores the diagnosis, management, and prevention of skin cancer. The importance of gross observation and slit lamp biomicroscopy of the adnexa cannot be undervalued as a means of detecting, diagnosing, and managing malignancies. Treatment modalities including surgical and non-surgical options are discussed.

Doctor class descriptions

Defining Success with AMD and GA

FRI 5:00 - 6:00 PM

COPE/CPC: 100859-TD

Speakers: Kannarr

Room: Empire A

An in-depth overview of how to succeed in managing Macular Degeneration/Geographic Atrophy (AMD/GA). The presentation will review AMD/GA from an anatomical standpoint, current diagnostic methods, highlight advancements in technology and treatment/prevention strategies, as well as prepare practitioners to implement a plan for practice growth.

Periocular Malignancies

FRI 5:00 - 6:00 PM

COPE/CPC: 101748-TD

Speakers: Myers

Room: San Francisco

Case based presentation of common emergencies involving the ocular adnexa. Discussion of the critical signs and symptoms that influence diagnosis and management of acute cases. Presentation will incorporate diagnostic testing that may be indicated to confirm diagnosis and treatment.

Ocular Urgencies and Emergencies

SAT 8:00 - 10:00 AM

COPE/CPC: 102157-TD

Speakers: Gurwood

Room: Atlanta

Special Course Codes: CEE/TQ

Cases of current methods of treating ocular emergencies and urgencies. Includes the ocular adnexa and lacrimal system, mechanical and infectious involvement of the anterior segment, urgent glaucomas, and posterior segment disease.

Not All Myopia Needs Control

SAT 8:00 - 9:00 AM

COPE/CPC: 101458-GO

Speakers: Morgenstern

Room: New York
Special Course Codes: B

This presentation is intended to discuss all the information regarding myopia management, but to also discuss if we are going overboard with implementation. Do we really have an epidemic of myopia? Is myopia a chronic disease as some are describing it? Are there children that do not need myopia management and who are they?

The Ophthalmic Sequela of Sleep Disorders

SAT 8:00 - 9:00 AM

COPE/CPC: 99508-SD

Speakers: Myers

Room: Chicago

Sleep disorders are a group of common diagnoses that impact overall health. Inadequate sleep impacts physical, mental, social, and emotional function. We will discuss the most common sleep disorders and how they directly and indirectly impact ocular health. Also, we will discuss how technology is assisting with monitoring sleep.

Managing the Irregular Cornea

SAT 8:00 - 9:00 AM

COPE/CPC: 97276-TD

Speakers: DeKinder

Room: Empire A/B

This one-hour continuing education course will provide a review and update on the process of evaluating and managing the irregular cornea. Cornea evaluation will include various testing processes with a review of how to analyze the results. Management will include both surgical and optical interventions, with an emphasis on specialty contact lenses, for best quality of life outcomes for the patient.

Multiple Sclerosis and Other Demyelinating Masqueraders

SAT 8:00 - 9:00 AM

COPE/CPC: 99051-NO

Speakers: Chous

Room: San Francisco

Optometrists are often the first to uncover clinical findings consistent with MS. It is important to be familiar with some of the presenting signs and symptoms as related to eye care and appropriate steps to take. Time will also be spent on a brief overview of MS treatments.

TB EYE: Vision Dysfunction Associated with Traumatic Brain Injury

SAT 9:00 - 10:00 AM

COPE/CPC: 101582-NO

Speakers: Morgenstern

Room: New York

This course will discuss an optometrist's role in traumatic brain injury (TBI) vision dysfunction management. It will review the types of brain injuries and how they are classified into mild TBI, diffuse axonal injury and chronic traumatic encephalopathy (CTE). The course will also describe a ophthalmologic work up and management resources for a patient that has experienced a TBI.

Intense Pulsed Light - Understanding Treatment Mechanisms and Therapeutic Applications

SAT 9:00 - 10:00 AM

COPE/CPC: 102098-TD

Speakers: Myers

Room: Chicago

In this course, we will introduce the therapeutic mechanism of intense pulsed light (IPL) and the history of its development. The role of FDA-approved IPL treatments for the signs of dry eye disease due to meibomian gland dysfunction will be reviewed. The presentation will also discuss the additional therapeutic applications of IPL.

Streamlining the Fit: Smarter Scleral Lens Selection

SAT 9:00 - 10:00 AM

COPE/CPC: 100123-CL

Speakers: DeKinder

Room: Empire A/B

A one-hour CE course will focus on the fitting of scleral lens for various ocular conditions. Discussion will include discussion on how to streamline the fitting process, using anterior segment topographical analysis and knowledge of the corneal condition. Scleral lens selection, evaluation, and troubleshooting will be discussed.

Doctor class descriptions

Boxing Out Unconscious Bias: Don't Let Your Unconscious Biases Put People In A Box!

SAT 9:00 - 10:00 AM

COPE/CPC: 97300-PB

Speakers: Chous

Room: San Francisco

This course will help attendees recognize implicit and tacitly explicit biases as barriers to quality care provided to patients. Attendees will be presented with specific strategies to help mitigate these biases in clinical practice.

Diagnosis & Management of Herpes Viruses: Zoster vs Simplex

SAT 11:30 - 12:30 PM

COPE/CPC: 102111-SD

Speakers: Gurwood

Room: New York

Varicella zoster virus (VZV) and herpes simplex virus (HSV) can lead to devastating ocular and systemic complications and is often first diagnosed by ophthalmic physicians. This lecture highlights the proper diagnosis, management, and follow-up of HZO and HSV induced ocular diseases.

Aesthetics in Eye Care

SAT 11:30 - 12:30 PM

COPE/CPC: 98743-TDuv3

Speakers: Quint

Room: San Francisco

This engaging lecture explores the dynamic evolution of aesthetics in the eye care industry. Attendees will gain insight into popular aesthetic treatments, with an emphasis on their relevance and integration within optometric and ophthalmologic practice. Eye care professionals will leave with a broader understanding of how aesthetics and medical eye care intersect and how to effectively incorporate these services into clinical practice.

Hypertensive retinopathy: Ophthalmic and Systemic Management

SAT 11:30 - 12:30 PM

COPE/CPC: 102105-SD

Speakers: Myers

Room: Empire A/B

A presentation of the epidemiology and classification of the ophthalmic findings associated with hypertensive eye disease. Current clinical diagnostic tools used to identify hypertensive retinopathy. Discussion of the standards of care for treatment of ophthalmic and systemic treatment.

The Tale of the Tell-Tale Pupil

SAT 11:30 - 12:30 PM

COPE/CPC: 101457-NO

Speakers: Messner

Room: Atlanta

Disorders of pupillary function are often associated with significant pathology of the afferent and efferent visual pathways. This lecture provides an overview of three common pupillary findings of neuro-ophthalmic significance: relative afferent pupillary defects, tonic pupils, and oculomotor palsy.

ER: From Red Eye To Retina

SAT 11:30 - 12:30 PM

COPE/CPC: 100222-TD

Speakers: Kannarr

Room: Chicago

A review of common ocular emergencies and treatments with support from both personal cases as well as literature reviews.

CPR Workshop

SAT 2:15 - 3:15 PM

COPE/CPC: 92624-GL

Speakers: Kansas City Fire Department

Room: Mezzanine Terrace
(beside registration)

Extra Fees: \$100

Enrollment: limited to 8 registrants

This is the 1-hour hands on portion of the CPR course.

Attendees will earn CPR certification for health care providers. This course will require some online work to be done before coming to the event. Once you register, then you will be contacted and given a link for the virtual section of the course to be completed before attending the in person meeting.

At this in person session, you will spend part of the 1-hour course reviewing the online portion as well as perform the hands-on section of the course. This course is lead by members of the Kansas City Fire Department

Although there is no COPE credit for this course, attendees will earn BLS class certification for healthcare providers from the American Heart Association.

Please note: Discounts do not apply to this course

Contact Lens Business Strategies

SAT 2:15 - 4:15 PM

COPE/CPC: 98742-PM

Speakers: Quint

Room: Empire C

This lecture provides a comprehensive overview of the contact lens industry, highlighting the latest business strategies, emerging market trends, and evolving technologies shaping the future of contact lens care. Attendees will gain valuable insights into current challenges facing practitioners and learn practical solutions to enhance contact lens adoption, retention, and patient satisfaction. Designed for eye care professionals looking to elevate their contact lens services, this course delivers actionable strategies to integrate innovation, improve clinical outcomes, and drive business growth within a competitive market.

Cry Me a River: Dry Eye

SAT 2:15 - 4:15 PM

COPE/CPC: 99683-SD

Speakers: Gaddie

Room: San Francisco

This course will review the main mechanisms of dry eye and blepharitis. A review of the major studies and concepts of ocular surface disease will take place while emphasizing the most pertinent treatments as well as a review of new pharmaceutical treatments for dry eye, blepharitis and MGD. A step-wise approach to diagnosis and management will be reviewed.

Doctor class descriptions

Papilledema, Pseudopapilledema and Idiopathic Intracranial Hypertension

SAT 2:15 - 4:15 PM

COPE/CPC: 101753-NO

Speakers: Messner

Room: Chicago

Differentiating papilledema from pseudopapilledema remains a neuro-ophthalmic challenge. This course reviews the clinical characteristics of papilledema as compared to pseudopapilledema/anomalous optic nerves with special attention to recent OCT findings that are diagnostically specific for each. Special attention will be paid to the OCT characteristics of optic disc drusen and related findings associated with pseudopapilledema. In addition, we will cover the diagnosis and management of the most common cause of papilledema, idiopathic intracranial hypertension (IIH).

“Are You Okay?” Recognizing Warning Signs of Patient Mental Illness in Optometric Practice

SAT 2:15 - 3:15 PM

COPE/CPC: 102123-PB

Speakers: McGhee

Room: Empire A/B

Mental health conditions, including anxiety, depression, and substance abuse, are common and are the leading causes of disability worldwide. In addition, medical professionals often lack the time or background training to appropriately address mental health needs presented by patients in practice. A multidisciplinary approach, which includes optometry, offers a pragmatic method to deliver effective mental care to at-risk patients. In this interactive one-hour (1) course, the speaker will educate doctors on identifying mental illnesses and using interprofessional care strategies to support patients.

CPR Workshop

SAT 3:15 - 4:15 PM

COPE/CPC:

Speakers: Kansas City Fire Department

Room: Mezzanine Terrace
(beside registration)

Extra Fees: \$100

Enrollment: limited to 8 registrants

This is the 1-hour hands on portion of the CPR course.

Attendees will earn CPR certification for health care providers. This course will require some online work to be done before coming to the event. Once you register, then you will be contacted and given a link for the virtual section of the course to be completed before attending the in person meeting.

At this in person session, you will spend part of the 1-hour course reviewing the online portion as well as perform the hands-on section of the course. This course is lead by members of the Kansas City Fire Department

Although there is no COPE credit for this course, attendees will earn BLS class certification for healthcare providers from the American Heart Association.

Please note: Discounts do not apply to this course

Top 10 Common Misconceptions About Non-Compliant Patients

SAT 3:15 - 4:15 PM

COPE/CPC: 102125-GO

Speakers: McGhee

Room: Empire A/B

This lecture aims to debunk 10 prevalent misconceptions surrounding non-compliant patients, shedding light on the complexities that underlie their behavior. From the assumption of deliberate defiance to overlooking underlying barriers, the session will explore the multifaceted nature of non-compliance in healthcare settings. By fostering a deeper understanding, healthcare professionals can develop more effective strategies to

Glaucoma Grand Rounds

SUN 8:00 - 10:00 AM

COPE/CPC: 102033-GL

Speakers: Gaddie

Room: New York

This course will review the practical aspects of both diagnosis and management of glaucoma. Most topics will be highlighted with representative cases and images. A technological update will also be included.

Advances in Dry Eye

SUN 8:00 - 10:00 AM

COPE/CPC: 98744-TD

Speakers: Quint

Room: Chicago

Dry eye is a multifactorial condition that requires a comprehensive and individualized approach to care. This lecture will provide an in-depth review of current diagnostic tools and evidence-based treatment strategies for managing ocular surface disease.

The Neuro-ophthalmic Manifestations of Alzheimer's Disease

SUN 8:00 - 9:00 AM

COPE/CPC: 101456-NO

Speakers: Messner

Room: Atlanta

Alzheimer's disease (AD) is the most common form of dementia presenting within elderly patients. As life expectancy is increasing within western societies, so too is the incidence and prevalence of AD. Numerous vision and visual-motor abnormalities are present in patients with Alzheimer's disease and it is incumbent upon ophthalmic providers to be cognizant of these problems. This presentation provides an overview of the pathophysiology and staging of Alzheimer's disease along with the neuro-radiological, visual and visual-motor findings. In addition, the presentation provides a comparative analysis of the clinical and neuro-radiological findings associated with AD and chronic traumatic encephalopathy (CTE).

Doctor class descriptions

Ordering Blood Labs

SUN 8:00 - 9:00 AM

COPE/CPC: 102124-SD

Speakers: McGhee

Room: San Francisco

This one-hour case-based presentation will provide an overview of ordering and interpreting blood labs when investigating possible underlying systemic and ocular etiologies for optometric patients.

The Neuro-ophthalmology of Multiple Sclerosis

SUN 9:00 - 11:00 AM

COPE/CPC: 101754-NO

Speakers: Messner

Room: Atlanta

Special Course Codes: CEE/TQ

Multiple sclerosis (MS) is a common neurodegenerative disease with a variety of neuro-ophthalmic manifestations. This course reviews the afferent and efferent system manifestations of MS including optic neuritis, brainstem motility disorders, and nystagmus. Special attention is devoted to the evolving use of optical coherence tomography (OCT) as an indicator of visual dysfunction with optic neuritis as well as a surrogate biomarker for disease activity with MS.

Optometry and Women's Health

SUN :00 - 11:00 AM

COPE/CPC: 102128-SD

Speakers: McGhee

Room: San Francisco

This lecture outline offers an immersive and thorough exploration of the profound connections between a range of gynecological diseases and ocular health. It delves deep into the intricate connections between various common gynecological conditions, such as pregnancy, gynecological-related cancers (ovarian/uterine cancers), menopause, polycystic ovary syndrome (PCOS), autoimmune diseases, infectious diseases, gender transiting and their profound impact on ocular health.

Avoiding Drops in Glaucoma: SLT and Injectable Medications

SUN 10:00 - 11:00 AM

COPE/CPC: 96953-GL

Speakers: Gaddie

Room: New York

This course will look at the paradigm shift from multiple medications, side effects and cost to how we can utilize treatments which put the control and compliance in the doctors hands and reduce non compliance

Surgical Co-Management for the Primary Care OD

SUN 10:00 - 11:00 PM

COPE/CPC: 98741-PO

Speakers: Quint

Room: Chicago

This course explores the evolving role of optometrists in the surgical co-management landscape, highlighting best practices, patient-centered care strategies, and the latest advancements in surgical technology. Through real-world case studies, attendees will gain practical insights into effective collaboration with surgical teams, pre- and post-operative care protocols, and optimizing outcomes for a variety of procedures. Designed to enhance clinical confidence and competence, this lecture equips optometrists with the knowledge and skills needed to thrive in modern surgical co-management

Industry leaders in coverage¹

xiidra[®]
(lifitegrast
ophthalmic solution) 5%



Miebo[®]
(perfluorohexyloctane
ophthalmic solution)



Learn more at XIIDRA-ECP.COM
and MIEBO-ECP.COM

Reference: 1. Data on file. MMIT Portal, April 2025. Bausch & Lomb, Inc.

BAUSCH + LOMB

©2025 Bausch + Lomb MTB.0464.USA.25

VISUPRO

Introducing a new
category of lenses
that meets the
needs of emerging
presbyopes.

HOYA
FOR THE VISIONARIES

Visit us at **Booth 103** to learn more about
new technologies from HOYA or ask your
HOYA Business Consultant today!

INVISION



ADD US TO YOUR MUST READ LIST!



INVISION delivers 10 FREE issues a year and six eBulletins a week – all packed with fresh, business-boosting ideas eyecare pros need to succeed.

**SUBSCRIBE TO INVISION
CONTENT TODAY!**



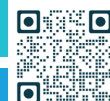
Step into your Visionary Career in 2026

A career with us provides you:

-  Competitive compensation
-  Comprehensive benefits
-  Continuing education opportunities
-  Vision-related perks
-  And more!



We have more than
700+ locations across a
network of 18 states.



Apply today at eyecare-partners.com/careers

VISIONARY CAREERS START HERE.



Para session grid

Dates		1. Lecture	2. Lecture	3. Lecture	4. Lecture	5. Lecture	Exhibit hall
D	Friday 02/20/2026	1:00 - 2:00	Be the Team Member You Wished You Worked With Gibb PM-0038-25 Empire A	10 Things That Make The Workplace Difficult and What To Do About It Lawrence PM-0091-25 Empire B	Preventing Diabetes & Diabetes Complications Chous ED-0060-25 Empire C		
E		2:00 - 3:00	Avoiding Redos Gibb Empire A	It is All in Your Head: What a Stroke Patient May Say About Their Vision Lawrence ED-0061-25 Empire B	You Deserve a Medal for Handling Patient Complaints O'Keefe Lincoln PM-0066-25 Empire C		
F	Exhibit Hall		Exhibit Hall Grand Opening - 2:45 pm - 4:00 pm Random Prize Drawings - Must be present to win				
G		4:00 - 5:00	Internet Sales and Your Office Gibb PM-0087-25 Empire C	Optical Dispensing Standards Lawrence OP-0050-25 Empire B	The Elderly: A Glimpse Into The Aging Eye O'Keefe Lincoln AP-0027-24 Chicago		2:45 - 7:15
H		5:00 - 6:00	Frame Selection and Styling Techniques Gibb OP-0017-25 Empire C		I Can't See: Troubleshooting RX Complaints O'Keefe Lincoln OP-0015-23 Chicago		
I	Exhibit Hall		Exclusive Exhibit Hall Session - 5:45 pm - 7:15 pm Craft Beer Tour in Exhibit Hall - 5:45 pm - 6:45 pm Random Prize Drawings - Must be present to win				
J	Saturday 02/21/2026	8:00 - 9:00	Put a Lid On It Lawrence ED-0021-25 Benton	Insurance Matters Gibb CW-0012-25 Van Horn	Managing Difficult Frame Fits Drake OP-0034-24 Empire C	Optical Jeopaordy O'Keefe Lincoln OP-0016-23 Fremont	
K	Exhibit Hall	9:00 - 10:00	Exclusive Exhibit Hall Session Random Prize Drawings - Must be present to win				
L		10:00 - 11:00	8 Steps That Will Elevate Your Team's Performance Schmidt PM-0044-24 Chouteau	Prism-Is it prescribed or is it Unwanted Drake OP-0048-23 Empire C	Visual Field Testing: How to get Good Results Lawrence PT-0022-25 Van Horn A/B	The Chronicles of Digital Devices and Their Relationship to CVS & DES O'Keefe Lincoln BP-0026-25 Fremont	9:00 - 2:15
M		11:00 - 11:30	How to Deal with Employees Who Don't Get Along Schmidt PM-0067-25 Chouteau	Front Office Success and Scheduling Strategies Gibb Empire C	Making the Sale Lawrence OP-0037-25 Van Horn A/B	Hug Your Patients O'Keefe Lincoln OP-0021-25 Benton	
N		11:30 - 12:00					

Dates		1. Lecture	2. Lecture	3. Lecture	4. Lecture	5. Lecture	Exhibit hall
O/P	Luncheon	12:00 - 12:45	Business Luncheon in Exhibit Hall 12:00 pm - 12:45 pm Dessert Bar Following Luncheon in Exhibit Hall				9:00 - 2:15
Q	Exhibit Hall	12:45 - 2:15	Exclusive Exhibit Hall Session - 12:45 pm - 2:15 pm Grand Prize Drawing - \$500 cash - Must be present to win				
R	Exhibit Hall						
S		2:15 - 3:15	CPR Workshop Kansas City Fire Department (limited to 8 registrants) Additional \$100 Messanine Terrace (beside registrarion)	Principles of Visual Assessment for Opticians and Technicians Drake RS-0014-24 Van Horn A/B	Ocular Anatomy: How the Eye Works Gurwood AP-0001-26 Benton	Round Table (limited to 30 registrants) Fremont Note: No CPC Credit	"Are You Okay?" Recognizing Warning Signs of Patient Mental Illness in Optometric Practice McGhee 102123-PB B Empire A/B
T		3:15 - 4:15	CPR Workshop Kansas City Fire Department (limited to 8 registrants) Additional \$100 Messanine Terrace (beside registrarion)			10 Ways to Lose a Patient and Not Even Know It Schmidt PM-0056-25 Fremont	Top 10 Common Misconceptions About Non- Compliant Patients McGhee 102125-GO B Empire A/B
U		4:15					
V	Sunday 02/22/2026	8:00 - 9:00	Optical Crosses: I Don't Get It! Schmidt OP-0041-24 Empire A	A Review of Contact Lenses from Application to Removal DeKinder CL-0034-25 Empire B	Communicating with the Dry Eye Patients Drake ED-0083-024 Empire C		
W		9:00 - 10:00	It Has Prism... YOU Do It! Schmidt OP-0022-24 Empire A	Multifocal Contact Lens Selection and Evaluation DeKinder CL-0035-25 Empire B			

Para class descriptions

Be the Team Member You Wished You Worked With

Fri 1:00 -2:00 PM

COPE/CPC: PM-0038-25

Speakers: Gibb

Room: Empire A

For a team to be successful every member needs to be productive in their own job and when we are busy with our own responsibilities it may be difficult to see the challenges our co-workers face. This course will explore ways to create mutually supportive dynamics between team members and how you can become the best colleague possible.

10 Things That Make The Workplace Difficult and What To Do About It

Fri 1:00 -2:00 PM

COPE/CPC: ED-0060-25

Speakers: Chous

Room: Empire B

This course for paraoptometrics will discuss the diabetes epidemic, common diabetes complications, and how we can guide our patients to help prevent both diabetes and vision loss.

Preventing Diabetes & Diabetes Complications

Fri 1:00 -2:00 PM

COPE/CPC: ED-0060-25

Speakers: Chous

Room: Empire C

This course for paraoptometrics will discuss the diabetes epidemic, common diabetes complications, and how we can guide our patients to help prevent both diabetes and vision loss.

Avoiding Redos

Fri 2:00 -3:00 PM

COPE/CPC: OP-0001-26

Speakers: Gibb

Room: Empire A

Redo's can be costly in more ways than just monetary. This course will explore ways the entire team can help in avoiding redo's and increasing patient satisfaction.

It is All in Your Head: What a Stroke Patient May Say About Their Vision

Fri 2:00 PM - 3:00 PM

COPE/CPC: PM-0066-25

Speakers: Lawrence

Room: Empire B

This course will discuss the different types of strokes and how they may affect the eyes and vision. What symptoms staff members need to look for and the questions they need to ask during the screening process. We will also cover the acronym B.E.F.A.S.T.

You Deserve a Medal for Handling Patient Complaints

Fri 2:00 PM - 3:00 PM

COPE/CPC: PM-0066-25

Speakers: O'Keefe Lincoln

Room: Empire C

Yes, there are days when we would rather be elsewhere because of complaints, but there is a way to turn the negative around. This course offers tips on how to troubleshoot patient complaints and the best ways to handle conflict resolution. We will look at the importance of making sure patients understand the technology that we are recommending for them in a language they can understand.

Internet Sales and Your Office

Fri 4:00 PM - 5:00 PM

COPE/CPC: PM-0087-25

Speakers: Gibb

Room: Empire C

Customers have options for buying eyewear, and unfortunately, they don't always stay with you. The ability to buy eyewear on the internet can be a convenient and affordable option for many, but it can also come with some risks and lack of personal service. How can you persuade your customers that what you can offer them is a better alternative to buying online? This course will explore ways to help customers understand the benefits of buying their eyewear from you.

Optical Dispensing Standards

Fri 4:00 PM - 6:00 PM

COPE/CPC: OP-0050-25

Speakers: Lawrence

Room: Empire B

Special Course Codes: CEE/TQ

This lecture covers testing and adjustments required before dispensing glasses. The lecture covers ANSI standards for spectacles verification. This lecture will use pictures and some instrumentation to demonstrate standards and quality

The Elderly: A Glimpse Into The Aging Eye

Fri 4:00 PM - 5:00 PM

COPE/CPC: AP-0027-24

Speakers: O'Keefe Lincoln

Room: Chicago

When assisting the elderly, ECPs can do a lot to help enhance their visual experience and improve the quality of life by providing optical solutions to their subjective complaints. The process begins by understanding the milestones and trip stone these patients have endured over time. And a little empathy goes a long way. This course also examines the top eye disorders the aging eye experiences and what we can offer to ease their visual discomfort.

Frame Selection and Styling Techniques

FRI 5:00 - 6:00 PM

COPE/CPC: OP-0017-25

Speakers: Gibb

Room: Empire C

Patients want to see well and look great. Proper frame selection can affect both of these things. This course will discuss techniques on frame recommendations based on prescription, face shape, and color.

I Can't See: Troubleshooting RX Complaints

Fri 5:00 - 6:00 PM

COPE/CPC: OP-0015-23

Speakers: O'Keefe Lincoln

Room: Chicago

The most frustrating part of the day can be when your patient walks in the dispensary and declares...I can't see! Let's turn this potential negative encounter into a positive and productive one. This interactive course is a fun, problem solving one that logically and methodically solves I Can't See complaints. We will look at real life complaints and the best ways to solve them. And investigate reasons why people return with problems and how we can prevent potential problems before they even occur. This course is ideal for the new Eye Care Professional and a great reminder for the more seasoned ones as well.

Para class descriptions

Put a Lid On It

Sat 8:00 -9:00 AM

COPE/CPC: ED-0021-25

Speakers: Lawrence

Room: Benton

This course teaches anatomy of the eyelid, functional issues with the eyelid, diseases of the eyelid and surgeries associated with the eyelid. It also covers how poor lid function can impact vision and contact lens wear. This lecture is a graphic pictorial of the eyelid and its function.

Insurance Matters

Sat 8:00 -9:00 AM

COPE/CPC: CW-0012-25

Speakers: Gibb

Room: Van Horn

Correctly coding and billing of insurance companies is of utmost importance to the financial wellbeing of a practice. This course will explore ways to implement policies and procedures to communicate with the patient between an encounter billed to their vision plan or their medical insurance. We will also explore the most commonly used modifiers, codes and when and how to correctly use them. Suggestions will also be made for how to make sure you are receiving best possible reimbursement.

Managing Difficult Frame Fits

Sat 8:00 -9:00 AM

COPE/CPC: OP-0034-24

Speakers: Drake

Room: Empire C

Being able to fit and adjust eyewear may appear to be simple, and it well could be, but not every dispenser has been able to master this particular art. This course will discuss the reasons that eyeglasses fit badly and some solutions for solving these challenges. Included in the discussion will be the fitting triangle, facial anatomical differences, sensitivities, prescription challenges with frames and certain materials, as well as individual preferences. Effectively being able to communicate with the patient will also be discussed.

Optical Jeopaordy

Sat 8:00 -9:00 AM

COPE/CPC: OP-0016-23

Speakers: O'Keefe Lincoln

Room: Fremont

This course is a direct take off of the well known game show Jeopardy. Each team will attempt to provide the correct question to the answer. Optical categories include, but are not limited to Sunsational Lenses, Lens Tech Talk, My Favorite PALS, Powerful Polarization, Anatomy, Anti-Reflective and Eye Disorders In Common! As each category answer is given, the moderator will explain, demonstrate or clarify the subject. Each team will be given points as correct questions are given. As each correct question is given the moderator expands on the subject and encourages conversation from the participants.

8 Steps That Will Elevate Your Team's Performance

Sat 10:00 -11:00 AM

COPE/CPC: PM-0044-24

Speakers: Schmidt

Room: Chouteau

This course is designed to help you differentiate your practice from the crowd. This program will enable practice leaders to develop their team, teach problem solving skills, and improve patient satisfaction. Learn how to give your team unique skills that will allow them to resolve issues, prevent problems and connect with your patients. Each attendee will receive guidance on how to evaluate the strengths and challenges of each team member.

Prism-Is it prescribed or is it Unwanted

Sat 10:00 -11:00 AM

COPE/CPC: OP-0048-23

Speakers: Drake

Room: Empire C

Sometimes prism is prescribed and sometimes it is not prescribed. This course will present information that includes both prescribed prism as well as unwanted prism and the effect on the wearer. The information will include basic prism as well as advanced prism. An understanding of basic prism would be helpful for the learner to comprehend the more advanced knowledge in this course. This course will be a more advanced level regarding prism.

Visual Field Testing: How to get Good Results

Sat 10:00 -11:00 AM

COPE/CPC: PT-0022-25

Speakers: Lawrence

Room: Van Horn A/B

This course will cover the purpose, need, and proper patient alignment for visual field testing. It will break down the types of visual field tests and when to use them. We will also cover the different measurements used to interpret the standard visual field.

The Chronicles of Digital Devices and Their Relationship to CVS & DES

Sat 10:00 -11:00 AM

COPE/CPC: BP-0026-25

Speakers: O'Keefe Lincoln

Room: Fremont

Once known as Computer Vision Syndrome (CVS), Digital Eye Strain (DES) has taken the forefront in today's world. CVS symptoms manifested using one computer station for an extended period of time. DES is a result of overusing computers, laptops, tablets and other digital devices. Overuse can cause eye strain, headaches and neck discomfort to name a few. This course looks at lens options, ergonomic recommendations and useful tips we can share with our patients/customers.

How to Deal with Employees Who Don't Get Along

Sat 11:00 -12:00 PM

COPE/CPC: PM-0067-25

Speakers: Schmidt

Room: Chouteau

Sometimes what you say and do can change everything. We will focus on identifying behaviors, searching for root causes, actions you can take to improve the situation and non-verbal clues to look out for in your team.

Para class descriptions

Front Office Success and Scheduling Strategies

Sat 11:00 -12:00 PM

COPE/CPC: PM-0005-26

Speakers: Gibb

Room: Empire C

The front office of your practice typically makes the first impression on your patients. It can be a place of great chaos at times or you can make it a place that functions efficiently and calmly. This course will explore ideas to help keep your front office functioning at a top performance level and providing a favorable impression for your patients.

Making the Sale

Sat 11:00 -12:00 PM

COPE/CPC: OP-0037-25

Speakers: Lawrence

Room: Van Horn A/B

This lecture will discuss the art of making a quality sale and how the entire staff can participate in the sale. We will discuss the atmosphere, product, and how to make a sale and the potential to make multiple sales. We will use scenarios and class participation to make the points.

Hug Your Patients

Sat 11:00 -12:00 PM

COPE/CPC: OP-0021-25

Speakers: O'Keefe Lincoln

Room: Benton

Consumers have more choices of where to receive their eyecare than ever before. Eyecare professionals must maintain a professional image and balance real life human feelings and encounters. We are no longer in a Product/Service Economy, we are in an Experience Economy. Optical arenas must appeal to patients while offering the ultimate experience. This course explores "out of the box" philosophies on patient care and tips on how to differentiate your practice from the rest. Come and join as we explore ways to hypothetically & metaphorically hug the patient while achieving astounding results.

CPR Workshop

Sat 2:15 -3:15 PM

COPE/CPC:

Speakers: Kansas City Fire Department

Room: Mezzanine Terrace
(beside registration)

Extra Fees: \$100

Enrollment: 0 / 8

This is the 1-hour hands on portion of the CPR course.

Attendees will earn CPR certification for health care providers. This course will require some online work to be done before coming to the event. Once you register, then you will be contacted and given a link for the virtual section of the course to be completed before attending the in person meeting.

At this in person session, you will spend part of the 1-hour course reviewing the online portion as well as perform the hands-on section of the course. This course is lead by members of the Kansas City Fire Department

Although there is no COPE credit for this course, attendees will earn BLS class certification for healthcare providers from the American Heart Association.

Please note: Discounts do not apply to this course

Principles of Visual Assessment for Opticians and Technicians

Sat 2:15 - 4:15 PM

COPE/CPC: RS-0014-24

Speakers: Drake

Room: Van Horn A/B

This course will introduce the participant to the principles of a visual assessment to include refraction, describing information gathered/history taking and the workflow process. Topics covered will include definitions, A&P, refractive errors, instrumentation, visual acuity, objective and subjective findings and binocular balancing.

Ocular Anatomy: How the Eye Works

Sat 2:15 - 4:15 PM

COPE/CPC: AP-0001-26

Speakers: Gurwood

Room: Benton

Discussion of the anatomy of the anterior and posterior segment of the eye. Presentation of the role ocular structures have in the physiology of vision.

Round Table

Sat 2:15 - 3:15 PM

COPE/CPC:

Speakers: Schmidt

Room: Fremont

Enrollment: 21 / 30

Note: No CPC Credit

This interactive course will give you invaluable feedback on your practice. Have you ever wanted a consultant or peer to give you clear direct feedback on one problem area within your practice? Wondering how other doctors handle employee situations? Could you be better organized? How does your practice compare to other like size practices? How could you improve? This course will give you the opportunity to share your questions, ideas, and concerns with a consultant and your peers in a structured environment. Come prepared to get and give information. E-mail questions prior to the course to Mary @EyeySystems. info, if you would like to maintain anonymity.

“Are You Okay?” Recognizing Warning Signs of Patient Mental Illness in Optometric Practice

Sat 2:15 - 3:15 PM

COPE/CPC: 102123-PB

Speakers: McGhee

Room: Empire A/B

Mental health conditions, including anxiety, depression, and substance abuse, are common and are the leading causes of disability worldwide. In addition, medical professionals often lack the time or background training to appropriately address mental health needs presented by patients in practice. A multidisciplinary approach, which includes optometry, offers a pragmatic method to deliver effective mental care to at-risk patients. In this interactive one-hour (1) course, the speaker will educate doctors on identifying mental illnesses and using interprofessional care strategies to support patients.

Para class descriptions

CPR Workshop

Sat 3:15 - 4:15 PM

COPE/CPC:

Speakers: Kansas City Fire Department

Room: Mezzanine Terrace
(beside registration)

Extra Fees: \$100

Enrollment: limited to 8 registrants

This is the 1-hour hands on portion of the CPR course.

Attendees will earn CPR certification for health care providers. This course will require some online work to be done before coming to the event. Once you register, then you will be contacted and given a link for the virtual section of the course to be completed before attending the in person meeting.

At this in person session, you will spend part of the 1-hour course reviewing the online portion as well as perform the hands-on section of the course. This course is lead by members of the Kansas City Fire Department

Although there is no COPE credit for this course, attendees will earn BLS class certification for healthcare providers from the American Heart Association.

Please note: Discounts do not apply to this course

10 Ways to Lose a Patient and Not Even Know It

Sat 3:15 - 4:15 PM

COPE/CPC: PM-0056-25

Speakers: Schmidt

Room: Fremont

In today's market, patients can be very demanding. If you are lucky, they tell you when you don't measure up. But if you're unlucky, they just walk away, without giving you the chance to succeed and they tell others. This course will allow you to assess your standard practices to ensure you are handling all the basics.

Top 10 Common Misconceptions About Non-Compliant Patients

Sat 3:15 - 4:15 PM

COPE/CPC: 102125-GO

Speakers: McGhee

Room: Empire A/B

This lecture aims to debunk 10 prevalent misconceptions surrounding non-compliant patients, shedding light on the complexities that underlie their behavior. From the assumption of deliberate defiance to overlooking underlying barriers, the session will explore the multifaceted nature of non-compliance in healthcare settings. By fostering a deeper understanding, healthcare professionals can develop more effective strategies

Optical Crosses: I Don't Get It!

Sun 8:00 - 9:00 AM

COPE/CPC: OP-0041-24

Speakers: Schmidt

Room: Empire A

How can you tell if your patient's lenses will work in their frame. Do you guess? Have you ever guessed wrong and had awful results? Take the time to learn the basic math steps and avoid any problems in the future. How can you be confident if you don't understand this basic step? We're here to help. Those who complete this course will learn math that will enable them to assess prescriptions with confidence.

A Review of Contact Lenses from Application to Removal

Sun 8:00 - 9:00 AM

COPE/CPC: CL-0034-25

Speakers: DeKinder

Room: Empire B

This one-hour continuing education course will include an overview of the design and fitting of soft, gas permeable, scleral, and hybrid contact lenses. Specific discussion will include lens selection, application to the eye, evaluation of the fit, over-refracting techniques, and lens removal for all lens designs.

Communicating with the Dry Eye Patients

Sun 8:00 - 10:00 AM

COPE/CPC: ED-0083-024

Speakers: Drake

Room: Empire C

Communication is key. If our patients don't understand, they are not as compliant. We've all heard that patient that describes symptoms of dry eyes and the misery that comes with this disease. Contact lens wear may be impossible for them, but general vision difficulties are also most common. This course will present some of the causes of dry eyes, and ways to discuss the management with those patients.

It Has Prism...YOU Do It!

Sun 9:00 - 10:00 AM

COPE/CPC: OP-0022-24

Speakers: Schmidt

Room: Empire A

There are so many misunderstandings about prism. Do you find yourself breaking out in a cold sweat when you see it cross your desk? If you understand the basics, you can better understand the big picture. Don't let prism intimidate you...attend this program and establish a lasting and loving relationship with prism.

Multifocal Contact Lens Selection and Evaluation

Sun 9:00 - 10:00 AM

COPE/CPC: CL-0035-25

Speakers: DeKinder

Room: Empire B

This one-hour continuing education course will focus on multifocal lens design and fitting for the presbyopic patient. A variety of lenses for the correction of presbyopia will be discussed highlighting lens designs and fitting tips for success. Lenses discussed will include soft multifocal lenses, hybrid multifocal lenses, corneal gas permeable lenses, and scleral multifocal contact lenses.



Trusted by **13,000+** eye care providers.

Chosen by you.

RevolutionEHR is transforming optometry practices nationwide.

Discover why we're the **#1 choice** for seamless, award-winning practice management.



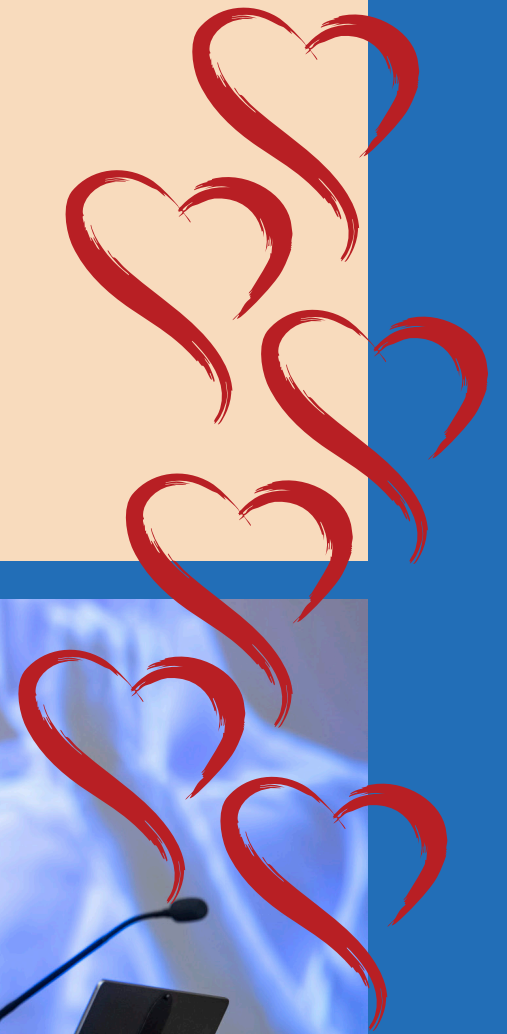
←
See the difference. Scan here to **schedule a demo**

“

We value the ongoing efforts you make to drive attendee traffic through the exhibit hall.



Faculty & speakers



2026 HOAECC speakers



Blake Cooper, MD

Dr. Blake Cooper is a board-certified ophthalmologist and retina specialist with more than two decades of experience in advanced retinal and diabetes-related eye care. He earned his medical degree from the Chicago Medical School and a Master of Public Health from Harvard T.H. Chan School of Public Health, followed by residency and retina fellowship training at Washington University in St. Louis. Dr. Cooper practices in the Kansas City area as Managing Partner of Retina Associates and serves on the Medical Leadership Board for Retina Consultants of America. A passionate advocate for diabetes care, he currently chairs the Eye Health Interest Group of the American Diabetes Association and is a former president of the Kansas and Missouri Chapter of JDRF.



Paul Chous, OD, FAAO

Dr. Paul Chous is a nationally recognized authority in diabetes eye care and patient education. He completed his undergraduate studies at Brown University and the University of California, Irvine, before earning his Master's degree and Doctor of Optometry degree from the University of California, Berkeley. Dr. Chous maintains a specialty private practice in Tacoma, Washington, focused on diabetes-related eye disease. He is the author of *Diabetic Eye Disease: Lessons From a Diabetic Eye Doctor*, named one of the "Top 12 Diabetes Books" by Diabetes Update. An editorial advisor to *Review of Optometry* and *Optometry Times*, Dr. Chous also serves as an Adjunct Professor of Optometry at Western University of Health Sciences. He has lived with type 1 diabetes since 1968.



Julie DeKinder, OD, FAAO

Dr. DeKinder is an Associate Clinical Professor at the University of Missouri–St. Louis College of Optometry and a recognized leader in contact lens education. She earned her Doctor of Optometry degree from Northeastern State University College of Optometry and completed a Cornea and Contact Lens Residency at UMSL. Dr. DeKinder serves as Director of Academic and Residency Programs, Chief of Contact Lens Services, and Coordinator of the Contact Lens Residency. Her clinical and teaching interests focus on advanced contact lens design and fitting. She is a Fellow of the American Academy of Optometry and lectures nationally on contact lens topics.



Diane Drake, ABOM, NCLEM

With more than 40 years of experience in the optical industry, Mrs. Drake is a highly respected educator and nationally approved continuing education speaker. She has lectured extensively for ABO, NCLE, COPE, Paraoptometrics, and JCAHPO audiences. Mrs. Drake previously owned and served as president of All About Eyes Vision Center in Griffin, Georgia, for more than 19 years. A licensed optician in Georgia, she holds advanced certifications and Master's designations in Ophthalmic Optics and Contact Lens Technology. She is a Fellow of the National Academy of Opticianry and is known for delivering practical, engaging education for optical professionals.



Ben Gaddie, OD, FAAO

Dr. Ben Gaddie is a nationally recognized optometrist, educator, and industry leader. He earned his Doctor of Optometry degree from the University of Alabama at Birmingham and completed a residency in ocular disease through Northeastern State University College of Optometry. Dr. Gaddie practices at Gaddie Eye Centers in Louisville, Kentucky, and is co-founder and Chief Technology Officer of Keplr Vision. A prolific author and speaker, he serves on multiple editorial boards and has held numerous leadership roles in organized optometry. Dr. Gaddie is also widely known for his advocacy efforts expanding patient access to high-quality eye care.



Joy L. Gibb, ABOC

Joy L. Gibb is a seasoned optical professional with nearly four decades of experience in practice management and opticianry. She currently serves as Practice Manager for Daynes Eye and LASIK in Bountiful, Utah, and consults with practices nationwide on dispensary performance, customer experience, and sales growth. Joy is particularly known for her expertise in complex prescriptions, progressive lenses, and pediatric eyewear. She contributes regularly to Vision Care Product News and has participated in the development of industry guides and educational publications.



Andrew S. Gurwood, OD, Dipl. FAAO

Dr. Andrew S. Gurwood is a Professor of Clinical Sciences and a highly sought-after lecturer in ocular disease. He serves as an attending optometric physician at The Eye Institute of the Pennsylvania College of Optometry and is a member of the clinical staff at Albert Einstein Medical Center. Dr. Gurwood has published and lectured extensively on anterior and posterior segment disease and serves on the editorial boards of numerous professional journals. He is a founding member of the Optometric Retina Society and the author of the textbook Primary Care of the Optic Nerve.



Shane Kannarr, OD

Dr. Kannarr is a primary care optometrist and owner of Kannarr Eye Care in Pittsburg, Kansas. A graduate of the University of Missouri–St. Louis College of Optometry, his practice places a strong emphasis on ocular disease management and specialty contact lenses. Dr. Kannarr has lectured both regionally and nationally and currently serves on the medical staff of two area hospitals. He has also acted as a principal investigator in multiple contact lens and pharmaceutical studies, with a particular interest in dry eye treatment.



Jackie O'Keefe Lincoln, ABOC

Jackie Keefe is a nationally recognized optical educator with more than 40 years of experience in the industry. Licensed in Virginia, she has authored, published, and presented numerous CPC, ABO, and NCLE courses on a wide range of optical topics. Jackie also serves as a course preparer for Quantum Optical and is known for her engaging, practical approach to optical education.



2026 HOAECC speakers



Lynn E Lawrence, CMSgt, USAF (ret), MSOL, CPOT, ABOC, COA, OSC

Lynn E. Lawrence is a nationally recognized lecturer, ophthalmic technician, and staff development specialist. He holds a Master's degree in Organizational Leadership and is the owner of See The Light Consulting, LLC, where he develops education, compliance, and training resources for eye care practices. A retired Chief Master Sergeant of the U.S. Air Force, Lynn spent 30 years overseeing global optical programs and ophthalmic technician training. He is an approved speaker for multiple national organizations and is known for delivering engaging, real-world education to clinical teams.



Melissa Magwire, RN, CDCES

Melissa Magwire is a nationally recognized leader in diabetes and cardiometabolic care with more than 30 years of clinical experience. A Master's-prepared Registered Nurse and Certified Diabetes Education and Care Specialist, she provides direct patient care focused on cardiovascular risk reduction. Melissa serves as Program Director for the Cardiometabolic Center Alliance and has authored more than 20 peer-reviewed publications. She contributes to national expert consensus documents and serves on multiple professional committees, bringing a practical, multidisciplinary perspective to diabetes management.



Leonard V. Messner, OD, FAAO, ABO

Dr. Leonard V. Messner is Vice President for Strategy and Institutional Advancement at the Illinois College of Optometry and a Professor of Optometry. He is internationally recognized for his research in neuro-ophthalmic disorders, concussion-related vision dysfunction, and retinal disease. Dr. Messner has authored more than 150 peer-reviewed publications and textbook chapters and serves on several advisory boards. A highly decorated educator, he has received numerous teaching and service awards and is widely respected for his contributions to optometric education and research.



Breanne McGhee, OD

Dr. Breanne McGhee is a clinical optometrist and nationally recognized speaker practicing in New Orleans, Louisiana. She earned her undergraduate degree from Xavier University of Louisiana and her Doctor of Optometry degree from Pacific University College of Optometry, where she received the Dean's Award for service and scholarship. Dr. McGhee completed a Family Practice Optometry residency and later earned a Fellowship in the American Academy of Optometry. She serves as a clinical adjunct professor and is active in organized optometry, with numerous publications and presentations to her credit.



Marc Myers, OD, FAAO

Dr. Marc Myer is an Attending Optometrist at the Coatesville Veterans Affairs Medical Center and an experienced educator with more than 20 years in continuing optometric education. A graduate of the Pennsylvania College of Optometry, he completed a primary care residency at The Eye Institute and serves as adjunct clinical faculty at Salus University. Dr. Myer is a Global Curriculum Fellow and contributes regularly to optometric publications and editorial review boards.



Andrew Morgenstern, OD, FAAO

Dr. Morgenstern is an accomplished clinician, researcher, and educator specializing in ocular trauma and refractive care. He earned his degrees from Boston University and Nova Southeastern University College of Optometry and completed clinical training at the Bascom Palmer Eye Institute. He currently works with the U.S. Defense Health Agency Vision Center of Excellence, researching eye injury and traumatic brain injury-related vision disorders. Dr. Morgenstern also serves as Director of the AOA Clinical Resources Group and is President and co-founder of the International Keratoconus Academy of Eye Care Professionals.



Eric Polk, OD, FAAO

Dr. Polk is the Clinical Director of the Washington University LASIK Center in St. Louis and an experienced lecturer in refractive surgery. He earned his Doctor of Optometry degree from the University of Missouri–St. Louis College of Optometry and has participated in multiple clinical studies related to refractive procedures. Dr. Polk currently serves as Education Director for the Heart of America Eye Care Congress and is known for translating complex refractive concepts into practical clinical insights.



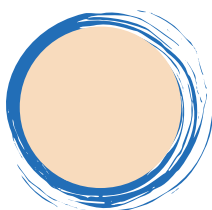
Jessilin Quint, OD, MBA, FAAO

Dr. Jessilin Quint is a nationally recognized optometrist, practice owner, and industry leader. She earned her undergraduate degree from Baylor University, followed by MBA and MS degrees from West Texas A&M University, and her Doctor of Optometry degree from Indiana University. Dr. Quint completed a residency in ocular disease with an emphasis on ocular trauma at the Illinois Eye Institute. She co-owns Smart Eye Care and Smart Dry Eye Center in Maine and serves as President of the Maine Optometric Association. She is a Fellow of the American Academy of Optometry and a board-certified diplomate of the American Board of Optometry.



Mary Schmidt, ABOC, CPO

Mary E. Schmidt is a highly respected industry consultant specializing in leadership development and staff training within eye care. With more than 40 years of experience, she has worked with hundreds of practices across the United States and Canada, training thousands of practice leaders and paraoptometric professionals. Mary is widely recognized for her engaging approach to leadership education and her passion for helping individuals exceed expectations. Vision Monday has named her one of the 50 Most Influential Women in Optical.



The Kansas City Fire Department



Exhibit hall craft beer tour

Featuring Sandhills Brewing Company out of Mission, Kansas. Attend the Poster Session for CE credit while sampling outstanding brew!



Friday Night
5:45 - 6:45 | Exhibit Hall

Eye doctors say:
**Greater than
80% water at the
surface* of the lens¹**



Contact lens wearers say:
All-Day Comfort²



Contact lenses that translate to all-day comfort²

Start the conversation with **Alcon WaterInnovations™ PRECISION1®** contact lenses.

Designed to deliver exceptional comfort²—even through long hours of screen time^{3†}

Formulated with greater than 80% water at the outermost surface^{1*}

Provides precise vision and dependable comfort, even at 16 hours²

*Based on in vitro measurements of unworn lenses.

†Based on digital device use for an average of 8.5 hours.

References: 1. Alcon data on file, 2019. 2. Fogt J, Patton K. Long day wear experience with water surface daily disposable contact lenses. *Clin Optim.* 2022;14:93-99. 3. Alcon data on file, 2022.



Get tips to make
patient conversations
more productive



Exhibitor information

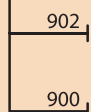
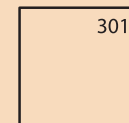
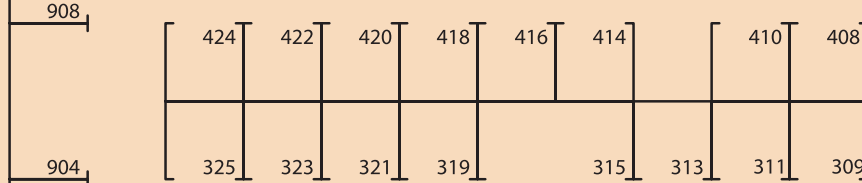
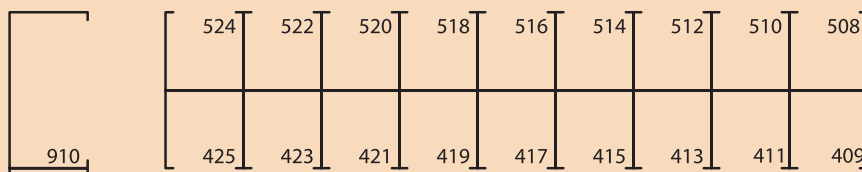
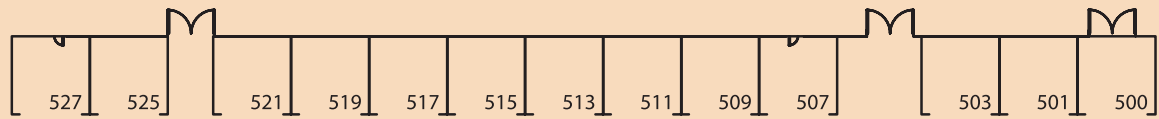
“

I really liked how you engaged the doctors with the exhibitors. Very well thought out and overall great conference.



2026 floor plan

Crown center exhibit hall



ENTRANCE

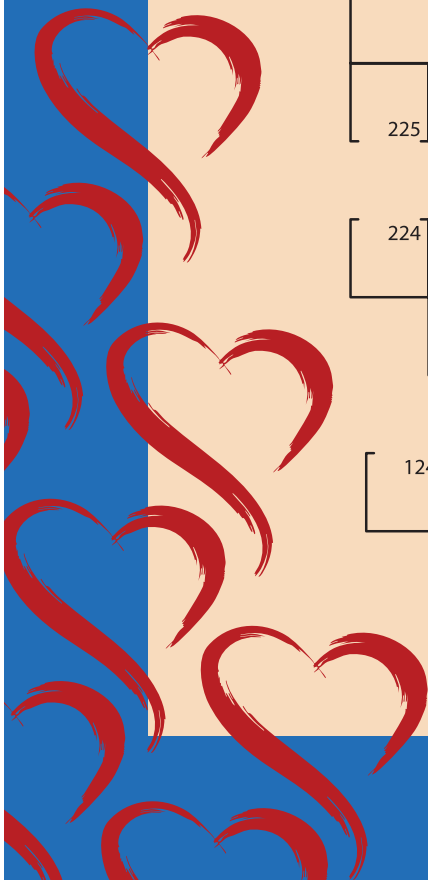
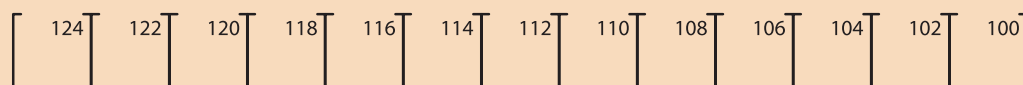
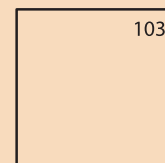
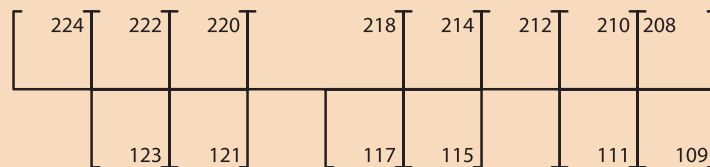
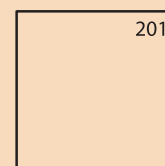
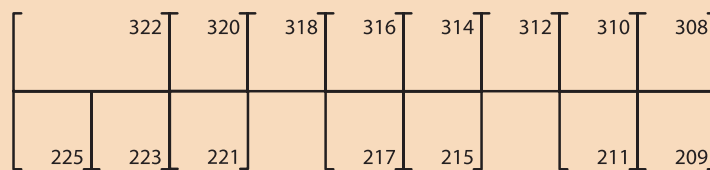


Exhibit hall vendors

ABB Optical Group

223

Since 1989, ABB Optical Group has been committed to helping eye care providers succeed and their patients thrive. As a leading distributor of major soft contact lens brands and a manufacturer of custom soft and gas-permeable lenses, ABB offers one of the most extensive portfolios of optical products in the industry. Serving nearly two-thirds of eye care professionals nationwide, ABB empowers practices to focus on patient care while providing the resources, products, and support needed to grow their business.

Contact: rtedlock@abboptical.com

AbbVie

314

Your Vision. Our Mission.

At AbbVie, we set our sights on a future where vision lasts a lifetime. With a legacy of more than 75 years in eye care, we are focused on preserving and protecting vision for patients around the world. We treat conditions from the front to the back of the eye, including glaucoma, ocular surface disease, and retinal diseases.

Contact: gabriel.eagleson@abbvie.com

Acquios Advisors®

208

Acquios Advisors® is a team of optometry industry veterans dedicated to helping practices start, grow, and thrive. With more than 200 years of collective experience, Acquios supports eye care practices in areas such as patient growth, operations, staffing, efficiency, revenue optimization, and succession planning—delivering insight that inspires confidence and opportunity.

Contact: tmerrigan@acquios.com

Adit

212

Designed and engineered for optometry practices, Adit is an all-in-one patient engagement and communication platform. Adit integrates VoIP, texting, email, online scheduling, patient forms, reviews, analytics, and payments into one seamless system to help practices improve efficiency, communication, and patient experience.

Contact: taryn@adit.com

AEG Vision

424

We are a caring community of local eyecare providers that improves the health of our neighbors, helping them see better and look their best, one patient at a time.

Contact: Pcarson@aegvision.com

Alcon

201

Alcon helps people see brilliantly. As the global leader in eye care with more than 75 years of heritage, Alcon offers the industry's broadest portfolio of surgical and vision care products. Serving patients in over 140 countries, Alcon partners with eye care professionals to enhance sight and improve quality of life.

Contact: jennie.salas@alcon.com

Exhibit hall vendors

Anagram

313

Anagram is the first purpose-built insurance-billing platform for eye care providers, combining software and tech-enabled services to simplify every step of the insurance workflow. Anagram solves insurance problems.

Contact: steve@anagram.care

Apellis

525

Apellis is a global biopharmaceutical company that leverages courageous science, creativity, and compassion to lead the development of therapies that target the complement system. Apellis is committed to addressing the unmet medical needs of patients and eye care professionals worldwide.

Aspex Eyewear

425

Aspex Eyewear is a global distributor of innovative eyewear and sunwear, serving over 50,000 accounts across 80 countries. Known for industry breakthroughs such as EasyClip® magnetic clip-on technology and the patented TurboFlex® 360° hinge, Aspex continues to set the standard for performance-driven eyewear design.

Contact: gpottecher@aspexeyewear.com

Audio Reading Service (Non-Profit)

119

This nonprofit service organization provides access to printed materials in audio format for individuals unable to read standard print due to vision loss, physical or learning disabilities, mobility challenges, or age. The organization is dedicated to improving access to information and lifelong learning.

Contact: mkehr@ku.edu

Avulux Migraine & Light Sensitivity Lenses

210

Avulux® develops advanced lenses designed to reduce light sensitivity for patients affected by migraines and neurological light sensitivity. Their patented technology selectively filters problematic wavelengths to improve comfort and visual function without altering color perception.

Contact: kdeluca@avulux.com

Barti Software

215

Barti Software delivers AI-powered EHR solutions designed specifically for eye care providers. As the first eye care EHR to deploy AI Scribe technology, Barti helps automate documentation and practice management, enabling clinicians to spend more time with patients and less time on administrative tasks.

Contact: marketing@barti.com

Bausch + Lomb

318

Bausch + Lomb is a global eye health company offering one of the most comprehensive portfolios in the industry. Its products span contact lenses, lens care, surgical devices, pharmaceuticals, over-the-counter solutions, and supplements—supporting eye care professionals and patients worldwide.

Contact: Ryan.hallam@bausch.com

Bio-Tissue 100

XXX

BQ Ergonomics LLC 118

XXX

Carl Zeiss Meditec USA, Inc, 109,111

ZEISS provides comprehensive solutions to diagnose, manage, and treat ophthalmic disease across glaucoma, retina, cataract, refractive, and comprehensive care. With innovations in optics, imaging, and data management, ZEISS supports eye care professionals in delivering exceptional patient outcomes.

Contact: cruz.buchanan@zeiss.com

Carl Zeiss Vision Inc. 413

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. As a company wholly owned by a foundation, ZEISS is rooted in and committed to responsibility in all its activities. As the pioneer of scientific optics, we continue to challenge the limits of human imagination. With our passion for excellence we create value for our customers and inspire the world to see in new ways.

Contact: kaitlyn.sharp@zeiss.com

Colors In Optics, Ltd. 416

Colors In Optics, Ltd. is a family-owned eyewear company with over 40 years of industry leadership. Known for innovative fabrication and vibrant color design, the company offers fashion-forward frames that blend craftsmanship, creativity, and quality across a diverse portfolio of brands.

Contact: celliot@cio-usa.com

Contamac 518

For more than 30 years, Contamac has manufactured advanced contact and intraocular lens materials. The company also offers educational resources and complementary products, including scleral lens application tools and daily eyelid hygiene solutions, supporting successful contact lens wear.

Contact: jess@contamac.com

Exhibit hall vendors

CooperVision

309

CooperVision is a global leader in contact lens manufacturing, offering a full range of soft and specialty lenses. With a strong focus on addressing complex vision challenges such as astigmatism, presbyopia, myopia management, and irregular corneas, CooperVision partners closely with eye care professionals worldwide.

Contact: LMuehlbach@coopervision.com

Costco

112

Membership based retail offering high quality goods and services at the lowest possible prices.

Contact: clopezx6@costco.com

David Spencer Eyewear

418

David Spencer Eyewear is an independent, Japanese, hand-crafted wholesale eyewear brand. Specializing in innovative shapes, materials, colors, and designs, the company provides distinctive, high-quality frames that empower eye care professionals to offer unique and memorable options to their patients.

Contact: Stacy@davidspencereyewear.com

Doctora

XXX

Dompé

319

Dompé is a global biopharmaceutical company dedicated to innovation in areas of unmet medical need. With a strong focus on ophthalmology, Dompé developed the first FDA-approved topical biologic for an ophthalmic indication, advancing treatment options for eye care professionals and patients.

Contact: Amber.shepard@dompe.com

Dr. Contact Lens

XXX

Elevate Eyecare

115

Elevate Eyecare is a doctor-led optometry group supporting independent practices through centralized business resources. By reducing administrative burden, Elevate allows optometrists to focus on patient care, clinical excellence, and professional growth while maintaining autonomy and work-life balance

Contact: sstclair@elevatemyeyes.com

eSight by Gentex Corporation

104

eSight is a leader in wearable assistive technology for people with low vision. The eSight Go device uses advanced digital imaging and OLED displays to enhance functional vision for individuals with conditions such as macular degeneration and diabetic retinopathy.

Contact: Roland.Mattern@gentex.com

Essilor Instruments USA

325

Essilor Instruments is a leading provider of diagnostic, exam room, and finishing equipment for eye care practices. Backed by EssilorLuxottica, the company offers comprehensive solutions, replacement parts, and service support designed to help practices operate efficiently and support long-term growth.

Contact: pcozzolino@premierop.com

Essilor Laboratories of America

323

Essilor Laboratories of America is a leading U.S. manufacturer of optical lenses, recognized for innovation in progressive, high-index, photochromic, and anti-reflective coated lenses. A pioneer in ophthalmic lens development, Essilor produces high-quality lenses under trusted brand names including Varilux®, Crizal®, Transitions®, Xperio UV™, and Eyezen™+, supporting eye care professionals in delivering exceptional vision solutions.

Contact: jesse.bradley@essilorusa.com

EssilorLuxottica Eyecare

322

EssilorLuxottica Eyecare is a Center of Excellence within EssilorLuxottica, a global leader in ophthalmic lenses, frames, and sunglasses. The organization supports optometrists with tools, resources, and advanced technologies designed to help practices thrive and deliver exceptional patient experiences. Through collaboration with leading retail brands, EssilorLuxottica Eyecare helps shape the future of optometry across North America.

Contact: CGOOD2@essilorluxottica.com

Europa Eyewear

419

Europa Eyewear is an independent, family-owned company committed to supporting eye care professionals. With a diverse portfolio of independent brands, industry-leading warranties, and guaranteed sell-through programs, Europa makes frame buying simple while delivering exceptional service and dependable results.

Contact: tstreul@europaeye.com

Eye Designs

209

The Eye Designs Group provides complete office design and merchandising solutions for eye care practices. Combining patented technologies with expert planning and design, the company creates ophthalmic environments that enhance efficiency, elevate patient experience, and support business growth from concept to completion.

Contact: mmartz@eyedesigns.com

Exhibit hall vendors

EyeCare Partners

317

EyeCare Partners brings together optometric and ophthalmic leaders to deliver comprehensive, high-quality vision care across the United States. Through experienced management, collaboration, and growth-focused partnerships, the organization supports providers in delivering exceptional patient outcomes.

Contact: murphyackerman@eyecare-partners.com

eyePromise

114

xxx

EYEXY

520

EYEXY supports the eye care industry with innovative solutions focused on enhancing practice performance and patient experience. The company partners with eye care professionals to deliver streamlined tools and services tailored to the evolving needs of modern practices.

Contact: tamara@eyexy.com

F&A Executive Group

501

F&A Executive Group provides fractional executive leadership and strategic direction for healthcare-related businesses. Through a flexible, high-level model, the firm helps organizations improve operations, drive sustainable growth, and prepare for successful transitions.

Contact: rhileman@faexecutiveservices.com

Glaukos

515

Glaukos is a global ophthalmic company dedicated to developing novel therapies that advance the standard of care. Through innovative technologies and treatment options, Glaukos expands clinical solutions and improves outcomes for patients worldwide.

Contact: cdonnelly@glaukos.com

GSRx

308

GSRx is an innovative optical supplier focused on helping independent eye care professionals succeed. By combining premium lens and coating technologies with competitive pricing and responsive service, GSRx delivers value-driven solutions that support practice efficiency and profitability.

Contact: jbehrhorst@gsrx.com

Hilco Vision

512, 514

Hilco Vision is a global eye care company offering a broad portfolio of products, including dry eye solutions, safety eyewear, diagnostic equipment, lab supplies, and accessories. Through trusted brands and a strong distribution network, Hilco Vision supports eye care professionals worldwide.

Contact: kate.matier@hilcovision.com

HOYA Vision Care

103

HOYA Vision Care partners with eye care professionals to empower visionaries around the world. With a focus on care, knowledge, and foresight, HOYA delivers advanced lens technologies while supporting global initiatives that expand access to quality vision care.

Contact: heather.padgett@hoya.com

I-deal Optics

414

I-deal Optics is a family-owned wholesale distributor of value eyewear and sunwear. Offering budget-friendly and insurance-compatible frame options, the company provides a convenient, one-stop solution to help practices meet patient needs while maximizing profitability.

Contact: lspells@i-dealoptics.com

Icare

509

Icare develops innovative diagnostic solutions for eye care professionals, including handheld tonometers and ultra-high-resolution widefield imaging systems such as EIDON and DRS. Its technologies support efficient, accurate assessment across a range of clinical environments.

Contact: stevekidwell@theeyeguy.net

ImageWear

412

XXX

INVISION Magazine

422

INVISION Magazine supports eye care professionals by delivering practical business insights and actionable strategies. Through its monthly publication and daily online content, INVISION helps practices grow, adapt, and succeed in a changing industry.

Contact: pete@smartworkmedia.com

Johnson & Johnson Vision

301

Johnson & Johnson Vision is dedicated to improving eye health through transformational innovation. Guided by its Vision Made Possible™ mission, the company advances material science and technology to help millions of people worldwide see and experience the world more clearly.

Contact: msallach@its.jnj.com

Kansas City Fire Department

XXX

The Kansas City Fire Department serves the community through emergency response, fire prevention, and public safety education. The department is committed to protecting lives and supporting community health through outreach and preparedness initiatives.

Contact: katee.schiming@kcmo.org

Exhibit hall vendors

Kansas City Free Eye Clinic

120

xxx

Kansas Optometric Association (KOA)

220

The Kansas Optometric Association represents and supports doctors of optometry through advocacy, education, and professional resources. KOA provides a unified voice for the profession while promoting access to high-quality vision care across Kansas communities.

Contact: todd@kansasoptometric.org

Kasperek Optical

415

Kasperek Optical is a family-owned wholesale distributor and manufacturer serving independent eye care professionals since 1978. Known for fast, friendly, and personalized service, the company provides eyewear and accessories designed to support a wide range of practice needs.

Contact: sarah@k-frames.com

Kering Eyewear

417

Kering Eyewear is a global leader in luxury eyewear, designing, developing, and distributing a curated portfolio of iconic brands. Through its innovative business model and brand ownership approach, Kering Eyewear delivers exceptional quality, craftsmanship, and design while redefining the luxury eyewear experience for eye care professionals worldwide.

Contact: juan.delgado@kering.com

LENZ Therapeutics

511

LENZ Therapeutics is a pharmaceutical company focused on commercializing innovative ophthalmic treatments. Its lead product, VIZZ™ (aceclidine ophthalmologic solution) 1.44%, is the first FDA-approved aceclidine-based eye drop for the treatment of presbyopia.

Contact: thalia@lenz-tx.com

LKC Technologies

320

For more than 35 years, LKC Technologies has helped clinicians integrate functional testing into routine eye exams. Its portable RETeval® ERG provides objective assessments for diabetic retinopathy risk and ganglion cell health to support glaucoma detection and monitoring.

Contact: rwinget@lkc.com

Luminos Pro

110

Luminos Pro is a medical wholesaler specializing in advanced light and laser technologies. The company provides a range of modern medical equipment focused on the clinical advantages of light-based solutions across multiple applications.

Contact: marketing@luminospro.com

MacuHealth

522

MacuHealth is a science-based eye health company focused on optimizing macular pigment for long-term visual performance and retinal protection. Its LMZ3® formulation delivers all three macular carotenoids in a clinically studied ratio, supporting contrast sensitivity, glare recovery, and overall visual function through advanced absorption technology. MacuHealth also offers tools to help eye care professionals assess risk, support preventive care, and enhance patient engagement.

Contact: mgoodyear@macuhealth.com

Mallinckrodt Pharmaceuticals

524

Mallinckrodt is a global specialty pharmaceutical company focused on developing and delivering therapies that address unmet patient needs. With expertise in autoimmune and rare diseases, the company is committed to advancing care through innovative, life-enhancing treatments.

Contact: brian.edwards@mnk.com

MD Elite

510

MD Elite delivers advanced IPL and radiofrequency technologies designed to treat ocular surface disease while supporting aesthetic procedures, lid lifting, and photobiomodulation. Its systems help practices expand treatment options and elevate patient care.

Contact: tracy@mdelitelaser.com

Medinsure USA INC

211

Medinsure USA is an insurance brokerage offering supplemental coverage solutions, including vision, hearing, dental, ACA, hospital indemnity, and small group health plans. Working alongside optometrists and practices, Medinsure helps patients access coverage that best fits their needs.

Contact: Trent@askmma.com

Midland Optical

900

Founded in 1955, Midland Optical provides high-quality eyewear products and services to eye care professionals nationwide. With a strong focus on technology, innovation, and customer support, Midland helps practices stay at the forefront of vision care solutions.

Contact: kclynes@midlandoptical.com

Missouri Optometric Association

519

The Missouri Optometric Association advocates for the advancement of optometry while educating and supporting its members. The organization works to protect patient access to high-quality vision care and promote the profession throughout the state.

Contact: moaed@moeyecare.org

MOREL Eyewear

420

Founded in 1880, MOREL is an independent, family-owned eyewear company known for authentic design and a comfort-first philosophy. Drawing on generations of craftsmanship and creative freedom, MOREL creates eyewear that inspires confidence and timeless style.

Contact: b.finley@morel.com

Exhibit hall vendors

NSU Oklahoma College of Optometry 116

Northeastern State University Oklahoma College of Optometry is recognized as a leading institution in the education of optometric physicians. Through progressive coursework in basic and clinical sciences, the college prepares students for excellence in primary eye care.

Contact: lattym@nsuok.edu

OASIS Medical Inc 503

OASIS Medical is a U.S.-based manufacturer and distributor of vision care solutions, serving the eye care industry for more than 37 years. As a privately owned company, OASIS Medical is committed to supporting and sustaining the eye care community for the long term.

Contact: tradeshows@oasismedical.com

OCuSOFT 521

XXX

ODs on Finance LLC 312

ODs on Finance is a financial community supporting more than 32,000 optometrists and practice owners. The organization provides free personal finance tools, practice management resources, CE opportunities, and exclusive discounts to help optometrists thrive professionally and personally.

Contact: admin@odsonfinance.com

Optical Training Institute 224

Optical Training Institute provides modern, career-focused training for opticians, optical technicians, and optical employers. Through accessible, self-paced programs grounded in real-world skills, OTI helps learners build confidence and job readiness while supporting employers with consistent, competency-based training aligned with today's optical industry needs.

Contact: Jessica@opticaltraining.com

Optikam Tech Inc 321

Optikam Tech is the manufacturer of the OptikamPad, a complete dispensing solution for eye care professionals. OptikamPad supports every stage of the eyewear dispensing process, helping practices deliver a streamlined and engaging patient experience.

Contact: sales@optikam.com

Optometric Aesthetics 517

Optometric Aesthetics focuses on delivering affordable medical devices that produce reliable clinical results. Designed to benefit both patients and practices, OA's solutions help expand services while contributing to increased revenue and strong return on investment.

Contact: info@optometricaesthetics.com

Optometric Architects 218

Optometric Architects brings more than 35 years of experience in architectural design for optometry and ophthalmology practices. The firm specializes in creating efficient office flow, trend-forward optical displays, and customized spaces that support productivity and growth.

Contact: rob.stensland@moderniowa.com

Optometry Giving Sight 113

Optometry Giving Sight is a global nonprofit dedicated to ending preventable blindness and vision impairment. Through sustainable programs and grants, OGS expands access to eye care services and education in underserved communities worldwide.

Contact: nikki.earich@givingsight.org

Optos 410

Optos develops ultra-widefield retinal imaging technology designed to help doctors detect and manage eye disease. Optomap® imaging captures up to 82% of the retina in a single image, supporting efficient diagnostics and enhanced patient care.

Contact: events@optos.com

Orasis Pharmaceuticals

xxx

OWP USA 315

OWP USA has provided German eyewear exclusively to independent eye care practices for over 78 years. Focused on color, style, and quality, OWP USA delivers distinctive collections designed to differentiate optical boards and support independent practices.

Contact: rflong1946@gmail.com

Phelcom Technologies 106

Phelcom Technologies applies physics, electronics, and computing to create portable, connected, and intelligent visual health devices. The company's mission is to make visual health more accessible through innovative, easy-to-use technologies.

Contact: gabriel@phelcom.com

Rinsada 214

Rinsada is a medical device company focused on advancing ocular surface hygiene. Its FDA-cleared irrigating eyelid retractor enables more complete ocular irrigation, supporting improved outcomes across dry eye, emergency, and occupational health settings.

Contact: Hello@rinsada.com

Exhibit hall vendors

Roya 108

Roya is a leading software and digital marketing company specializing in optometry-focused solutions. With a strong emphasis on emerging technologies, Roya delivers customized websites, SEO and AI optimization, paid advertising, reputation management, and performance tracking to help practices strengthen their digital presence and increase ROI.

Contact: dani@roya.com

Scope Health Inc. 121

XXX

Shamir Insight, Inc. 217

Shamir Optical Industry is a global leader in high-performance lens design and manufacturing. Committed to innovation and personalized service, Shamir partners with eye care professionals to deliver advanced optical solutions tailored to individual patient needs.

Contact: jjohnston@shamirlens.com

Steve Kidwell Ophthalmics 508

Steve Kidwell Ophthalmics provides advanced diagnostic and treatment technologies designed to elevate patient care and enhance practice performance. Its solutions help eye care professionals improve clinical outcomes while increasing practice efficiency and revenue.

Contact: stevekidwell@theeyeguy.net

Sun Pharma 906

Sun Ophthalmics, a division of Sun Pharma, delivers innovative ophthalmic products designed to address unmet treatment needs. The company partners with eye care professionals to support effective, patient-centered approaches to eye health.

Contact: jeffrey.gilbert@sunpharma.com

Tangible Science 516

Tangible Science develops innovative solutions that enhance specialty contact lens comfort and performance. Its Hydra-PEG® coating and complementary care products help reduce dryness, deposits, and fogging, improving overall patient satisfaction.

Contact: ryan@tangiblescience.com

Tarsus 102

Tarsus is a biopharmaceutical company focused on developing treatments for eye care conditions with significant unmet needs. Through innovative science and clinical expertise, Tarsus supports eye care professionals in delivering improved patient outcomes.

Contact: sgrove@tarsusrx.com

Teem **216**

Teem provides virtual assistant solutions tailored for healthcare practices. By supporting scheduling, documentation, and administrative tasks, Teem helps practices increase appointments, reduce operational burden, and improve both revenue and patient experience.

Contact: isabela.tarczewski@hireteem.com

The Optical Foundry **408**

Founded in 2002, The Optical Foundry is a collective of independent eyewear brands supported by Sayduck virtual try-on technology. Built on the motto Independence for Independents, the company empowers optical professionals with innovative tools and quality products.

Contact: shari.kuntz@ogjeyewear.com

Topcon Healthcare **409**

Topcon Healthcare is a digital health company advancing access and quality of care through innovative imaging and AI-powered solutions. Its Healthcare from the Eye™ strategy leverages ocular data to support earlier detection and improved disease management.

Contact: mschuler@topcon.com

Tura, Inc. **316**

Tura blends heritage, innovation, and craftsmanship to deliver premium eyewear collections. Known for distinctive design, superior comfort, and strong brand partnerships, Tura supports eye care professionals with products designed to drive loyalty and consistent sell-through.

Contact: bdunn@tura.com

UM-St. Louis College of Optometry **117**

The University of Missouri–St. Louis College of Optometry is dedicated to advancing eye and health care by educating future optometrists and vision researchers. Through excellence in education, residency training, and patient care programs, the college prepares graduates to serve communities nationwide.

Contact: novela@umsl.edu

UnitedHealthcare Vision **904**

UnitedHealthcare Vision partners with a nationwide network of eye care professionals to provide accessible, high-quality vision benefits. The organization is committed to helping people live healthier lives through comprehensive and affordable vision care coverage.

Contact: cassandra_pattison@uhc.com

Vance Thompson Vision **513**

Vance Thompson Vision is a nationally recognized ophthalmology practice specializing in advanced vision correction and eye care. With expertise in LASIK, refractive cataract surgery, glaucoma management, cornea care, and oculoplastics, the team is committed to setting high standards for clinical excellence and patient-centered care.

Contact: erin.dickes@vancethompsonvision.com

Exhibit hall vendors

Viatris™ 222

Viatris is a global healthcare company focused on expanding access to medicines and innovative health solutions worldwide. Through its Global Healthcare Gateway®, Viatris connects patients to essential treatments across all stages of life.

Contact: buck.bond@viatris.com

Virtual Vision Health 908

Virtual Vision Health delivers advanced, virtual reality-based diagnostic tools designed to transform eye care delivery. Developed in collaboration with Bascom Palmer Eye Institute, the Virtual Eye device offers a comprehensive suite of diagnostic tests in a comfortable, untethered format that enhances precision, accessibility, and patient experience.

Contact: cooper@virtualvision.health

Vision Source 324

Vision Source is North America's premier network of private practice optometrists. Dedicated to preserving independent eye care, the organization supports its members through shared expertise, personalized services, and collaborative resources that strengthen long-term practice success while delivering high-quality patient care to millions each year.

Contact: tatherton@visionsource.com

Visionix 507

Visionix designs and manufactures advanced diagnostic, screening, and lens-finishing technologies. With a legacy of innovation and integrated solutions, Visionix helps eye care professionals enhance both patient experience and practice performance.

Contact: stevekidwell@theeyeguy.net

VOSH International 225

XXX

VSP Vision™ 401

VSP Vision™ is a purpose-driven leader in vision care guided by optometrists. Serving millions of members nationwide, VSP supports private practices with programs, tools, and services designed to improve access, profitability, and patient outcomes.

Contact: allison.villa@vsp.com

Walman Optical 902

Walman Optical partners with eye care professionals to support business growth and high-quality patient care. Through its integrated divisions and services, Walman delivers solutions that help practices succeed in a competitive marketplace.

Contact: ERobson@walmanoptical.com

Walmart | Sam's club

221

Walmart Vision Centers and Sam's Club Optical are committed to making eye care accessible in communities nationwide. With over 3,000 vision centers across the U.S., the organization supports optometrists while helping patients live healthier lives through affordable, convenient care.

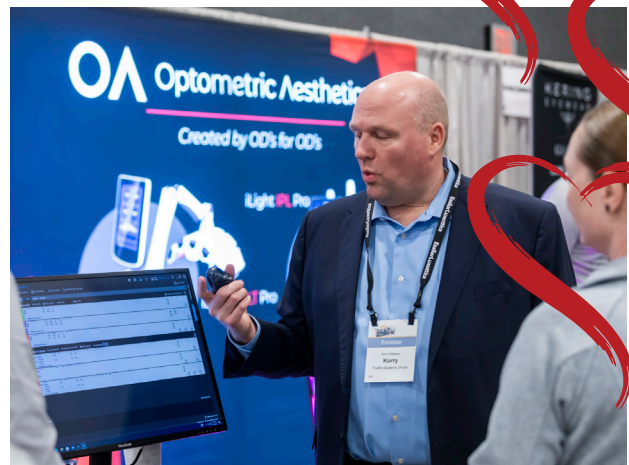
Contact: Andria.Tipler@walmart.com

WestGroupe

421

WestGroupe is a family-operated eyewear company with more than 60 years of industry experience. Focused on fashion-forward design and quality craftsmanship, WestGroupe delivers distinctive eyewear collections tailored to independent eye care practices.

Contact: ssoltis@westgroupe.com



65th Annual Heart of America Eye Care Congress Awards



Vision Service Award

Lynn E. Lawrence, CMSgt, USAF (ret), MSOL, CPOT, ABOC, OSC

Lynn Lawrence is a nationally recognized leader in ophthalmic care, staff development, and organizational excellence. He serves as a national lecturer and ophthalmic assistant at Mills Eye and Facial Plastic Surgery and is the owner of See The Light Consulting LLC, providing leadership training, staff development, and compliance education for medical offices.

He holds a Master of Science in Organizational Leadership, multiple professional certifications, and is a COPE-approved speaker. Lynn has lectured in 40 states, served as a keynote speaker at national conferences, and volunteered extensively with the American Optometric Association and SECO International. Following a distinguished 30-year career in the U.S. Air Force—where he achieved the rank of Chief Master Sergeant and held global leadership roles overseeing ophthalmic and optical programs—Lynn continues to advance the profession through education, mentorship, and service.

Lynn has presented 45 lectures at the HOAECC and is a valued partner of the Heart, supporting and advancing the education of our paraoptometrics.



OD of the Year

Jason Rogers, OD

Dr. Jason Rogers is a practicing optometrist in Overland Park and Gardner, Kansas. He earned a bachelor's degree in Mechanical Engineering from Kansas State University and received his Doctor of Optometry degree from Northeastern State University, joining what is now Drs. Hawks, Besler, Rogers, Stoppel and Hildebrand following graduation.

A long-standing advocate for patients and the profession, Dr. Rogers has served as Legislative Chairman for the Kansas Optometric Association since 2007. He played a key role in the passage of the Kansas Vision Care Services Act in 2014 and continues to support the Kansas Optometric Modernization Act to ensure scope of practice reflects current optometric education and training.

Dr. Rogers is a past President of the Kansas Optometric Association and has received numerous honors, including the Distinguished Service Award, Legislative Service Award, and Kansas Optometrist of the Year. He is a diplomate of the American Board of Optometry.

Dr. Rogers' efforts to expand the scope of practice have enabled the HOAECC to broaden the scope of courses offered to attendees to reflect advances in patient care. His continued work to keep the profession current is greatly appreciated by the HOAECC.

65th Annual Heart of America Eye Care Congress Awards



The Fontana Scholarship

John Luder

John Luder was born and raised in a western suburb of Kansas City. He graduated from Rockhurst High School in Kansas City, Missouri, in 2017, before attending the University of Kansas. During his time at KU, he was a dedicated athlete on both the cross-country and track teams for four and a half years. He earned his Bachelor's degree in Human Biology in 2021.

Currently, John is a fourth-year student at the University of Missouri-St. Louis School of Optometry, where he is set to graduate in May. Following his graduation, he plans to return to Kansas City to practice optometry alongside the doctors who inspired his journey into this field.

Outside of his academic and professional pursuits, John enjoys spending time with friends and family, as well as taking his dog on walks. As a lifelong Kansas City Chiefs fan, he is particularly excited to return home and begin the next chapter of his career in the area he holds dear.

Education Award Winners

Katelynn Edwards, OD (Dr. Larry Stoppel Award)

Diplopia as the Initial Manifestation of Metastatic ALK-Positive Lung Adenocarcinoma

Residency: Nova Southeastern University

Anna Beth Harris, OD

Beyond the Usual Suspects: Idiopathic Orbital Inflammatory Syndrome in a Pediatric Patient

Residency: Indiana University

Hannah Walleck, OD

Central Retinal Artery Occlusion Reveals Atrial Septal Defect and Factor V Leiden Mutation in Pediatric Patient

Residency: University of Missouri at St. Louis

Alexander Rief, OD, MS

Complications of residual rust rings: siderosis and other related manifestations

Residency: Northeastern State University - Oklahoma College of Optometry

Juliann Rados, OD

Compressive Optic Neuropathy: Not Always What Meets the Eye

Residency: Northeastern State University - Oklahoma College of Optometry

Incoming Presidential Address

My first experience with “the Heart” was in 1984. I was 9 years old. You want to know my favorite part of the weekend? The indoor/outdoor pool of course. My second favorite part? My dad, an optometrist, allowed me to attend a Melton and Thomas lecture with him. I very specifically remember we were seated at tables with a battery powered number pad in the center. It was an interactive lecture where the attendees could respond to multiple choice questions posed by the lecturers. I remember my dad allowing me to enter in my own answer on a question about glaucoma. As the answers were tabulated, I kept seeing the number of those choosing “A” were growing. There were a few “B’s” and even fewer “C’s” and there was exactly one “D”. That was mine. And apparently it was wrong. Really wrong. Wrong enough that Thomas suggested it; “looks like someone needs to go back and pay attention during school”. So, I did. I went to optometry school 14 years later and found it was even more humiliating to pay a lot of money to turn in wrong answers!

Fast forward to 2019, when I was asked to serve on the board of “the Heart”. I couldn’t wait to get started. I was quickly brought into the fold by the more seasoned members of the board. I was excited about the opportunity to give back to the community of optometry that had grown so dear to my heart. And then COVID hit. That is when I really saw the community of optometry come together. We made the very difficult decision to move forward with the congress in 2020 and we did it the right way. I witnessed a group of optometrists put their heads together and work to find a way to offer education, innovation and even camaraderie during a time we were all stranded on an island. So much uncertainty, and yet so much resolve to making sure that the show must go on

After eight years on the board, I can truly say the community of the heart is stronger than ever. We have proven we are able to adapt. And I’m sure we will continue to change when necessary. But there are realities that remain constant. This community is better when we come together. It is better when we commit to lifelong learning in an environment where we are held accountable. It is better when we engage one another face to face and eye to eye. It is better when we see the strength in our numbers and feel the electricity in the air that comes in that first session of the weekend. That is what “the Heart” is about, and I am so grateful to be its steward this coming year. You can be sure I do not take this position lightly and will do everything I can to make sure you are glad you took the time and effort to be a part of this great event. You, the attendees, are the heartbeat of “the Heart”. We are so glad you are here.

Jeff Gamble, OD
Incoming President



“

I loved ... being able to visit with students in addition to my practicing providers. The convention had a lot of positive energy in it.



Hotel information



Hotel

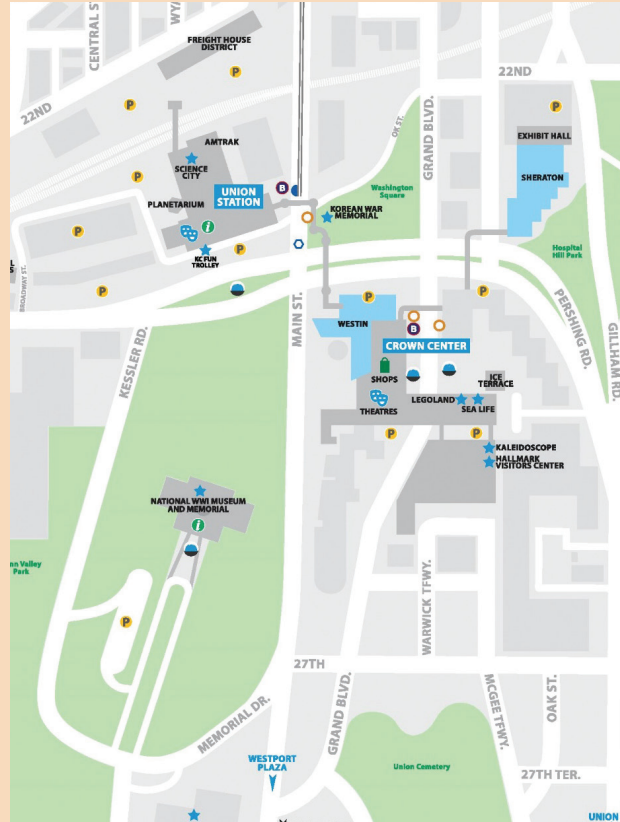
Sheraton Kansas City Hotel at Crown Center

Address

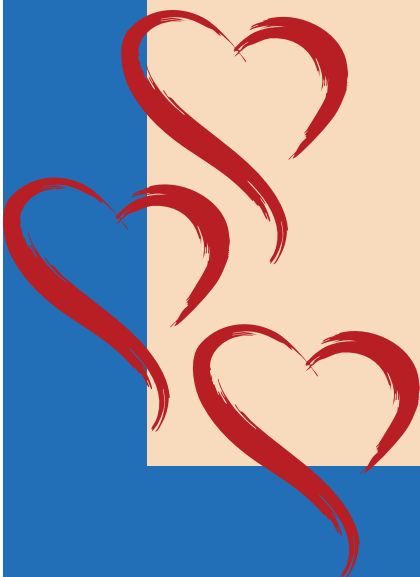
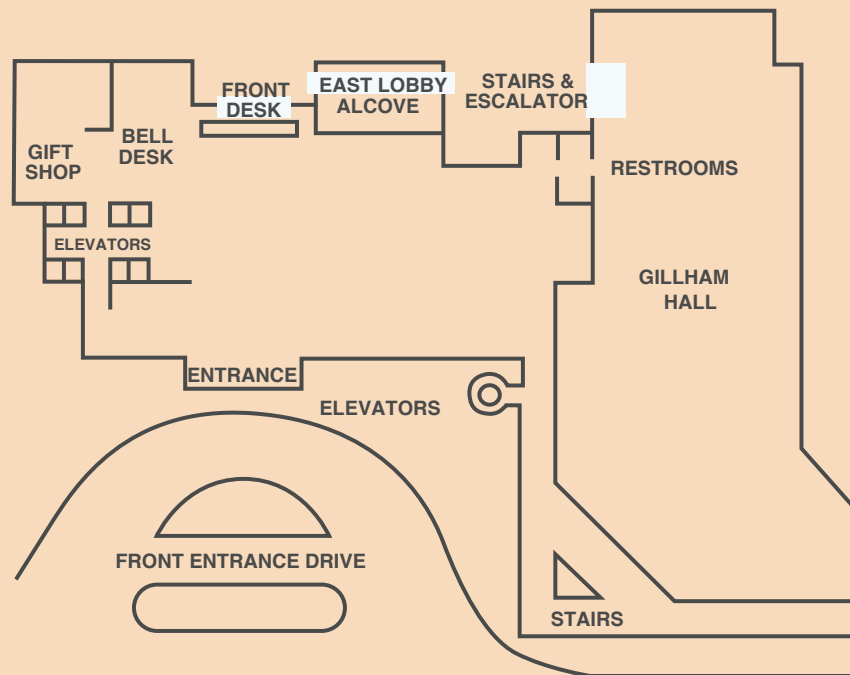
2345 McGee St,
Kansas City, MO 64108

Hotel information

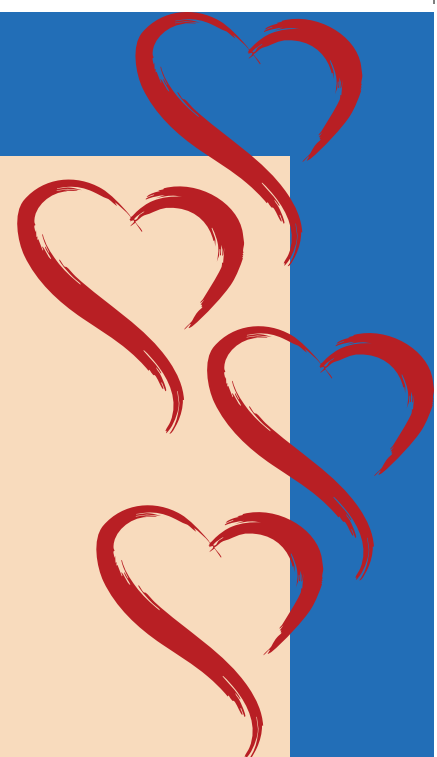
The contemporary rooms feature flat-screen TVs, mini fridges and Wi-Fi (fee). Suites add separate sitting areas. Club-level rooms provide access to a lounge with free snacks and drinks. Children age 17 and under stay free with a parent. There's a colorful cafe, an Italian restaurant and a pub. Other amenities include a fitness center and over 42,000 sq ft of event space, as well as a heated outdoor pool and a whirlpool.



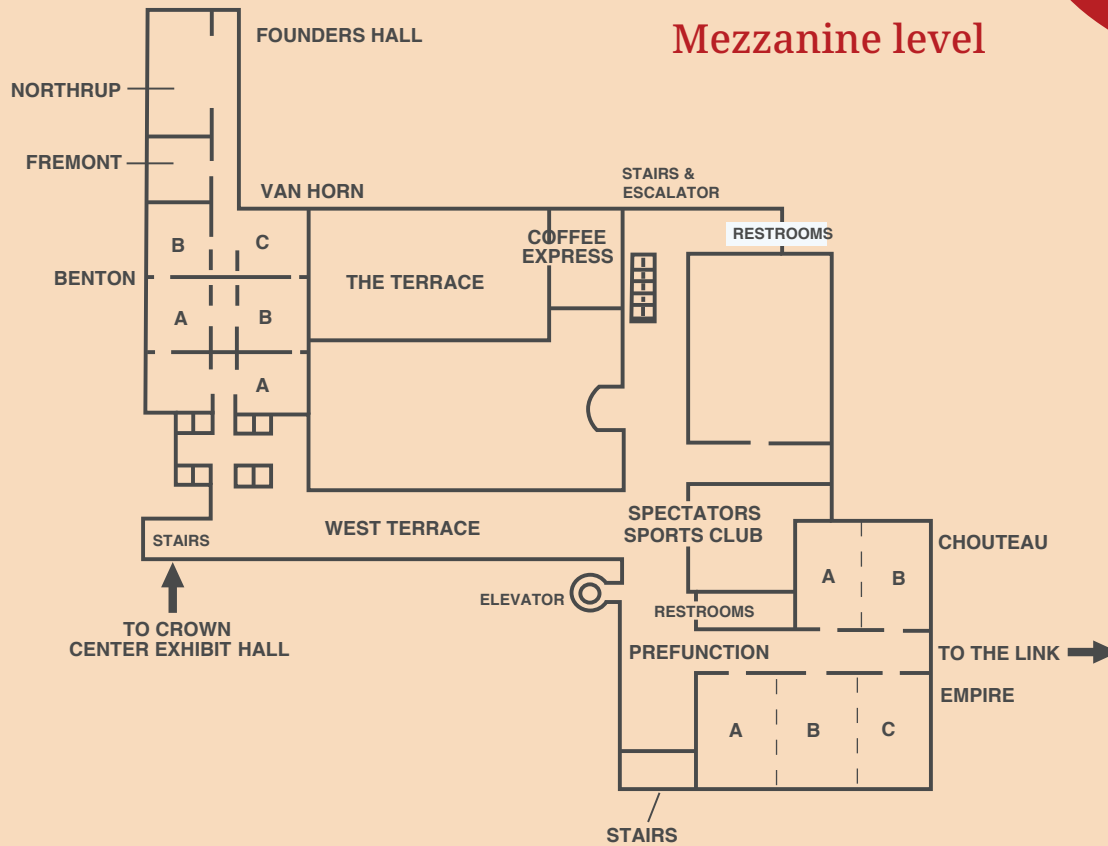
Lobby level



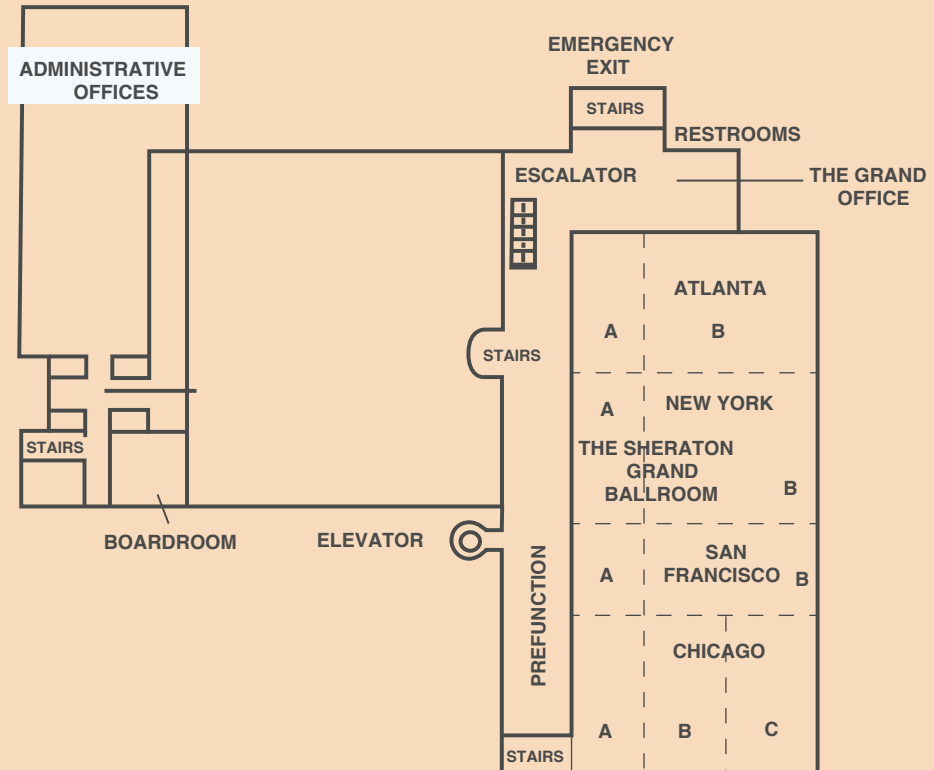
Hotel map



Mezzanine level



Ballroom level



Local attractions and fun

The Crown Center and Crossroads Districts are home to amazing attractions, restaurants for every taste, and unique shopping.



Attractions

Union Station

Union Station Kansas City—a 501(c)3 non-profit organization—is a 104-year-old historical landmark and celebrated civic asset renovated and reopened to the public in 1999. Recently awarded “Favorite Attraction”, “Favorite Family-Friendly Attraction”, “Favorite Historic Attraction” and “Best of KC”, the organization—dedicated to science education, celebration of community and preservation of history—is home to Kansas City’s internationally-awarded Science City—powered by Burns & McDonnell; the new Arvin Gottlieb Planetarium; the Regnier Extreme Screen Theatre; the popular Model Railroad Experience; City Stage featuring live theater, and a selection of unique shops and restaurants.

Legoland

Enjoy the ultimate indoor LEGO® playground and surround yourself millions of LEGO Bricks at Legoland Discovery Center. Take flight on Merlin’s Apprentice, blast skeletons on the Kingdom Quest ride adventure, see your favorite characters on LEGO 4D Theater and build epic LEGO creations alongside master builders.

Sea Life Aquarium

Voyage into jaw-dropping underwater worlds only at SEA LIFE Kansas City. Escape into a 180-degree underwater tunnel, come face to fin with sharks and rescued sea turtles, touch a sticky anemone and explore over 12 breathtaking exhibits all at Kansas City’s only aquarium.

National WWI Museum

The National WWI Museum and Memorial is America’s leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. Designated by Congress as America’s official World War I Museum and Memorial and located in downtown Kansas City, Mo., the National WWI Museum and Memorial inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations.

The Nelson-Atkins Museum of Art

Discover the power of art and spirit of the community at the internationally recognized Nelson-Atkins. Add free admission, an Italian courtyard-inspired restaurant, tax-free shopping and friendly, knowledgeable staff to make this your favorite destination, too.

18th & Vine / Negro Leagues Baseball Museum.

Kansas City’s historic jazz district is home to legendary smoked meats, the stellar Negro Leagues Baseball Museum and celebrated live music clubs. It’s this combination of barbecue, baseball and bebop jam sessions that melds together for one sweet melody.



Dining

Pierponts at Union Station

Posh classic with high ceilings & a mahogany bar pairs prime steaks & seafood with a vast wine list.

\$\$\$ Fine dining restaurant
30 W Pershing Rd. In Union Station
816-221-5111

Jack Stack BBQ

Bustling, local Kansas City chain known for its vast barbecue menu including steak, seafood & more.

\$\$ Barbecue restaurant
101 W 22nd St #300, Kansas City, MO 64108
816-472-7427

Manny's Mexican Restaurant

Veteran destination for Mexican eats & margaritas amid colorful, bustling atmosphere.

\$\$ Mexican restaurant
207 Southwest Blvd, Kansas City, MO 64108
816-474-7696

The Rockhill Grill

A sophisticated destination offering American plates & inventive cocktails in stylish surrounds.

\$\$ American restaurant
2000 Grand Blvd, Kansas City, MO 64108
816-389-5800

Midred's Food and Drink

Laid-back cafe serving espresso drinks & breakfast & lunch sandwiches, plus salads.

\$\$ Cafe
1901 Wyandotte St, Kansas City, MO 64108
816-471-1155



Shopping

Crown Center

Eclectic shops, restaurants and family-friendly attractions; there's something for everyone at Crown Center. Anchored by Hall's Kansas City, the premier fashion destination. Other stores include Toy Time, The Crayola Store, Best of Kansas City and Amy's Hallmark.

Crossroads Neighborhood

Distinctively homegrown entrepreneurs fill boutiques and shops with an array of treasures like imported furniture, runway fashions, letterpress note cards, hand-crafted jewelry & exotic plants. Search the list at kccrossroads.org.

Home Town Pride

Kansas City is known for hometown pride and local retailers provide many options to shop from local makers and artists. Visit Shop Local in Crown Center or Made in KC at one of their many area locations. Or browse one of the unique shopping districts close including The Village at Briarcliff, Zona Rosa, Corinth Square, or Brookside.

Country Club Plaza

This 15-square-block outdoor shopping and entertainment district is filled with romantic Spanish architecture, European art and dazzling fountains.



Heart of
America
Eye Care Congress

65th Annual HOAECC