

2014

Continuing Education Brochure

EDUCATION | COMMUNITY | TECHNOLOGY | EVENTS



EDUCATION: Wednesday, September 17–Saturday, September 20, 2014

EXHIBITION: Thursday, September 18–Saturday, September 20, 2014

Sands Expo & Convention Center | Las Vegas, NV

THE COMPLETE EYECARE EVENT

Join the conversation at #VisionExpo



**REGISTER TODAY AT VisionExpoWest.com/ce
or call 1.800.811.7151**

YOUR 2014 INTERNATIONAL VISION EXPO CONTINUING EDUCATION BROCHURE HAS ARRIVED!

Continuing Education Highlights

ENHANCE YOUR KNOWLEDGE IN THESE CORE AREAS — DISEASE DIAGNOSIS, TREATMENT AND MANAGEMENT; CLINICAL APPLICATION OF PRODUCTS; AND HEALTHY BUSINESS SOLUTIONS.

You asked and we listened. We've expanded hours available for CE to give you the opportunity for more of the education you've been requesting. Maximize your schedule with early morning and lunchtime sessions covering an expanded scope of business education and industry insights.

SPOTLIGHT SERIES	THURSDAY	FRIDAY	SATURDAY
20B0 State of the Industry Address: Delivered by The Vision Council	7:00 AM–8:00 AM		
30B0 The Power of Purpose — How to Create a Values and Purpose-Driven Organization		7:00 AM–8:00 AM	
30C1 Breaking News Healthcare Reform Update: The Paradigm Shift in Healthcare		1:30 PM–2:30 PM	

Exclusive Media Sponsor:
CYCARE
BUSINESS

PHARMACOLOGY — 11 HOURS

Learn about the latest in new drug development and pharmacology, as well as the evolution of generic medications and their impact on prescribers and patients.

COURSES: 11C1, 12C1, 12C8, 13C3, 22C2, 25C8, 41C4

HANDS-ON WORKSHOPS — 4 HOURS

Watch. Learn. Do. Hands-on is the most immersive way to learn. These newly offered workshops are specifically designed to allow you to touch and see while learning about state-of-the-art products.

COURSES: 41L1, 43C6, 44C6

GUIDED PRACTICE MODULES — 5 HOURS

Implement turnkey tools and management secrets that you can take back and apply immediately. Learn step-by-step tips and techniques regarding contact lenses, lens pricing, recall and appointment strategies, and so much more.

COURSES: 11B4, 13B3, 44B1

CUSTOMER EXPERIENCE — 14 HOURS

In today's changing marketplace, your customers are more educated than ever before. They expect, even demand, an extraordinary service experience. Are you prepared to add value and knowledge to this hyper aware customer base? This series of courses highlight how to apply the tools and gain the capabilities to differentiate your business and enhance patient loyalty and satisfaction.

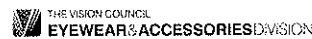
COURSES: 11O1, 21B3, 31B1, 31B3, 34B1, 34B2, 34B6, 41B1, 41B3, 43B1

FRAME BUYERS PROGRAM — 17 HOURS

Modernize how you manage, monitor, position and promote your frame inventory. Tap into the knowledge of industry experts to gain insight and strategy on the business of frame buying and elevate your prowess in that area, while increasing dispensary profits. Complete 8 hours of courses within the program to earn your Frame Buyer's Certification.

COURSES: 12O1, 13B1, 21B4, 22B5, 23B4, 24B4, 25B2, 31B4, 32B5, 33B5, 44B2

Supported by:



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OPTICAL BOOT CAMPS — 19 HOURS

The most cost-effective way to grow your business and enhance patient care is by building the skills of your entire staff. Reduce the learning curve by immersing new staff first-hand. And, send your experienced staff to gather the knowledge and then cross-train the rest of the team back at the office.

COURSES: 21O1, 24O1, 31L1, 32O2, 33O2, 41O1, 44O2

Supported by:



VISIONOMICS® — 17 HOURS

The business of your business — break down your costs and rebuild a more profitable model. This series of courses is dedicated to building revenue and securing the fiscal health of your business.

COURSES: 11B3, 12B2, 21B3, 22B1, 23B3, 24B3, 25B4, 31B5, 32B1, 33B4, 34B6, 41B5

Supported by:



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IMAGING TECHNOLOGY — 6 HOURS

See state-of-the-art imaging equipment and their capabilities in the diagnosis, treatment and management of ocular diseases.

COURSES: 12C2, 21C7, 31C5, 34C5, 41C4

Endorsed by:



Arizona Optometric Association | Nevada Optometric Association

BUSINESS SOLUTIONS — 60 HOURS

This series is a must for anyone in management. Stay ahead of the competition and lead your business with newly learned practice management trends. Solidify success by implementing and utilizing best practices in: processes, technology, efficiency, management tactics, marketing, patient service and staffing.

COURSES: 11B1, 12B1, 12B3, 12B4, 13B2, 13B4, 21B1, 21B2, 21B5, 22B3, 23B5, 24B1, 24B2, 24B5, 25B1, 25B3, 25B5, 31B1, 31B2, 31B6, 32B2, 32B4, 33B1, 33B2, 33B3, 33B6, 34B1, 34B2, 34B5, 41B1, 41B2, 41B4, 42B1, 42B5, 43B1, 43B5, 44B4, 45B2, 45B5

SPECTACLE LENS EXPERT TRACK — 10 HOURS

A must-attend series for optometrists and their staff. Courses provide a comprehensive look at today's lens technologies. Understand all available lenses and materials on the market today to confidently choose the best treatment plan for your patients.

COURSES: 11C7, 12O2, 22B4, 24O3, 25O2, 33O1, 41O2

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SUNWEAR — 6 HOURS

Eyecare professionals capture only 4% of sunwear sales — this is a missed revenue opportunity for your office. Learn how to retail sunwear to your patients, and build relationships with sunwear vendors inside the exhibit hall.

COURSES: 24O2, 32B5, 44B2

SYSTEMIC DISEASE AND NEURO — 11 HOURS

As the primary eyecare provider, you are on the frontlines in the diagnosis and management of many systemic and neuro-ophthalmic conditions, such as diabetes, thyroid eye disease and Sjogren's syndrome. These courses provide updates on the latest in diagnosis and treatments of these and many other conditions, as well as strategies for maintaining better systemic control and coordinated care between primary care providers and optometric physicians.

COURSES: 11C9, 13C4, 21C5, 25C4, 32C3, 43C3, 44C3, 45C2

MACULAR DEGENERATION AND NUTRITIONAL SUPPLEMENTS — 11 HOURS

Understand how to integrate state-of-the-art medical eyecare into your practice. Make an investment in the technology and education that will allow you to test, diagnose, treat and manage front of eye and back of eye medical conditions and diseases, without referring your patient to a specialist.

COURSES: 11C4, 12C4, 20C0, 21C4, 22C8, 24C4, 25C3, 34C2

GLAUCOMA — 23 HOURS

Glaucoma accounts for more than 10 million visits to physicians each year. The only way to diagnose it is through a comprehensive eye exam that should be administered in your practice. With special courses developed by the leading professionals in glaucoma treatment, take this opportunity to expand your expertise for diagnosis and treatment.

COURSES: 11C2, 11C3, 12C3, 12C7, 13C5, 21C1, 22C1, 24C1, 31C2, 32C2, 33C2, 41C2, 43C7, 44C1

CROWD SOURCED LEARNING — 18 HOURS

The student becomes the master in these crowd steered courses. Using audience response system (ARS) technology and mobile polling, you'll be able to engage, interact and hone in on information you really want to learn.

COURSES: 12O2, 13C9, 21C6, 22B3, 23C2, 23O2, 24B3, 31B5, 32C7, 33C7, 34B3, 34B6, 41O2, 43B2

DISPENSARY TECHNOLOGY — 17 HOURS

Learn about the latest trends in technologies for the dispensary including lenses, frames, equipment, and dispensary marketing and management tools. Whether you discover the next new addition to your lens options or uncover a process to unleash a digital marketing and social media campaign, you are sure to walk away with business-building ideas that will make your practice stand out.

COURSES: 12O1, 12O2, 21O2, 24B1, 25B3, 31B5, 33B1, 33B6, 41O2, 42B1, 44O3

WEARABLE TECHNOLOGY TRACK — 6 HOURS

Experts say that wearable technology, such as Google Glass and augmented reality goggles, will become the iconic gadgets in the foreseeable future. Discover and experience the next-generation spectacles where form and function have taken on new meanings.

COURSES: 31O3, 32O3, 30O3, 33O3, 34O4

SURGICAL ADVANCEMENTS — 8 HOURS

Keep up to date with the latest advancements in surgical technology. Discuss the most recent innovations and technologies hitting the market and preview what's to come in the near future. Patients often come in asking for the newest technologies — it's important for you to have the answers to guide them.

COURSES: 24C7, 32C4, 33C4, 44C4

MUST SEE!

41B3: RADAR ON — ANTENNA UP: THE RITZ-CARLTON METHOD OF FULFILLING UNEXPRESSED WISHES AND NEEDS

The Ritz-Carlton takes service excellence to the highest levels every day. Designed for all levels of staff, this course focuses on the important elements and subtle nuances of delivering excellent customer service in a consistent manner.

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Turn to page 13 for more information

FIND IT FASTER WITH THE OFFICIAL VISION MOBILE APP

With Vision Mobile, you can access all of the information you need to navigate the show right from your web-enabled mobile device.

With the exclusive show app you can:

- Search the full exhibitor list
- See all of the new products
- Find Events and Show specials
- Locate booths on the interactive map of the floor plan
- Receive Show updates and alerts
- Connect your My Show planner account to the mobile app for updates on the go
- Download course handouts

Scan to download the Vision Mobile App on your iPhone, iPad or Android phone.



CONTINUING EDUCATION PRICING

ALL CONTINUING EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

ADMISSION TO EXHIBITS (\$75 VALUE)

ADMISSION TO CONFERENCE ATTENDEE LOUNGE

CE REGISTRATION PROCESSING FEE (\$40 VALUE)

NOTE: Standard Package and/or A la Carte registrations cannot be changed to Total Office Package registrations and vice versa. All registration fees are non-refundable and non-transferable.

STANDARD PACKAGES	On or Before 8.21.14	After 8.21.14
Package A 6 hours of education	\$254	\$276
Package B 9 hours of education	\$320	\$348
Package C 13 hours of education	\$431	\$453
Package D 18 hours of education	\$573	\$595

IMPORTANT: Hours from one registrant CANNOT BE COMBINED with another registrant in order to take advantage of the Standard Packages. This will be strictly monitored. Discount may not be combined with any other offer. Package prices are based on paid course hours selected. A la Carte courses are excluded. Credit rollovers will not be granted for unused hours. Badge is required for admittance to each course. To accommodate several individuals from the same business, please see Total Office Packages below.
Additional hours can be added to any package above for \$35 per hour.

TOTAL OFFICE PACKAGES	Total Office Pricing
Package E 25 hours of education	\$772 – Up to 4 people
Package F 35 hours of education	\$992 – Up to 7 people
Package G 45 hours of education	\$1,218 – Up to 10 people

Total Office Packages are designed to accommodate several individuals from the same practice and make it affordable for the doctor to bring his or her staff. When you register, all registrations must be submitted or called-in at the same time and the same company name and address (including zip code) must be used. Package prices are based on paid course hours selected. A la Carte courses are excluded. Other discounts do not apply. Credit rollovers will not be granted for unused hours. Badge is required for admittance to each course.
Additional hours can be added to any package above for \$35 per hour.

A LA CARTE	On or Before 8.21.14	After 8.21.14
1 hour of education	\$100	\$105
2 hours of education	\$166	\$176
3 hours of education	\$193	\$204
4 hours of education	\$210	\$232
5 hours of education	\$243	\$265
Optical Boot Camp Level 1 (non-refundable): 21O1	\$199	
Optical Boot Camp Level 2 (non-refundable): 24O1	\$199	
Optical Boot Camp Level 3 (non-refundable): 41O1	\$199	
Contact Lens Boot Camp (non-refundable): 31L1	\$250	
FREE COURSES* Global Contact Lens Forum Dietary Zeaxanthin and Macular Pigment: 20C0 Ocular Nutrition Patient Cases: 30C0 Breaking News Healthcare Reform Update: 30C1 Medical & Scientific Theater Courses	FREE	
WORKSHOPS		
Kids and Glasses Workshop: 13O1	\$206	
New Manager Mini Track: 21B2	\$233	
Chief eXperience Officer (CXO) Certificate Program: 31B3	\$250	
Boot Camp Spectacle Measurements: 32O2	\$206	
Boot Camp Basic Lensometry: 33O2	\$206	
Scleral Lens Workshop: 41L1	\$140	
Amniotic Membrane Workshop: 43C6	\$140	
Boot Camp Frame Adjusting & Repair: 44O2	\$206	
Punctal Plugs Workshop: 44C6	\$206	

*Advance registration is required for free courses.

CONTINUING EDUCATION CANCELLATION POLICY

- All cancellation requests must be made by completing the Cancellation Request Form.
- \$40 CE registration processing fee is non-refundable.
- Optical Boot Camp Level 1, Optical Boot Camp Level 2, Optical Boot Camp Level 3 and Contact Lens Boot Camp are non-refundable.
- Exhibit Hall Registration Fees are non-refundable and non-transferable.
- Standard Package and/or A la Carte registrations can not be converted to Total Office Package registrations. All registration fees are non-refundable and non-transferable.
- Total Office Package registrations can not be converted to Standard Package and/or A la Carte registrations. All registration fees are non-refundable and non-transferable.
- No special offers or promotions can be combined.
- Credit rollovers will not be granted for unused hours.
- All cancellation requests will be processed after International Vision Expo West beginning in October in the form of a credit rollover. You will receive notification of your credit rollover within 60 days of processing. Credit rollovers are valid for International Vision Expo East 2015 or West 2015 Continuing Education only.
- Credit rollovers cannot be transferred to another person.
- Continuing Education credit is not awarded if a credit rollover is issued.
- Credit rollover will expire if not used by Vision Expo West 2015.
- No refunds will be given if the credit rollover is not used in full.
- Refunds will not be issued for cancellation requests.

Cancellation Request forms are available at VisionExpoWest.com

SEND CANCELLATION REQUEST FORMS TO:

Cancellation – International Vision Expo West
c/o Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851
Attn: Client Services
Phone: 203.840.5610

HAVE IT YOUR WAY

One of our money-saving Continuing Education Packages is sure to fit your needs.

