



G R E A T L A K E S
EYECARE CONFERENCE
powered by the M O A

June 4-5, 2015

**DeVos Place/Amway Grand Plaza Hotel
Grand Rapids, MI**



**530 W. Ionia Street, Suite A
Lansing, MI 48933
517-482-0616**

O.D. Seminar Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Thursday, June 4, 2015

Track One

8:00 - 9:30am

Registration

8:30 - 9:20am

Breakfast Lecture Design Matters (44436-GO) - Ryan Parker, OD

Digital has been a buzzword in the spectacle lens field for the past few years. This course will explain the mysteries of digital lenses. The importance of using the proper progressive design and digital processes will be explored. Examples of this technology in practice will be discussed.

9:30 - 11:10am

Program Pediatric Eye Disease (43961-SD) - Mark Swan, OD, Med, FAAO

This course will give a general overview of disease conditions of the eye that commonly affect the pediatric population. Examples will emphasize specific diagnostic and treatment factors for pediatric patients that differ from standard adult care. Participants will be better prepared to evaluate and manage patients who present for InfantSEE evaluations or as a result of the Children's Essential Eye Care Benefit.

11:10am - 1:00pm

Break in Exhibit Hall/Lunch

11:30am - 1:00pm

Annual House of Delegates Business Meeting I

1:00 - 2:40pm

Program Glaucoma for the Regular OD (40010-GL) - Eric Schmidt, OD

Glaucoma is a rapidly advancing field within optometry. The advances made can be difficult to keep up with. This course will present the practicing optometrist research data that translates into practical applications that the doctor can use daily in patient care. Information will be provided that will allow the attendee to remain on the cutting edge in practical glaucoma care.

2:40 - 3:20pm

Break in Exhibit Hall

3:20 - 5:00pm

Program Walk Softly and Carry a Big Stick—New Therapeutics for Clinical Practice (41333-PH) - Eric Schmidt, OD

This course will present newly approved therapeutics in eye care. Lengthy discussions on the pharmacology of the drugs will be undertaken as well as clinical indications for the drugs. Clinical experienced will ensue.

5:00 - 6:15pm

Exhibit Hall 'Pub Crawl' Reception

7:00-10:00pm

President's Reception for Incoming President, Dr. Elizabeth M. Becker

Total COPE approved CE hours = 7

Exhibit Hours : 11:00am - 6:15pm Thursday & 11:00am - 3:30pm Friday

O.D. Seminar Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Thursday, June 4, 2015

Track Two

- 8:00 - 9:30am **Registration**
- 8:30 - 9:20am **Breakfast Lecture Design Matters (44436-GO) - Ryan Parker, OD**
Digital has been a buzzword in the spectacle lens field for the past few years. This course will explain the mysteries of digital lenses. The importance of using the proper progressive design and digital processes will be explored. Examples of this technology in practice will be discussed.
- 9:30 - 11:10am **Program OCT for Macular Disease (42468-PS) - Leonard Messner, OD, FAAO**
Optical coherence tomography (OCT) is a laser-based form of echography that allows for noninvasive and rapid imaging of intraocular structures. This technology permits the clinician to perform quantitative and qualitative analysis of retina and optic nerve in a cross sectional format with axial resolution of five microns or better. This lecture provides an anatomically-guided overview of the physical principles of OCT technology and its application to retinal vascular and vitreo-macular disorders.
- 11:10am - 1:00pm **Break in Exhibit Hall/Lunch**
- 11:30am - 1:00pm **Annual House of Delegates Business Meeting I**
- 1:00 - 2:40pm **Program Neuro-Ophthalmic Disorders Update on TBI (38521-NO) - Leonard Messner, OD, FAAO**
There is considerable national and public health attention being drawn to athletes and soldiers who suffer from traumatic brain injury (TBI). While most cases of TBI are mild, there is increasing evidence to suggest an accrual effect of multiple concussions leading to profound neurodegenerative problems. Recent research identifies eye movement abnormalities as an early and measurable indicator of concussion. This lecture provides an overview of the pathogenesis of concussion and progression to post concussion syndrome and chronic traumatic encephalopathy (CTE). This course provided an anatomical review of neuroanatomical structures vulnerable TBI along with the pathophysiology of diffuse axonal injury. Abnormalities and testing of eye movements in the setting of concussion is discussed and the potential impact of eye movements screenings as reliable and efficient biomarkers of concussion.
- 2:40 - 3:20pm **Break in Exhibit Hall**
- 3:20 - 5:00pm **Program Mind Bending Neuro-Ophthalmic Grand Rounds (38522-NO) - Leonard Messner, OD, FAAO**
Vision and visual-motor problems are commonly caused by neurologic disease. This course provides an anatomically-guided and case-based approach to disorders of the pre-chiasmal, chiasmal and retro-chiasmal visual pathways. Included within the lecture is an overview of the neuroimaging techniques required to address these problems. Included within the lecture are neurologic and neuro-ophthalmic findings associated with inflammatory, neoplastic, demyelinating and ischemic vascular disease.
- 5:00 - 6:15pm **Exhibit Hall Reception—Pub Crawl**
- 7:00-10:00pm **President's Reception for Incoming President, Dr. Elizabeth M. Becker**

Exhibit Hours : 11:00am - 6:15pm Thursday & 11:00am - 3:30pm Friday

O.D. Seminar Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Thursday, June 4, 2015

Track Three

- 8:00 - 9:30am **Registration**
- 11:10am - 1:00pm **Break in Exhibit Hall/Lunch**
- 11:30am - 1:00pm **Annual House of Delegates Business Meeting I**
- 1:00 - 2:40pm **Program Rapid Rounds: A Section with Residents (44625-PD) - **Matthew Johnson, OD, FAAO, Adeline Bauer, OD, Emanuela Bercea, OD, Cynthia Brown, OD, Christina Hicks-Hubbard, OD and Christopher Walsh, OD****
This course will be presented in a Grand Rounds format, featuring residents across the state of Michigan. They will highlight an interesting case that they have managed over the course of their residency year.
- 2:40 - 3:20pm **Break in Exhibit Hall**
- 3:20 - 5:00pm **Program Vision Rehab: A Forum for Vision Therapy and Vision Rehabilitation (44804-FV) - **Matthew Johnson, OD, FAAO, Dan Fortenbacher, OD, FCOVD, Danna Haba, OD and Lori Smolinski, OD****
This course will be presented in an interactive forum, with three different courses highlighting the rehabilitation side of optometry. Attendees will interact with the panel in case presentations managing vision therapy.
- 5:00 - 6:15pm **Exhibit Hall Reception—Pub Crawl**
- 7:00-10:00pm **President's Reception for Incoming President, Dr. Elizabeth M. Becker**

Total COPE approved CE hours = 4

Exhibit Hours : 11:00am - 6:15pm Thursday & 11:00am - 3:30pm Friday

O.D. Seminar Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Friday, June 5, 2015

Track One

- 7:30 - 9:30am **Registration**
- 8:00 - 9:30am **Annual House of Delegates Business Meeting II**
- 8:30 - 9:20am **Breakfast Lecture** Dry Eye—A Complex Disease with Potential Consequences (non-COPE) -
Derek Cunningham, OD, FAAO
This course will review the prevalence and many etiologies of dry eye. Treatment options will be reviewed and categorized based on disease prevention.
- 9:30 - 11:10am **Program** New Technology Innovations (40192-GO) - **Eric Schmidt, OD and**
Derek Cunningham, OD, FAAO
This course will cover the various advanced clinical technology available in both anterior and posterior disease diagnosis and management.
- 11:10am - 1:00pm **Break in Exhibit Hall/**
11:30am - 1:00pm **Installation Lunch**
- 1:00 - 2:40pm **Program** Anterior Segment Grand Rounds (39726-AS) - **Derek Cunningham, OD, FAAO**
This course will cover a wide spectrum of anterior segment pathologies that will present in optometric offices. An evidence based medicine approach will be taken to case presentation and analysis.
- 2:40 - 3:20pm **Break in Exhibit Hall**
- 3:20 - 5:00pm **Program** The Pain Game (40888-PH) - **Derek Cunningham, OD, FAAO**
This course will review current understandings of ocular pain and inflammation. Topical therapies of on and off-label medications will be reviewed for primary care and post surgical applications.
- 5:00 - 6:15pm **Exhibit Hall Reception—Pub Crawl**
- 7:00-10:00pm **President's Reception for Incoming President, Dr. Elizabeth M. Becker**

Total COPE approved CE hours = 6

Exhibit Hours : 11:00am - 6:15pm Thursday & 11:00am - 3:30pm Friday

O.D. Seminar Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Friday, June 5, 2015

Track Two

- 7:30 - 9:30am **Registration**
- 8:00 - 9:30am **Annual House of Delegates Business Meeting II**
- 8:30 - 9:20am ***Breakfast Lecture* Dry Eye—A Complex Disease with Potential Consequences (non-COPE) -
Derek Cunningham, OD
This course will review the prevalence and many etiologies of dry eye. Treatment options will be reviewed and categorized based on disease prevention.**
- 9:30 - 11:10am **Program New Technology Innovation (40192-GO) - **Eric Schmidt, OD and
Derek Cunningham, OD FAAO****
This course will cover the various advanced clinical technology available today in both anterior and posterior disease diagnosis and management.
- 11:10am - 1:00pm **Break in Exhibit Hall**
11:30am - 1:00pm **Installation Lunch**
- 1:00 - 2:40pm **Program Cracking the Code: Clinical Case Management Medical Records Compliance—Part 1
(42214-GO) - **John Rumpakis, OD, MBA****
Using case examples, the lecturer will present various anterior segment disease states seen within optometric practice and ways we can improve our clinical skills from the case history, examination to medical decision making. Additionally, this course will discuss how clinical care should be reflected in the medical record and will be impacted by interaction of the CPT ICD-10 clinical documentation requirements.
- 2:40 - 3:20pm **Break in Exhibit Hall**
- 3:20 - 5:00pm **Program Cracking the Code: Clinical Case Management Medical Records Compliance—Part 2
(42215-GO) - **John Rumpakis, OD, MBA****
Using case examples the lecturer will present common glaucoma and retinal disease states seen within optometric practice and ways we can improve our clinical skills from the case history, examination to medical decision making. Additionally, this course will discuss how clinical care should be reflected in the medical record and will be impacted by the interaction of the CPT ICD-10 clinical documentation requirements.

Exhibit Hours : 11:00am - 6:15pm Thursday & 11:00am - 3:30pm Friday



Great Lakes Eyecare Conference
OD Registration
June 4-5, 2015
DeVos Place, Grand Rapids, MI

Name _____ Designation (O.D., F.A.A.O., etc.) _____

OE Tracker Number _____ Office Phone _____ Fax _____

Practice address _____

City _____ State _____ Zip _____

Registration confirmation: Email _____

REGISTRATION FORM MUST BE RECEIVED ON OR BEFORE MAY 27, 2015

- Please visit the MOA website www.themoa.org to download and print speaker handouts (optional) prior to seminar.
- Please check lunch attendance: Thursday Friday Special diet: *Please specify* _____

OPTION 1 - Two day registration	Registration for <u>two days</u> June 4-5, 2015			
<input type="checkbox"/> I will attend the Thursday evening receptions	Early Registration (On or before April 30)	Regular Registration (May 1-27)	On-Site Registration <u>ONLY</u> (after May 27)	Total Amount
MOA / AOA / AFOS Member	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$400.00	\$
Non-Member	<input type="checkbox"/> \$495.00	<input type="checkbox"/> \$540.00	<input type="checkbox"/> \$700.00	\$
Installation Lunch Only		<input type="checkbox"/> \$25.00		\$
President's Reception Only		<input type="checkbox"/> \$25.00		\$
Member Exhibit Hall Only		<input type="checkbox"/> \$25.00 one day or <input type="checkbox"/> \$40.00 two day		\$

OPTION 2 - One day registration	Registration for <u>one day only</u> , please check day: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday			
<input type="checkbox"/> I will attend the Thursday evening receptions	Early Registration (On or before April 30)	Regular Registration (May 1-27)	On-Site Registration <u>ONLY</u> (after May 27)	Total Amount
MOA / AOA / AFOS Member	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$300.00	\$
Non-Member	<input type="checkbox"/> \$445.00	<input type="checkbox"/> \$490.00	<input type="checkbox"/> \$600.00	\$

Payment Information: Check payable to: Michigan Optometric Association Total amount: \$ _____

<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover : Cardholder Name (please print): _____	
Card Number: _____ - _____ - _____	Exp. Date: ____/____/____ Security Code _____
Cardholder Signature: _____	Total amount: \$ _____
Credit Card billing address if different than practice address: _____	

In accordance with the Americans with Disabilities Act, check here if you require special accommodations to fully participate.

PLEASE RETURN TO: Michigan Optometric Association
530 W. Ionia Street, Ste. A - Lansing, MI 48933-1062 - Phone: 517.482.0616 - Fax: 517.482.1611

Paraoptometric Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Thursday, June 4, 2015

Lectures

- 8:00 - 9:30am **Registration**
- 8:30 - 9:20am **Breakfast Lecture Design Matters** (ABO Approved) - **Ryan Parker, OD**
Digital has been a buzzword in the spectacle lens field for the past few years. This course will explain the mysteries of digital lenses. The importance of using the proper progressive design and digital processes will be explored. Examples of this technology in practice will be discussed.
- 9:30 - 11:30am **Program Optical Troubleshooting** (ABO, CPC Approved) - **Thomas Gosling, OD**
Attendees will learn advanced techniques and strategies available to assist the patient who is struggling with their eyewear. With the many advances in materials and designs, the more tools optical staff has available, gives them the best chance to help the patient.
- 11:00am - 1:00pm **Break in Exhibit Hall/Lunch**
- 1:00 - 2:00pm **Program Patient Focused Dispensary** (ABO Approved, CPC Pending) - **Chris McGehee**
The lecture will give attendees the tools they need to increase profitability without 'selling'.
- 2:00 - 3:00pm **Program Maximizing Frame Inventory** (ABO Approved, CPC Pending) - **Chris McGehee**
What is the best mix of frame styles and price points to maximize sales and efficiency? This course will reveal the secrets to the right combinations for your optical.
- 3:00 - 3:45pm **Break in Exhibit Hall**
- 3:45 - 5:00pm **Program White Glove Customer Service** (ABO, CPC Pending) - **J. Gregory Ford, OD**
Attendees will learn the special touches that make a very good practice and make it spectacular! Insights will be shared from the best practices inside and outside of optometry.
- 5:00 - 6:15pm **Exhibit Hall Reception—Pub Crawl**
- 7:00 - 10:00pm **President's Reception for Incoming President, Elizabeth M. Becker, OD**

Off-Site Lab

- 1:00 - 4:00pm **Lab Hands on Tech Training**
Hands on training for clinical staff including: Tonometry, visual fields, OCT, pupils, motility, cover test, CL insertion and removal (all types), pachymetry, stereopsis, CL analysis. Attendees will chose which 'sections' to attend. Courses to be taught by practicing OD's and trained, experienced staff.

Exhibit Hours : 11:00am - 6:30pm Thursday & 11:00am - 3:30pm Friday

Paraoptometric Schedule
Great Lakes Eyecare Conference
Michigan Optometric Association

Friday, June 5, 2015

Lectures

- 8:30 - 9:30am **Registration**
- 8:30 - 9:20am **Breakfast Lecture Dry Eye, a Complex Disease with Potential Consequences -
Derek Cunningham, OD, FAAO**
Digital has been a buzzword in the spectacle lens field for the past few years. This course will explain the mysteries of digital lenses. The importance of using the proper progressive design and digital processes will be explored. Examples of this technology in practice will be discussed.
- 9:30 - 11:30am **Program Documentation and Compliance Requirements of ICD-10 for Ophthalmic Technicians
(CPC Approved) - John Rumpakis, OD, MBA**
The attendee will have an understanding of legal requirements of the medical record, compliance standards and ramifications of poorly kept records and their role in the process.
- 11:30am - 1:00pm **Break in Exhibit Hall/Installation Lunch**
- 1:00 - 2:00pm **Program Glaucoma for Paras (ABO, CPC Pending) - Jeff Kenyon, OD, FAAO**
This lecture will give Paraoptometric staff a full understanding of the testing and drug therapies used by optometrists to treat glaucoma and the role they play in critical care.
- 2:00 - 2:30pm **Break in Exhibit Hall**
- 2:30 - 3:30pm **Program Pharmacology for the Para (ABO, CPC Pending) – Jeff Varanelli, OD, FAAO**
This interactive lecture will review many of the common medications that will be encountered in the optometric office. It will review indications, contraindications and potential side effects. It will also review some common medications that may have ocular side effects.
- 3:30 - 4:30pm **Program Profiting in the Medical Model (ABO, CPC Pending) - Jeff Varanelli, OD, FAAO**
This interactive lecture will review many things related to the optometric office including emergencies vs. urgencies, new therapies in ocular surface disease, new technologies in eye care among others. It will also review some clinical testing that will be encountered routinely.

Off-site Lab

- 1:00 - 4:30pm **Optical Hands On Lab Tour (OSI)**
Hands on training for optical staff including; frame repairs, adjustments, sizing, edging, troubleshooting, lensometry, and lens clocking. Attendees will also take an extensive and detailed tour of a fully operational modern working laboratory.

Exhibit Hours : 11:00am - 6:30pm Thursday & 11:00am - 3:30pm Friday



**Great Lakes Eyecare Conference
Paraoptometric Registration
June 4-5, 2015
Devos Place, Grand Rapids, MI**

Name _____ Credentials _____
 Doctor Name _____ Office Phone _____ Fax _____
 Practice address _____
 City _____ State _____ Zip _____
 Email _____

REGISTRATION FORM MUST BE RECEIVED ON OR BEFORE MAY 27, 2015

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<input type="checkbox"/> I will attend the Thursday evening receptions	Early Registration (On or before April 31)	Regular Registration (May 1-27)	On-Site Registration <u>ONLY</u> (after May 27)	Total Amount
AOA Para Member	<input type="checkbox"/> \$145.00	<input type="checkbox"/> \$165.00	<input type="checkbox"/> \$175.00	\$
Non-Member	<input type="checkbox"/> \$160.00	<input type="checkbox"/> \$180.00	<input type="checkbox"/> \$200.00	\$

OPTION 2 - One day registration		Registration for <u>one day only</u> , please check day: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday		
<input type="checkbox"/> I will attend the Thursday evening receptions	Early Registration (On or before April 31)	Regular Registration (May 1-27)	On-Site Registration <u>ONLY</u> (after May 27)	Total Amount
AOA Para Member	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$110.00	<input type="checkbox"/> \$120.00	\$
Non-Member	<input type="checkbox"/> \$115.00	<input type="checkbox"/> \$125.00	<input type="checkbox"/> \$135.00	\$

Payment Information: Check payable to: Michigan Optometric Association Total amount: \$ _____

<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover : Cardholder Name (please print):	
Card Number: - - -	Exp. Date: _____/_____/____ Security Code _____
Cardholder Signature:	Total amount: \$ _____
Credit Card billing address if different than practice address:	

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Cancellation: Refund of meeting registration fee(s), less \$50.00 per person for administrative cost, will be granted on written request on or before May 27, 2015. Refunds will not be made for cancellations after this date—replacements welcome.



Great Lakes Eyecare Conference – June 4-5, 2015

DeVos Place
303 Monroe Avenue NW
Grand Rapids, MI 49503

Directions to the *DeVos Place*

FROM the NORTH - US-131 South, exit Pearl Street. Turn left onto Pearl St to Monroe and make a left. Take Monroe to Michigan and make a left. The entrance to DeVos Place parking ramp will be on your left just before the river.

FROM the SOUTH - US-131 North, exit Pearl Street. Turn right onto Pearl St to Monroe and make a left. Take Monroe to Michigan and make a left. The entrance to DeVos Place parking ramp will be on your left just before the river.

FROM the WEST (Muskegon) - I-96 East to US-131 South, exit Pearl Street. Turn left onto Pearl St to Monroe and make a left. Take Monroe to Michigan and make a left. The entrance to DeVos Place parking ramp will be on your left just before the river.

FROM the WEST (Holland) - I-196 East, exit Ottawa/Downtown Exit (77C). Turn right onto Michigan St at the end of ramp. The entrance to the DeVos Place parking ramp will be on your left just past Monroe Avenue before you cross the river.

FROM the EAST - I-96 West to I-196 West, exit Ottawa/Downtown Exit (77C). Turn right onto Michigan St at the end of ramp. The entrance to the DeVos Place parking ramp will be on your left just past Monroe Avenue before you cross the river.

Note: Please factor at least 15-20 minutes into your travel time for parking at the DeVos Place.

Amway Grand Plaza Hotel

187 Monroe NW
Grand Rapids, MI 49503
616.776.6400
www.amwaygrand.com

➤ **Group Rate:** \$143 Single - Double

➤ **Parking:** Parking is \$16 per day. Rates are subject to change without prior notification.

HOTEL RESERVATION DEADLINE: May 4, 2015