



CAMARADERIE | EDUCATION | INNOVATION

57TH ANNUAL EYE CARE CONGRESS

2018



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President's Welcome



Kelsey Kleinsasser, OD
President

Thank you for another great year at the Heart. This year we were pleased to welcome more than 1200 attendees from all over the United States for the education, 25 posters to the scientific poster session from five different optometry schools and more than 400 exhibitors representing 100 different companies!

Our commitment to the Heart core values of Camaraderie, Innovation and Education remain central in each and every decision your Board of Directors makes when introducing improvements to your meeting. We continued to push the innovation envelope, introducing tablets last year for our first 50 registrants, pre-loaded with all the handouts and quick links for the educational

program. We continued the scientific poster session for our future colleagues to display their academic research. And of course, we made sure to provide ample opportunities to gather with friends and colleagues in the exhibit hall, the hotel lounge and during our ever popular banquet- maxing out our 500 seats for the first time in the past few years!

Looking ahead, your Board of Directors invites you to save the date for the 57th Annual Heart of America Contact Lens Society and Primary Care Congress **February 9-11, 2018** where you will be treated to a top notch panel of presenters including: **Drs. Edward Bennett, Steven Ferrucci, Andrew Mick, Christine Sindt**, just to name a few! Of course our entire slate of para-optometric speakers will have their courses approved by the American Optometric Association's Commission on Paraoptometric Certification and most of our courses will also offer American Board of Opticianry credits as well.

In the coming year you will see your Board of Directors continue to refine its approach in delivering the absolute best meeting in the country with the introduction of new products, services and concepts for our most important customer- you!

2017 - 2018 Faculty

Dr. Marc Bloomstein
Sharon Carter
M. Patrick Coleman
Diane Drake
Dr. Kathleen Elliot
Dr. Alan Glazier
Dr. William Hefner
Dr. Kris Kerestan-Garbig
Dr. Matt Lampa
Lynn Lawrence
Dr. Blair Lonsberry

Karen Michaelson
Dr. Andrew Mick
Dr. Andrew Morgenstern
Dr. Mika Moy
Dr. Neil Pence
Dr. Leo Semes
Dr. Justin Schweitzer
Samantha Toth
Dr. Walter Whitley
Alex Yoho

2017 - 2018 Board of Directors



Board of Directors

Front Row: (L to R) Dr. Duane Thompson, Dr. Wes DeRosier, Dr. Kelsey Kleinsasser, Dr. Craig Brawley, Dr. Sean Mulqueeney

Back Row: (L to R) Dr. Scott Drake, Dr. Ted Vorhies, Dr. Wes Garton, Dr. Sharon Green, Dr. Larry Stoppel, Dr. Ron Fiegel, Dr. Mike Korthals, Dr. Steve Sloan

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816-524-7400 • Fax 816-525-1700
arrangements1@hoaecc.org

Paraoptometric Courses

FEBRUARY 9-11, 2018							
			1. Lecture	2. Lecture	3. Lecture	4. Lecture	5. Lecture
D	Friday	1:00 - 3:00	The Greatest Social Media Marketing Course EVER <i>Glazier</i>	Red Eye Emergencies: What Do You See? <i>Kerestan-Garbig</i>	New Contact Lens Technologies <i>Drake</i>	Using Creativity to Differentiate Yourself From "Me Too" Practices <i>Toth</i> 48446-PM/PM-0031-16	Patient Satisfaction vs. Patient Loyalty <i>Carter</i>
E	Exhibit Hall	3:00 - 4:30	47499-PM	B BP-0024-16	A CL-0046-15	PM-0031-16	A PM-0083-17
F		4:30 - 5:30	Customer Service 101+, When That's Not Enough <i>Drake</i>	Waging War on Warby <i>Glazier</i>	The Digital Eye Strain EXPLOSION! <i>Kerestan-Garbig</i>	Top Ten Marketing Mistakes to Avoid <i>Toth</i> 44642-PM/PM-0004-17	Manage Your Frame Board Don't Let It Manage You <i>Carter</i>
G		5:30 - 6:30	Understanding the Need For Task Specific Eyewear <i>Drake</i>	Yelp Help - Managing Your Online Reputation <i>Glazier</i>	Breakthrough Technologies on the Horizon <i>Kerestan-Garbig</i>	Planning A Successful Optical Event <i>Toth</i> 50722-PM/OP-0041-17	OP-0020-16
H	Exhibit Hall	6:30 - 8:00	Heart of America Craft Beer Tour				
I	Saturday	8:00 - 9:00	Focus On Presbyopia - Keeping Patients in Contact Lenses <i>Drake</i>	Optical Dispensing for the Pediatric Patient <i>Elliot</i>	Eat Well, See Well <i>Kerestan-Garbig</i>	Strategies for Marketing in a Digital World <i>Toth</i>	Six Ways to Be A Team That Rocks <i>Carter</i>
J	Exhibit Hall	9:00 - 10:30	CL-0045-16	OP-0032-17	BP-0024-15	PM-0104-17	A PM-0003-16
K		10:30 - 11:30	Evaluating Visual Acuity <i>Coleman</i>	OSHA and Infection Control in a Medical Practice <i>Lawrence</i>	Basic Dispensing for Paraoptometric Assistants <i>Yoho</i>	Combatting Online Eyeglass Sales <i>Toth</i> 52058-PM/PM-0090-15	Your Mouth is Moving, But Does Your Body Agree: An Introduction to Body Language in Communication <i>Carter</i>
L		11:30 - 12:30	Manual Lensometry Concepts <i>Coleman</i>	PT-0013-16	A PM-0055-15	A OP-0038-15	ED-0018-15
M	Luncheon	12:30 - 2:00					
N		2:00 - 3:00	Ocular Disorders <i>Coleman</i>	Basic Optics <i>Lawrence</i>	Prism and Spectacle Measurements <i>Yoho</i>	Service With a Smile <i>Elliot</i>	50 Shades of Reps <i>Michaelson</i>
O		3:00 - 4:00	ED-0028-16	A OP-0010-17	A OP-0040-15	A PM-0074-17	PM-0077-15
P	Sunday	8:00 - 9:00	ROY G BIV - Color Vision Explored <i>Coleman</i>	Put a Lid On It <i>Lawrence</i>	Ophthalmic Tools & Their Uses <i>Yoho</i>	Ophthalmic Technicians, Teaching Your Doctors to Utilize Your Skills <i>Elliot</i>	Utilizing Personal Space Lenses <i>Michaelson</i>
Q		9:00 - 10:00	AP-0011-16	A AP-0009-16	A OP-0039-15	A PM-0075-17	OP-0035-15
			Ocular Anatomy & Physiology <i>Coleman</i>	How To Neutralize a Toxic Employee <i>Lawrence</i>	Advanced Dispensing for Paraoptometric Assistants <i>Yoho</i>	Pediatric Case Studies From A-Z <i>Elliot</i>	Bundle Up - Be The Crème de le Crème <i>Michaelson</i>
			AP-0012-16	51332-PM	A OP-0037-15	A CV-0002-17	PM-0078-15
							The 3 C's - Ways to Win at the Conversation Game <i>Michaelson</i>
							PM-0082-15

Doctor Registration

PLEASE PRINT OR TYPE!

Dr. _____ First or Nickname for Badge _____

Attending Spouse Name _____

(DO NOT list your spouse if they are registering as a Doctor or Para)

Office Phone (_____) _____ Office Fax (_____) _____

Office Address _____ City/State/Zip _____

Email Address _____ ARBO OE Tracker # **Required** _____

**On the back of this form, CIRCLE the classes that you will attend.
You must register online for courses with limited registration.**

- ☐ Please check this box if you need confirmation (Fax or email only). Be sure to give your fax # and/or email address.

Fax (_____) _____ Email _____

Do you require CEE (TQ) for state license renewal? ☐ Yes ☐ No

If yes, License # _____

☐ If student, name of school: _____

☐ Do you have an IL license? ☐ Yes ☐ No

If yes, list here: # _____

☐ Do you have a FL license? ☐ Yes ☐ No

If yes, list here: # _____

Quick and Easy Online Registration Available at www.HOAECC.org

Spouse Tickets (Pre-Congress Price): Luncheon \$35 Dinner-Dance \$65	Early Bird Registration	Pre-Registration	At-the-Door Registration
	Postmarked by 12/31/17	Postmarked by 1/31/18	
Doctor	\$395.00	\$455.00	\$515.00
Student	\$65.00	\$65.00	\$95.00
Optometric Resident*	\$95.00	\$125.00	\$155.00
Spouse of Registrant (Exhibit Hall Only)	No Charge	No Charge	No Charge
Exhibit Hall Only**	\$50.00	\$50.00	\$50.00

* Supporting evidence of residency must be submitted with registration

** Not eligible to purchase tickets to any other function

**DOCTOR REGISTRATION INCLUDES COCKTAIL PARTY, SATURDAY LUNCHEON,
SATURDAY NIGHT DINNER-DANCE, & ATTENDANCE CERTIFICATE.**

**Heart of America group rate for hotel reservation is valid until
January, 15, 2018. Toll Free Number (800) 325-3535**

Resident & Student Registrations include **ONLY ENROLLMENT CARD & BADGE FOR EXHIBIT HALL ADMISSION**. Tickets to functions may be purchased at the registration desk. A verification card for course admittance and proof of educational credit will be presented to registrants at registration desk.

Member registration fee includes membership in HOAECC.

MAIL TO:

Ron Fiegel, OD

3460 N. Ridge Road, Ste 140, Wichita, KS 67205

Make checks payable to **HOAECC**

Doctor's Fee.....\$ _____

Paraoptometric's Fee.....\$ _____

Spouse Tickets.....\$ _____

TOTAL ENCLOSED.....\$ _____

Doctor Courses

FEBRUARY 9-11, 2018			1. Lecture	2. Lecture	3. Lecture	4. Lecture	5. Lecture	6. Lecture	
A	Friday	8:00 - 10:00	Pardon the Objection Anterior Segment, Heart Edition <i>Bloenstein / Lonsberry / Morgenstern</i> 55003-AS						K
B		10:00 - 11:00	Best of American Academy of Optometry 2017 <i>Mick / Pence</i> Pending						Workshop
C		12:00 - 1:00	Contact Lens Industry Update <i>Pence</i> 55085-CL	The Dilemma of Early Glaucoma Diagnosis: Are Patients Truly Benefiting <i>Mick</i> 48256-GL K	Off-Label is Still Not Off-Limits <i>Bloenstein</i> 49047-PH K	The Disease of Myopia <i>Morgenstern</i> 52098-GO	Imaging Interpretation for the Comprehensive Eye Care Professional <i>Lonsberry</i> 49741-PD		
D	Symposium	1:00 - 3:00	The Greatest Social Media Marketing Course EVER <i>Glazier</i> 47499-PM				Is This Glaucoma? <i>Semes</i> 47840-GL K CEE	Workshop	
E	Exhibit Hall	3:00 - 4:30							
F		4:30 - 5:30	Fundus Evaluation from Photography to Optical Coherence Angiography <i>Semes</i> 52593-PS K	Interactive Grand Rounds <i>Lonsberry</i> 52620-SD K CEE	Straight Outta Tears Treating and Managing MGD, Lid Bugs and Lid Thugs 4:30PM - 5:30PM <i>Bloenstein</i> 48272-AS K	Waging War on Warby <i>Glazier</i> 44391-PM	Top 15 Diagnoses You Should Never Miss <i>Morgenstern</i>		
G		5:30 - 6:30			Headache Disorders That Affect the Visual System <i>Mick</i> 49523-NO K	Yelp Help - Managing Your Online Reputation <i>Glazier</i> 42216-PM			45157-SD K
H	Exhibit Hall	6:30 - 8:00	Heart of America Craft Beer Tour						
I	Saturday	8:00 - 9:00	Presbyopic Correction Without Glasses <i>Pence</i> 55084-GO	VA Eye Clinic Grand Rounds <i>Mick</i> 51385-SD K	The Optometrist's Guide to Cataract and Refractive Surgery <i>Bloenstein</i> 48266-RS K CEE	IOP in Perspective <i>Semes</i> 51985-GL K	Ocular Surface Disease Management for Those Who Need It Most <i>Morgenstern</i> 47271-AS K	Poster Session	
J		9:00 - 10:30	Aspects of Practice Transition <i>Pence</i> 53744-PM			It's All in the Vitreous <i>Semes</i> 52326-PS K	Leveraging Technology in Your Pediatric Exam <i>Hefner</i> 54183-FV		
K	Exhibit Hall	10:30 - 11:30							
L		11:30 - 12:30	Laser Applications in Clinical Optometry <i>Whitley</i> 49115-LP K	Stuck in a Rut Corneal Ulcers <i>Schweitzer</i> 47969-AS K	Essentials of Orthokeratology <i>Lampa</i> 54051-CL	Oral Pharmaceuticals in Ocular Surface Infection and Inflammation <i>Lonsberry</i> 35055-OP K	Amniotic Membranes: Current Use, Future Considerations <i>Moy</i> 53667-AS K		
M	Luncheon	12:30 - 2:00							
N		2:00 - 3:00	Ocular Pain Management <i>Whitley</i> 52290-PH K CEE	Covering the Cornea from ABMD to Zoster <i>Schweitzer</i> 54350-AS K CEE	Custom Soft Contact Lens Design and Prescribing <i>Lampa</i> 46506-CL CEE	Pediatric Vision & Health in a Technology Saturated World <i>Hefner</i> 54558-FV	Neuro-optometry Grand Rounds From A Primary Care Practice <i>Moy</i> 53387-NO K		
O		3:00 - 4:00							
P	Sunday	8:00 - 9:00	The Basics of Uveitis <i>Whitley</i> 47677-SD K CEE	Minimally Invasive vs. Minimally Effective a Case for MIGS <i>Schweitzer</i> 52456-GL K	Scleral Lens Essentials <i>Lampa</i> 54052-CL	Assessment & Management of Binocular Vision Disorders in a Primary Care Setting <i>Hefner</i> 54501-FV CEE	Thought Provoking Cases in Anterior Segment <i>Moy</i> 50880-AS K		
Q		9:00 - 10:00		Premium Implant Options for the Cataract Patient <i>Schweitzer</i> 44939-PO K	Essentials of Orthokeratology <i>Lampa</i> 54051-CL		A Grand Round Series <i>Moy</i> 49278-AS K		
R		10:00 - 11:00	Ocular Nutrition Friend or Foe <i>Whitley</i> 48735-OP K	Innovations in Glaucoma Drug Delivery What the Future Holds <i>Schweitzer</i> 52128-GL K	Multifocal Contact Lenses - New Thoughts, New Understandings <i>Lampa</i> 44879-CL	The Blues: More Than Just Great Music! <i>Hefner</i> 54198-GO	HSV Epithelial Keratitis, Avoiding the Initial Misdiagnosis <i>Moy</i> 49289-AS K		

Paraoptometric Registration

PLEASE PRINT OR TYPE!

Name _____ First or Nickname for Badge _____

Attending Spouse Name _____
(DO NOT list your spouse if they are registering as a Doctor or Para)

Office Name or Employer _____

Doctor's Name (If different than above) _____

Office Address _____ City/State/Zip _____

Office Phone (_____) _____ Para Email _____

**On the back of this form, CIRCLE the classes that you will attend.
You must register online for courses with limited registration.**

Do you desire ABO Certification? ☐ Yes ☐ No

To receive ABO Certificates you must register by January 15th, 2018. There is an additional \$50 charge for ABO Course Registration. This charge is not per course but in total.

☐ Please check this box if you need confirmation (Fax or email only). Be sure to give your fax # and/or email address.

Fax (_____) _____ Email _____

Quick and Easy Online Registration Available at www.HOAEECC.org

Spouse Tickets (Pre-Congress Price): Luncheon \$35 Dinner-Dance \$65	<i>Early Bird Registration</i> <i>Postmarked by 12/31/17</i>	<i>Pre-Registration</i> <i>Postmarked by 1/31/18</i>	<i>At-the-Door Registration</i>
Paraoptometric	\$230.00	\$260.00	\$290.00
Spouse of Registrant (Exhibit Hall Only)	No Charge	No Charge	No Charge
Exhibit Hall Only**	\$50.00	\$50.00	\$50.00

** Not eligible to purchase tickets to any other function

PARAOPTOMETRIC REGISTRATION INCLUDES COCKTAIL PARTY, SATURDAY LUNCHEON, SATURDAY NIGHT DINNER-DANCE, & ATTENDANCE CERTIFICATE.

Heart of America group rate for hotel reservation is valid until January, 15, 2018. Toll Free Number (800) 325-3535

MAIL TO:

Ron Fiegel, OD
3460 N. Ridge Road, Ste 140
Wichita, KS 67205

Make checks payable to **HOAEECC**

Doctor's Fee.....\$ _____

Paraoptometric's Fee.....\$ _____

Spouse Tickets.....\$ _____

TOTAL ENCLOSED.....\$ _____

Registration Info, Continuing Education

Come and join us as we celebrate the 57th Annual Heart of America Eye Care Congress featuring the best continuing education in the Midwest. Join your colleges Saturday night for dinner, dancing and entertainment in the elegant surroundings of the Sheraton Kansas City Hotel at Crown Center, one of Kansas City's finest. Take advantage of the easy, weather-controlled access to the Crown Center shops and the newly renovated Union Station. Your stay at the Sheraton is just another way to lend your support to the Congress!

Make your hotel reservations early. The Sheraton Kansas City Hotel at Crown Center is the official hotel of the Heart of America Eye Care Congress. The hotel is located at 2345 McGee Street, Kansas City, MO 64108

The toll-free number is 1-800-325-3535. Ask for the Heart of America group rate - Valid through January 15th, 2018. The Sheraton Kansas City Hotel at Crown Center will try to accommodate all members. If the hotel rooms are not available, call the local number (816-421-1234) and you will be placed on a waiting list. Rooms will be made available as cancellations occur.

Treat yourself and your staff to a wonderful weekend at the Heart of America Eye Care Congress, where excellent education, great times, fine service and impeccable accommodations await you in Kansas City.

The Heart Board prides itself in providing top-notch education

from innovative speakers. Our entire doctor program will be approved for continuing education credit by the UMSL College of Optometry as well as be 100% COPE approved. Although we apply for approval of CE credit in each state, it is each attending doctor's responsibility to be aware of their state's individual requirements to be certain that CE received at the Heart will meet their criteria.

Heart of America has made special arrangements to provide Continuing Education with Examination - designated as "CEE". The UMSL College of Optometry will mail out the CEE tests after the meeting along with a separate bill to cover the cost of issuing and grading tests. CEE meets or exceeds every state's CE requirements.

We will continue to offer the OE Tracker scanning system to assist doctors in tracking their CE hours. Doctors will be scanned out of each class to verify attendance. If you don't have an OE Tracker number, contact ARBO at www.arbo.org to request one. You will be asked to supply your OE Tracker number when registering for the Heart so we can print it on your name badge for scanning.

The AOA Commission on Paraoptometric Certification has approved our entire paraoptometric program for CPO, CPOA, and CPOT continuing education hours. We will also offer ABO credit for many of our para courses.

Cancellation Policy

Attendees may cancel their registration to HOAECC 2018 for a \$50.00, non-refundable processing fee. All cancellation requests must be written via email to registration@HOAECC.org, Faxed to 316-729-9824, or mailed to Ron Fiegel, 3460 N. Ridge Road, Ste 140, Wichita, KS 67205. All requests must include the attendee's name, address, and registration ID number. Refund requests will not be honored after January 31st, 2018.



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