



NOVEMBER 7-9

How will YOU 5 get there!

How will you:

Grow your practice?
Prepare for health care reform?
Make sure you get paid?

Monterey Symposium will give you all of the tools you need to do this and more!





You're glaucoma certified — Now what?

Monterey Symposium's glaucoma courses will help you navigate issues with coding, getting paid and other barriers to utilizing your hard-earned glaucoma certification.





PREMIER PROGRAM

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consultant from

any one of the

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The California Optometric Association (COA) is proud to present Monterey Symposium 2014, an intimate conference ideal for learning. Set in beautiful Monterey, CA, this year's conference is the place to discover new tools and techniques that will help you prepare for some big health care changes.





Access class handouts before you go!

Class handouts will be available online after August 15, 2014.

Visit www.montereysymposium.com to download class handouts for OD and paraoptometric courses. There will be no handouts distributed at the classes and no print stations onsite.

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

Monterey Symposium 2014 Sponsors



THANK YOU TO OUR 2014 SPONSORS!

As the largest state optometric association in the nation, COA expresses its highest gratitude to our Champion Supporters and Monterey Symposium sponsors for their generous support. In addition to sponsorship, their industry-leading products and services make it possible for doctors to practice optometry at the highest possible level. Thank you for making optometry stronger, better and more visible! (For the most updated list of sponsors, visit www.montereysymposium.com.)

COA Champion Supporters





Silver Sponsor















Education Supporter



EXHIBIT HALL HOURS

Friday, November 7, 2014 11:30 AM - 3:30 PM Saturday, November 8, 2014 11:30 AM - 3:30 PM

For an up-to-date list of exhibitors and map of the 2014 Exhibit Hall, visit www.montereysymposium.com.

Follow us...



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Monterey Symposium Exhibit Hall



Food For Thought Series



Monterey Symposium 2014 presents a series of morning and evening sessions hosted by industry leaders. Enjoy a hot morning breakfast or plated dinner while gaining an inside track on the newest services and products available. Make sure you designate which session(s) you'd like to attend on your registration form as seating is limited. Please see the program grid schedule for sessions.

Michael Arnell, OD Mile Brujic, OD, FAAO Scott Daniels Pinakin Davey, OD, PhD, FAAO Jimmy Jackson, OD, MS, FAAO Steven Ferrucci, OD, FAAO Milton Hom, OD, FAAO, FACAAI (Sc) Jimmy Jackson, OD, FAAO Anne-Marie Lahr, OD Richard McCoy, BA, LDO, ABOC, NCLEC, FNAO Robert Prouty, OD, FAAO Jeffrey Restuccio, CPC, CPC-H, MBA Jeffrey Walline, OD, PhD, FAAO Stephanie L. Woo, OD, FAAO, Fellow of the Scleral Lens **Education Society**



Speaker bios can be viewed online at www.montereysymposium.com or on your phone using the above QR code.

Education Program Information



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

TPA Therapeutic Pharmaceutical Agent TPG TPA with approval to treat Glaucoma

TLG TPA with approval to perform Lacrimal Irrigation and Dilation and treat Glaucoma

Other Other

PM Practice Management (No credit in CA)

OD course approvals

The Monterey Symposium 2014 continuing education program has been submitted to COPE. If you are licensed outside of California, most state boards of optometry accept COPE-approved courses toward credit for licensure renewal.

Do not assume that courses you register for are approved. Please note that COPE courses do not include CEEs. COA will not be responsible for courses that are not approved by COPE.

Paraoptometric Education Program Information

The Monterey Symposium 2014 paraoptometric continuing education program has been submitted to ABO (American Board of Opticianry) / NCLE (National Contact Lens Examiners) and the AOA Commission of Paraoptometric Certification (CPC). Do not assume that courses you register for are approved. COA is not responsible for courses that are not approved by ABO / NCLE or CPC. You will need to complete the appropriate form and submit it to ABO/NCLE or the CPC.

For an updated listing of approved courses, please visit www.montereysymposium.com.

Exhibitors List



Exhibitors

ABB Optical Group, formerly ABB CONCISE

Abbott Medical Optics

Alcon

Allergan

Alpha Viana Inc.

Altair Eyewear

Bank of America Practice Solutions

Blue View Vision

Bruder Healthcare Company

Cal Coast Ophthalmic Instruments, Inc.

California Board of Optometry

California Optometric Association

Carl Zeiss Meditec

Carl Zeiss Vision

Chemistrie Eyewear

ClearVision Optical

Coburn Technologies

CooperVision, Inc.

Demandforce

Diopsys

Eschenbach Optik

Essilor Instruments USA

Essilor Laboratories of America

Essilor of America

Eye Care and Cure

Eye Designs Inc.

Eyefinity

EyeMed Vision Care

Fashion Optical Displays

Freedom Meditech Inc.

Fresnel Prism & Lens Co

Genzyme

Good-Lite Company

GPN

Heartland Payment Systems

EXHIBIT HALL HOURS

Friday, November 7, 2014 11:30 AM - 3:30 PM

Saturday, November 8, 2014

11:30 AM - 3:30 PM

Heidelberg Engineering

Hoya Vision Care

iMatrix

Konan Medical USA

Liquid EHR

Lombart Instrument

Marchon Eyewear

Marco Ophthalmic, Inc.

Marcolin USA

Marshall B. Ketchum University

Mercer

Modern Optical International

Morel

My Vision Express

Nordic Naturals

Nuskin Nutraceuticals

Ophthalmic Instruments, Inc.

Optelec US, Inc.

OPTOS Inc.

Optovue, Inc.

Practice Concepts

Practice Consultants

Primary Eyecare Network

ProDesign Denmark

Quantel Medical

Revolution EHR

Santinelli International Inc.

Shamir Insight Inc.

Silhouette Optical

Smith Optics

Solutionreach

Synemed

SynergEyes, Inc.

TelScreen

TTI Medical

Unilens Corporation

Vision One Credit Union

Vision West, Inc.

Vistakon, Inc.

VSP Optics Group

voi Oplica Oloup

VSP Vision Care

Walman Optical Company

Warren G. Bender Co.

Wells Fargo Practice Finance



Visit us at Booth 607

eye Med



eyemed.com

Course Information



COLOR KEY:

OD Courses

Paraoptometric Courses

OD & Paraoptometric Courses

Friday, November 7, 2014

TIME	SESSIONS		
6:45 AM - 7:45 AM	FFT 1 - Breakfast Course A New Standard for Color Lenses: Introducing AIR OPTIX® COLORS Contact	FFT 2 - Breakfast Course Prime your Practice for Growth Sponsored by CooperVision	
	Lenses	Michael Arnell, OD	
	Sponsored by Alcon	Michael Ariell, OD	
	Speaker TBD		
8:00 AM - 9:40 AM	100 - InfantSee Examination Other	101 - Anterior Segment Assault:	
	COPE# 41621-FV	Treating Common and Uncommon Conditions TPA	
	Jeffrey Walline, OD, PhD, FAAO	COPE# 41603-AS	
		Mile Brujic, OD, FAAO	
10:00 AM - 11:40 AM	102 - Myopia Control Other	103 - Ulcers and Infiltrates TPA	
	COPE# 32050-GO	COPE# 41067-AS	
	Jeffrey Walline, OD, PhD, FAAO	Milton Hom, OD, FAAO, FACAAI (Sc)	
11:30 AM - 3:30 PM	EXHIBIT HALL		
3:00 PM - 3:50 PM	104 - Everything You Never Wanted to	105 - Blue Light Special	
	Know about the Mites that Live, Eat, and	ABO Approved/Technical/Basic	
	COPE# 40069-AS	Anne-Marie Lahr, OD	
	Milton Hom, OD, FAAO, FACAAI (Sc)		
3:00 PM - 4:40 PM	106 - Maximizing Optometry Practice Revenue through Accurate Coding and Billing PM		
	COPE# 41672-PM		
	Jeffrey Restuccio, CPC, CPC-H, MBA		
4:00 PM - 4:50 PM	107 - The forgotten Connection: Diabetes and Dry Eye TPA		
	COPE# 41608-SD		
	Milton Hom, OD, FAAO, FACAAI (Sc)		
4:00 PM - 5:40 PM	108 - Ophthalmic Troubleshooting: What to do when a Patient is Unhappy with his New Glasses		
	Anne-Marie Lahr, OD		
5:00 PM - 5:50 PM	109 - Enhancing Patient Outcomes through Advanced Technology Other	110 - Generic vs Branded Pharmacotherapy Making the Best Choice TPA	
	COPE# 40323-GO	COPE# 40067-PH	
	Pending ABO Approval AOA CPC # 40323-GO	Pending ABO Approval AOA CPC # 40067-PH	
	Mile Brujic, OD, FAAO	Milton Hom, OD, FAAO, FACAAI (Sc)	

Friday, November 7, 2014 (continued)

TIME	SESSIONS
6:30 PM - 8:00 PM	Welcome Reception
7:00 PM – 8:00 PM	FFT 3 - Dinner and Education Successful Strategies for Practice Transitions: Buying, Selling and Partnering Sponsored by Practice Concepts & Bank of America Practice Solutions
	Scott Daniels, Practice Concepts

Saturday, November 8, 2014

TIME SESSIONS				
6:45 AM - 7:45 AM	FFT 4 - Breakfast Course Therapeutic Considerations for Management of Patients With Chronic Dry Eye Sponsored by Allergan Mile Brujic, OD, FAAO FFT 5 - Breakfa A Simple Appro Irregular Corne and Flexlens Al Correction) cust Sponsored by A Walman Comp Stephanie L. With		roach to Fitting the ea with Atlantis GP Scleral ARC (Atypical Refractive stom soft lens X-Cel Contacts — A	
8:00 AM - 8:50 AM	200 - Innovations in Glaucoma Surgery: Do They Live up to Their Hype? TPG COPE# 33298-GL Robert Prouty, OD, FAAO	201 - Fill in the Pending ABO Approval Mile Brujic, O	e Blank & AOA	202 - Gas Permeable Toric Lenses Other COPE# 41619-CL Jeffrey Walline, OD, PhD, FAAO
9:00 AM - 9:50 PM	203 - Controversies in the Basic Glaucoma Evaluation TPG Pending COPE Approval Robert Prouty, OD, FAAO	204 - Allergy, Both? TPA COPE# 34713 Milton Hom, C FACAAI (Sc)	3-AS	205 - Seeing Glaucoma as More Than Just High Pressure ABO Approved/General Knowledge Pending AOA Approval Mile Brujic, OD, FAAO
10:00 AM - 10:50 AM	206 - Ocular Allergies: Scratching the Surface ABO Approved/Technical/Basic Pending NCLE & AOA Approval Mile Brujic, OD, FAAO			
10:00 AM - 11:40 AM				
11:30 AM - 3:30 PM	EXHIBIT HALL			
3:00 PM - 3:50 PM	209 - Corneal Reshaping Other COPE# 41618-GL Jeffrey Walline, OD, PhD, FAAO	210 - Virtual from the Trend COPE# 40039 Mile Brujic, O	ches TPA P-AS	211 - The Optician in the Medical Model ABO Approved/General Knowledge/Basic Richard McCoy, BA, LDO, ABOC, NCLEC, FNAO

Saturday, November 8, 2014 (continued)

TIME	SESS	IONS	
3:00 PM - 4:40 PM	212 - Cataract Surgery in Patients with Previous Refractive Surgery: Dos and Dont's Other		
	Pending COPE Approval		
	Jimmy Jackson, MS, OD, FAAO		
4:00 PM - 5:40 PM	213 - Posterior Segment Disease Case Challenges	214 - Decisions in Glaucoma: When to Pull the Trigger TPG	215 - Using Digital Imaging Technology to Grow Your Practice and
	COPE# 41675-PS	COPE# 41665-GL	Maximize Sales
	Steve Ferrucci, OD, FAAO	Robert Prouty, OD, FAAO	ABO Approved/General Knowledge/Basic
			Richard McCoy, BA, LDO, ABOC, NCLEC, FNAO
5:00 PM - 5:50 PM	216 - A Lifetime of Contact Lens Wear: The Keys to Making It Happen Other		
	COPE# 40921-CL		
	Pending ABO. NCLE & AOA Approval		
	Mile Brujic, OD, FAAO		
6:30 PM - 8:30 PM	- 8:30 PM FFT 6 - Dinner and Education Fabry Disease — Optometry Making the Diagnosis TPA		
	COPE# 38537-SD		
	Supported by an unrestricted education grant from Genzyme		
	Pinakin Davey, OD, PhD, FAAO		

Sunday, November 9, 2014			
TIME	SESSIONS		
6:45 AM - 7:45 AM	FFT 7 - Breakfast Course Sponsor TBD		
	Speaker and topic TBD		
8:00 AM - 8:50 AM	300 - I Spy with My Little Eyes: Taking the Guess Work out of Children's Vision		
	Pending ABO & AOA Approval		
	Mile Brujic, OD, FAAO		
8:00 AM - 9:40 AM	301 - Update on Age Related Macular Degeneration TPA	302 - Current Techniques in Dry Eye Management TPA	
	COPE# 41666-PS	COPE# pending	
	Steve Ferrucci, OD, FAAO	Jimmy Jackson, MS, OD, FAAO	
9:00 AM - 10:40 AM	303 - Be a Light Manager		
	ABO Approved/Technical/Experienced Pending AOA Approval		
	Richard McCoy, BA, LDO, ABOC, NCLEC, FNAO		
10:00 AM - 11:40 AM	304 - Diabetes: Treatment and Management TPA	305 - Surgical Options for Presbyopes: Cornea Based and Lens Based Other	
	COPE# 30271-SD	Pending COPE Approval	
	Steve Ferrucci, OD, FAAO	Jimmy Jackson, MS, OD, FAAO	

Sunday, November 9, 2014 (continued)

11:00 AM - 11:50 AM 306 - The Sporting Eye — Sports and Safety Eyewear

ABO Approved/Technical/Experienced

Pending AOA Approval

Richard McCoy, BA, LDO, ABOC, NCLEC, FNAO

12:00 PM - 12:50 PM 307 - Optical Coherence Tomography in the Primary Eye Care Practice TPA

COPE# 41624-PS

Mile Brujic, OD, FAAO

Conference & hotel location

Monterey Marriott Hotel 350 Calle Principal, Monterey, CA 93940

There is a block of rooms just waiting at the Monterey Marriott for Monterey Symposium attendees at a special, discounted rate for a limited time only.

Deadline for Special Rate: October 15, 2014

Single/Double Room Rate: \$214 per night (11% tax and

fees). Internet is included.

To book your hotel room online visit: resweb.passkey.com/go/californiaoptometric2014

Phone Reservations: (877) 901-6632. Simply mention that you are attending the COA Monterey Symposium to receive the discounted rate.

All attendees are responsible for making, changing or canceling their own hotel accommodations.

Travel & General Information



Car rental

SESSIONS

Hertz offers discounted rates for Monterey Symposium attendees. Reservations may be placed online at www.hertz.com or through the Hertz Meeting Sales Desk at (800) 654-2240 and refer to discount number CV#03HJ0023 when making your reservations.

Registration Information



All attendees

Sign up early! Early Registration rates apply to registrations postmarked or received online on or before September 28, 2014. Regular Registration rates begin September 29, 2014.

Pre-registration ends October 26, 2014.

After these dates, you must register on-site at the Monterey Conference Center beginning November 6, 2014.

Submitting your registration

Register with ease and convenience online at www.montereysympsium.com! (Credit card transactions only for online registration) Or

Fax: (916) 469-2896

Mail: California Optometric Association 2415 K Street, Sacramento, CA 95816

All registrants will receive a confirmation email.

If you do not receive a confirmation within a week please contact the California Optometric Association at: (800) 877-5738.

Full Registration Benefits

ODs

Benefits	Yes!
Unlimited CE	\checkmark
Friday & Saturday lunch vouchers	\checkmark
Admission to Exhibit Hall for you and your guests	\checkmark
Admission to Welcome Reception	\checkmark
Food for Thought series (limited seating)	\checkmark

Paraoptometric staff

Benefits	Yes!
Unlimited CE	\checkmark
Friday & Saturday lunch vouchers	\checkmark
Admission to Exhibit Hall for you and your guests	\checkmark
Admission to Welcome Reception	\checkmark
Food for Thought series (limited seating)	\checkmark

Students

Benefits	Yes!
Unlimited CE (when room allows)	\checkmark
Admission to Exhibit Hall	\checkmark
Admission to Welcome Reception	\checkmark

Due dates:

Registration must be received on or before **October 26, 2014**. After **October 26,** you may only register on-site at the conference.

- Early Registration rates apply for registrations and payments received on or before September 28, 2014.
- Regular Registration rates apply for registrations and payments received after September 29, 2014 and for on-site registrations.





CANCELLATION POLICY: ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING

- Cancellation notices received before September 29, 2014 are eligible for a full refund less a \$50 service charge.
- Cancellation notices received between September 29 and October 28, 2014 are eligible for a 50% refund.
- After October 28, 2014 Sorry, no refunds. Substitutions are allowed.
- Please Note: No-shows (attendees who do not cancel) are responsible for the entire registration fee.
 All refunds must be requested in writing (email is acceptable) prior to October 28, 2014.

Registration

THIS SHEET WILL HELP YOU CHOOSE YOUR COURSES. USE OUR EASY ONLINE REGISTRATION SOFTWARE AT WWW.MONTEREYSYMPOSIUM.COM!

SYMPOSIUM -2014 -

MONTEREY

Overlapping courses are noted in dark blue and italic.

FRIDAY, NOVEMBER 7

6:45 AM - 7:45 AM

- ☐ FFT 1 Breakfast Course: A New Standard for Color Lenses: Introducing AIR **OPTIX® COLORS Contact** Lenses
- ☐ FFT 2 Breakfast Course: Prime your Practice for Growth

8:00 AM - 9:40 AM

- □ 100 InfantSee Examination
- □ 101 Anterior Segment Assault: Treating Common and **Uncommon Conditions**

10:00 AM - 11:40 AM

- ☐ 102 Myopia Control
- □ 103 Ulcers and Infiltrates

3:00 PM - 3:50 PM

- ☐ 104 Everything You Never Wanted to Know about the Mites that Live, Eat, and Crawl on Your Lids
- ☐ 105 Blue Light Special

3:00 PM - 4:40 PM

☐ 106 - Maximizing Optometry Practice Revenue through Accurate Coding and Billing

4:00 PM - 4:50 PM

□ 107 - The forgotten Connection: Diabetes and Dry Eye

4:00 PM - 5:40 PM

☐ 108 - Ophthalmic Troubleshooting: What to do when a Patient is Unhappy with his New Glasses

5:00 PM - 5:50 PM

- ☐ 109 Enhancing Patient Outcomes Through Advanced Technology
- □ 110 Generic vs Branded Pharmacotherapy Making the Best Choice

7:00 PM - 8:00 PM

☐ FFT 3 - Dinner and Education: Successful Strategies for Practice Transitions: Buying, Selling and Partnering

SATURDAY, NOVEMBER 8

6:45 AM - 7:45 AM

- □ FFT 4 Breakfast Course: Therapeutic Considerations for Management of Patients With Chronic Dry Eye
- ☐ FFT 5 Breakfast Course: A Simple Approach to Fitting the Irregular Cornea with Atlantis GP Scleral and Flexlens ARC (Atypical Refractive Correction) custom soft lens

8:00 AM - 8:50 AM

- □ 200 Innovations in Glaucoma Surgery: Do They Live up to Their Hype?
- □ 201 Fill in the Blank
- ☐ 202 Gas Permeable Toric Lenses

9:00 AM - 9:50 PM

- □ 203 Controversies in the **Basic Glaucoma Evaluation**
- □ 204 Allergy, Dry Eye, or Both?
- □ 205 Seeing Glaucoma as More Than Just High Pressure

10:00 AM - 10:50 AM

□ 206 - Ocular Allergies: Scratching the Surface

10:00 AM - 11:40 AM

- □ 207 Coding, Billing, and Documentation for Glaucoma **Patients**
- □ 208 Retinal and OCT Grand Rounds

3:00 PM - 3:50 PM

- □ 209 Corneal Reshaping
- ☐ 210 Virtual Clinical Cases from the Trenches
- □ 211 The Optician in the Medical Model

3:00 PM - 4:40 PM

□ 212 - Cataract Surgery in Patients with Previous Refractive Surgery: Dos and Don't

4:00 PM - 5:40 PM

- □ 213 Posterior Segment Disease Case Challenges
- □ 214 Decisions in Glaucoma: When to Pull the trigger
- ☐ 215 Using Digital Imaging Technology to Grow Your Practice and Maximize Sales

5:00 PM - 5:50 PM

□ 216 - A Lifetime of Contact Lens Wear: The Keys to Making It Happen

6:30 PM - 8:30 PM

☐ FFT 6 - Dinner and Education: Fabry Disease – Optometry Making the Diagnosis

SUNDAY, NOVEMBER 9

6:45 AM - 7:45 AM

☐ FFT 7 - Breakfast Course

8:00 AM - 8:50 AM

□ 300 - I Spy with My Little Eyes: Taking the Guess Work out of Children's Vision

8:00 AM - 9:40 AM

- □ 301 Update on Age Related Macular Degeneration
- □ 302 Current Techniques in Dry Eye Management

9:00 AM - 10:40 AM

□ 303 - Be a Light Manager 10:00 AM - 11:40 AM

- □ 304 Diabetes: Treatment and Management
- □ 305 Surgical Options for Presbyopes: Cornea Based and Lens Based

11:00 AM - 11:50 AM

☐ 306 - The Sporting Eye — Sports and Safety Eyewear

12:00 PM - 12:50 PM

□ 307 - Optical Coherence Tomography in the Primary Eye Care Practice

How did you hear about Monterey Symposium?

□ Eblast, Facebook, Twitter, etc. ☐ Registration brochure □ A friend

Full Registration	Early (before September 28)	Regular		
COA Member Optometrist	□ \$499	□ \$600		
Non-Member Optometrist	\$650	□ \$700		
Paraoptometric Member	□ \$185	□ \$235		
Paraoptometric Non-Member	□ \$215 □ \$260			
Hourly Registration	Early (before September 28)	Regular		
Fee for hourly registration	□ \$50	□ \$50		
COA Member Optometrist	□ \$30/hr.	□ \$35/hr.		
Non-Member Optometrist	□ \$40/hr.	□ \$45/hr.		
Paraoptometric Member	□ \$30/hr.	□ \$35/hr.		
Paraoptometric Non-Member	□ \$40/hr.	□ \$45/hr.		
Receive 1 free guest pa	ss to Welcome Reception if register	ed by September 28		
Welcome Reception	□ No Charge	☐ No Charge		
# of Guests	□ \$25/Guest	□ \$25/Guest		
Exhibit Hall Only, # of Guests	□ No Charge	□ No Charge		
TOTAL	\$	\$		
INDIVIDUAL INFORMATION First Name	Last Name			
Designation (OD, etc.)				
Preferred Name on Badge				
Address				
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Emergency Contact Name and Phone _				
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Check or Money Order: □ Enclosed (Payable to: California Optometric Association) Credit Card: □ Visa □ MC (CCV - 3 digit # on back) □ AMEX (CCV - 4 digit # on front)				
Card Number:				
Expiration Date: CCV#:				
Name on Card:				
Authorized Signature:				
□ Please bill VWI Account #:				
VWI Account Name:				



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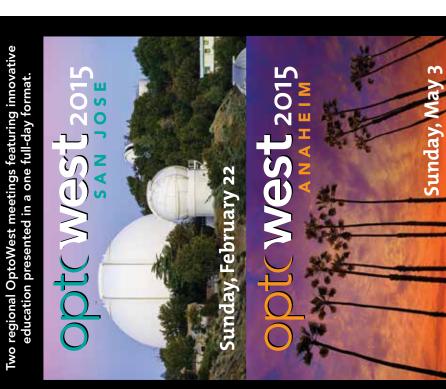
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