

*registration materials*

eastwest eye conference

**october 7-10**

**2010**

*cleveland convention center*

# WORLD LEADER IN ADVANCING EYE CARE



**Alcon**

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# An Invitation to the 2010 EastWest Eye Conference

We hope you will join us for a fall, homecoming-like atmosphere with warm hospitality for doctors, staff, speakers, and vendors at the annual EastWest Eye Conference, October 7 to 10, 2010 at the Cleveland Convention Center in downtown Cleveland. The EastWest Eye Conference is the premier optometric conference in the Midwest and is sponsored by the Ohio Optometric Association. All the profits generated by the EastWest Eye Conference go toward advancing the profession of optometry.

Education for doctors and staff includes tracks in specialty areas of contact lenses, glaucoma, low vision, neuro-optometric rehabilitation, pediatrics, disease, retina, sports vision and practice management.

The exclusive Friday Night Party at the Rock and Roll Hall of Fame is optometry's social event of the year with entertainment by Bad Habits.

The EastWest Eye Conference graciously acknowledges the continuing support of exhibitors and sponsors whose products and services will be showcased in the exhibit hall.

There is much to learn at the EastWest Eye Conference and to discover in downtown Cleveland. Use this Registration Book as your guide. We look forward to seeing you at the 2010 EastWest Eye Conference. — **Dr. Robert Layman, Committee Chair**

## EastWest Committee

Dr. Robert Layman *Committee Chair*

Dr. Brian Mathie *Education Chair*

Ms. Lori Braun

Dr. Mile Brujic

Dr. Kevin Corcoran

Ms. Mandy Haiber

Dr. Mike Earley

Dr. Greg Kiracofe

Dr. Elizabeth Muckley

Dr. Robert Newcomb

Dr. Greg Nixon

Dr. Tom Quinn

Dr. William Rudy

Dr. Joseph Studebaker

Dr. Loretta Szczotka-Flynn

Dr. Diane Tucker

Dr. LaMar Zigler

## Ohio Optometric Association Board

Dr. Gil Pierce, President

Dr. Tom Bobst

Dr. Beckie Brown

Dr. Todd Clark

Dr. Don Faimon

Dr. Lee Favede

Dr. Heath Gilbert

Dr. Teresa Gossard

Dr. Jason Miller

Dr. Brenda Montecalvo



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*“What event offers top-notch education, an expansive exhibit hall, and an exclusive party at the one and only Rock and Roll Hall of Fame? The EastWest Eye Conference, of course. Don't miss the fellowship and the fun!”*

— Tom Quinn, OD, MS



Ohio Optometric Association

# 2010 Congress

## Business Session and Election of Officers –

**Saturday afternoon, October 9, from 2:00 to 5:00 p.m. at the Cleveland Convention Center**

Members of the Ohio Optometric Association will meet on Saturday, October 9, from 2:00 to 5:00 p.m. for the OOA annual meeting and election of officers. Learn what has been accomplished in the past year regarding state and national legislative issues affecting the profession of optometry. Find out about the critical issues currently facing optometry. Celebrate the accomplishments of the past year. Cast your vote in the election for OOA Trustee.

# Annual Congress

**Reception and President's Banquet – Saturday evening, October 9, Marriott Hotel**

### President's Reception

Saturday, October 9 – 6:00 p.m.

### President's Banquet

Saturday, October 9 – 7:00 p.m.

**\$49 per person**

Please join the Ohio Optometric Association in honoring OOA President Dr. Gil Pierce at the President's Reception and Banquet on Saturday, October 9 at the Cleveland Marriott Downtown at Key Center. The evening also features the presentation of the Warren G. and Ruth P. Morris Optometrist of the Year award and the Jack Keith Young Optometrist of the Year award, as well as the installation of the OOA Board and Zone Governors.

*“EastWest is great for all the personal connections. From former classmates to leading researchers to future colleagues, EastWest is a great place to keep connected with life and business.”*

— Jason Miller, OD, MBA

## The OSU College of Optometry

*Class of 1990 Reunion*

**At EastWest Eye Conference**

Contact Dr. Brian Mathie for details.  
bmathieod@aol.com

*“EastWest Eye Conference (EWEC) is:*

- *Education by world-renowned lecturers in optometry.*
- *Where colleagues and friends reunite for a fabulous dinner, show, concert or game.*
- *Entertainment at the Rock Hall Friday night.*
- *Connection with exhibitors to learn the latest technologic advancements in eye care.”* — Beth Muckley, OD



## Internet Café

Access the Internet and check your e-mail in the Exhibit Hall.

**Exhibit Hall** Visit the industry's leading retailers and manufacturers in the Exhibit Hall.

### Exhibit Hall Hours

Thursday, <b>October 7</b>	4:00 p.m. - 7:00 p.m.
Friday, <b>October 8</b>	10:00 a.m. - 6:00 p.m.
Saturday, <b>October 9</b>	9:00 a.m. - 2:00 p.m.

### Welcome Reception

Attend the opening of the Exhibit Hall on Thursday, October 7 at 4:00 p.m.

*EastWest has become an annual ritual for our office. Everyone, including the doctors and AEPs, gets a chance to obtain top-notch education in an environment surrounded by friends.”*

— Mile Brujic, OD

*“EastWest is out of sight! Great networking, CE, vendors, and restaurants all close to the hotels. Familiar faces make EastWest special!”* — Heath Gilbert, OD

## EastWest Bookstore

*The EastWest bookstore offers titles recommended by EastWest faculty as well as other publications on a variety of optometric topics. For your convenience, the bookstore is located in the Cleveland Convention Center and open Thursday through Saturday.*

## Posters

The 2010 Poster Session will present cutting-edge technology and cases on the theme, “*Look In, Look Out, Look All About.*” The title was chosen to emphasize the value of examining the human eye and visual system by using a wide variety of clinical tests and procedures.

Up to one hour of CE will be available for doctors attending the Poster Session on Saturday from 9:00 a.m. to Noon during the time the authors are present with their posters.

# Sponsors

*EastWest Eye Conference gratefully acknowledges the major sponsorship provided by:*



## Exhibitors and Sponsors *(as of June 11, 2010)*

Alcon Laboratories, Inc.	Essilor of America	Optical Distributor Group
Allergan, Inc.	Essilor Laboratories of America	Optical One, Inc.
American Optometric Association	Good-Lite Co.	Optics, Inc.
Bausch & Lomb	Hoya Vision Care	Optometric Management
Beitler McKee Optical	ISTA Pharmaceuticals, Inc.	Optos, Inc.
Briot USA	Interstate Optical Co., Inc.	OSU College of Optometry
CIBA Vision, A Novartis Company	Kemin Health	Primary Care Optometry News
Carl Zeiss Meditec	Konan, Inc.	ProDesign Denmark
Carl Zeiss Vision	Latham & Phillips Ophthalmic Products	Realeyes/Save Our Sight Classroom Initiative
Carskadden Optical	Marco	Rooney Optical
Classic Optical Laboratories	Marcolin USA, Inc.	Safilo USA
Codex Techworks	MaximEyes by First Insight	Select Optical
Compulink	Nidek, Inc.	Soderberg, Inc./Walman Optical
Cleveland Sight Center	OIS	Synemed, Inc.
CooperVision, Inc.	Ocusoft	SynergEyes, Inc.
Diversified Ophthalmics, Inc.	Odyssey Medical, Inc.	Toledo Optical Laboratory, Inc.
Elsevier/WB Saunders	OfficeMate Software Solutions	VSP Vision Care
Eschenbach	Ohio Optometric Association	Vistakon- Johnson & Johnson Vision Care, Inc.

# OD Sponsored Events

*These sponsored events for ODs are included with your registration fee. However, space is limited and you must pre-register.*

## Thursday

### 7923 EastWest Kick-off Lunch Sponsored by **Bausch & Lomb**

Thu @ Noon (1 hour)  
Sharing a Clear Vision  
**Joseph Barr, OD**  
See page 10.

**BAUSCH + LOMB**

## Saturday

### 9911 Breakfast Sponsored by **Vistakon**

Sat @ 7 (1 hour)  
The Indispensible Daily Disposable  
**Mile Brujic, OD**  
See page 12.



## Friday

### 8911 Breakfast Sponsored by **Marco**

Fri @ 7 (1 hour)  
A New Refraction? You Cannot Be Serious?  
**Lou Catania, OD**  
See page 12.



### 9923 Lunch Sponsored by **CooperVision**

Sat @ Noon (1 hour)  
Dry Eye and Contact Lens  
**Michael DePaolis, OD**



### 8925 Lunch Sponsored by **CooperVision**

Fri @ Noon (1 hour)  
The Allergic Patient Can  
Wear Contact Lenses  
**William Townsend, OD**  
See page 21.



### 9925 Lunch Sponsored by **CIBA**

Sat @ Noon (1 hour)  
Multifocal Contact Lenses  
**Rick Weisbarth, OD**  
See page 21.



*“EastWest Eye Conference is always a highlight of my continuing education calendar. Not only are there premier speakers but I get to learn while visiting with previous classmates and current colleagues in an atmosphere that is truly “fun”. Dr. Murray Fingeret, Dr. Jim Thimons, Dr. Ben Gaddie, ... year after year EastWest brings the best of the glaucoma lecturers to Cleveland to provide outstanding education on all aspects of glaucoma!” — Brian Mathie, OD*

# Registration Information and Conference Policies

## Registration Fee

The registration fee includes access to all Exhibit Hall activities, Breakfast Seminars, and admission to the exclusive Friday Night Party at the Rock and Roll Hall of Fame.

## Course Cards

All courses require a course card for admission. If you decide to attend a different course than what you registered for, you may exchange cards on-site. There is no refund for unused course cards and there is no refund for on-site course cancellation. No refund for course cancellation after September 15.

## Spouse/Guest Registration

Registration for a spouse of guest is \$39. This includes access to all Exhibit Hall activities and admission to the Friday Night Party at the Rock and Roll Hall of Fame.

## Replacement Course Cards/ Name Badges

Replacement fee for a lost name badge is \$5. Lost course card(s) will be reprinted at the cost of the course as stated.

## Cancellation Policy

All cancellations received on or before September 15 will be issued a full refund less \$30 processing fee. A 25% processing fee will be deducted from cancellations thereafter. Cancellations of registration must be in writing. Any course is subject to cancellation by the EastWest Eye Conference.

*The EastWest Eye Conference claims no liability for the acts of any supplier or speaker at this meeting or for the safety of any attendee while in transit to, from, or during this meeting. Attendees who purchase non-refundable airline tickets do so at their own risk. The EastWest Eye conference reserves the right to cancel this function without penalty. The total amount of liability to the Conference will be limited to a refund of fees paid by the attendee.*

*Course sizes are limited. Register early to avoid being closed out.*

## Three Easy Ways to Register

1. On-line at [www.eastwesteye.org](http://www.eastwesteye.org)
2. By mail – send payment with completed registration form to:  
EastWest Eye Conference  
P.O. Box 6036  
Worthington, OH 43085
3. Via FAX with credit card information to  
(614) 781-6521

## Important Dates

### August 27:

Late registration fee of \$25 begins.

### September 15:

Last day for cancellation with full refund.

### September 24:

Pre-registration ends. All registration must be on-site with an additional \$60 fee.

# About Cleveland

Proximity and accessibility aren't the only reasons why Cleveland is the host city for the EastWest Eye Conference. Cleveland offers something for everyone. Whether shopping at the West Side Market or pursuing the world-class collection at the Cleveland Museum of Art, taking in a Broadway show at Playhouse Square Center or enjoying the nightlife in the Warehouse District, you'll never be at a loss for how to spend your free time. Cleveland's many ethnic neighborhoods serve up affordable, elegant cuisines from around the globe, offering a taste for every palette and budget.

For additional information about all Cleveland has to offer, go to: [www.positivelycleveland.com](http://www.positivelycleveland.com)

## Accommodations

### 1. Cleveland Marriott Downtown at Key Center

The Marriott is located at 127 Public Square across the street from the Convention Center. Call and mention EastWest to reserve a room at a special rate of \$159 for single or double occupancy rooms. The special rate is available until September 8, 2010 or until sold out. To reserve online, use the group code eyeeyea.

### 2. Crowne Plaza Cleveland City Centre Hotel

The Crowne Plaza, located adjacent to the Cleveland Convention Center at 777 St. Clair Ave. and East 6th Street, offers a special rate of \$129 to EastWest attendees. Call 216-771-7600 or 800-321-1090 to reserve a room. The special rate is available until October 2, 2010 or until sold out. To reserve online, use the group code EWE.

### 3. Renaissance Cleveland Hotel

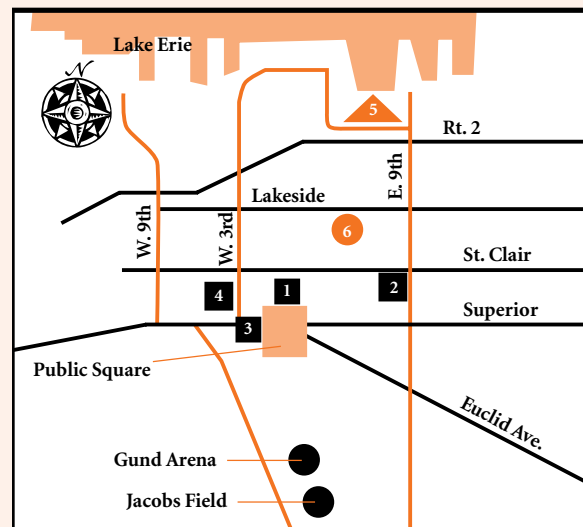
The Renaissance is located at 24 Public Square, connected to Tower City Center. Call 216-696-5600 or 800-HOTELS1 and mention EastWest to reserve a room at the special rate of \$149. The special rate is available until September 5, 2010 or until sold out. To reserve online, use the group code eweewa.

### 4. Ritz Carlton

The Ritz Carlton, located at 1515 West Third Street, is connected to Tower City Center, featuring retail shops, restaurants and the Rapid train which runs directly from the Airport. The Ritz is within walking distance of the Convention Center. Call 216-623-1515 to reserve a room at the special rate of \$219. The special rate is available until September 17, 2010 or until sold out.

### EastWest Express

While all hotels are within easy walking distance of the Cleveland Convention Center, a shuttle bus will run continuously between the Cleveland Convention Center, the Renaissance and Marriott Hotel. The shuttle will also provide transportation between the hotels and the Friday Night Party at the Rock and Roll Hall of Fame.



- 1 – Cleveland Marriott Downtown, 127 Public Square**
- 2 – Crowne Plaza Cleveland, 777 St. Clair Ave. NE**
- 3 – Renaissance Cleveland Hotel, 24 Public Square**
- 4 – Ritz Carlton Hotel, 1515 West Third St.**
- 5 – Rock and Roll Hall of Fame, 751 Erieside Ave.**
- 6 – Convention Center, 500 Lakeside Ave.**

# OD Education

## 1010 Contact Lens Roundtable

**Thu @ 8 a.m. (2 hrs)**

**Sponsored by Alcon**

This informal format allows attendees to enjoy breakfast and sit with two speakers of their choice who are experts in the field to discuss contact lens-related topics such as the state of the industry, orthokeratology, keratoconus, bifocal, astigmatic, new research and fitting irregular corneas.

## 1070 Ocular Disease Roundtable

**Thu @ 7 p.m. (2 hrs)**

Explore important ocular disease issues in depth with your colleagues at this informal dinner event. You choose the two speakers who are experts in the field and spend an hour with each at their table. Dinner buffet is included. Topics may include new instrument technologies, new treatments, cornea cases, neuro cases, glaucoma update and more.

## 2024 Realeyes Education Initiative Training

**Fri @ 8 a.m. (2 hrs)**

**Karla Zadnik, OD, PhD**

This course trains the attendee on effective ways to present the Realeyes curricula in classrooms. Realeyes, funded by a grant from the Ohio Department of Health Save Our Sight program, consists of age-appropriate, standardized, interactive video-based presentations that emphasize the importance of vision health and eye safety. Sammy Safe-Eyes is the new curriculum for Pre-K and Kindergarten, Adventures of Rhet and Tina is for students in grades 1 through 2, Case of Vinny Vision for grades 3 through 5, and Vision Impossible for middle school students. The training is open to doctors and staff.

## 5024 HeartSaver CPR

**Fri @ 9 a.m. (2 hrs)**

This American Heart Association course is a basic CPR class, teaching adult/child CPR and adult/child choking. This course is video-based with instructor-led discussion and simulation. Participants will receive a Heartsaver CPR card.

## Alexandar Andrich, OD

**5020 InfantSEE Workshop**

**Fri @ 10 (2 hrs)**

**21848-FV**

This workshop will present research and techniques to help practitioners become comfortable with the examination, testing, and diagnosis of infants.

## David Aron, MD, MS

**2039 The Diabetes Epidemic:**

**A Threat to Public Health and More**

**Fri @ 10 (1 hr)**

**COPE Pending**

According to a projection by the Centers for Disease Control and Prevention, one in three children born in the US five years ago are expected to become diabetic in their lifetimes. The impact of diabetes will be felt even by those who do not get the disease in higher health care costs with attendant higher taxes and insurance premiums.

**2045 ABC's (A1c, Blood Pressure, and Cholesterol) of Cardiovascular Risk in Diabetes**

**Fri @ 11 (1 hr)**

**COPE Pending**

Diabetes is a disease of high cardiovascular risk and more than doubles the risk of cardiovascular disease. It is also clear that while the diagnosis of diabetes is based on a cutoff value for glucose, it is part of a spectrum.

## Joseph Barr, OD

**7923 EastWest Kickoff Lunch**

**Sharing a Clear Vision**

**Thu @ Noon (1 hr)**

**COPE Pending**

**Sponsored by Bausch & Lomb**

This course will share new information on the importance of vision in contact lens patients and developing new products to meet evolving patient lifestyles.

## Susan Barry, PhD

**1032 Fixing My Gaze: A Scientist's Journey into Seeing in Three Dimensions**

**Thu @ 1 (2 hrs)**

**25758-FV**

This course reviews the natural history of infantile esotropia, the importance of binocular vision for egocentric localization and spatial orientation, and the science behind optometric vision therapy. This

course is presented by a neurobiology professor and scientist who suffered from infantile esotropia and developed stereovision through optometric vision therapy.

**1054 Neuroplasticity:  
How the Brain Rewires**  
Thu @ 3 (2 hrs)  
COPE Pending

This course examines the mechanisms underlying neuronal plasticity including changes in synaptic transmission and circuitry that occur with learning, rehabilitation from stroke, and recovery from sensory disorders. The effects of different training strategies, the importance of novel experiences and rewards, and the role of neuromodulators in facilitating brain rewiring will also be discussed.

**Curt Baxstrom, OD**

**2011 Occlusion—A Potpourri  
of Treatment Strategies**  
Fri @ 8 (1 hr)  
COPE Pending

Binasal occlusion is probably the most commonly known occlusion technique outside of direct patching for amblyopia. This course will look at binasal occlusion from different treatment perspectives. In addition, a variety of different occlusion techniques will be demonstrated. Each technique will be evaluated as to the purpose (eliminate diplopia, decrease confusion, modify gaze preference, etc.), how to apply it and how to modify it as the patient progresses.

**2032 Infantile Esotropia**  
Fri @ 10 (2 hrs)  
COPE Pending

Practitioners who treat strabismus may find this a unique population. This course will review some modifications of your traditional approach to esotropia to more thoroughly evaluate the infant. These probes may directly lead to therapeutic applications that are modified from the more traditional esotropia therapy. We will look at abduction deficit, motion asymmetries, inferior oblique overaction, dissociated vertical deviation and the use of binasal and sector occlusion.

**2061 Prescribing Prism  
following Stroke and Traumatic  
Brain Injury—Therapeutic and  
Compensatory Approaches**  
Fri @ 1 (1 hr)  
COPE Pending

Following stroke and traumatic brain injuries patients may present with a variety of visual dysfunctions including visual inattention, visual field deficits, and diplopia. This course will look at some basic aspects of prism application using both a therapeutic or compensatory approach. Cases will be included demonstrating the contrasting approaches.

**2065 EOM Paresis and Palsy—  
To Treat or Not To Treat Is  
The Question**  
Fri @ 2 (1 hr)  
COPE Pending

This course will look at the rehabilitation and compensatory optometric approaches to patients with ocular motor concerns. The emphasis will be on monocular considerations, but cases will be demonstrated in how to apply the principles for improving binocularity as well. An emphasis in treatment will be to look at ocular motor subsystem transfer in which improving one type of ocular motor ability may transfer to other subsystems.

**2086 Vision Therapy with a  
Vestibular Twist**  
Fri @ 3 (2 hrs)  
21941-FV

Vision therapy has historically included a variety of techniques to enhance the visual processing of our patients. This course will look at vestibular processing and how it can be applied into the vision therapy from both a developmental and rehabilitative perspective. Actual cases will also be presented that look at vestibular input in the stroke and traumatic brain injury populations.

**Marlane Brown, OD**

**2025 New Treatments for  
Keratoconus, Post-Surgical Ectasia,  
Presbyopia, and Dry Eye**  
Fri @ 9 (1 hr)  
COPE Pending

This course will focus on clinical research projects related to the eye and

eyecare in the past year. Topics will include device and pharmaceutical projects. New treatments for keratoconus, post-surgical ectasia, presbyopia, and dry eye will be covered.

**2059 Prescribing for the  
Irregular Cornea**  
Fri @ 1 (1 hr)  
20349-CL

The irregular cornea presents challenges to all eye care practitioners. This course will present cases and options for treatment for some irregular corneas. Discussion will include keratoconus, post corneal transplant, scarred corneas, and dystrophies.

**2069 Refractive Options:  
Why Lasik? Why Not?**  
Fri @ 2 (1 hr)  
COPE Pending

Many options for our patients' vision correction exist. This course will discuss management of vision problems with surgery, contact lenses, or other treatments. It will present treatments and the pros and cons of those.

**Charles Brownlow, OD**

**1040 You're Leaving Money  
on the Table**  
Thu @ 1 (2 hrs)  
23015-PM

Find more ways to collect the fees you're earning, leaving none on the table. This course includes computing fee schedules, proper charting to avoid under and over coding, contract evaluation, chart auditing, fee collection and more.

**2040 The Role of Medical  
Records in Disease Management**  
Fri @ 10 (2 hrs)  
COPE Pending

This course emphasizes the importance of good medical records in the diagnosis and management of eye disease. National standards for medical records will be taught, using audience participation to enhance delivery.

## Mile Brujic, OD

### 9911 The Indispensible Daily Disposable

Sat @ 7 (1 hr)

COPE Pending

*Sponsored by Vistakon*

Daily Disposable contact lenses have evolved as an important component to many eye care practices. As such, it is important for eye care practitioners to be familiar with the different daily disposable contact lens options available. This course will offer an analysis of where daily disposable contact lenses fit into a typical practice and offer a detailed description of the different options available.

## Greg Caldwell, OD

### 3060 Oral Pharmaceutical Agents for the Treatment of Pathologies

Sat @ 1 (2 hrs)

20047-AS

This course will review the usage of oral antibiotics and oral antivirals for ocular infections and oral analgesics/narcotics for ocular pain management. Practical information regarding the identification of allergic reaction, pregnancy and maximum daily doses will be discussed, which are prerequisites before prescribing oral pharmaceutical agents.

### 3089 Ocular Manifestation and Treatment of Allergic Disorders

Sat @ 9 (1 hr)

25907-AS

An assortment of ocular allergic disorders manifest themselves through a variety of changes to the palpebral and bulbar conjunctiva. This course will review those varieties of presentations and discuss the latest pharmaceutical options.

## Lou Catania, OD

### 8911 A New Refraction? You Cannot Be Serious?

Fri @ 7 (1 hr)

*Sponsored by Marco*

Five clinical cases pertaining to vision care and refraction for you

to evaluate (audience participation). The five clinical pearls resulting will (or should) change the way you practice on Monday morning.

## Anthony Cavallerano, OD

### 2036 OD's Role in Diabetes Management Goes Beyond Eye Exam

Fri @ 10 (2 hrs)

24825-SD

This course presents the guiding principles for increased optometric participation in management of the patient with diabetes mellitus. Emphasis is placed on clinical decision-making and consideration is given to clinical guidelines and standard of care. The presentation includes a survey of emerging trends in the treatment and management of diabetic retinopathy and diabetic macular edema.

### 2058 Peripheral Retinal Disorders: When to Hold and When to Fold

Fri @ 1 (2 hrs)

19791-PS

This course considers the various causes of retinal detachment and discusses management of the patient presenting with risk characteristics for retinal separation. Emphasis is placed on practice protocols and case studies will be used to illustrate diagnostic and management principles for the primary care practitioner.

## Dawn DeCarlo, OD

### 2037 Reducing the Risk of Age-Related Vision Loss

Fri @ 10 (3 hrs)

27626-GO

*Sponsored by AOA and Kemin Health*

This AOA course, developed in conjunction with Kemin Health, focuses on treatment of diseases that cause vision loss. The course includes education regarding the science of ocular nutrition and case-based examples of current comprehensive treatments (nutritional, medical and vision rehabilitative) highlighting

age-related macular degeneration, cataracts, glaucoma and diabetic retinopathy.

## Mike DePaolis, OD

### 3012 Clinical Pearls for the Contact Lens Practice

Sat @ 8 (2 hrs)

18363-CL

This course intertwines clinical trial results with personal experiences in providing numerous pearls for effective specialty lens prescribing. Topics include bifocal, toric, continuous wear, keratoconus and bandage contact lens designs.

### 3032 Microbial Keratitis in Contact Lens Wear — Bacterial, Amoebic, Fungal, and The Great Unknown

Sat @ 10 (2 hrs)

25341-CL

Despite advances in contact lenses and care products, cases of microbial keratitis (MK) remain. While a full understanding of MK eludes us, we recognize wear habits, non-compliance, and the ubiquity of microbes as key variables. This course presents various cases, with emphasis on differential diagnosis and contemporary treatment strategies.

### 9923 Dry Eye and Contact Lens

Sat @ 12 (1 hr)

COPE Pending

*Sponsored by CooperVision*

### 3052 Contact Lens Management for the Refractive Surgery Patient

Sat @ 1 (2 hrs)

21621-CL

Prescribing contact lenses for the refractive surgery patient remains one of the greatest challenges for today's clinician. In many instances these individuals have opted for refractive surgery in lieu of contact lenses and emotionally they may be reticent to resume lens wear. In this course we address a variety of contact lens applications related to refractive surgery — as preoperative adjuncts, as preoperative devices, and in long-term visual restorations.

**Rebecca Diller, OD****5032 Physical Exam and  
Pharmaceuticals Workshop****Fri @ 3 (2 hrs)****COPE Pending**

Participants will be instructed on basic physical exam techniques and exercises that may be useful when initiating/monitoring pharmaceutical treatment regimens and/or monitoring systemic conditions with ocular sequela.

**5022 Gonioscopy and  
Identification of Normal and  
Abnormal Angle Structures****Sat @ 8 (2 hrs)****22865-GL**

Participants will become proficient in the gonioscopic technique with three and four mirror lenses. You will learn to identify angle structures on real “patients” and document your findings. Images of normal and abnormal angles will be reviewed. Indications for evaluation, referral criteria, and management of angle closure will also be covered.

**Michael Earley, OD, PhD and  
Brenda Montecalvo, OD****1020 Understanding  
Visual Attention****Thu @ 10 (2 hrs)****COPE Pending**

Sustained visual attention is important for learning. This course will discuss the newest neurology research in the areas of visual attention. Discussions on how to evaluate a patient with sub-normal visual attention will be presented along with a variety of vision therapy techniques useful in improving a patient’s visual attention.

**Fred Edmunds, OD****1026 AOA Sports Vision  
University: Performing a  
Comprehensive Sports Vision  
Evaluation****Thu @ 10 (2 hrs)****27713-GO**

Rationale and research results are presented to support testing of

specific sports vision performance skills, and normative data for athletes is provided. Strategies are discussed for organizing a comprehensive evaluation for athletes competing in any sport or position. Strategies to build sports vision services into an optometric practice are discussed. Successful communication tools for developing this specialty service are highlighted with an emphasis on patient and community education.

**1042 Sports Vision University:  
Visual Performance****Enhancement for Athletes****Thu @ 1 (2 hrs)****COPE Pending**

Management considerations for refractive compensation, enhancement filters, contact lenses, and refractive surgery for athletes are highlighted. Protective eyewear issues and options are presented with discussion of ocular trauma management. Vision training techniques that can be used to enhance essential visual skills is emphasized.

**Murray Fingeret, OD****3030 Glaucoma Update and  
New Technology****Sat @ 10 (2 hrs)****21008-GL**

This course will review new forms of technology that are becoming commonplace in the diagnosis and management of glaucoma. Different imaging instruments will be described and how they fit into the diagnostic paradigm. Also, the newer forms of perimetry will be discussed and their role in diagnosing glaucoma. Finally the newer methods used to evaluate the anterior chamber as well as measure intraocular pressure and corneal thickness will be discussed.

**3071 Progression –  
The Next Frontier in Glaucoma****Sat @ 2 (1 hr)****13623-GL**

One important area in the management of glaucoma that has been overlooked is the detection of

change or progression. This course will explain the assessment of the optic nerve, retinal nerve fiber layer or visual field for change, which instruments come into play, and how they enable the clinician to monitor for progression.

**3081 A Six-Step Approach  
to Visual Field Analysis****Sat @ 3 (1 hr)****19544-GL**

Automated visual field assessment is an integral part of the diagnosis and management of glaucoma. This course details a step-by-step guide to analyzing the visual field. The criterion for what constitutes a real defect as well as signs of progression will also be discussed. Information in regards to the new forms of perimetry such as FDT or SWAP will be presented.

**3091 A New Look at IOP****Sat @ 4 (1 hr)****COPE Pending**

This course will look at the role intraocular pressure (IOP) plays in the development of glaucoma. Recent studies have pointed to IOP’s importance in the development of glaucoma. New information has indicated that in addition to corneal thickness, stiffness and rigidity also play roles in measurement errors. New instrumentation such as the Pascal Tonometer adds a new dimension to how we evaluate IOP and will be described.

**4010 Point-Counterpoint  
in Glaucoma****Sun @ 8 (2 hrs)****25773-GL**

This course will review controversial areas in regard to the diagnosis and management of glaucoma. Items to be addressed include: when should ocular hypertension be treated, do you need an imaging device, what are contemporary models of care, is there any role for surgery as an initial therapeutic modality, and are the new diagnostic instruments (optic nerve imagers, SWAP) useful in our diagnostic armamentarium.

**4012 The Glaucoma Suspect  
Sun @ 10 (2 hrs)  
22665-GL**

The individual presenting as a glaucoma suspect, most commonly due to a suspicious optic nerve with a full threshold visual field and IOPs in the normal range is a clinical dilemma. Could this be early glaucoma or a normal variant? This course will explain the diagnostic process in assessing this condition.

**Paul Freeman, OD**

**1045 The Elusive Low Vision Patient  
Thu @ 2 (1 hr)  
23699-LV**

Locating the visually impaired patient is the focus of this lecture. There seems to be a substantial difference between the numbers of visually impaired people vs. the numbers who are getting care. This lecture is finding the patient and what to do to help.

**1056 The Geriatric Visually Impaired Patient  
Thu @ 3 (2 hrs)  
21036-GO**

This lecture is an overview of some of the more common eye conditions that cause decreased vision and how these patients can be helped. It is not a lecture on the fine details of pathology but covers them enough to be a platform for the presentation of the low vision rehabilitative care.

**De Anna Frye, PhD and  
Drusilla Grant, OD**

**2078 Neuropsychology and Optometry Collaborate to Improve Patient Outcomes  
Fri @ 3 (2 hrs)  
COPE Pending**

This course will discuss why and how a neuropsychologist and optometrist work together to improve a patient's rehabilitation process following a neurological insult.

**Jeffrey Gerson, OD**

**1024 Retinal Findings with Systemic Disease  
Thu @ 10 (2 hrs)  
18220-SD**

This course will discuss different retinal pathologies associated with systemic diseases.

**1037 Understanding Fluorescein Angiography and Ocular Coherence Tomography  
Thu @ 1 (1 hr)  
21644-PS**

This course will provide overviews of fluorescein angiography and optical coherence tomography. Discussion will include indications for these tests, procedures, normal and abnormal findings. Case reports will also be presented to demonstrate clinical relevance.

**1044 AMD: A Practical Practice Approach  
Thu @ 2 (2 hrs)  
24750-PS**

This course will discuss some preventative strategies that can be taken with AMD. Strategies for prevention of both dry and wet AMD will be discussed.

**1061 Current Trends in Diabetes: Are You Up to Date?  
Thu @ 4 (1 hr)  
22866-SD**

The number of people in the US with diabetes is exploding, as is new information pertaining to this disease. This course will review the most recently published important developments pertaining to caring for patients with diabetes. Balanced information regarding all body systems, and not just ocular research will be presented.

**Marjorie Greenfield, MD**

**1023 Building a Life that Works for Your Family, Your Career, and You  
Thu @ 10 (1 hr)  
COPE Pending**

This course will present on various family topics such as when is the perfect time to have a baby and factors that can guide that difficult decision, when and how to disclose

the pregnancy at your workplace, maternity leave laws and policies, adjusting to your new job as a parent, communicating with work after the baby, breastfeeding, returning to work, and most importantly work-life balance challenges.

**Phil Gross, OD**

*See Jay Henry, OD, MS*

**Jay Haynie, OD**

**3042 Retina Grand Rounds  
Sat @ 10 (2 hrs)  
28221-PS**

This course consists of a potpourri of retinal case presentations that are commonly seen in the optometric setting. From presenting symptoms to a compilation of clinical findings, working through a set of differential diagnoses to a final treatment plan sets the stage for interaction amongst all. An update on clinical trial data as it pertains to AMD, Diabetic Retinopathy, and Vascular Disease will help guide the clinician on referral options and education of their patients.

**3058 Retinal Disease Update on New Treatment and Referral Guidelines  
Sat @ 1 (2 hrs)  
21277-PS**

An update on new treatment options for retinal disease as well as guidelines for appropriate referral patterns.

**Geoffrey Heddle, OD**

**2014 Testing the Athlete for Sports Performance  
Fri @ 8 (2 hrs)  
COPE Pending**

In this course we will discuss what ways an optometrist, and his staff, can assess an athlete's level of visual competence. Discussion will not only include which tests to perform, but the rationale behind each test. Advice on how to easily score each test will be provided. You will also be given ideas on how to effectively, and impressively, communicate.

**3015 Prescribing Lenses for Performance Beyond 20/20**  
**Sat @ 8 (1 hr)**  
**COPE Pending**

All ODs know how to determine the correct lens for a patient's distance visual demands. What about prescribing for the school age child, and their near centered visual demands? This course will demonstrate straight forward chair side testing tips.

**3036 Portable Vision Training for the Athlete**  
**Sat @ 10 (2 hrs)**  
**COPE Pending**

Testing an athlete can provide great insight as to how well that athlete performs in their given sport. Improving that level of performance is what will really raise eyebrows and help to grow your credibility, not to mention your practice! The purpose of this course will be to give you examples of various exercises that can help the athlete improve their athletic performance. These exercises are portable, easy, and can be done either individually, or in a group setting.

**Jay Henry, OD, MS and Phil Gross, OD**

**2020 Everything You Need to Know about Electronic Health Records**  
**Fri @ 8 (2 hrs)**  
**COPE Pending**  
*Sponsored by MaximEyes by First Insight*

This course will provide an overview of federal incentive programs currently available to the optometrist, meaningful use objectives, and certification of EHRs. We will discuss the application of EHRs in clinical practice, system selection, installation, and interoperability with diagnostic instruments. We will also review training, doctor and staff responsibilities.

**2063 Exploring New Technology: A Case Study Approach**  
**Fri @ 1 (1 hr)**  
**27959-GO**  
*Sponsored by MaximEyes by First Insight*

This course will explore interesting clinical cases while utilizing an electronic health record system to present findings, show advanced testing, as well as treatment and management plans. We will specifically review the OCT as well as many new mobile reference tools available to enhance patient care.

**2073 EMRs Practical Applications: Making the Last Few Pieces of Paper Go Away**  
**Fri @ 2 (1 hr)**  
**25908-PM**  
*Sponsored by MaximEyes by First Insight*

This course will highlight the advantages of taking your electronic office and EHR to the next level. We will review numerous advanced practical applications such as e-prescribing, online history forms, drawing tools, and the integration of images and data from ophthalmic equipment into your EHR. We will conclude with a discussion about how using these technologies improves efficiency.

**Barry Kran, OD**

**3056 Neuro-Optometric Rehab: Case Management Considerations**  
**Sat @ 1 (2 hrs)**  
**COPE Pending**

This presentation will increase the awareness by the practitioner to the importance of creative and inclusive treatment strategies when working with individuals with vision and/or other impairments. Cases illustrating this will range from creative refractive management of anisometropia and head posture to an overview of the spectrum that is cerebral or cortical visual impairment.

**3088 Low Vision for Pediatric and Special Populations – The Eyeball and Beyond**  
**Sat @ 3 (2 hrs)**  
**COPE Pending**

This lecture will provide an overview of the overarching issues impacting the visual care and visual services of this diverse population. For the practitioner who has been comfortable with some traditional adult low vision care, this lecture will attempt to make working with this population more accessible and desirable.

**Blair Lonsberry, OD**

**2071 The Latest in Corneal Dystrophies and Degenerations**  
**Fri @ 2 (1 hr)**  
**22858-AS**

The expanding of therapeutic privileges for optometrists has made the diagnosis and treatment of anterior segment diseases a crucial aspect of clinical practice. This course examines the corneal dystrophies/ degenerations focusing on patient symptoms, diagnostic criteria, affects on vision, and the most current management/treatment options.

**3040 Diagnosing and Managing Ocular Urgencies and Emergencies**  
**Sat @ 10 (2 hrs)**  
**24959-SD**

This course will review the various presentations of ocular urgencies and emergencies; focusing on triaging, case history and key points in diagnosing various emergent conditions. Appropriate treatment and management plans will be discussed in detail, focusing on current therapeutic intervention.

**3059 Clinical Ocular Grand Rounds**  
**Sat @ 1 (1 hr)**  
**25349-SD**

This course will review unique cases in a grand rounds format from a variety of ocular disciplines and will focus on the patient presentation, differential diagnoses, and treatment/management options.

**3073 Ocular Manifestations in Autoimmune Disease****Sat @ 2 (1 hr)**  
**21184-SD**

The autoimmune diseases provide a challenging array of systemic and ocular complications. This course focuses on the etiology, diagnostic criteria and management of the more common autoimmune disorders including rheumatoid arthritis and lupus. The associated ocular complications are discussed including diagnosis and treatment options.

**W. C. Maples, OD****3014 Evidence Based Optometry: Quality of Life Measures****Sat @ 8 (2 hrs)**  
**COPE Pending**

One of the current medical concepts is that of “quality of life”. The issue of quality of life is focused on cost to benefit ratios. Is the improvement in one’s life worth the cost of therapy? It is generally agreed that the more productive years that a person has the more benefit is gained from therapeutic intervention and no one in society has more potential benefit than our children. Two instruments have been developed to objectively measure improvement in quality of life factors after optometric care. Each of these instruments will be described and the research demonstrating significant improvement in life quality after optometric intervention will be fully discussed. Emphasis will be on how to integrate these two instruments into the doctor’s clinical practice.

**3034 Infantile Esotropia: Its Origin, Diagnosis and Potential Therapies****Sat @ 10 (2 hrs)****COPE Pending**

Infantile esotropia is one of the most prevalent of all of the strabismic conditions. The functional cure of the condition is difficult and it is often correlated with both anisometropic and strabismic amblyopia. Options include surgery and developmental vision therapy. These two therapeutic options will be compared and contrasted as to efficacy of treatment. Risk factors and odds ratios will be

presented. A straightforward workup protocol for the esotropia will be covered. Emphasis will be on the prophylactic care of the “at risk” pregnancy/infant as well as the early detection of the condition.

**3054 Diagnosis and Therapy for Visual Problems Interfering with Learning****Sat @ 1 (2 hrs)**  
**COPE Pending**

The primary care optometrist often encounters patients with no significant refractive or binocular condition that are struggling in school. The visual problem that is likely interfering with learning in this case is ocular motor dysfunction and/or visual perception dysfunctions. A clinical protocol for staff testing of these two conditions and a general treatment regimen is developed. Test procedures will be demonstrated. When and how to consult with other specialists will also be discussed.

**Brian Mathie, OD****1039 Normal Tension Glaucoma—Not Much Normal Here****Thu @ 11 (1 hr)**  
**26992-GL**

Open angle glaucoma is a difficult diagnosis but glaucoma diagnosis in the presence of normal tension can be even more challenging. This course details the unique aspects of normal tension glaucoma as compared to POAG and closed angle glaucoma. Patient risk factors, disc hemorrhages and the Collaborative Normal Tension Glaucoma Study will be reviewed.

**1049 Pach Your Bags and Your Glaucoma Worries are Gone-ioscopy****Thu @ 2 (1 hr)**  
**COPE Pending**

Pachymetry, gonioscopy, serial tonometry and other important tests relative to glaucoma risk factors will be detailed. Emphasis will be placed on a complete review of gonioscopy and assuring that the examiner is comfortable with gonioscopic variations of the anterior chamber angle.

**John McGreal, OD****1021 Foreign Body Removal****Thu @ 1 (1 hr)**  
**23216-AS**

This course will discuss the diagnostic and management approaches to the patient with ocular foreign bodies. Removal techniques, instrumentation and post operative care will be highlighted.

**1035 Getting Ready for Real Therapeutics****Thu @ 2 (3 hrs)**  
**24890-GO**

This course will prepare attendees to begin utilizing expanded therapeutic privileges. It will discuss anterior segment diseases including cornea, conjunctival, infectious, dermatologic, and allergic conditions. It will focus on treatment of glaucoma, foreign body, punctal occlusion, nasolacrimal obstructions and new technologies will be highlighted.

**2015 Can We Do Better in AMD? Diagnostic Considerations****Fri @ 8 (1 hr)**  
**26833-PS**

This course will review the clinical diagnosis of dry and wet AMD. Clinical studies and new technologies to improve diagnosis and lower risks will be discussed.

**2035 Corneal Ulcers****Fri @ 10 (1 hr)**  
**23994-AS**

This course will discuss the diagnosis, laboratory investigations, and treatment of corneal ulcers. Emphasis will be placed on proper selection of antibiotics and management issues.

**2043 Uveitis****Fri @ 11 (1 hr)**  
**27031-AS**

This class will review the evolution and treatment for uveitic conditions. Emphasis will be placed on systemic disease states contributing to uveitis.

**Brenda Montecalvo, OD**

**2054 Vision Therapy for Dummies**  
**Fri @ 1 (2 hrs)**  
**COPE Pending**

This course will cover the basics for effective diagnostic and treatment options for binocular vision disorders and learning-related vision problems. Also covered will be techniques for vision therapy for vergence, accommodation, and oculomotor disorders, as well as amblyopia. Ways of detecting binocular vision problems without significantly increasing chair time will be demonstrated so attendees will gain an understanding of what to look for during an exam and how to treat basic binocular vision disorders.

**Beth Muckley, OD**

**1050 Advances in Glaucoma Surgery**  
**Thu @ 3 (2 hrs)**  
**COPE Pending**

Surgical techniques, patient considerations, and management in glaucoma will be discussed. Also covered will be laser procedures such as SLT, ECP and iridotomies as well as trabeculectomy, shunt tubes and viscocanaloplasty.

**3051 Critical Evaluation of the Optic Disc in Glaucoma**  
**Sat @ 1 (1 hrs)**  
**COPE Pending**

This course will provide a basic overview for evaluating optic nerves for glaucoma. Risk factors to determine structural loss will be discussed. Case presentations with challenging optic nerve head appearances will be included.

**Kelly Nichols, OD, MPH, PhD**

**3045 The DEWS and Don'ts of Dry Eye**  
**Sat @ 10 (1 hr)**  
**COPE Pending**

Published in 2007, the DEWS reports changed dry eye management, but what has happened since? This fast-paced course will cover the highlights in clinical research.

**3047 iPhone And More: Technology for Anterior Seg**  
**Sat @ 11 (1 hr)**  
**COPE Pending**

Management of ocular surface disease can improve your bottom line, but what about new technology? Ocular surface applications of slit lamp cameras, tear osmometers, and meibography tools are all discussed, from cheap to expensive. Billing and coding will be reviewed.

**3062 Hey, Meibom, It Is Lid Disease!**  
**Sat @ 1 (2 hrs)**  
**27539-AS**

Three hundred years after Heinrich Meibom named the meibomian gland, we are still gaining an understanding of its function in health and disease. Clinical pearls for diagnosis and management of lid disease and new anterior seg technology are discussed. Is meibomian gland dysfunction the new dry eye?

**Bruce Onofrey, OD**

**2021 Nutraceuticals and the Eye**  
**Fri @ 9 (1 hr)**  
**COPE Pending**

This course will review the clinical protocols related to the use of these agents for the treatment of a number of ophthalmic conditions and discuss a variety of misapplications of these agents in common use.

**2034 Use and Abuse of Steroids**  
**Fri @ 10 (2 hrs)**  
**27629-PH**

The use of topical and oral steroids represents a double edged sword to the optometric physician. Their use can save or take away vision. Proper diagnosis, drug selection and patient monitoring are essential to appropriate use of these medications. This course highlights patient and drug selection to maximize therapeutic benefits and minimize risks.

**3018 The Must Have Systemic Medications in Eye Care**  
**Sat @ 8 (2 hrs)**  
**COPE Pending**

The goal of this presentation is to review the pharmacology and clinical applications of systemic medications in the management of ocular disease. Indications, contraindications and proper dosing in special populations, will be presented.

**3038 Ten Tests That Can Save Your Patient's Life and Sight**  
**Sat @ 10 (2 hrs)**  
**26444-PD**

The timely use of laboratory tests and other diagnostic techniques can assist the clinician in identifying sight and life-threatening ocular and systemic disorders in their patients.

**3057 Megatrends in Medicine**  
**Sat @ 1 (1 hr)**  
**26107-SD**

With virtually every patient encounter, optometrists are reminded of just how intertwined vision is with systemic well being. It is for precisely this reason that primary eye care providers be well versed on trends in systemic medicine. This course addresses certain megatrends in medicine and how they affect eye care. Our emphasis is on new diagnostic criteria for disease detection, contemporary treatment protocols, and their ramifications for optometry.

**James Owen, OD**

**1038 Managing LASIK Complications in 2010**  
**Thu @ 1 (2 hrs)**  
**27227-RS**

Laser vision correction has had FDA approval in the United States for over ten years. In that time the technology has changed and so have the complications. This course will review the complications that are most common in laser vision correction patients in 2009. The course describes how to identify and treat complications such as dry eye, diffuse lamellar keratitis and infections. Brief cases and clinical photographs are used.

**1058 Sharper, Faster, Better: New Technology In Refractive Surgery**  
**Thu @ 3 (2 hr)**  
**24600-RS**

The course covers technology in development of laser vision correction and cataract surgery. Topics include femtosecond laser for cataract surgery, intraoperative wavefront analysis and corneal cross-linking. The course will describe the technology and discuss optometry's role in its application.

**Tom Porter, OD**

**3021 Adding Low Vision to Your Practice**  
**Sat @ 9 (1 hr)**  
**26690-LV**

**Sponsored by Eschenbach**

Adding low vision to a comprehensive practice shouldn't be a daunting task. By incorporating small changes in how you approach low vision care you can avoid the mistakes and you will be rewarded both emotionally and financially.

**3046 Low Vision: The Things I Didn't Learn in School**  
**Sat @ 10 (2 hrs)**  
**24478-LV**

**Sponsored by Eschenbach**

Many of the techniques that will simplify your low vision service aren't taught in school. This course will include clinical tips and pearls to help streamline the exam process without sacrificing accuracy. Also covered will be tips that will help you avoid pitfalls in prescribing and dispensing low vision aids. You will learn how by using very simple statements you can improve your success rate with this special population. Billing, coding, and the economics of low vision practice will be discussed. This course will be helpful for those just starting out as well as those with years of experience.

**Daniel Powell, OD**

**5026 Dry Eye Workshop**  
**Sat @ 10 (2 hrs)**  
**COPE Pending**

New and proven techniques for evaluation of dry eye symptoms, including the new OcuSense device for evaluation of tear osmolarity, will be described and demonstrated, with opportunity for practice. An exam form, appropriate follow up, and coding and billing information will be provided. In addition, objective data regarding effectiveness of current therapies will be presented.

**Stuart Richer, OD, PhD**

**1033 Adverse Reactions of Nutritional Supplements vs. Pharmaceuticals**  
**Thu @ 1 (1 hr)**  
**23905-SD**

The likelihood of dying from a multivitamin supplement is similar to being struck by lightning; however biological adverse reactions do occur occasionally. The course presents a balanced approach to risks associated with nutritional supplements most likely to be prescribed by optometrists, and clinical pearls concerning high dose supplementation.

**1043 Gaining Ground in the War Against Atrophic AMD**  
**Thu @ 2 (1 hr)**  
**22813-PS**

Some 90% of AMD is atrophic and within the purview of optometrists. We examine what's new in visual testing and nutrition including the Luxea, Last, Phototrop, Tozal, Luna, Last II & Carmis clinical trial data. We also examine the importance of lipofuscin as well as the candidate drugs and nutrients that may reduce it. Finally, we address candidate anti-angiogenic eye drops which will likely open the door for further co-management opportunities with ophthalmology.

**1055 Aging and Nutrition**  
**Thu @ 3 (1 hr)**  
**13511-GO**

This course focuses on the integration of essential knowledge for evaluating and managing elderly persons, including nutritional intervention for potential improvement on visual function. Special emphasis concerning visually impaired elders along with evolving research concerning nutritionally responsive approaches to visual enhancement will be given.

**2019 The Brighter Side of Sunlight: The Epidemic of 25-Hydroxyvitamin D Deficiency**  
**Fri @ 8 (1 hr)**  
**23906-SD**

Vitamin D deficiency is associated with no less than 25 medical conditions, the common cold and winter mortality. Some scientists consider it be a new public health epidemic, particularly for the growing population of people of color living and working 24/7 indoors in northern climates in the US and Canada. This is of crucial concern for ODs, due to a dearth of minority health care providers. Much can be achieved with an OTC supplement costing pennies per day.

**2027 Vascular Perfusion and the Eye-Brain Connection**  
**Fri @ 9 (1 hr)**  
**23235-SD**

We address the age related changes in systemic and ocular blood flow — child vs. adult, sensory retinal circulation measurement using the HRT/F instrument, choroidal circulation measurement and the work of Alon Harris, Ph.D., University of Illinois. We introduce the changing nature and understanding of the pathophysiology of arteriolar sclerosis (i.e. the cholesterol hypothesis vs. the calcium hypothesis). Finally, we look at nutrients that might promote better blood vessel health.

**Harvey Richman, OD**

**2088 Coding the Routine and Not So Routine**  
**Fri @ 3 (2 hrs)**  
**28039-PM**

Dry eye is one of the most discussed topics in optometric education. One of the keys to successful management of the condition is getting reimbursed for the doctor's time. This course will consider all options for testing and coding the work up and treatment of a dry eye patient.

**3063 Ocular Surface Disease Coding Options**  
**Sat @ 1 (1 hr)**  
**COPE Pending**

This course will allow practitioners to properly code and bill for evaluation, treatment and follow up of dry eye patients.

**3075 Special Ophthalmic Coding**  
**Sat @ 2 (1 hr)**  
**COPE Pending**

This advanced billing course will provide the correct coding options for a practice looking to submit claims for the special ophthalmologic services. Topics will include gonioscopy, visual fields, fundus photography, scanning laser imaging, extended ophthalmoscopy, punctal occlusion, laboratory testing and other diagnostic testing options beyond the well vision evaluation.

**Eric Schmidt, OD**

**2013 Prescribing Oral Steroids**  
**Fri @ 8 (1 hr)**  
**19395-PH**

The prescribing of oral steroids is a very useful privilege for optometrists. However, improper dosage and usage can lead to complications for the patient. This course will detail the pharmacology of steroids and present clinical indications for their usage.

**2050 Glaucoma Pharmacology A-Z**  
**Fri @ 1 (2 hrs)**  
**19392-PH**

This course will use a clinically oriented approach to the pharmacology of anti-glaucoma

drugs. Mechanisms of action will be detailed and contraindications discussed. Using case studies, a treatment paradigm and hierarchy will be presented. Side effects of drugs will also be presented.

**2076 Walk Softly and Carry a Big Stick—New Therapeutics in Clinical Practice**  
**Fri @ 3 (2 hrs)**  
**22849-SD**

This course will discuss new therapeutics in disease management.

**Gregory Schultz, OD**

**2010 Glaucoma CoManagement**  
**Fri @ 8 (2 hrs)**  
**14120-GL**

This course is intended to give an overview of the current definition of glaucoma as well as review the physiology of increased IOP and mechanisms of damage in this disease. A complete pharmacology review is included.

**2075 That's Not Glaucoma! Tales from the Referral Center**  
**Fri @ 3 (1 hr)**  
**27844-GL**

This course will review cases referred for secondary/tertiary care to a referral center as suspected glaucoma. In these cases patients had suspicious discs, field loss, family history or borderline pressure but a final diagnosis that was something other than glaucoma. The key characteristics of glaucomatous optic atrophy are reviewed. Attendees will learn how to differentiate compressive optic neuropathy, ischemic optic neuropathy, optic disc drusen and anomalous discs with field loss from glaucoma.

**2091 Difficult Glaucoma Management**  
**Fri @ 4 (1 hr)**  
**COPE Pending**

**3010 Neuroimaging Review for Primary Care Providers**  
**Sat @ 8 (2 hrs)**  
**20048-NO**

This course will cover multiple topics in ophthalmic disease, the neuro-symptom inventory and history review, unexplained VA loss, anterior visual pathway compressing, transient VA loss, assessment and management of diplopia and differential Dx of the elevated optic nerve. Diagnosis and management will be discussed. Review of all radiology imaging will be reviewed.

**Joe Showlin, OD**

**2012 Non Lens Related Pathology That Mimics Lens Related Disease**  
**Fri @ 8 (2 hrs)**  
**20968-CL**

The relatively large diameter, minimal movement, rapid polymer deterioration, and elaborate attendant care systems of hydrogel lenses account for their complication rates which exceed rigid lenses. Fortuitously, many of these lens complications mimic non-lens related pathology. The clinician's challenge involves making the appropriate differential diagnosis and applying appropriate treatment strategies. This course will explore the subtle differences between contact lens induced and non-lens related pathology including presenting symptoms, objective signs, and appropriate treatment plans.

**2031 Golden Globes: New Advances in Contact Lenses**  
**Fri @ 10 (1 hr)**  
**22381-CL**

New advances in contact lenses will be discussed.

**2041 Keratoconus: When Conventional Therapies Fail**  
**Fri @ 11 (1 hr)**  
**24136-CL**

Keratoconus and other non-inflammatory thinning disorders are often best managed by assorted rigid lens designs that include both conventional and scleral designs.

*Shovlin continued*

### **2084 Corneal Manifestations of Systemic Disease**

**Fri @ 3 (2 hrs)**  
**20967-SD**

Assorted corneal findings can signal systemic disease. Many of these manifestations can bring attention to some serious, even potentially life threatening conditions. Practitioners faced with various clinical signs affecting the cornea are forced to make an appropriate differential diagnosis and apply adequate treatment including needed referrals to sub-specialties within medicine. A timely diagnosis can certainly minimize any corneal morbidity, but even impact chances of mortality.

### **Chad Shultz, OD**

#### **5028 Taking Your Fundus Exam to the Next Level Workshop**

**Fri @ 1 (2 hrs)**  
**22202-PS**

Interactive workshop demonstrating techniques for peripheral retina examination. Techniques include: scleral indentation, 3-mirror peripheral funduscopy, indirect biomicroscopy. Includes 20 minute presentation on technique, indications, and interpretation of procedures.

### **Joe Sowka, OD**

#### **2023 You've Got Some Nerve — A Clinical Look at Optic Nerve Anomalies**

**Fri @ 9 (1 hr)**  
**25876-NO**

This course examines commonly seen optic nerve anomalies that are often misdiagnosed as progressive diseases and erroneously referred. Colobomas, megalopapillae, hypoplasia, pits, drusen, as well as anomalies of insertion are covered.

#### **2030 Glaucoma Grand Rounds**

**Fri @ 10 (2 hrs)**  
**21046-GL**

This course covers clinical presentations in glaucoma in an interactive grand rounds format. Cases covered include early and advanced glaucoma and strategies

for medical management. Also, secondary glaucomas including phacolytic glaucoma, pigmentary glaucoma, angle recession glaucoma, uveitic glaucoma, and Posner Schlossman syndrome are covered.

#### **2082 Case Discussion in Ocular Disease — My Greatest Hits**

**Fri @ 3 (2 hrs)**  
**23283-PS**

One of the greatest challenges in eye care is managing atypical ocular pathology. Favorite cases involving ocular inflammation, infection, neuro-ophthalmic disease, glaucoma, and retinal disease are presented.

#### **3017 Posterior Uveitis Made Simple**

**Sat @ 8 (1 hr)**  
**24948-PS**

This course details in a case based format the symptoms and clinical findings in patients with common types of posterior and intermediate uveitis. A diagnostic algorithm is presented to follow the clinical findings to an appropriate differential diagnosis. Current therapeutic management and appropriate diagnostic testing is heavily emphasized.

### **Julie Staats, OD**

#### **5034 Foreign Body Removal Workshop**

**Thu @ 1 (2 hrs)**  
**25720-AS**

This workshop provides hands-on experience with foreign body removal of the cornea and conjunctiva. Proper techniques, along with universal safety precautions, will be demonstrated and practiced.

### **Joseph Studebaker, OD**

#### **3019 Making EHR Work for Your Patients and Your Practice**

**Sat @ 9 (1 hr)**  
**COPE Pending**

**Sponsored by Compulink**

Electronic health records (EHR) provide many important

opportunities for the enhancement of quality of patient care and practice efficiency, despite the challenges that optometrists too often associate with their integration into clinical practice. This course will examine various strategies to help practitioners and their staff members effectively transition to optimal EHR utilization in the clinical realm.

### **Jim Thimons, OD**

#### **2057 Management of Viral Eye Disease**

**Fri @ 1 (1 hr)**  
**COPE Pending**

This course covers the mechanisms, indications and contraindications of anti-viral drugs.

#### **2067 Advances in Anterior Segment Therapy**

**Fri @ 2 (1 hr)**  
**20779-AS**

This course will review the latest advances in new pharmaceuticals, off-label applications of current agents, and the most current clinical trials that will impact our practices in the future.

#### **2080 Ocular Trauma and Imaging**

**Fri @ 3 (2 hrs)**  
**21529-AS**

This course will cover acute and long-term management of urgent and emergent ocular conditions. Emphasis will be on the care of blunt trauma, penetrating injuries and their sequella.

#### **3016 Cornea Challenges**

**Sat @ 8 (2 hrs)**  
**24069-AS**

This course will discuss infectious keratitis, traumatic disease, corneal erosion and other corneal challenges facing primary care optometrists. Case studies will be used to foster discussion on diagnosis and treatment options.

**3044 Top 20 Oral Agents****Sat @ 10 (2 hrs)****25643-OP**

This course will provide an overview of the top 20 oral medications used in ophthalmic practice. Anti-virals, NSAIDs, cyclones, anti-histamines and beta-blockers will be discussed.

**Mindy Toabe, OD, FAAO****5036 Scleral Gas Permeable Contact Lens Fitting Workshop****Fri @ 8 (2 hrs)****COPE Pending**

The purpose of this workshop is to learn the fundamentals of scleral rigid gas permeable contact lenses including history, design, fitting and troubleshooting. This workshop will include a patient fitting session.

**William Townsend, OD****1031 Enhancing Practice and Patient Success – Fitting Soft Specialty Lenses****Thu @ 1 (1 hr)****24743-CL**

This course will present cases that illustrate how the fitting of specialty contact lenses has enhanced the wearing experience of their patients. Utilizing new contact lens materials and designs can help differentiate a practice and increase patient satisfaction, retention, referrals and profitability. This seminar uses case reports to illustrate the best practices model for specialty soft contact lenses and how various modern designs and materials solve vision, comfort and medical challenges.

**1041 Prescribing Contact Lens Solutions****Thu @ 2 (1 hr)****23503-CL**

This course addresses the issues posed by the question, “Which solution should I prescribe for this patient?” We look at lens material-solution compatibility, effects of solution components on lens comfort and ocular surface health, and present problem-solving strategies for solution-related problems in contact lens wear.

**1052 Thyroid Disease and the Eye: What We Must Know****Thu @ 3 (2 hrs)****23451-SD**

This presentation addresses the normal anatomy and functions of the thyroid and describes systemic thyroid dysfunction. The remainder of the lecture focuses on the OD’s role in diagnosis and management of thyroid are discussed.

**8925 The Allergic Patient Can Wear Contact Lenses****Fri @ 12 (1 hr)****COPE Pending****Sponsored by CooperVision**

Patients with allergies can be good contact lens wearers if properly managed. Contact lens design, materials, and disposability all have contributed to greater success with allergy patients. Solution interaction with lens materials can make a difference between success and failure. This discussion will help doctors better manage contact lens complications associated with ocular allergy.

**Jeff Walline, OD, PhD****2052 Fitting Teens and Tweens in Contact Lenses****Fri @ 1 (2 hrs)****21860-CL**

This course will compare the fitting, ocular health, and benefits of contact lens wear between children and teens. We will also provide tips for fitting children and describe the success children have with a variety of modalities of contact lenses. We will also discuss myopia control with contact lenses.

**2074 Corneal Reshaping and Myopia Control****Fri @ 3 (2 hrs)****21603-CL**

This course will aid practitioners’ understanding of fitting corneal reshaping contact lenses, how they may slow the progression of myopia, and compare corneal reshaping contact lens myopia control to several other methods.

**Richard Weisbarth, OD****9925 Multifocal Contact Lenses****Sat @ 12 (1 hr)****COPE Pending****Sponsored by CIBA Vision**

This course will discuss the latest advances in silicone hydrogel multifocal lenses. All aspects of fitting, patient selection and patient management will be covered. Results of recent research and new literature will also be presented. Special emphasis will be placed on providing “pearls” for maximizing success with these novel new lenses.

**Karla Zadnik, OD, PhD****2024 Realeyes Education Initiative Training****Fri @ 8 (2 hrs)**

This course trains the attendee on effective ways to present the Realeyes curricula in classrooms. Realeyes, funded by a grant from the Ohio Department of Health Save Our Sight program, consists of age-appropriate, standardized, interactive video-based presentations that emphasize the importance of vision health and eye safety. Sammy Safe-Eyes is the new curriculum for Pre-K and Kindergarten, Adventures of Rhet and Tina is for students in grades 1 through 2, Case of Vinny Vision for grades 3 through 5, and Vision Impossible for middle school students. The training is open to doctors and staff.



# OD Workshops

*Workshops provide an excellent opportunity for hands-on learning and in-depth tutorials on the latest techniques, products and technology in optometry. Class size is limited, so register early.*

## Alexander Andrich, OD

5020 InfantSEE Workshop  
Fri @ 10 (2 hrs)  
21848-FV

This InfantSEE workshop will present research and techniques to help practitioners become comfortable with the examination, testing, and diagnosis of infants. **Maximum: 20**

## Rebecca Diller, OD

5032 Physical Exam and Pharmaceuticals Workshop  
Fri @ 3 (2 hrs)  
COPE Pending

Participants will be instructed on basic physical exam techniques and exercises that may be useful when initiating/monitoring pharmaceutical treatment regimens and or monitoring systemic conditions with ocular sequela. **Maximum: 20**

5022 Gonioscopy and Identification of Normal and Abnormal Angle Structures  
Sat @ 8 (2 hrs)  
22865-GL

Participants will become proficient in the gonioscopic technique with three and four mirror lenses. You will learn to identify angle structures on real “patients” and document your findings. Images of normal and abnormal angles will be reviewed. Indications for evaluation, referral criteria, and management of angle closure will also be covered. **Maximum: 20**

## Daniel Powell, OD

5026 Contemporary Dry Eye Assessment  
Sat @ 10 (2 hrs)  
COPE Pending

New and proven techniques for evaluation of dry eye symptoms, including the new OcuSense device for evaluation of tear osmolarity, will be described and demonstrated, with opportunity for practice. An exam form, appropriate follow up, and coding and billing information will be provided. In addition, objective data regarding effectiveness of current therapies will be presented. **Maximum: 20**

## Chad Shultz, OD

5028 Taking Your Fundus Exam to the Next Level Workshop  
Fri @ 1 (2 hrs)  
22202-PS

Interactive workshop demonstrating techniques for peripheral retina examination. Techniques include: scleral indentation, 3-mirror peripheral funduscopy, indirect biomicroscopy. Includes 20 minute presentation on technique, indications, and interpretation of procedures. **Maximum: 12**

## Julie Staats, OD

5034 Foreign Body Removal Workshop  
Thu @ 1 (2 hrs)  
25720-AS

This workshop provides hands-on experience with foreign body removal of the cornea and conjunctiva. Proper techniques, along with universal safety precautions, will be demonstrated and practiced. In addition, a variety of foreign body removal tools will be demonstrated and discussed. **Maximum: 20**

## Mindy Toabe, OD

5036 Scleral Gas Permeable Contact Lens Fitting Workshop  
Fri @ 8 (2 hrs)  
COPE Pending

The purpose of this workshop is to learn the fundamentals of scleral rigid gas permeable contact lenses including history, design, fitting and troubleshooting. This workshop will include a patient fitting session. **Maximum: 12**

## 5024 Heartsaver CPR


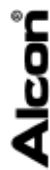







Fri @ 9 (2 hrs)

This American Heart Association course is a basic CPR class, teaching adult/child CPR and adult/child choking. This course is video-based with instructor-led discussion and simulation. Participants will receive a Heartsaver CPR card. **Maximum: 45**

*Workshop Policy: Class size is limited; therefore, registration preference is given to optometrists first. If there is space available at the time of the workshop, students may be admitted.*

# OD Schedule At-A-Glance


## Thursday, October 7, 2010

8:00	9:00	10:00	11:00	12:00P	1:00	2:00	3:00	4:00	5:00		
<p><b>1010 Contact Lens Roundtable (2 hrs)</b> p. 10 <i>Sponsored by Alcon</i></p>											
<p><b>1070 Ocular Disease Roundtable (2 hrs)</b> p. 10</p> 											
        <p><b>BAUSCH + LOMB</b> <b>CIBA Vision</b> <i>A Norreptic Company</i> <b>Interstate Optical COMPANY</b> <b>MARCO</b> <i>THE LEADER IN VISION DIAGNOSTICS</i> <b>Select optical</b></p>											
<p>Legend: <span style="display: inline-block; width: 10px; height: 10px; background-color: #cccccc; border: 1px solid black;"></span> Contact Lens    <span style="display: inline-block; width: 10px; height: 10px; background-color: #f4a460; border: 1px solid black;"></span> Glaucoma    <span style="display: inline-block; width: 10px; height: 10px; background-color: #f4f4f4; border: 1px solid black;"></span> Practice Management    <span style="display: inline-block; width: 10px; height: 10px; background-color: #333333; border: 1px solid black;"></span> Workshop</p>											
<p><b>1023</b> Building a Life that Works for Your Family, Your Career and You. <b>Greenfield, p. 14</b></p>		<p><b>1039</b> Normal Tension Glaucoma – Not Much Normal Here <b>Mathie, p. 16</b></p>		<p><b>7923 EastWest Kick-Off Lunch</b> Sharing a Clear Vision <b>Barr, p. 10</b> <i>Sponsored by Bausch &amp; Lomb</i></p>		<p><b>1049</b> Pach Your Bags and Your Glaucoma Worries Are Gone- icoscopy <b>Mathie, p. 16</b></p>		<p><b>1050</b> Advances in Glaucoma Surgery (2 hrs) <b>Muckley, p. 17</b></p>		<p><b>1054</b> Neuroplasticity: How the Brain Rewires (2 hrs) <b>Barry, p. 11</b></p>	
<p><b>1024</b> Retinal Findings with Systemic Disease (2 hrs) <b>Gerson, p. 14</b></p>		<p><b>1020</b> Understanding Visual Attention (2 hrs) <b>Earley, Montecalvo, p. 13</b></p>		<p><b>1031</b> Fitting Soft Specialty Lenses <b>Townsend, p. 21</b></p>		<p><b>1041</b> Prescribing CL Solutions <b>Townsend, p. 21</b></p>		<p><b>1052</b> Thyroid Disease and the Eye (2 hrs) <b>Townsend, p. 21</b></p>		<p><b>1055</b> Aging and Nutrition <b>Richer, p. 18</b></p>	
<p><b>1026</b> AOA Sports Vision University: Performing a Comprehensive Sports Vision Evaluation (2 hrs) <b>Edmunds, p. 13</b></p>		<p><b>1042</b> AOA Sports Vision University: Visual Performance Enhancement for Athletes (2 hrs) <b>Edmunds, p. 13</b></p>		<p><b>1032</b> Fixing My Gaze: A Scientist's Journey into Seeing in Three Dimensions (2 hrs) <b>Barry, p. 10</b></p>		<p><b>1044</b> AMD: A Practical Approach (2 hrs) <b>Gerson, p. 14</b></p>		<p><b>1061</b> Current Trends in Diabetes: Are You Up to Date? <b>Gerson, p. 14</b></p>		<p><b>7500 Exhibit Hall Reception, p. 5</b></p>	
<p><b>1021</b> Foreign Body Removal <b>McGreal, p. 16</b></p>		<p><b>1035</b> Getting Ready for Real Therapeutics (3 hrs) <b>McGreal, p. 16</b></p>		<p><b>1037</b> Fluorescein Angiography and Ocular Coherence Tomography <b>Gerson, p. 14</b></p>		<p><b>1045</b> The Elusive Low Vision Patient <b>Freeman, p. 14</b></p>		<p><b>1056</b> The Geriatric Visually Impaired Patient (2 hrs) <b>Freeman, p. 14</b></p>		<p><b>1058</b> Sharper, Faster, Better: New Technology in Refractive Surgery (2 hrs) <b>Owen, p. 18</b></p>	
<p><b>1040</b> You're Leaving Money on the Table <b>Brownlow, p. 11</b></p>		<p><b>1033</b> Nutritional Supplements vs. Pharmaceuticals <b>Richer, p. 18</b></p>		<p><b>1043</b> Gaining Ground on the War Against Atrophic AMD <b>Richer, p. 18</b></p>		<p><b>1038</b> Managing LASIK Complications in 2010 (2 hrs) <b>Owen, p. 17</b></p>		<p><b>Exhibit Hall Open</b> 4:00 p.m. - 7:00 p.m.</p>		<p><b>5034</b> Foreign Body Removal Workshop (2 hrs) <b>Staats, p. 20</b></p>	

# OD Schedule At-A-Glance


## Friday, October 8, 2010

7:00 8:00 9:00 10:00 11:00 12:00P 1:00 2:00 3:00 4:00 5:00

<p><b>8911 Breakfast</b> A New Refraction? You Cannot Be Serious? <b>Catania, p. 12</b> Sponsored by Marco</p>											
<p><b>2010</b> Glaucoma CoManagement (2 hrs) <b>Schultz, p. 19</b></p>	<p><b>2030</b> Glaucoma Grand Rounds (2 hrs) <b>Sowka, p. 20</b></p>	<p><b>8900 Lunch in Exhibit Hall</b></p>		<p><b>2031</b> Golden Globes: New Advances in Contact Lenses <b>Shovlin, p. 19</b></p>	<p><b>2041</b> Keratoconus: When Conventional Therapies Fail <b>Shovlin, p. 19</b></p>	<p><b>2050</b> Glaucoma Pharmacology A-Z (2 hrs) <b>Schmidt, p. 19</b></p>	<p><b>2075</b> That's Not Glaucoma <b>Schultz, p. 19</b></p>	<p><b>2091</b> Difficult Glaucoma Management <b>Schultz, p. 19</b></p>	<p><b>2012</b> Non Lens Related Pathology That Mimics Lens Related Disease (2 hrs) <b>Shovlin, p. 19</b></p>	<p><b>2042</b> Keratoconus: When Conventional Therapies Fail <b>Shovlin, p. 19</b></p>	<p><b>2074</b> Corneal Reshaping and Myopia Control (2 hrs) <b>Walline, p. 21</b></p>
<p><b>2011</b> Occlusion – A Poipourri of Treatment Strategies <b>Baxstrom, p. 11</b></p>	<p><b>2021</b> Nutriceuticals and the Eye <b>Onofrey, p. 17</b></p>	<p><b>2032</b> Infantile Esotropia (2 hrs) <b>Baxstrom, p. 11</b></p>	<p><b>8925 Lunch</b> The Allergic Patient Can Wear Contact Lenses <b>Townsend, p. 21</b> Sponsored by Cooper/vision</p>	<p><b>2033</b> Use and Abuse of Steroids (2 hrs) <b>Onofrey, p. 17</b></p>	<p><b>2043</b> Uveitis <b>McGreal, p. 16</b></p>	<p><b>2052</b> Fitting Teens and Tweens in Contact Lenses (2 hrs) <b>Walline, p. 21</b></p>	<p><b>2076</b> Corneal Reshaping and Myopia Control (2 hrs) <b>Walline, p. 21</b></p>	<p><b>2086</b> Vision Therapy with a Vestibular Twist (2 hrs) <b>Baxstrom, p. 11</b></p>	<p><b>2013</b> Prescribing Oral Steroids <b>Sowka, p. 20</b></p>	<p><b>2035</b> Corneal Ulcers <b>McGreal, p. 16</b></p>	<p><b>2054</b> Vision Therapy for Dummies (2 hrs) <b>Montecalvo, p. 17</b></p>
<p><b>2014</b> Testing the Athlete for Sports Performance (2 hrs) <b>Heddie, p. 14</b></p>	<p><b>2023</b> Optic Nerve Anomalies <b>Sowka, p. 20</b></p>	<p><b>2034</b> Use and Abuse of Steroids (2 hrs) <b>Onofrey, p. 17</b></p>	<p><b>Exhibit Hall Open</b> 10:00 a.m. to 6:00 p.m.</p> 	<p><b>2036</b> OD's Role in Diabetes Management Goes Beyond the Eye Exam (2 hrs) <b>Cavallero, p. 12</b></p>	<p><b>2045</b> It's Not Just Sugar Anymore <b>Aron, p. 10</b></p>	<p><b>2055</b> Prescribing Prism following Stroke and Traumatic Brain Injury <b>Baxstrom, p. 11</b></p>	<p><b>2065</b> EOM Paresis and Palsy <b>Baxstrom, p. 11</b></p>	<p><b>2077</b> Neurophysiology and Optometry Collaborate to Improve Patient Outcomes (2 hrs) <b>Frye, Grant, p. 14</b></p>	<p><b>2015</b> Can We Do Better in AMD? <b>McGreal, p. 16</b></p>	<p><b>2037</b> The Role of Medical Records in Disease Management (2 hrs) <b>Brownlow, p. 11</b></p>	<p><b>2058</b> Peripheral Retinal Disorders: When to Hold and When to Fold (2 hrs) <b>Cavallero, p. 12</b></p>
<p><b>2019</b> The Brighter Side of Sunlight: The 25-Hydroxyvitamin D Deficiency <b>Richer, p. 18</b></p>	<p><b>2025</b> Post-Surgical Ectasia, Presbyopia and Dry Eye <b>Brown, p. 11</b></p>	<p><b>2039</b> The Diabetes Epidemic: A Threat to Public Health and More <b>Aron, p. 10</b></p>	<p><b>2063</b> Exploring New Technology <b>Gross, Henry, p. 15</b></p>	<p><b>2059</b> Prescribing for the Irregular Cornea <b>Brown, p. 11</b></p>	<p><b>2067</b> Advances in Anterior Segment Therapy <b>Thimons, p. 20</b></p>	<p><b>2061</b> Prescribing Prism following Stroke and Traumatic Brain Injury <b>Baxstrom, p. 11</b></p>	<p><b>2066</b> Refractive Options: Why Lasik? Why Not? <b>Brown, p. 11</b></p>	<p><b>2082</b> Case Discussion in Ocular Disease – My Greatest Hits (2 hrs) <b>Sowka, p. 20</b></p>	<p><b>2020</b> Everything You Need to Know about Electronic Health Records (2 hrs) <b>Gross, Henry, p. 15</b></p>	<p><b>2069</b> Management of Viral Eye Disease <b>Thimons, p. 20</b></p>	<p><b>2083</b> Coding the Routine and Not So Routine (2 hrs) <b>Richman, p. 19</b></p>
<p><b>2024</b> Realeyes Education Initiative Training (2 hrs) <b>Zadnik, p. 10</b></p>	<p><b>5024</b> Heartsaver CPR (2 hrs), p. 10</p>	<p><b>2037</b> Reducing the Risk of Age-Related Vision Loss (3 hrs) <b>DeCarlo, p. 12</b></p>	<p><b>5028</b> Fundus Exam Workshop (2 hrs) <b>Shultz, p. 20</b></p>	<p><b>2062</b> Prescribing for the Irregular Cornea <b>Brown, p. 11</b></p>	<p><b>2073</b> EMR's Practical Applications <b>Gross, Henry, p. 15</b></p>	<p><b>2062</b> Case Discussion in Ocular Disease – My Greatest Hits (2 hrs) <b>Sowka, p. 20</b></p>	<p><b>2084</b> Corneal Manifestations of Systemic Disease (2 hrs) <b>Shovlin, p. 20</b></p>	<p><b>2088</b> Coding the Routine and Not So Routine (2 hrs) <b>Richman, p. 19</b></p>	<p><b>2076</b> Walk Softly and Carry a Big Stick – New Therapeutics in Clinical Practice (2 hrs) <b>Schmidt, p. 19</b></p>	<p><b>5032</b> Physical Exam and Pharmaceuticals Workshop (2 hrs) <b>Diller, p. 13</b></p>	
<p><b>5036</b> Sclera Lens Workshop (2 hrs) <b>Toabe, p. 21</b></p>	<p><b>5020</b> InfantsSEE Workshop (2 hrs) <b>Andrich, p. 10</b></p>	<p><b>5028</b> Fundus Exam Workshop (2 hrs) <b>Shultz, p. 20</b></p>	<p><b>5032</b> Physical Exam and Pharmaceuticals Workshop (2 hrs) <b>Diller, p. 13</b></p>	<p>Legend: ■ Contact Lens ■ Glaucoma ■ Practice Management ■ Workshop</p>							

# OD Schedule At-A-Glance

## Saturday, October 9, 2010

7:00	8:00	9:00	10:00	11:00	12:00P	1:00	2:00	3:00	4:00	5:00	
<b>9911 OD Breakfast</b> The Indispensable Daily Disposable – <b>Brujic, p. 12</b> <i>Sponsored by Vistakon</i>											
<b>3010</b> Neuroimaging Review for Primary Care Providers <b>Schultz, p. 19</b>	<b>3012</b> Clinical Pearls for the Contact Lens Practice (2 hrs) <b>DePaolis, p. 12</b>	<b>3014</b> Evidence Based Optometry: Quality of Life Measures (2 hrs) <b>Maples, p. 16</b>	<b>3015</b> Lens Prescribing for Performance <b>Heddle, p. 15</b>	<b>3030</b> Glaucoma Update and New Technology (2 hrs) <b>Fingeret, p. 13</b>	<b>3032</b> Microbial Keratitis in Contact Lens Wear – Bacterial, Amoebic, Fungal, and The Great Unknown (2 hrs) <b>DePaolis, p. 12</b>	<b>3034</b> Infantile Esotropia: It's Origin, Diagnosis and Potential Therapies (2 hrs) <b>Maples, p. 16</b>	<b>3036</b> Portable Vision Training for the Athlete (2 hrs) <b>Heddle, p. 15</b>	<b>3038</b> Ten Tests That Can Save Your Patient's Life and Sight (2 hrs) <b>Onofrey, p. 17</b>	<b>3040</b> Diagnosing and Managing Ocular Urgencies and Emergencies (2 hrs) <b>Lonsberry, p. 15</b>	<b>3042</b> Retina Grand Rounds (2 hrs) <b>Haynie, p. 14</b>	<b>3044</b> Top 20 Oral Agents (2 hrs) <b>Thimons, p. 21</b>
<b>3017</b> Posterior Uveitis Made Simple <b>Sowka, p. 20</b>	<b>3019</b> Making EHR Work For Your Patients and Your Practice <b>Studebaker, p. 20</b>	<b>3021</b> Adding Low Vision to Your Practice <b>Porter, p. 18</b>	<b>3022</b> Contoscopy (2 hrs) <b>Diller, p. 13</b>	<b>3031</b> Critical Evaluation of the Optic Disc in Glaucoma <b>Muckley, p. 17</b>	<b>3033</b> The DEWS and Don'ts of Dry Eye <b>Nichols, p. 17</b>	<b>3035</b> Low Vision: The Things I Didn't Learn in School (2 hrs) <b>Porter, p. 18</b>	<b>3037</b> Allergic Disorders <b>Caldwell, p. 12</b>	<b>3039</b> The Must Have Systemic Medications in Eye Care (2 hrs) <b>Onofrey, p. 17</b>	<b>3041</b> Adding Low Vision to Your Practice <b>Porter, p. 18</b>	<b>3043</b> iPhone and More: Technology for Anterior Seg <b>Nichols, p. 17</b>	<b>3045</b> Dry Eye Workshop (2 hrs) <b>Powell, p. 18</b>
<b>3051</b> Contact Lens Management for the Refractive Surgery Patient (2 hrs) <b>DePaolis, p. 12</b>	<b>3052</b> Diagnosis and Therapy for Visual Problems Interfering with Learning (2 hrs) <b>Maples, p. 16</b>	<b>3054</b> Neuro-Optometric Rehab: Case Management Considerations (2 hrs) <b>Kran, p. 15</b>	<b>3055</b> Megatrends in Medicine <b>Onofrey, p. 17</b>	<b>3056</b> Retinal Disease Update on New Treatment and Referral Guidelines (2 hrs) <b>Haynie, p. 14</b>	<b>3057</b> Oral Pharmaceutical Agents for the Treatment of Pathologies (2 hrs) <b>Caldwell, p. 12</b>	<b>3058</b> Hey Melbom, It Is Lid Disease! (2 hrs) <b>Nichols, p. 17</b>	<b>3059</b> Clinical Ocular Grand Rounds <b>Lonsberry, p. 15</b>	<b>3060</b> Ocular Surface Disease Coding Options <b>Richman, p. 19</b>	<b>3061</b> Special Ophthalmic Coding <b>Richman, p. 19</b>	<b>3062</b> Ocular Surface Disease Coding Options <b>Richman, p. 19</b>	<b>3063</b> Special Ophthalmic Coding <b>Richman, p. 19</b>
<b>3053</b> A Six-Step Approach to Visual Field Analysis <b>Fingeret, p. 13</b>	<b>3055</b> Pediatric/Special Populations Low Vision – The Eyeball and Beyond (2 hrs) <b>Kran, p. 15</b>	<b>9900 Lunch in Exhibit Hall</b>		<b>9923 Lunch</b> Dry Eye and Contact Lens <b>DePaolis, p. 12</b> <i>Sponsored by CooperVision</i>		<b>9925 Lunch</b> Multifocal Contact Lenses <b>Weisbarth, p. 21</b> <i>Sponsored by CIBA</i>					
<b>3081</b> A New Look At IOP <b>Fingeret, p. 13</b>	<b>Exhibit Hall Open</b> 9:00 a.m. to 2:00 p.m.										
<b>3088</b> Business Session and Election of Officers (3 hrs) <b>Cleveland Convention Center, p. 4</b>	<b>Legend:</b> ■ Contact Lens   ■ Glaucoma   ■ Practice Management   ■ Workshop										

# OD Continuing Education Approval in Ohio

The Ohio Optometry Board accepts for credit all courses that are COPE approved except practice management and ethics jurisprudence. Practice management has the suffix "PM" and ethics jurisprudence has "EJ."

Courses approved for Pharmacology credit have COPE approval numbers with the following suffixes:

GL, PO, RS, AS, PS, NO, PH, OP, PD, SD.

# OD Schedule At-A-Glance

Sunday, October 10, 2010

8:00                      9:00                      10:00                      11:00                      12:00P

<b>4010</b> Point-Counterpoint In Glaucoma (2 hrs) Fingeret, p. 13	<b>4012</b> The Glaucoma Suspect (2 hrs) Fingeret, p. 14
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*"I look forward to the EastWest Eye Conference every year. It continues to grow due to its ability to feature optometry's best lecturers, speaking on the latest trends in eyecare, in unique and interactive formats. Plus, the OOA always provides updates and insight to prepare attendees for the role of eyecare in the changing landscape of healthcare."* — Greg Nixon, OD

# 2010 EastWest Eye Conference

Friday Night Party

October 8, 2010

7:30 pm – 11:30 pm

Sponsored by  
Ohio Optometric Association

Food, music, dancing,  
exhibits, and a whole lot  
of fun!



Live entertainment from

# BAD HABITS

The Eye Doctors of Rock

## Future Dates of EastWest Eye Conference:

October 6-9, 2011

October 4-7, 2012

October 3-6, 2013

October 2-5, 2014

*Mark your calendar!*

EastWest Shuttle available to and from Marriott, Renaissance and Crowne Plaza hotels.

# AEP Education

## Alexandar Andrich, OD

**\*\*5020 InfantSEE Workshop  
Fri @ 10 (2 hrs)**

This workshop will present research and techniques to help practitioners become comfortable with the examination, testing, and diagnosis of infants.

## Susan Barry, PhD

**\*\*1032 Fixing My Gaze:  
A Scientist's Journey into Seeing  
in Three Dimensions  
Thu @ 1 (2 hrs)**

This course reviews the natural history of infantile esotropia, the importance of binocular vision for egocentric localization and spatial orientation, and the science behind optometric vision therapy. This course is presented by a neurobiology professor and scientist who suffered from infantile esotropia and developed stereovision through optometric vision therapy.

**\*\*1054 Neuroplasticity:  
How the Brain Rewires  
Thu @ 3 (2 hrs)**

This course examines the mechanisms underlying neuronal plasticity including changes in synaptic transmission and circuitry that occur with learning, rehabilitation from stroke, and recovery from sensory disorders. The effects of different training strategies, the importance of novel experiences and rewards, and the role of neuromodulators in facilitating brain rewiring will also be discussed.

## Marlane Brown, OD

**3113 Troubleshooting Contact  
Lens Problems: Is It Urgent  
Or Can It Wait?  
Sat @ 8 (1 hr)**

Contact lens patients make up a big part of our day. Starting from fitting and evaluating the patient, to helping order a lost lens, to hearing about

a red eye, we try to take care of or triage these patients all day long. This course will define some of the common and unusual problems that might be related to contact lenses and how to handle them.

## Charles Brownlow, OD

**\*\*1040 You're Leaving Money  
on the Table  
Thu @ 1 (2 hrs)**

Find more ways to collect the fees you're earning, leaving none on the table. This course includes computing fee schedules, proper charting to avoid under and over coding, contract evaluation, chart auditing, fee collection and more.

**\*\*2040 The Role of Medical Records  
in Disease Management  
Fri @ 10 (2 hrs)**

This course emphasizes the importance of good medical records in the diagnosis and management of eye disease. National standards for medical records will be taught, using audience participation to enhance delivery.

## Diane Drake LDO, ABOM, FCLSA

**1121 Essentials of Dispensing —  
Prescription Interpretation  
and Analysis  
Thu @ 2 (1 hr)**

This basic to intermediate level course will introduce the dispenser to professionalism, with emphasis placed on interpretation and analysis of the prescription, and visualizing the finished product.

**1133 Patient Education and Contact  
Lens Responsibility  
Thu @ 3 (1 hr)**

This course will discuss the responsibilities of the dispenser to the patient. Educating the patient will be stressed with regard to individual instruction and follow-up paperwork.

**1145 Optical Triage  
Thu @ 4 (1 hr)**

Knowing when an emergency exists and how to handle it is important in the overall ocular outcome for the patient and is critical in dealing with liability for the optical practice. This course will discuss emergencies, how to handle them and when to refer them. Some of the problems may be contact lens related. How to handle "telephone triage," how to identify signs and symptoms of ocular emergencies, and communication will be emphasized.

**2114 Basic Refractive Status  
of the Eye  
Fri @ 8 (2 hrs)**

This course will introduce the participant to the basic refractive status of the eye. Discussion will include terminology with descriptions of refractive errors of the eye, eye anatomy that pertains to the refractive errors of the eye, correction for the various types of refractive errors, and muscle imbalances.

**2133 Getting Back to the Basics  
for Contact Lens Fitters  
Fri @ 10 (1 hr)**

This course will present information about various types of contact lens practices and how to identify your own practice. In addition, information on patient histories, visual assessments, prefit, fitting, dispensing, instruction and follow-up will be stressed. Record keeping, confidentiality and communication will be included.

**2165 Patient Communication  
Fri @ 2 (1 hr)**

This course will discuss communication skills of the ophthalmic professional. It will include identifying verbal skills, explain listening skills and how they are important. It will also discuss conflict resolution and interpersonal relationships. Bringing it all together, it will also explain how to analyze and interpret an ophthalmic prescription and present options based on lifestyle questions, while overcoming objections.

\* Workshop Course Fees Apply

\*\* OD Course Fees Apply

**3125 Incredible Eye – Anatomy and Physiology of the Eye Sat @ 9 (1 hr)**

This course will present the structures of the eye and their respective functions with particular emphasis on those that relate to visual acuity and in the instance of contact lens fitters, the fitting of contact lenses. Discussion will begin with ocular embryology.

**3140 CPO Review Sat @ 11 (2 hrs)**

This course is to assist the participant who is preparing to take the Certified Paraoptometric Exam (CPO) as well as ancillary staff who wish to further their knowledge of the optometric office and the procedures used in the office. Included in discussion will be eyecare specialists and ancillary personnel, practice management, anatomy of the eye, the eye examination, refractive status, visual acuity notation, the ophthalmic prescription, ophthalmic lenses, ophthalmic dispensing, contact lenses, common eye disorders, and terminology.

**Michael Earley, OD, PhD**

**3175 Amblyopia Treatment Update Sat @ 9 (1 hr)**

Amblyopia is the leading cause of visual disability in the pediatric population. Recently many advances have been made in understanding the cause and the most effective means to treat this condition. This lecture will cover the most typical causes and results of the ATS studies on how to treat patients with amblyopia.

**Fouad Eid, PharmD**

**2185 Top Ten Eye Medications Fri @ 4 (1 hr)**

This presentation will focus on 10 commonly prescribed ophthalmic medications. For each medication topics discussed will include the

different mechanism of action, side effect profiles, common drug to drug and drug to disease interactions, and purpose for prescribing.

**3115 Systemic Medications Used for Ophthalmic Purposes Sat @ 8 (1 hr)**

This course will discuss common medications prescribed by eye doctors as well as various over the counter medications. For each medication the purpose, mechanism of action, side effects, contraindication and limitations will be discussed.

**Phil Gross, OD and Jay Henry, OD, MS**

**\*\*2020 Everything You Need to Know about Electronic Health Records**

**Fri @ 8 (2 hrs)**

**Sponsored by MaximEyes by First Insight**

This course will provide an overview of federal incentive programs currently available to optometrists, meaningful use objectives, and certification of EHRs. We will discuss the application of EHRs in clinical practice, system selection, installation, and interoperability with diagnostic instruments. We will also review training, doctor and staff responsibilities, as well as discuss the efficiencies of paperless offices.

**\*\*2063 Exploring New Technology: A case study approach**

**Fri @ 1 (1 hr)**

**Sponsored by MaximEyes by First Insight**

This course will explore interesting clinical cases while utilizing an electronic health record system to present findings, show advanced testing, as well as treatment and management plans. We will specifically review the OCT as well as many new mobile reference tools available to enhance patient care.

**\*\*2073 EMRs Practical Applications: Making the Last Few Pieces of Paper Go Away Friday @ 2 (1 hr)**

**Sponsored by MaximEyes by First Insight**

This course will highlight the advantages of taking your electronic office and EHR to the next level. We will review numerous advanced practical applications such as e-prescribing, online history forms, drawing tools, and the integration of images and data from ophthalmic equipment into your EHR. We will conclude with a discussion about how using these technologies improves the efficiency of your practice, makes your EHR more accurate, and leads to higher quality patient care, while also allowing you to become a more truly paperless environment.

**Laurie Guest, CSP**

**5121 Leadership Retreat Fri @ 8 (3 hrs)**

Back by popular demand, this specially priced class (\$199) is in response to the many requests for more in-depth training for leaders of optometric offices. Hosted in a private, warm environment, this session will be unlike any other you've attended. Topics will include improving staff relations through communications, discipline and motivation, enhancing customer services through customized training programs, and scripting for success. Each attendee will receive a copy of Laurie's office manual "Best Kept Secrets of a Successful Practice". Enrollment is limited to the first 20 and the content will be developed based on the specific needs of the group.

**5122 Reunion: Leadership Retreat 2009 Fri @ 1 (2 hrs)**

This session is for those who attended the Leadership Retreat in 2009. Return for two more hours of

practice building ideas and the chance to share your challenges of the year with other leadership graduates. We will spoil you again with great treats and great ideas. Must pre-register to attend.

**3117 Doctor, Do You Hear Me?  
Sat @ 8 (1 hr)**

Solid communication in the office is critical to long-term success. The secret behind connecting with the doctor by thoughts, actions and words is discussed in this course. Attendees will leave with an action plan to improve their current rapport with any type of doctor.

**3127 Six Ways to Build a Team That Rocks  
Sat @ 9 (2 hrs)**

This fast-paced, energetic program is designed to teach six concrete actions that will build a more successful optometric team. The content is focused on staff development and conduct of staff with specific tools for improving every member of the team.

**Geoffrey Heddle, OD**

**3161 Sports Vision in a Nutshell  
Sat @ 2 (1 hr)**

What is the term ‘sports vision’? Is it more than just sport goggles, and tinted contact lenses? Find out the answers to these questions, and to understand why you really should implement some sort of sports vision in your office.

**Jay Henry, OD, MS**

*See Phil Gross, OD*

**Melissa Hill**

**2167 The Wow Factor:  
Building A Patient for Life  
Fri @ 2 (1 hr)**

*Sponsored by Interstate Optical*

Too often, patients feel as though they were simply treated as an eyewear customer and not as an eyecare patient. This seminar explores the various aspects of patient care needed to build a patient for life, keeping them returning time and again.

**Monica Johnsonbaugh, OD**

**3183 Not So Pretty in Pink  
Sat @ 4 (1 hr)**

A bloodshot eye and a patient in distress are common scenarios in the eye care practice. With a thorough patient history and careful questioning, a tentative diagnosis can be formed before even turning on the slit lamp. This course will discuss the various types of pink eye and contact lens related complications while answering the following questions: What are the causes? What differentiates them from each other? And, what is the proper treatment?

**Lynn Lawrence, CPOT**

**1123 Visual Acuity Testing,  
Techniques, and Recording  
Thu @ 2 (1 hr)**

This lecture will teach the different techniques for testing visual acuities and recording the results. This fun and open scenario will test all participants in an open discussion on problem resolution in obtaining test results from difficult patients and situations.

**1132 Basic Optical Math  
Thu @ 3 (2 hrs)**

Covers mathematical operations used in day-to-day assisting principles. It will also cover mathematical operations of a more complex nature and provides step-by-step mathematical operations.

**2113 Contact Lens Basics  
Fri @ 8 (1 hr)**

This lecture provides an overview on the use of contacts lens, contact parameters, and their importance in prescreening and ordering process. We will discuss the use of contacts in the treatment of ocular disease.

**2140 CPOA Self-Assessment  
Fri @ 11 (2 hrs)**

This course will cover contact lens basics including practice management principles, anatomical structures and functions, special testing procedures, contact lens characteristics, principles in ophthalmic optics, and optometric math.

**2155 What Is Blood Pressure  
All About?  
Fri @ 1 (1 hr)**

This lecture will cover taking a blood pressure and the techniques used in taking a manual blood pressure. The lecture will also include a discussion on when, how, and where you should take a blood pressure.

**2163 What Every Tech Should Know  
About Diabetes  
Fri @ 2 (1 hr)**

This lecture will focus on what happens when an assistant discovers they are screening a diabetic patient and what they should do to prepare the patient for the doctor’s examination. The different test, documentation and results for diabetics will be discussed (checklist provided).

**3135 What Every Tech Should Know  
About Ocular Emergencies  
Sat @ 10 (1 hr)**

This course presents an overview of how phone triage and walk-in office visits should be handled from a assistant’s perspective. Key elements of triage, and the difference between an emergency and urgent care and testing procedures required before treatment by the optometrist will be discussed.

**Steve Lowinger, OD**

**1113 Soft Torics:  
Let’s Go For A Spin!  
Thu @ 1 (1 hr)**

This course will focus on the design and fit of the latest soft toric disposable contact lenses with emphasis on design, material, and fitting pearls. A small amount of the history and genesis of these lenses will be addressed along with some examples of successful and unsuccessful patient fits.

**1137 Answering Patient Questions  
in an Information Age  
Thu @ 3 (1 hr)**

A fun interactive discussion on dealing with patients who have all the information in the world at their fingertips. Certain Web sites will be mentioned as well as how to handle the “information overload” that some patients seem to have.

*Lowinger continued*

**1141 What is the “Solution” to the Contact Lens Comfort Problem?  
Thu @ 4 (1 hr)**

This course will look at contact lenses and solution issues and how to treat and deal with the problems of contact lens comfort for patients. Fusarium Acanthomeoba, to rub or not to rub, and the Andrasko grid will be discussed.

**2135 Taking A Good History: Ask, Look, Listen  
Fri @ 10 (1 hr)**

Ocular triage and history taking are two very important components of the eye exam. This course will examine what constitutes good triage and history taking. Emphasis will be on what patients should be told even before they walk into the office to make sure the best history is taken.

**3153 Treating Longer Arm Syndrome with Multifocal Soft Contacts  
Sat @ 1 (1 hr)**

This course will focus on the design and fit of soft multifocal contact lenses with particular emphasis on the current disposables. Fitting tips and pearls that go beyond the manufacturer’s recommendations as well as patient education tips and troubleshooting of cases where things do not go as planned will be covered.

**3163 Kids and Contacts  
Sat @ 2 (1 hr)**

This course will go through some of the findings in the Contact Lens in Pediatrics study, as well as the doctor’s own experiences with kids in contact lenses, as well as fitting tips and pearls for dealing with kids and their parents in the training and expectations of contact lens wear.

**Nancy Manns, RN, MS**

**3137 Everything You Should Know About the Law and Rules But Didn’t Want To Ask – Part 1  
Sat @ 10 (1 hr)**

This presentation by the executive director of the Ohio Optical Dispensers Board outlines how regulatory agencies meet the mission of public protection through

the establishment of regulatory standards for pre-licensure education, minimal standards for licensure and for the discipline of licensees. Part 1 will focus on the basis for the laws and rules and the duties of the Optical Dispensers Board.

**3177 Everything You Should Know About the Law and Rules But Didn’t Want To Ask – Part 2  
Sat @ 3 (1 hr)**

See Part 1. Part 2 will focus on the statutes and how they affect the practice of the opticians, ocularists and apprentices in the state of Ohio.

**W.C. Maples, OD**

**\*\*3054 Diagnosis and Therapy for Visual Problems Interfering With Learning  
Sat @ 1 (2 hrs)**

The primary care optometrist often encounters patients with no significant refractive or binocular condition that are struggling in school. The visual problem that is likely interfering with learning in this case is ocular motor dysfunction and/or visual perception dysfunctions. A clinical protocol for staff testing of these two conditions and a general treatment regimen is developed. Test procedures will be demonstrated. When and how to consult with other specialists will also be discussed.

**Michael Mayers, OD**

**3133 Odd Shaped Corneas and “How To Fit Them” Into Your Practice  
Sat @ 10 (1 hr)**

This course will discuss corneal shape and look at different techniques to fitting soft and hard contact lenses. We will discuss applications for corneas indicated in soft astigmatic contact lens correction, spherical and toric gas permeable lenses, keratoconic lenses, and post-lasik reverse geometry lenses. Topography and fluorescein patterns will be shown and discussed.

**Jackie O’Keefe, LDO**

**1111 What Teens and Tweens Want In Today’s Eye Care Products  
Thu @ 1 (1 hr)**

This course looks at the difference between children, teens, and tweens and what makes this newly discovered market so unique. You will learn what’s cool and popular in fashion and style for these consumer groups and what products are available in today’s optical market. Examples of fashion and high performance lens options will be discussed. In no time at all, you will be able to identify the needs and wants of teen and tweens.

**2111 Ten Dispensing Aids You Can’t Do Without  
Fri @ 8 (1 hr)**

Keeping up with the advancement in dispensing technology can be a real challenge these days, especially with the explosion of products in the ophthalmic market. This course presents 10 of the latest and greatest dispensing products you just should not be without. Options run the gamut from electronic to manual, from simple to sophisticated and from low to high tech. Attend this session and find out what the 10 hottest picks are in dispensing aids.

**2131 You Deserve a Medal for Handling Patient Complaints  
Fri @ 10 (1 hr)**

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 handle irate patients, troubleshoot patient complaints and the best ways to handle conflict with positive results.

**2152 Lens Style for Your Lifestyle  
Fri @ 1 (2 hrs)**

Adventure and leisure life styles are not just for the rich and famous. Our patients depend on us to recommend the best options for their lifestyle passion. This course will help the eyecare professional understand, recommend and provide optical solutions for specific patients lifestyle needs.

### **2172 Optical Jeopardy Fri @ 3 (2 hrs)**

This course, a take off of the well-known game show, gives attendees a chance to provide correct answers to eye-related questions. Categories include AR Antics, Materials Matter, Eye Anatomy and Disorders in Common. As each answer is given, the moderator will explain, demonstrate or clarify the subject.

### **3111 PALS...The Next Five Years Sat @ 8 (1 hr)**

Our patients will become presbyopic...it is just a matter of time. What we have to offer them can make all the difference in the world for them. Progressive addition lenses (PALs) have been around the ophthalmic market for quite some time. Where have PAL designs been and where are they going? This course looks at the history of PAL designs from mono to multi; from harder to softer; from task specific to high base; and finally from digital wave front and freeform technology.

### **3121 Sunwear Isn't Just for Summer Sat @ 9 (1 hr)**

The outdated perception that sunwear is only for summer could not be further from the truth. Sunwear should perform for the wearer all year long and is equally important in the sunny winter months. With so many lens options available in today's ophthalmic market, which do we recommend and why? This course takes an in-depth look at sunwear choices for all ages.

### **3131 AR Treatments...The Journey Sat @ 10 (1 hr)**

Just when you begin to think that AR treatments have fully evolved, another development is born. Where did it all begin and where are we today? This course offers a great opportunity for eyecare professionals to catch up with today's technological advancements in AR

treatments and present this to the patient in a language he/she can understand.

### **3171 Patient Profiles and Multiple Sales...The 12-Step Strategy Sat @ 3 (1 hr)**

How well do we really know our patients? It takes time and talent to fully understand each individual that enters the dispensary. Before we can sell multiple pairs randomly, we must first comprehend what it is that our patients want and need. If we possess multiple pairs of eyeglasses then why shouldn't our patients when they can afford it? This course looks at selling techniques and strategies for increasing your numbers of multiple sales and your bottom line.

### **3181 Dispensing to the Elderly Sat @ 4 (1 hr)**

Today's new lens options are a perfect match for the elderly... we can do much more to enhance their eyesight, given new optical technologies available to us. We will discuss various milestones in regard to the visual changes going on during the aging process. In addition, we will discuss common eye diseases among the elderly and the optical options we can recommend alleviating some of their optical symptoms. By providing optical solutions to their subjective complaints, we can do a lot to help improve their quality of life.

### **Thomas Porter, OD**

#### **3151 Low Vision Care: Let's Get Started Sat @ 1 (1 hr)**

*Sponsored by Eschenbach*

Over 20 million Americans have vision loss that can't be fixed with glasses, surgery or medicine. Without intervention their level of safety and independence is dramatically reduced. This course reviews the simple variables that we can manipulate to make a tremendous improvement in their functional visual skills.

### **Harvey Richman, OD**

#### **\*\*2088 Coding the Routine and Not So Routine Fri @ 3 (2 hrs)**

Dry eye is one of the most discussed topics in optometric education. One of the keys to successful management of the condition is getting reimbursed for the doctor's time. This course will consider all options for testing and coding, the work up and treatment of a dry eye patient.

#### **\*\*3063 Ocular Surface Disease Coding Options Sat @ 1 (1 hr)**

This course will allow practitioners to properly code and bill for evaluation, treatment and follow up of dry eye patients.

#### **\*\*3075 Special Ophthalmic Coding Sat @ 2 (1 hr)**

This advanced billing course will provide the correct coding options for a practice looking to submit claims for the special ophthalmologic services. Topics will include gonioscopy, visual fields, fundus photography, scanning laser imaging, extended ophthalmoscopy, punctal occlusion, laboratory testing and other diagnostic testing options beyond the well vision evaluation.

### **William Townsend, OD**

#### **2123 Protocols for Enhancing Contact Lens Success Fri @ 9 (1 hr)**

### **Diane Tucker, OD**

#### **3185 Vision and Learning Fri @ 8 (1 hr)**

This course will discuss vision as it relates to learning. The important anatomy and physiology of the eye will be reviewed and signs and symptoms of visual problems will be explained. Definitions of common vision problems will also be discussed.

**Gina Wesley, OD, MS**

**2153 Silicone Hydrogels: Will You Accept This Rose? Fri @ 1 (1 hr)**

The world of contact lenses has exploded with new technology in the last five years. This course serves to educate the attendee on how new silicone hydrogel technology benefits both patient and practice, as well as how to implement this recommendation among the wide variety of contact lens choices.

**2161 Blink, Blink... Success in Battling Contact Lens Dryness Fri @ 2 (1 hr)**

One of the most common reasons for contact lens dropout is dryness. Appropriate knowledge of the most common forms of dry eye will help assist in understanding how we can help our contact lens patient. From the simplest approach to the most complex treatment, this course will help aid comprehension in battling contact lens associated dryness.

**2174 Practical Contact Lens Fitting Fri @ 3 (2 hrs)**

This course will serve to build basic knowledge of contact lens fitting principles. From understanding initial parameter basics to actual fitting of the contact lens on the eye, this practical course will build clinical understanding by incorporating basic training and details about contact lenses.

**3123 You Did What with Your Contact Lenses? Sat @ 9 (1 hr)**

Millions of contact lens patients all over the world are successful and safe wearers with minimal to no complications. However, complications do occur, often times due to patient non-compliance. Understanding the etiology and treatment course for the most common issues is important in any thriving contact lens practice.

**3173 The Itch, Scratch and Basics of Ocular Allergy Sat @ 3 (1 hr)**

Ocular allergies are one of the leading chronic illnesses in the United States, affecting millions of people all year long. Straightforward preventions and treatments can alleviate ocular symptoms, which can help with contact lens success. Learn what approaches work best with patients to assist in relieving ocular allergy issues.

**Mark Yoder, OD**

**1115 What Is Revealed By A Visual Field? Thu @ 1 (1 hr)**

Let's be honest. We all have yawned a couple of times as we have been giving a patient a visual field test. It can be one of the most boring procedures we put people through in our clinics, but it may also be one of the most valuable. Learn about the human visual field, how we test it, what can be wrong with it, and what that can reveal about our patients health.

**1135 A Guided Tour through the Retina Thu @ 3 (1 hr)**

The eye is an amazing organ, but it would be a pretty pointless tissue if it were not for the retina. The retina is not only a bundle of nerves but an extension of the brain. Come and learn more about the fascinating sensory retina and find out how it translates photons into information that we use to interpret the world around us.

**1143 Nutrition and The Macula: It's Not Just About Carrots Anymore Thu @ 4 (1 hr)**

Most of your patients fall into two categories...one group never takes vitamins or supplements, the other group has counters and shelves filled with enough stuff to put the home in homeopathic. This course will help you better understand the latest

research about vitamins, minerals and carotenoids and how they affect the health and well being of the macula.

**2121 Ocular Anatomy Fri @ 9 (1 hr)**

We look at eyes every day, yet sometimes we forget how amazing they really are. Come learn some new things about the amazing visual system. Do not miss this opportunity to follow light through the entire visual pathway. This is an essential course for those who are new to eye care, but will challenge those who have been working with eyes for years.

**2175 New Technologies and The AEP – Gizmos, Gadgets and Whatchamahoozits Fri @ 3 (1 hr)**

Where do they get all those wonderful toys...and what are they for? If you haven't noticed yet, your clinic is getting pretty full of new equipment. They whir, beep, flash and spit out paper. What are they for? Why do we have them? What are some of the latest technologies that are helping us in eye care? Come and find out.

**\*5024 Heartsaver CPR Fri @ 9 (2 hrs)**


This American Heart Association course is a basic CPR class, teaching adult/child CPR and adult/child choking. This course is video-based with instructor-led discussion and simulation. Participants will receive a Heartsaver CPR card.




# Allied Eye Professionals Schedule At-A-Glance

Thursday, October 7, 2010  
Friday, October 8, 2010

1:00 2:00 3:00 4:00 5:00 7:00P

Thursday, October 7			
<b>1111</b> What Teens and Tweens Want <b>O'Keefe, p. 30</b>	<b>1121</b> Essentials of Dispensing <b>Drake, p. 27</b>	<b>1132</b> Basic Optical Math (2 hrs) <b>Lawrence, p. 29</b>	
<b>1113</b> Soft Torics: Let's Go For A Spin! <b>Lowinger, p. 29</b>	<b>1133</b> Patient Education and Contact Lens Responsibility <b>Drake, p. 27</b>	<b>1141</b> What is the "Solution" to the Contact Lens Comfort Problem? <b>Lowinger, p. 30</b>	
<b>1115</b> What is Revealed by a Visual Field <b>Yoder, p. 32</b>	<b>1123</b> Visual Acuity Testing, Techniques, and Recording <b>Lawrence, p. 29</b>	<b>1135</b> A Guided Tour Through the Retina <b>Yoder, p. 32</b>	
<b>1040</b> You're Leaving Money on the Table (2 hrs) <b>Brownlow, p. 27</b>	<b>1137</b> Answering Patient Questions in an Information Age <b>Lowinger, p. 29</b>	<b>1145</b> Optical Triage <b>Drake, p. 27</b>	
<b>1032</b> Fixing My Gaze: A Scientist's Journey into Seeing in Three Dimensions (2 hrs) <b>Barry, p. 27</b>	<b>1054</b> Neuroplasticity: How the Brain Rewires (2 hrs) <b>Barry, p. 27</b>	<b>7500 Exhibit Hall Reception</b> 4:00 p.m. to 7:00 p.m.	

8:00 9:00 10:00 11:00 12:00P 1:00 2:00 3:00 4:00 5:00

Friday, October 8			
<b>8111 AEP Breakfast</b>			
<b>2111</b> Ten Dispensing Aids You Can't Do Without <b>O'Keefe, p. 30</b>	<b>2121</b> Ocular Anatomy <b>Yoder, p. 32</b>	<b>2131</b> You Deserve a Medal for Handling Patient Complaints <b>O'Keefe, p. 30</b>	
<b>2113</b> Contact Lens Basics <b>Lawrence, p. 29</b>	<b>2123</b> Protocols for Enhancing Contact Lens Success <b>Townsend, p. 31</b>	<b>2133</b> Getting Back to the Basics for Contact Lens Fitters <b>Drake, p. 27</b>	
<b>2114</b> Basic Refractive Status of the Eye (2 hrs) <b>Drake, p. 27</b>	<b>2135</b> Taking a Good History: Ask, Look, Listen <b>Lowinger, p. 30</b>	<b>2152</b> Lens Style For Your Lifestyle (2 hrs) <b>O'Keefe, p. 30</b>	
<b>3185</b> Vision and Learning <b>Tucker, p. 31</b>	<b>5024</b> Heartsaver CPR Workshop (2 hrs), <b>p. 32</b>	<b>2161</b> The Success in Battling Contact Lens Dryness <b>Wesley, p. 32</b>	
<b>5121</b> Leadership Retreat (3 hrs) <b>Guest, p. 28</b>	<b>2140</b> CPOA Self-Assessment (2 hrs) <b>Lawrence, p. 29</b>	<b>2153</b> Silicone Hydrogels: Will You Accept This Rose? <b>Wesley, p. 32</b>	<b>2172</b> Optical Jeopardy (2 hrs) <b>O'Keefe, p. 31</b>
<b>2020</b> Everything You Need to Know about Electronic Health Records (2 hrs) <b>Gross, Henry, p. 28</b>	<b>2040</b> The Role of Medical Records in Disease Management (2 hrs) <b>Brownlow, p. 27</b>	<b>2155</b> What is Blood Pressure All About? <b>Lawrence, p. 29</b>	<b>2174</b> Practical Contact Lens Fitting and Application (2 hrs) <b>Wesley, p. 32</b>
<b>5020</b> InfantSEE Workshop (2 hrs) <b>Andrich, p. 27</b>	<b>2063</b> Exploring New Technology: A Case Study Approach <b>Gross, Henry, p. 28</b>	<b>2163</b> What Every Tech Should Know About Diabetes <b>Lawrence, p. 29</b>	<b>2175</b> New Technologies and The AEP <b>Yoder, p. 32</b>
<b>2185</b> Top Ten Eye Medications <b>Eid, p. 28</b>	<b>2165</b> Patient Communication <b>Drake, p. 27</b>	<b>2073</b> EMR's Practical Applications <b>Gross, Henry, p. 28</b>	<b>2088</b> Coding the Routine and Not So Routine (2 hrs) <b>Richman, p. 31</b>
<b>Exhibit Hall Open</b> 10:00 a.m. - 6:00 p.m.			
<b>5122</b> Reunion: 2009 Leadership Retreat (2 hrs) <b>Guest, p. 28</b>	<b>2167</b> The WOW Factor: Building a Patient for Life <b>Hill, p. 29</b>		

# Allied Eye Professionals Schedule At-A-Glance

Saturday, October 9, 2010

## AEP Approvals

### ABO/NCLE (Approval Pending)

**ABO:** 1111, 1121, 1132, 1115, 1123, 1135, 1143, 1137, 1145, 2111, 2121, 2131, 2152, 2172, 2114, 2135, 2155, 2163, 2165, 3135, 3137, 3140, 3177, 3171, 3181, 3175, 3185

**NCLE:** 1113, 1133, 1141, 2123, 2133, 2153, 2161, 2174, 3113, 3123, 3133, 3153, 3163, 3173, 3183

The following courses have been submitted to JCAHPO for consideration of CE credit: 1115, 1121, 1123, 1133, 1135, 1143, 1145, 2114, 2121, 2133, 2135, 2155, 2163, 2165, 2175, 2185, 3115, 3125, 3135, 3137, 3140, 3177, 3185

*JCAHPO Disclaimer: This course is not sponsored by JCAHPO; only reviews for compliance with JCAHPO standards and criteria and awarded continuing education credit accordingly; therefore, JCAHPO cannot predict the effectiveness of the program or assure its quality in substance and presentation.*

### Ohio Optical Dispensers Board (Approval Pending):

**Contact Lens:** 1113, 1133, 1141, 2113, 2133, 2153, 2161, 2174, 3113, 3123, 3133, 3137, 3153, 3163, 3173, 3177, 3183

**Spectacle:** 1111, 1121, 1132, 2111, 2152, 2172, 3111, 3131, 3137, 3171, 3177, 3181

**Spectacle/Contact Lens:** 1032, 1051, 1115, 1123, 1135, 1143, 2114, 2121, 2135, 2140, 2155, 2163, 2175, 2185, 3054, 3115, 3125, 3135, 3137, 3140, 3161, 3175, 3177, 3185

**Management:** 1137, 1145, 2020, 2063, 2073, 2088, 2131, 2165, 3063, 3075, 3117, 3127, 3137, 3177


Saturday, October 9	
7:00	9111 AEP Breakfast
8:00	<b>3111</b> PALS...The Next Five Years <b>O'Keefe, p. 31</b> <b>3113</b> Troubleshooting Contact Lens Problems: Is it Urgent Or Can it Wait? <b>Brown, p. 27</b> <b>3115</b> Systemic Medications Used for Ophthalmic Purposes <b>Eid, p. 28</b> <b>3117</b> Doctor, Do You Hear Me? <b>Guest, p. 29</b>
8:00	<b>3121</b> Sunwear Isn't Just For Summer <b>O'Keefe, p. 31</b> <b>3123</b> You Did What With Your Contact Lenses? <b>Wesley, p. 32</b> <b>3125</b> Incredible Eye – Anatomy and Physiology <b>Drake, p. 28</b> <b>3175</b> Amblyopia Treatment Update <b>Earley, p. 28</b>
9:00	<b>3131</b> AR Treatments...The Journey <b>O'Keefe p. 31</b> <b>3133</b> Odd Shaped Corneas and "How To Fit Them" Into Your Practice <b>Mayers, p. 30</b> <b>3135</b> What Every Tech Should Know about Ocular Emergencies <b>Lawrence, p. 29</b> <b>3137</b> Everything You Should Know About the Law and Rules – Part 1 <b>Manns, p. 30</b>
9:00	<b>3127</b> Six Ways to Build a Team That Rocks (2 hrs) <b>Guest, p. 29</b>
10:00	<b>3140</b> CPO Review (2 hrs) <b>Drake, p. 28</b>
11:00	<b>9900 Lunch in Exhibit Hall</b> 
11:00	<b>3153</b> Treating Longer Arm Syndrome with Multifocal Soft Contacts <b>Lowinger, p. 30</b> <b>3054</b> Diagnosis and Therapy for Visual Problems Interfering With Learning (2 hrs) <b>Maples, p. 30</b> <b>3063</b> Ocular Surface Disease Coding Options <b>Richman, p. 31</b> <b>3151</b> Low Vision Care: Let's Get Started <b>Porter, p. 31</b>
12:00P	<b>3161</b> Sports Vision in a Nutshell <b>Heddie, p. 29</b> <b>3163</b> Kids and Contacts <b>Lowinger, p. 30</b> <b>3075</b> Special Ophthalmic Coding <b>Richman, p. 31</b>
1:00	<b>3171</b> Patient Profiles and Multiple Sales... The 12-Step Strategy <b>O'Keefe, p. 31</b> <b>3173</b> The Itch, Scratch and Basics of Ocular Allergy <b>Wesley, p. 32</b> <b>3177</b> Everything You Should Know About the Law and Rules – Part 2 <b>Manns, p. 30</b>
2:00	<b>3181</b> Dispensing to the Elderly <b>O'Keefe, p. 31</b> <b>3183</b> Not So Pretty In Pink <b>Johnsonbaugh, p. 29</b>
3:00	
4:00	
5:00	

Exhibit Hall Open 9:00 a.m. – 2:00 p.m.

Please photocopy this form for additional registrants.

# OD/Student/Resident Registration Form

OD

Student

Resident

Name \_\_\_\_\_

Name for Badge \_\_\_\_\_

OD License Number      State      OE Tracker Number

Office Phone      Fax

Address       Home       Office

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

City      State      Zip

Check here if you need special services to fully participate. Please attach a written description of your needs.

### Registration Fees:

- OD Member AOA, OOA, or COA ..... \$99 \_\_\_\_\_
- OD Non-Member..... \$175 \_\_\_\_\_
- Student/Resident (no additional charge for CE)..... \$40 \_\_\_\_\_
- Late Fee: (Add after August 27) ..... add \$25 \_\_\_\_\_
- On Site Registration (After September 24)..... add \$60 \_\_\_\_\_
- Total Amount Due from reverse side ..... \_\_\_\_\_

**Friday Night EastWest Party**

### Spouse/Guest Registration

Spouse/Guest (includes exhibit hall pass and admission to Friday Night EastWest Party) ..... \$39 \_\_\_\_\_

Spouse/Guest Name for Badge: \_\_\_\_\_

Additional Tickets for EastWest Party – Friday, October 8 (\$39 each)  
Number Needed: \_\_\_\_\_ Total \_\_\_\_\_

Names of Extra Guests: \_\_\_\_\_

### OOA Congress

Saturday Business Session, 2-5 pm (no charge)

President's Reception and Gala 6 pm – Saturday, October 9.  
(Tickets must be purchased separately from the EastWest Package.)

Registrant (\$49)  Spouse/Guest (\$49)  Additional Tickets (\$49) \_\_\_\_\_

Names of Extra Guests: \_\_\_\_\_

**Total Amount Due:** \_\_\_\_\_

### Payment

Check Enclosed: (Payable to EastWest Eye Conference)

Credit Card     Visa     MC     Discover     American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Street Address: \_\_\_\_\_

Card Holder City/State/Zip: \_\_\_\_\_

These events are sponsored and available at no additional charge to registrants. A ticket will be required to attend. Please select events you wish to attend by checking the appropriate box.

#### Thursday

- 7923 Lunch: Sponsored by Bausch & Lomb**
- 7500 Exhibit Hall Reception: 4:00**

#### Friday

- 8911 Breakfast: Sponsored by Marco**
- 2024 Realeyes Training**
- 8900 Lunch in Exhibit Hall**
- 8925 Lunch: Sponsored by CooperVision**
- 0050 Friday Night Party**

#### Saturday

- 9911 Breakfast: Sponsored by Vistakon**
- 9900 Lunch in Exhibit Hall**
- 9923 Lunch: Sponsored by CooperVision**
- 9925 Lunch: Sponsored by CIBA**
- 3070 OOA Congress**

Please mail your completed registration and payment to:

EastWest Eye Conference  
PO Box 6036  
Worthington, OH 43085  
Phone: (800) 999-4939  
Fax: (614) 781-6521  
E-mail: info@ooa.org  
Website: www.eastwesteye.org

Please photocopy this form for additional registrants. If course length is over one hour, length is indicated in parenthesis.

Name \_\_\_\_\_

8:00A 10:00 11:00 12:00P 1:00 2:00 3:00 4:00 5:00 7:00P 9:00P

<input type="checkbox"/> 1010 Contact Lens Roundtable (2 hrs) Sponsored by Alcon	<input type="checkbox"/> 1023 Greenfield <input type="checkbox"/> 1024 Gerson <input type="checkbox"/> 1020 Earley, Montecalvo <input type="checkbox"/> 1026 Edmunds	<input type="checkbox"/> 1039 Mathie <input type="checkbox"/> 1031 Townsend <input type="checkbox"/> 1032 Barry <input type="checkbox"/> 1042 Edmunds <input type="checkbox"/> 1021 McGreal <input type="checkbox"/> 1037 Gerson <input type="checkbox"/> 1040 Brownlow <input type="checkbox"/> 1033 Richer <input type="checkbox"/> 1038 Owen <input type="checkbox"/> 5034 Staats*	<input type="checkbox"/> 7923 EastWest Kick-Off Lunch Barr Sponsored by Bausch & Lomb	<input type="checkbox"/> 1049 Mathie <input type="checkbox"/> 1041 Townsend <input type="checkbox"/> 1054 Barry <input type="checkbox"/> 1055 Richer <input type="checkbox"/> 1035 McGreal <input type="checkbox"/> 1044 Gerson <input type="checkbox"/> 1045 Freeman <input type="checkbox"/> 1056 Freeman <input type="checkbox"/> 1058 Owen <input type="checkbox"/> 7500 Exhibit Hall Reception	<input type="checkbox"/> 1050 Muckley <input type="checkbox"/> 1052 Townsend <input type="checkbox"/> 1061 Gerson	<input type="checkbox"/> 1070 Ocular Disease Roundtable (2 hrs)
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**Thursday**

7:00A 8:00 9:00 10:00 11:00 12:00P 1:00 2:00 3:00 4:00 5:00

<input type="checkbox"/> 8911 Breakfast Sponsored by Marco	<input type="checkbox"/> 2010 Schultz <input type="checkbox"/> 2012 Shovlin <input type="checkbox"/> 2011 Baxstrom <input type="checkbox"/> 2014 Heddle <input type="checkbox"/> 2013 Schmidt <input type="checkbox"/> 2015 McGreal <input type="checkbox"/> 2019 Richer <input type="checkbox"/> 2020 Gross, Henry <input type="checkbox"/> 2024 Zadnik <input type="checkbox"/> 5024 Heartsave CPR Workshop* (2 hrs) <input type="checkbox"/> 5036 Toabe*	<input type="checkbox"/> 2030 Sowka <input type="checkbox"/> 2031 Shovlin <input type="checkbox"/> 2032 Baxstrom <input type="checkbox"/> 2034 Onofrey <input type="checkbox"/> 2035 McGreal <input type="checkbox"/> 2036 Cavallerano <input type="checkbox"/> 2039 Aron <input type="checkbox"/> 2040 Brownlow <input type="checkbox"/> 2037 DeCarlo <input type="checkbox"/> 5020 Andrich* (2 hrs)	<input type="checkbox"/> 8900 Lunch in Exhibit Hall <input type="checkbox"/> 8925 Lunch Sponsored by CooperVision	<input type="checkbox"/> 2050 Schmidt <input type="checkbox"/> 2052 Walline <input type="checkbox"/> 2054 Montecalvo <input type="checkbox"/> 2057 Thimons <input type="checkbox"/> 2058 Cavallerano <input type="checkbox"/> 2059 Brown <input type="checkbox"/> 2061 Baxstrom <input type="checkbox"/> 2063 Gross, Henry <input type="checkbox"/> 5028 Shultz*	<input type="checkbox"/> 2075 Schultz <input type="checkbox"/> 2074 Walline <input type="checkbox"/> 2076 Schmidt <input type="checkbox"/> 2078 Frye, Grant <input type="checkbox"/> 2080 Thimons <input type="checkbox"/> 2082 Sowka <input type="checkbox"/> 2084 Shovlin <input type="checkbox"/> 2088 Richman <input type="checkbox"/> 2086 Baxstrom <input type="checkbox"/> 5032 Diller*	<input type="checkbox"/> 2091 Schultz
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**Friday**

7:00A 8:00 9:00 10:00 11:00 12:00P 1:00 2:00 3:00 4:00 5:00

<input type="checkbox"/> 9911 Breakfast Sponsored by Vistakon	<input type="checkbox"/> 3010 Schultz <input type="checkbox"/> 3012 DePaolis <input type="checkbox"/> 3014 Maples <input type="checkbox"/> 3015 Heddle <input type="checkbox"/> 3016 Thimons <input type="checkbox"/> 3017 Sowka <input type="checkbox"/> 3018 Onofrey <input type="checkbox"/> 5022 Diller*	<input type="checkbox"/> 3030 Fingeret <input type="checkbox"/> 3032 DePaolis <input type="checkbox"/> 3034 Maples <input type="checkbox"/> 3036 Heddle <input type="checkbox"/> 3038 Onofrey <input type="checkbox"/> 3040 Lonsberry <input type="checkbox"/> 3042 Haynie <input type="checkbox"/> 3044 Thimons <input type="checkbox"/> 3045 Nichols <input type="checkbox"/> 3046 Porter <input type="checkbox"/> 5026 Powell*	<input type="checkbox"/> 9900 Lunch in Exhibit Hall <input type="checkbox"/> 9923 Lunch Sponsored by CooperVision <input type="checkbox"/> 9925 Lunch Sponsored by CIBA	<input type="checkbox"/> 3051 Muckley <input type="checkbox"/> 3052 DePaolis <input type="checkbox"/> 3054 Maples <input type="checkbox"/> 3056 Kran <input type="checkbox"/> 3057 Onofrey <input type="checkbox"/> 3058 Haynie <input type="checkbox"/> 3060 Caldwell <input type="checkbox"/> 3062 Nichols <input type="checkbox"/> 3059 Lonsberry <input type="checkbox"/> 3063 Richman	<input type="checkbox"/> 3071 Fingeret <input type="checkbox"/> 3088 Kran <input type="checkbox"/> 3081 Fingeret <input type="checkbox"/> 3088 Kran <input type="checkbox"/> 3073 Lonsberry <input type="checkbox"/> 3070 OOA Congress <input type="checkbox"/> 3075 Richman	<input type="checkbox"/> 3091 Fingeret
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**Saturday**

**Sunday**

8:00 9:00 10:00 11:00 12P

<input type="checkbox"/> 4010 Fingeret <input type="checkbox"/> 4012 Fingeret <input type="checkbox"/> 4017 Fingeret <input type="checkbox"/> 5026 Powell*
---

Total Thursday Hours ..... x \$25 = \_\_\_\_\_  
 Total Friday Hours ..... x \$25 = \_\_\_\_\_  
 Total Saturday Hours ..... x \$25 = \_\_\_\_\_  
 Total Sunday Hours ..... x \$25 = \_\_\_\_\_  
**Total Workshop Hours\* ..... x \$40 = \_\_\_\_\_**  
**Total Amount Due this side \$ \_\_\_\_\_**  
*(Transfer to front of form)*

Please photocopy this form for additional registrants.

# AEP Registration Form

Optician    Paraoptometric    Ophthalmic Technician    Ophthalmic Photographer    Other \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name for Badge

\_\_\_\_\_  
Address    Home    Office

\_\_\_\_\_  
Office Phone   Fax

\_\_\_\_\_  
City   State   Zip

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

Check here if you need special services to fully participate. Please attach a written description of your needs.

### Registration Fees:

Allied Eye Professionals ..... \$69 \_\_\_\_\_

Additional Allied Eye Professionals from the same office ..... \$49 \_\_\_\_\_

Late Fee: (Add after August 27) ..... add \$25 \_\_\_\_\_

On Site Registration (After September 24)..... add \$60 \_\_\_\_\_

Total Amount Due from reverse side ..... \_\_\_\_\_

### Friday Night EastWest Party

### Spouse/Guest Registration

Spouse/Guest (includes exhibit hall pass and admission to

Friday Night EastWest Party) ..... \$39 \_\_\_\_\_

Spouse/Guest Name for Badge: \_\_\_\_\_

Additional Tickets for EastWest Party – Friday, October 8 (\$39 each)

Number Needed: \_\_\_\_\_ Total \_\_\_\_\_

Names of Extra Guests: \_\_\_\_\_

### OOA Congress

President's Reception and Gala – Saturday, October 9.

*(Tickets must be purchased separately from the EastWest Package.)*

Registrant (\$49)    Spouse/Guest (\$49)    Additional Tickets (\$49) \_\_\_\_\_

Names of Extra Guests:.....

**Total Amount Due:** \_\_\_\_\_

### Payment

Check Enclosed: (payable to EastWest Eye Conference)

Credit Card    Visa    MC    Discover    American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Street Address: \_\_\_\_\_

Card Holder City/State/Zip: \_\_\_\_\_

### Multiple Registrants Fee

Check here if you are registering with others from your office. **Registrations must be received together to qualify.**

**These events are sponsored and available at no additional cost to registrants. A ticket will be required to attend. Please select the events you wish to attend by checking the appropriate box.**

#### Thursday

7500 Exhibit Hall Reception: 4:00

#### Friday

8111 AEP Breakfast TBD

8900 Lunch in Exhibit Hall  
11:00 - 1:00

0050 Friday Night Party

#### Saturday

9111 AEP Breakfast TBD

9900 Lunch in Exhibit Hall  
11:00 - 1:00

**Please mail your completed registration and payment to:**

EastWest Eye Conference  
PO Box 6036  
Worthington, OH 43085  
Phone: (800) 999-4939  
Fax: (614) 781-6521  
E-mail: info@ooa.org  
Website: www.eastwesteye.org

Name \_\_\_\_\_

Please photocopy this form for additional registrants. If course length is over one hour, length is indicated in parenthesis.

1:00	2:00	3:00	4:00	5:00	7:00P
<input type="checkbox"/> 1111 O'Keefe	<input type="checkbox"/> 1121 Drake	<input type="checkbox"/> 1132 Lawrence.....(2 hrs)	<input type="checkbox"/> 7500 <b>Exhibit Hall Reception</b> 4:00 p.m. - 7:00 p.m.		
<input type="checkbox"/> 1113 Lowinger		<input type="checkbox"/> 1133 Drake	<input type="checkbox"/> 1141 Lowinger		
<input type="checkbox"/> 1115 Yoder	<input type="checkbox"/> 1123 Lawrence	<input type="checkbox"/> 1135 Yoder	<input type="checkbox"/> 1143 Yoder		
<input type="checkbox"/> 1040 Brownlow**.....(2 hrs)	<input type="checkbox"/> 1032 Barry**.....(2 hrs)	<input type="checkbox"/> 1137 Lowinger	<input type="checkbox"/> 1145 Drake		
		<input type="checkbox"/> 1054 Barry**.....(2 hrs)			

**Thursday**

7:00A	8:00	9:00	10:00	11:00	12:00P	1:00	2:00	3:00	4:00	5:00	
<input type="checkbox"/> 8111 AEP Breakfast TBD	<input type="checkbox"/> 2111 O'Keefe <input type="checkbox"/> 2113 Lawrence <input type="checkbox"/> 2114 Drake.....(2 hrs) <input type="checkbox"/> 3185 Tucker <input type="checkbox"/> 5121 Leadership Retreat, Guest \$199.....(3 hrs) <input type="checkbox"/> 2020 Gross, Henry**.....(2 hrs)	<input type="checkbox"/> 2121 Yoder <input type="checkbox"/> 2123 Townsend <input type="checkbox"/> 5024 Heartsaver CPR Workshop *... (2 hrs) <input type="checkbox"/> 5121 Leadership Retreat, Guest \$199.....(3 hrs) <input type="checkbox"/> 2020 Gross, Henry**.....(2 hrs)	<input type="checkbox"/> 2131 O'Keefe <input type="checkbox"/> 2133 Drake <input type="checkbox"/> 2135 Lowinger	<input type="checkbox"/> 2140 Lawrence.....(2 hrs) <input type="checkbox"/> 2040 Brownlow**.....(2 hrs) <input type="checkbox"/> 5020* Andrich.....(2 hrs)	<b>8900 Lunch in Exhibit Hall</b>		<input type="checkbox"/> 2152 O'Keefe.....(2 hrs) <input type="checkbox"/> 2153 Wesley <input type="checkbox"/> 2155 Lawrence <input type="checkbox"/> 2063 Gross, Henry** <input type="checkbox"/> 2073 Gross, Henry** <input type="checkbox"/> 2165 Drake <input type="checkbox"/> 5122 Guest.....(2 hrs)	<input type="checkbox"/> 2161 Wesley <input type="checkbox"/> 2163 Lawrence <input type="checkbox"/> 2073 Gross, Henry** <input type="checkbox"/> 2165 Drake <input type="checkbox"/> 2167 Hill	<input type="checkbox"/> 2172 O'Keefe.....(2 hrs) <input type="checkbox"/> 2174 Wesley.....(2 hrs) <input type="checkbox"/> 2175 Yoder <input type="checkbox"/> 2088 Richman**.....(2 hrs)	<b>Exhibit Hall Open</b> 10:00 a.m. - 6:00 p.m.	

**Friday**

7:00A	8:00	9:00	10:00	11:00	12:00P	1:00	2:00	3:00	4:00	5:00	
<input type="checkbox"/> 9111 AEP Breakfast TBD	<input type="checkbox"/> 3111 O'Keefe <input type="checkbox"/> 3113 Brown <input type="checkbox"/> 3115 Eid <input type="checkbox"/> 3117 Guest	<input type="checkbox"/> 3121 O'Keefe <input type="checkbox"/> 3123 Wesley <input type="checkbox"/> 3125 Drake <input type="checkbox"/> 3175 Earley	<input type="checkbox"/> 3131 O'Keefe <input type="checkbox"/> 3133 Mayers <input type="checkbox"/> 3135 Lawrence <input type="checkbox"/> 3137 Manns	<input type="checkbox"/> 3140 Drake.....(2 hrs)	<b>9900 Lunch in Exhibit Hall</b>		<input type="checkbox"/> 3153 Lowinger <input type="checkbox"/> 3054 Maples**.....(2 hrs) <input type="checkbox"/> 3063 Richman** <input type="checkbox"/> 3151 Porter <input type="checkbox"/> 3075 Richman**	<input type="checkbox"/> 3161 Heddle <input type="checkbox"/> 3054 Maples**.....(2 hrs) <input type="checkbox"/> 3163 Lowinger <input type="checkbox"/> 3075 Richman**	<input type="checkbox"/> 3171 O'Keefe <input type="checkbox"/> 3173 Wesley <input type="checkbox"/> 3177 Manns	<b>Exhibit Hall Open</b> 9:00 a.m. - 2:00 p.m.	

**Saturday**

Total Thursday Hours . . . . . x \$15 = \_\_\_\_\_  
 Total Friday Hours . . . . . x \$15 = \_\_\_\_\_  
 Total Saturday Hours . . . . . x \$15 = \_\_\_\_\_  
 Total Sunday Hours . . . . . x \$15 = \_\_\_\_\_  
**Total OD Hours\*\*** . . . . . x \$25 = \_\_\_\_\_  
**Total Workshop Hours\*** . . . . . x \$40 = \_\_\_\_\_  
**Retreat** . . . . . x \$199 = \_\_\_\_\_  
**Total Amount Due** \$ \_\_\_\_\_  
*(Transfer to front of form)*





EastWest Eye Conference  
P.O. Box 6036  
Worthington, OH 43085  
[www.eastwesteye.org](http://www.eastwesteye.org)  
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