



Michigan Optometric Association

Winter Seminar

February 1-2, 2012

*Kellogg Hotel & Conference Center
Of Michigan State University
East Lansing, MI*



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

Doctor:

You are cordially invited to the **Winter Seminar** of the **Michigan Optometric Association (MOA)** at the **Kellogg Hotel & Conference Center, East Lansing, MI**, on **Wednesday, February 1** and **Thursday, February 2, 2012**.

On Wednesday, we are pleased to present six hours of education from a very dynamic speaker, Marc Bloomenstein, OD, FAAO. We are very excited to offer two tracks for the first time at our Winter Seminar on Thursday. In track one, Leonard Messner, OD, FAAO will give two classes on Neuro-Optometry, one explains new developments, while the other is an overview that was specifically designed as a board review class; his remaining lecture will be on utilization and interpretation of OCT. Track two is a continuation of the AOA EHR course, the first part of which was very well received at our Fall Seminar in 2010. Anyone considering the move to EHR will find these classes indispensable. Seats are limited for the EHR lectures, so please be sure to register early.

O.D. Seminar Schedule *Winter Seminar* Michigan Optometric Association

Wednesday, February 1, 2012

7:50am - 8:20am **Registration** — Coffee and Pastries

8:20am - 9:20am **Program** — COPE # 31875-AS - Anterior Segment Challenges - This course will use case studies to exemplify anterior segment treatment challenges. A differential diagnosis and common treatment options will also be discussed. Attendees will be encouraged to interact with the cases. **Marc Bloomenstein, O.D.** (AS—Treatment & Management of Ocular Disease: Anterior Segment)

9:20am - 9:50am **Break**

9:50am - 11:40am **Program** — COPE # 31149-GO - House OD: Case Reports and Video Grand Rounds - We all have them in our offices. Those cases that just make you scratch your head, call a colleague, or go to an extreme reference source. Gathering all these cases under one roof, presented in video and with an interactive format we will diagnose the cases together. The course will also include a video contest that ODs can submit for viewing at the course. **Marc Bloomenstein, O.D.** (GO—General Optometry)

11:45am - 1:15pm **Lunch** — *The MOA AWARDS PROGRAM will be presented during Wednesday's luncheon*

1:15pm - 3:05pm **Program** — COPE # 23554-AS - Corneal Dystrophy/Degeneration: What Every Optometrist Should Know - The cornea can take on a myriad of appearances especially when there is a corneal dystrophy or degeneration involved. Optometrists will hear and see the different corneal anomalies to help educate their patients. **Marc Bloomenstein, O.D.** (AS—Treatment & Management of Ocular Disease: Anterior Segment)

3:05pm - 3:35pm **Break**

3:35pm - 4:25pm **Program** — COPE # 27880-AS - The ABC's of Ocular Surface Disease - The new school of thought in regards to ocular surface disease means, for many OD's, getting back to the basics. Much like in elementary school the ABC's were the basis for learning and thus knowing what to look for and how to treat it is essential in ocular surface disease. This course will review diagnostic tools, patient education and treatment options currently available. **Marc Bloomenstein, O.D.** (AS—Treatment & Management of Ocular Disease: Anterior Segment)

Total CE hours = 6

Thank You to our MOA Winter Seminar Sponsors and Exhibitors:



Exhibit Hours : 7:45am - 5:00pm Wednesday & 7:45am - 2:00pm Thursday

O.D. Seminar Schedule
Winter Seminar
Michigan Optometric Association

Thursday, February 2, 2012

7:50am - 8:20am **Registration** — Coffee and Pastries

TRACK ONE

8:20am - 10:10am **Program** — COPE # 31649-NO - *The Eye in Neurologic Disease* - Vision and visual-motor problems are commonly caused by neurologic disease. This course provides an anatomically-guided and case-based approach to disorders of the pre-chiasmal, chiasmal and retro-chiasmal visual pathways. Included within the lecture is an overview of the neuro-imaging techniques required to address these problems. Included within the lecture are neurologic and neuro-ophthalmic findings associated with inflammatory, neoplastic, demyelinating and ischemic vascular disease. **Leonard Messner, O.D.** (NO—Neuro-Optometry)

***This course is suitable for board review.*

10:10am - 10:40am **Break**

10:40am - 12:30pm **Program** — COPE # 31894-PD - *Optical Coherence Tomography in Macular Disease* - Optical coherence tomography (OCT) is a laser-based form of echography that allows for noninvasive and rapid imaging of intraocular structures. This technology permits the clinician to perform quantitative and qualitative analysis of retinal and optic nerve pathology in a cross sectional format with axial resolution of 5 microns or better. This lecture provides an anatomically-guided overview of the physical principles of OCT technology and its application to retinal vascular and vitreo-macular disorders. **Leonard Messner, O.D.** (PD—Principles of Diagnosis)

12:30pm - 1:45pm **Lunch**

1:45pm - 3:35pm **Program** — COPE # 32049-NO - *New Developments in Neuro-Ophthalmology: Neuro-Ophthalmic Characteristics of Traumatic Brain Injury and Multiple Sclerosis* - Vision, visual-motor and optic nerve changes are becoming important biomarkers of common neurodegenerative disorders. This presentation provides an overview of neuro-ophthalmic findings with traumatic brain injury (TBI) and multiple sclerosis (MS). The first segment of this lecture provides an overview of TBI and related disorders along with histopathologic determinants of chronic traumatic encephalopathy (CTE). Special attention is paid to eye tracking abnormalities as an early indicator of concussion. In the area of MS, we will discuss new concepts in the pathogenesis of MS along with OCT and other studies as indicators of disease activity. **Leonard Messner, O.D.** (NO—Neuro-Optometry)

Total CE hours = 6

TRACK TWO

*(*Limited seating—please register early)*

8:20am - 10:10am **Program** — COPE # Pending - *EHR Software Selection and Implementation* - This course will address the needs of optometrists for the selection and implementation of Electronic Health Records Software. An office walk through will be discussed with focus on the specific area of each area of an office and how EHR will impact office flow and efficiency. A discussion of hardware, workstations, as well as server and web based systems will be covered. **Phil Gross, O.D. and Jay Henry, O.D.**

10:10am - 10:40am **Break**

10:40am - 12:30pm **Program** — COPE # Pending - *Meaningful Use and EHR Incentive Program Update* - This program will provide details of the CMS EHR Programs including requirements, incentives, penalties and registration and attestation process. Also, Meaningful Use objectives will be covered in detail including requirements, clinical implications, exemptions and compliance. In addition, practical guides will be given on how core and menu objectives can be achieved. Optometrists have never had more reason to implement EHR systems in their practice and gain 'meaningful use'. **Phil Gross, O.D. and Jay Henry, O.D.**

12:30pm - 1:45pm **Lunch**

1:45pm - 3:35pm **Program** — COPE # Pending - *Physician Quality Reporting System (PQRS) and e-Prescribing Made Easy* - This course will cover how to successfully implement PQRS in your office and its importance in clinical care. It will give detailed examples as well as define a process that can be utilized to become successful at PQRS reporting. You will be provided detailed information on Electronic prescribing (eRx) of medications in clinical practice, benefits including the CMS eRx incentive program, free and integrated eRx solutions with practical implications. You'll also be exposed to how eRx leads to higher quality patient care and improves the efficiency of your practice while allowing you to become a more truly paperless environment. **Phil Gross, O.D. and Jay Henry, O.D.**

Total CE hours = 6

O.D. Seminar Course Selection
Winter Seminar
Michigan Optometric Association

Registration Part 2

Please indicate which courses you plan to attend on Thursday and return along with your registration form and payment.

THURSDAY, FEBRUARY 2

TRACK ONE

☐ 8:20am - 10:10am - COPE # 31649-NO - The Eye in Neurologic Disease - Leonard Messner, O.D.

10:10am - 10:40am - Break

☐ 10:40am - 12:30pm - COPE # 31894-PD - Optical Coherence Tomography in Macular Disease - Leonard Messner, O.D.

12:30pm - 1:45pm - Lunch

☐ 1:45pm - 3:35pm - COPE # 32049-NO - New Developments in Neuro-Ophthalmology: Neuro-Ophthalmic Characteristics of Traumatic Brain Injury and Multiple Sclerosis - Leonard Messner, O.D.

TRACK TWO

☐ 8:20am - 10:10 am - COPE # Pending - EHR Software Selection and Implementation - Phil Gross, O.D., Jay Henry, O.D.

10:10am - 10:40am - Break

☐ 10:40am - 12:30pm - COPE # Pending - EHR Incentive Programs and Meaningful Use Update - Phil Gross, O.D., Jay Henry, O.D.

12:30pm - 1:45pm - Lunch

☐ 1:45pm - 3:35pm - COPE # Pending - Physician Quality Reporting System (PQRS) and e-Prescribing Made Easy - Phil Gross, O.D., Jay Henry, O.D.

Total CE hours = 6

Total CE hours = 6

Total two-day COPE Approved Credit Hours = 12



PLEASE RETURN WITH REGISTRATION FORM (PART 1) TO:
Michigan Optometric Association
530 W. Ionia Street, Ste. A - Lansing, MI 48933-1062 - Phone: 517.482.0616 - Fax: 517.482.1611

DRESS CODE is defined as business casual. Please use your discretion.



MICHIGAN OPTOMETRIC ASSOCIATION

530 W Ionia Street, Ste. A
Lansing, MI 48933

PRESORTED
FIRST CLASS
US POSTAGE
PAID
LANSING MI
PERMIT 515

MOA Winter Seminar – February 1-2, 2012

Kellogg Hotel & Convention Center
55 S. Harrison Road
East Lansing, MI 48224

Directions to the Kellogg Hotel & Conference Center

FROM ANN ARBOR - US-23 North to I-96 West, to US-127 (exit 106) North (3.1 miles) to Trowbridge Road exit East (.5 miles) to Harrison Avenue; turn left North approximately 1 mile on the right (four traffic lights up).

FROM DETROIT - I-96 West to US-127 (exit 106) North (3.1 miles) to Trowbridge Road exit East (.5 miles) to Harrison Avenue; turn left North approximately 1 mile on the right (four traffic lights up).

FROM FLINT - West on I-69 to US-127 (exit 89) South (5.5 miles) to Trowbridge Road exit East (.5 miles) to Harrison Avenue; turn left North approximately 1 mile on the right (four traffic lights up).

FROM GRAND RAPIDS - East on I-96 to I-496 (exit 95) East (9.7 miles) to Trowbridge Road (exit 9) East (.5 miles) to Harrison Avenue; turn left North approximately 1 mile on the right (four traffic lights up).

FROM KALAMAZOO - I-94 East to I-69 North, to I-496 East; East (5 miles) to Trowbridge Road (exit 9) East (.5 miles) to Harrison Avenue; turn left North approximately 1 mile on the right (four traffic lights up).

FROM ST. JOHNS - South on US-27 to US-127 South (8.5 miles) to Trowbridge Road exit East (.5 miles) to Harrison Avenue; turn left North approximately 1 mile on the right (four traffic lights up).

Note: Please factor at least 10-15 minutes into your travel time for parking at the Kellogg Center.

HOTEL RESERVATION DEADLINE: JANUARY 8, 2012

Kellogg Hotel

55 S. Harrison Rd
East Lansing, MI 48824
517.432.3086

➤ www.kelloggcenter.com ➤ **Group Rate:** \$96 Single - Double ➤ **Parking:** Parking is complimentary for overnight guests

***For traffic construction updates please visit the Michigan Department of Transportation (MDOT) website:**
<http://mdotwas1.mdot.state.mi.us/public/LaneClosure/index.cfm>