

optc **west** 2013
Indian Wells, California

April 4-6

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Registration Brochure 2013
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RACE TO SUCCESS



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- Launch your business into the future with the **MBA program**
- Get certified with special **glaucoma certification** track and exam
- Learn about CLIA-waived lab tests
- Make sure you get paid — have your staff take the **ICD-10 coding** course
- Stay ahead of health care reform with courses on pediatric vision care
- Stay ahead of the curve with numerous cutting-edge courses for you and your staff



WANTED

BACK OFFICE ASSISTANT:

Needed... to retrieve invoices and help with the reconciliation of statement. Person must be able to work with various vendors and resolve issues (with preferred results). Person must be courteous and knowledgeable as well as a team player. Must deal with billing issues. Have knowledge of products offered by us. Person must be able to reduce man hours used in administrative areas and help increase productivity in patient care areas. Has Dr.'s best interest at heart.

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Register early and win!

Register for OptoWest 2013 by the Early Registration cut-off date of March 3, 2013, and your name will be placed in a drawing for a **complimentary two-night stay at the Renaissance Esmeralda Resort & Spa!**

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RENAISSANCE
Esmeralda
RESORT & SPA
INDIAN WELLS, CALIFORNIA



April 4–6, 2013

Registration brochure

The California Optometric Association — in conjunction with our state affiliates in Arizona, Hawaii, Montana, Nevada, Utah and Washington — invite you to attend **OptoWest 2013 on April 4-6 at the Renaissance Esmeralda Resort & Spa in Indian Wells, CA.**

For more than a century, the California Optometric Association (COA) has been helping optometrists help their patients. A big piece of this process is providing quality and timely CE for optometric professionals. **At OptoWest, we provide you the added knowledge you need to continue serving your patients to the fullest extent possible.**

Stay ahead of the curve: Race to success!

We want to help you get an edge on your competition and to launch you and your practice into the future. That's why at OptoWest 2013 we are offering the most cutting-edge CE courses that tackle current issues like health care reform and its effect on pediatric vision care, ICD-10 and much more.

On top of that, in less than three days, you can have almost half your CE requirements knocked out of the way and learn tools to bolster your practice performance.

CONFERENCE HIGHLIGHTS

- Offering more than 75 hours of OD education and 32 hours of paraoptometric education, taught by the best speakers in the business.
- Special Glaucoma Certification Track (16 hour Case Management Course with Exam)
- The CLIA-Waived Lab Test course will help you provide better patient care by teaching you the processes for performing lab tests in your office.
- The ICD-10 course is perfect for both you and your staff! It will prepare your whole practice for the imminent coding changes.
- Pediatric vision care courses will prepare you for upcoming health care reforms.
- The Management Business Academy will give you more power over your business by helping you improve your practice's financial processes.
- You'll be able to network with your peers from all over the country at the fun-filled welcome reception and cutting-edge conference.
- Explore the latest technologies and products at the two-day Exhibit Hall.
- Free Wi-fi access in all resort social areas and guest rooms.
- Complimentary self-parking for all resort guests.

OPTOWEST 2013 SPONSORS

Thank you to our 2013 sponsors!

(At the time of print. For the most updated list of sponsors, visit the OptoWest section of the California Optometric Association website at www.coavision.org.)

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OPTOWEST EXHIBIT HALL

The exhibit hall:

Friday, April 5, 2013

10:30 AM - 2:00 PM — Exhibit Hall Open

Saturday, April 6, 2012

10:30 AM - 2:00 PM — Exhibit Hall Open

For the most up-to-date list of exhibitors and map of the 2013 Exhibit Hall, visit www.OptoWest.com.

FOOD FOR THOUGHT SERIES

OptoWest 2013 presents a series of morning sessions as well as a special "lunch & learn" session on Thursday hosted by industry leaders. Enjoy a hot morning breakfast while gaining an inside track on the newest services and products available or a hot lunch and

earn CE credit while you're at it! Make sure you designate which session(s) you'd like to attend on your registration form as seating is limited (please, no children allowed). Please see the OD and Paraoptometric Program Grids for a schedule of sessions.

SPEAKERS & COURSES

Speaker bios can be viewed online at www.optowest.com or on your phone using the following QR code.



Ernest L. Bowling, OD, MS, FAAO, Dipl

- 207** Ocular surface disease: Thinking outside the box (TPA)
- 214** Oral medications in optometric practice (TPA)
- 308** Ocular trauma: Triage and treatment (TPA)



Mile Brujic, OD

- 206** Ocular allergies: Scratching the surface (TPA)
- 209** Anterior segment disease — from the front office to the back (TPA)
- 212** Creating a 5-star patient experience (PM)
- 307** Tales from the trenches (TPA)
- 311** Solving the solution mystery
- 312** Multifocal contacts: How they work and how to make them
- 314** Contact lens virtual workshop



David A. Damari, OD, FCOVD, FAAO

- 100** Crossed wires: The important intersection between vision therapy and neurological disease (TPA)
- 102** Vision therapy for non-strabismic binocular vision disorders: An evidence-based approach (O)
- 112** Now you see them: Expanding your primary practice to infants and toddlers



Ed De Gennaro, MEd, ABOM

- 313** What's the latest in free-form technology?
- 315** The truth about optical myths, half truths and falsehoods
- 316** An overview of the ansi standards
- 317** Understanding and recommending absorptive lenses

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There's an app for that and it's coming soon! Keep an eye out for an exclusive OptoWest 2013 smart phone application that will help you navigate the conference schedule, inform you about exhibitors, give you important alerts, hotel information and more! *Sponsored by Vision West.*



SPEAKERS & COURSES



Lori L. Grover, OD, PhD, FAAO

- 107 Top ten clinical pearls for treating vision impairment (O)
- 216 Children contact lenses and their families
- 211 The team approach to vision rehabilitation (O)
- 215 Public health essentials: Fundamentals for clinicians



Jay M. Haynie, OD, FAAO

- 104 Retinal disease update and referral guidelines (TPA)
- 106 Oct interpretation: From the vitreous through to the choroid (TPA)
- 110 Diabetic retinopathy (TPA)
- 200 Age-related macular degeneration (TPA)



RoseAnn Jankowski, Pharm.D

- 101 Cardiometabolic syndrome: Implications for the patient and the optometrist (TPA)
- 111 Prescribing for pregnant or lactating patients (TPA)
- 115 Medication jurisprudence for the California optometrist (TPA)
- 117 Mysteries in the medicine cabinet: Top ten optometrist recommendations to support optimum medication compliance (TPA)



Daniel L. May, MD

- 210 Allergy, asthma and COPD (TPA)
- 213 Vaccine update and hot topics in infectious disease (TPA)
- 300 Matters of the heart (hypertension, atherosclerosis, arrhythmia) (TPA)
- 304 Psychiatric illness



Jim Owen, OD, MBA

- 301 Every thing new with intraocular lens and cataract surgery — what the optometrist needs to know (TPA)
- 305 Surgical management of keratoconus (TPA)
- 309 Ten new innovations in eye care (TPA)



John Rumpakis, OD, MBA

- CLW1 Unraveling the mysteries of CLIA: Enhancing outcomes through clinical lab testing in your practice (O)
- ICD10 Cracking the code: A clinical approach to medical coding & compliance — part 3 (O)



Mary Schmidt

- 118 Dealing with difficult people — how to prevent problems
- 217 Telephone shoppers: The telephone "looky lou"
- 219 As times goes by — time management how to prioritize your day



Leo P. Semes, OD, FAAO, FACMO

- 119 What happens to the retina of a diabetic?
- 205 Summing up-nutrition but also activity, smoking cessation, sunlight, sleep & stress reduction (TPA)
- 208 Adventures in the vitreous (TPA)
- 218 Pharmacology basics: Diagnostic topicals
- 219 As times goes by — time management how to prioritize your day
- 306 NSAIDS and steroid update (TPA)



Loretta Szczotka-Flynn OD, PhD

- 105 Pediatric contact lenses and myopia control (O)
- 109 Challenges, microbiology and epidemiology of microbial keratitis (TPA)
- 114 Solving the puzzle of keratoconus (TPA)
- 116 Fitting large diameter lenses to irregular corneas
- 201 Corneal imaging in the modern optometric practice (TPA)
- 204 Contact lenses and corneal infiltrates; from tissue to treatment (TPA)



Harvard Sylvan, OD

- FF2 Presbyopic? Take it one day at a time



J. James Thimons, OD, FAAO

- 103 New technologies in glaucoma management; what to buy & how to make it work in your practice (TPA)
- 108 Clinical research in glaucoma: Understanding the impact on patients (TPA)
- 113 Glaucoma Grand Rounds (TPA)
- 202 Controversies in glaucoma therapy (TPA)
- 203 Surgical therapy in glaucoma (TPA)



Mark Wright, OD, FCOVD

- 302 How to successfully manage the practice as it transitions through: More patients, more productivity and more profit (PM)
- 303 Managing finances to increase practice equity (PM)
- 310 Setting the course for success: Business and strategic planning

OD EDUCATION PROGRAM INFORMATION

Continuing TPA-certified education requirements for California optometrists

California optometrists must take 35 hours out of a total of 50 hours of continuing education every two years in any combination of the following areas: glaucoma, ocular infection, ocular inflammation, topical steroids, systemic medication, and pain medications toward fulfillment of their license renewal. Continuing optometric education programs that are approved as meeting the required standards of the California State Board of Optometry include offerings from the California Optometric Association, a state affiliate of the American Optometric Association.

OD course designations

To help you identify topic areas, OptoWest educational sessions have been designated as:

TPA: Therapeutic Pharmaceutical Agent

TPG: TPA with approval to treat Glaucoma

TLG: TPA with approval to perform Lacrimal Irrigation and Dilation and treat Glaucoma

O: Other

PM: Practice Management (No credit in CA)

OD course approvals

The OptoWest 2013 continuing education program has been submitted to COPE. If you are licensed **outside** of California, most state boards of optometry accept COPE-approved courses toward credit for licensure renewal.

Some approvals were not available at press time. Do not assume that courses you register for are approved. Please note that COPE courses do not include CEEs. **COA will not be responsible for courses that are not approved by COPE.** For an updated listing of approved COPE courses, please visit www.OptoWest.com.

Credit for course attendance

To comply with the California State Board of Optometry continuing education requirements, attendees must remain in the session for the duration of the course. If an attendee leaves early or arrives more than 10 minutes late, no CE credit will be given. **Note: Partial credits for CE courses are NOT available. Transcripts will be mailed to you 6-8 weeks after the conference.**





Get ready for Board Certification by taking courses marked with this special "BC" icon. COA's Education & Clinical Practice Committee has done the leg work for you by recommending certain OptoWest courses to aid in your board certification preparations. Keep an eye out for specially marked courses on the OD Education Program grid.



Take your staff to these courses marked with this special icon. These courses will help your whole practice stay ahead of the curve and help you get an edge on your competition.

OD PROGRAM

Thursday, April 4, 2013

TIME	OD SESSIONS		
8:00 AM – 11:40 AM (Option I or II) Glaucoma CE <u>without</u> Exam	GT1 - Glaucoma (TPG) — clinical case presentations Dr. George Comer, OD, MBA (and) Dr. David Sendrowski, OD, FAAO		
8:00 AM – 4:40 PM (Option III) Glaucoma CE <u>with</u> Exam	GLC1 - Glaucoma (TPG) — clinical case presentations COA has partnered with SCCO to offer a 16-hour case management course with exam.		
8:00 AM – 9:40 AM	CLW1 - Unraveling the mysteries of CLIA: Enhancing outcomes through clinical lab testing in your practice (O) COPE# 35362-GO John Rumpakis, OD, MBA Bring your staff to this session! As technology advances in clinical care offered within the practice setting, understanding the rules and regulations that impact your patient care is critical. This course will assist you in understanding the Clinical Lab Improvement Amendments (CLIA), how to obtain a CLIA waiver for your practice and the impact on the clinical care you deliver while enhancing patient outcomes. 	100 - Crossed wires: The important intersection between vision therapy and neurological disease (TPA) COPE# 36399-NO David Damari, OD, FCOVD, FAAO Many optometrists are uncomfortable treating amblyopia, strabismus, and other disorders of binocular vision because they may indicate occult neurological disorders. This course will give you the skills to identify the clinical signs of occult neurological disorders, help you know when to keep a patient under observation, teach you to recognize the signs of neurological disorder that may occur during the course of optometric vision therapy and more. This course offers a balanced blend of ocular disease and traditional optometry that will keep you engaged. 	101 - Cardiometabolic syndrome: Implications for the patient and the optometrist (TPA) RoseAnn Jankowski, Pharm.D This course provides a clinical review of the condition also known as Syndrome X, or Metabolic Syndrome. Currently affecting 47 million individuals in the United States, the condition includes risk factors that can progress to severe cardiovascular disease, stroke, and diabetes. In this course, you will learn the current synonyms for the condition and discuss its incidence and epidemiology, outline the known risk factors for development of the condition and more. 



Thursday, April 4, 2013 (continued)

TIME	OD SESSIONS			
10:00 AM – 11:40 AM	<p>102 - Vision therapy for non-strabismic binocular vision disorders: An evidence-based approach (O) COPE# 36400-FV</p> <p>David Damari, OD, FCOVD, FAAO</p> <p>Do you offer vision therapy in your office or would like to soon? Then this course is for you! This course will help you understand the various ways to monitor progress, and to modify the program if satisfactory progress is not being made, use knowledge of neurology and the two major studies to develop an evidence-based program of vision therapy, and more!</p> 	<p>103 - New technologies in glaucoma management. What to buy & how to make it work in your practice (TPA) COPE# 36471-GL</p> <p>J. James Thimons, OD, FAAO</p> <p>This course is designed to give the primary care clinician a detailed review of the latest developments in diagnostic and therapeutic systems. Special emphasis will be placed on imaging systems and their role in patient care.</p>	<p>104 - Retinal disease update and referral guidelines (TPA) COPE# 32066-PS</p> <p>Jay M. Haynie, OD, FAAO</p> <p>In this course, a retinal-disease specialist gives you a broad overview of many retinal diseases that you'll see in primary eye care practices. It will include cutting-edge information on the clinical trials that retinal treatments are based on. Dr. Haynie will give you must-see guidelines to referrals based on his 18 years in a retina-only practice.</p> 	<p>ICD10 - Cracking the code: A clinical approach to medical coding & compliance — part 3 (O) COPE# 32819-GO</p> <p>John Rumpakis, OD, MBA</p> <p>This is the definitive course that presents current standards & definitions in differentiating your office visit (920XX & 992XX coding), applying the ICD-9 and upcoming ICD-10 coded terminology and transition as it applies to diagnosis and management of the clinical disease states of glaucoma diagnosis and macular degeneration.</p> 
12:00 PM – 1:00 PM	<p>LL1 - Lunch & Learn — Therapeutic considerations for management of patients with chronic dry eye and patients with elevated intraocular pressure</p> <p>Don't miss this Allergan sponsored event featuring Mile Brujic, OD and Jim Thimons, OD, FAAO. These leading experts in the field of optometry will guide you through Allergan Eye Care therapeutic options for these ocular conditions.</p>			
1:00 PM – 4:40 PM (Option I or II)	<p>GT2 - Glaucoma (TPG) — clinical case presentations</p>			
Glaucoma CE without Exam	<p>1:00 PM – 1:50 PM</p> <p>105 - Pediatric contact lenses and myopia control (OTHER) COPE # 34787-CL</p> <p>Loretta Szczotka-Flynn, OD, PhD</p> <p>Stay ahead of the curve on health care reform! This course will give you essential information for staying ahead of your competition when it comes to pediatric care essential benefits. In this must-have course you will learn about the indications for pediatric contact lens fitting, the various contact lens options for medically indicated pediatric contact lenses, pediatric contact lenses fit for medical necessity including aphakia, aniridia, amblyopia, anisometropia, and prosthetic reasons as well as myopia control with contact lenses theories.</p> 	<p>1:00 PM – 2:40 PM</p> <p>106 - OCT interpretation: From the vitreous through to the choroid (TPA) COPE# 36394-PS</p> <p>Jay M. Haynie, OD, FAAO</p> <p>View ocular structures like you never have before! That's what OCT technology has done for optometry. Retinal pathology can now be localized to the tissue of origin! In this cutting-edge course you will learn about the correlation of OCT with histological appearance of the retina and choroid, observe anomalies of the vitreous, observe anomalies of the retinal surface, and more! Take this course and learn how retinal cases may appear with OCT regardless of whether it originates in the vitreous or from the underlying choroid.</p> 	<p>1:00 PM – 2:40 PM</p> <p>107 - Top ten clinical pearls for treating vision impairment (OTHER)</p> <p>Lori L. Grover, OD, PhD, FAAO</p> <p>Learn about tomorrow's issues today! This course offers a quick review of the top ten most important clinical and practice issues related to today's vision rehabilitation care. Treating vision loss is an important and rewarding part of optometric practice and this lecture reviews why optometrists are best equipped to treat and manage patients of all ages with visual impairment. Learn how to develop a clinical armamentarium for your practice and prepare for 21st century vision rehabilitation care and build a competitive edge over other practices!</p>	
2:00 PM – 2:50 PM	<p>108 - Clinical research in glaucoma: Understanding the impact on patients' care (TPA) COPE# 32906-GL</p> <p>J. James Thimons, OD, FAAO</p> <p>Want to stay ahead of the curve on glaucoma research? This course is a must! It will review the latest developments in US and international trials that primary care clinicians need to know to provide the best therapeutic interventions. This course will teach you how the latest research will impact patient care.</p> 	<p>109 - Challenges, microbiology and epidemiology of microbial keratitis (TPA)</p> <p>Loretta L. Szczotka-Flynn, OD, PhD</p> <p>Learn about the new gold standard for population-based studies concerning complications associated with contact lens wear. This session will present modifiable and non-modifiable risk factors associated with (microbial keratitis) MK and infiltrative keratitis. You will learn about the incidence rate of MK with various lens types and modalities of wear, risk factors for contact lens induced MK, biofilms and their role in MK and their resistance to care solutions.</p> 		

Thursday, April 4, 2013 (continued)

TIME	OD SESSIONS		
2:00 PM – 4:40 PM Management & Business Academy	MBA - Essentials financial management (PM) COPE# 33589-PM Essentials of Financial Management is a 3-hour course that presents the critical methods of financial management that enable ODs to control expenses, evaluate investments and monitor performance.		
3:00 PM – 3:50 PM	110 - Diabetic retinopathy (TPA) COPE# 36359-PS Jay M. Haynie, OD, FAAO Check out this cutting edge-course! In this session you will be updated on the latest classifications for diabetic retinopathy and the newest treatment guidelines for optometrists. This presentation will give you a template for the accepted classification system derived by the ETDRS, help you differentiate high-risk characteristics with proliferation retinopathy, teach you to classify proliferative and non-proliferative diabetic retinopathy, and give you clinical pearls to consider when patients struggle with macular edema refractory to treatment.	111 - Prescribing for pregnant or lactating patients (TPA) RoseAnn Jankowski, Pharm.D Give the best care possible to your patients! This session will help you better serve mothers by teaching you about risks associated with medication use during pregnancy as well as considerations and potential consequences of medication use while breastfeeding. In this course you will learn about the FDA Pregnancy Risk Factor categories, the general considerations for increasing the safety of medications prescribed for women who are pregnant or breastfeeding an infant, the pregnancy and lactation status of medications commonly prescribed under the optometrist scope of practice and more!	
2:00 PM – 2:50 PM	108 - Clinical research in glaucoma: Understanding the impact on patients' care (TPA) COPE# 32906-GL J. James Thimons, OD, FAAO Want to stay ahead of the curve on glaucoma research? This course is a must! It will review the latest developments in US and international trials that primary care clinicians need to know to provide the best therapeutic interventions. This course will teach you how the latest research will impact patient care.	109 - Challenges, microbiology and epidemiology of microbial keratitis (TPA) Loretta L. Szczotka-Flynn, OD, PhD Learn about the new gold standard for population-based studies concerning complications associated with contact lens wear. This session will present modifiable and non-modifiable risk factors associated with (microbial keratitis) MK and infiltrative keratitis. You will learn about the incidence rate of MK with various lens types and modalities of wear, risk factors for contact lens induced MK, biofilms and their role in MK and their resistance to care solutions.	
2:00 PM – 4:40 PM Management & Business Academy	MBA - Essentials financial management (PM) COPE# 33589-PM Essentials of Financial Management is a 3-hour course that presents the critical methods of financial management that enable ODs to control expenses, evaluate investments and monitor performance.		
3:00 PM – 4:40 PM	112 - Now you see them: Expanding your primary care practice to infants and toddlers COPE # 36494-FV David A. Damari, OD, FCOVD, FAAO Don't be uncomfortable offering eye care to patients under five years old! Stay ahead of the curve on health care reform and essential pediatric benefits by taking this course! In this session you will learn about the appropriate techniques to perform an efficient and effective infant and toddler examination, how to prioritize which techniques to perform to get the most important data on every individual under age six, take a case history for infants, toddlers, and preschoolers and more! Dr. Damari will demonstrate that any optometrist who has graduated from an accredited program can effectively provide quality vision and ocular health care to the youngest members of our patients' families.		
4:00 PM – 4:50 PM	113 - Glaucoma Grand Rounds (TPA) COPE# 31476-GL J. James Thimons, OD, FAAO Want to stay up to date on glaucoma and be entertained at the same time? This course will present several challenging and interesting glaucoma cases. This session features an interactive exchange regarding diagnosis and treatment.	114 - Solving the puzzle of keratoconus (TPA) COPE# 35103-CL Loretta Szczotka-Flynn, OD, PhD This course will present the intertwined puzzle of the genetics of keratoconus. Past research in this area is presented along with the limitations of current studies. In this enlightening course you will review genetic theories, learn about the genetic hits found for keratoconus, and learn how to screen for normals and keratoconus in genetic case control studies.	115 - Medication jurisprudence for the California optometrist (TPA) RoseAnn Jankowski, Pharm.D Stay on top of the latest in prescribing laws in California with this course. In this session you will learn about distinctions in terms of TPA and DEA licensure, scope of practice limitations, "do's and don'ts" when prescribing controlled medications, elements constituting a legal prescription in this state, and how consumer complaints made to the state are handled.

Thursday, April 4, 2013 (continued)

TIME	OD SESSIONS	
5:00 PM – 5:50 PM	CLW2 – The nuts and bolts of directing and performing laboratory tests in your California practice. Jan Otey, CLS, Examiner II CDPH/Laboratory Field Services This course will help you understand how the recent passage of AB 761, the “Optometrists” bill introduced by Assemblyman Roger Hernandez, will affect your practice if you decide you want to perform certain laboratory tests in your office. You will learn the requirements for and limitations of starting an optometrist-directed laboratory in California. This course will also explain what is necessary to be in compliance with state and federal laboratory law. 	
5:00 PM – 5:50 PM	116 - Fitting large diameter lenses to irregular corneas Loretta Szczotka-Flynn, OD, PhD There are many types of contact lenses available to us today to manage the irregular cornea. This course will discuss the various options available along with a detailed systematic fitting approach and problem-solving technique for each. In this course you will learn when to select a particular design and step by step fitting approach for intralimbal lenses. 	117 - Mysteries in the medicine cabinet: Top ten optometrist recommendations to support optimum medication compliance (TPA) RoseAnn Jankowski, Pharm.D Enhance patient medication compliance! This course, taught by Dr. Jankowski, offers the latest on issues with medication compliance in a world where the number of prescriptions issued are increasing because of the aging population. In this session, you will learn how to apply clues from patient medical and medication histories in the identification of potential barriers to medication compliance, to apply recommendations relating to patient abilities, cost, access, dosage regimens, etc. in supporting or improving medication compliance, and more.


Friday, April 5, 2013

TIME	OD SESSIONS		
6:45 AM – 7:45 AM	FF1 - Food for Thought breakfast series To be announced.		
8:00 AM – 10:00 AM Management & Business Academy	MBA - Essentials of Patient Experience Engineering (PM) COPE# 34605-PM Essentials of Financial Management is a 3-hour course that presents the critical methods of financial management that enable ODs to control expenses, evaluate investments and monitor performance.		
8:00 AM – 11:40 AM (Option I or II) Glaucoma CE <u>without</u> Exam	GT3 - Glaucoma (TPG) — clinical case presentations		
8:00 AM – 4:40 PM (Option III) Glaucoma CE <u>with</u> Exam	GLC2 - Glaucoma (TPG) — clinical case presentations COA has partnered with SCCO to offer a 16-hour case management course with exam.		
8:00 AM – 9:40 AM	200 - Age-related macular degeneration “new treatment strategies (TPA) COPE# 36392-PS Jay M. Haynie, OD, FAAO Don’t get left behind on macular degeneration technology! If you take this course you will learn about the results of the latest clinical trials and get an update on new technology that has changed the perspective on how patients with macular degeneration are managed. You will get a comprehensive review of the differentiation between “dry” and “wet” AMD that will familiarize you on what signs to be concerned with, an update on multicenter clinical trials will be discussed including nutritional studies for dry AMD, and more!	201 - Corneal imaging in the modern optometric practice (TPA) COPE# 34794-AS Loretta Szczotka-Flynn, OD, PhD Stay ahead of the curve with this course on corneal imaging technology! This course details the many available, and often confusing, map display options on modern corneal topography systems, and teaches the user how to interpret artifact from reality. In this course you will learn about corneal topography maps and interpretation, confocal microscopy images and interpretation and anterior segment OCT images and how it can be used for scleral lens fitting.  	202 - Controversies in glaucoma therapy (TPA) COPE# 31496-GL J. James Thimons, OD, FAAO Keep your practice secure with this course. Learn about the controversies associated with glaucoma therapy. This course discusses several issues facing optometrists when diagnosing and treating glaucoma, including the role of various pharmacological agents and the use of optic nerve imaging and other technologies.

Friday, April 5, 2013 (continued)

TIME	OD SESSIONS		
10:00 AM – 10:50 AM	<p>203 - Surgical therapy in glaucoma (TPA) COPE# 32915-GL</p> <p>J. James Thimons, OD, FAAO</p> <p>Stay on top of surgical therapy in glaucoma research with this course. From clinical trials to the operating room this session will review the latest surgical interventions to treat glaucoma.</p> 	<p>204 - Contact lenses and corneal infiltrates; from tissue to treatment (TPA) COPE# 28692-AS</p> <p>Loretta Szczotka-Flynn, OD, PhD</p> <p>Keep pace with contact lens associated corneal infiltrates with this course. The session will begin with the inflammatory cascade. In this course you will learn about the incidence of contact lens induced corneal infiltrates, risk factors for contact lens corneal infiltrates and the pathophysiology of lens bioburden on corneal infiltrates.</p> 	
10:30 AM – 2:00 PM	Exhibit Hall Hours		
1:00 PM – 1:50 PM	<p>205 - Summing up nutrition and addressing activity, smoking cessation, sunlight, sleep & stress reduction (TPA)</p> <p>Leo P. Semes, OD, FAAO, FACMO</p> <p>Connect the dots regarding vascular connections to glaucoma and AMD by taking this course. In this course you will learn about alterable risk factors for AMD like diet and exercise, extending risk factors to the interventions for ameliorating AMD, the contemporary role of sleep apnea syndrome in ophthalmic disorders.</p> 	<p>206 - Ocular allergies: Scratching the surface (TPA) COPE# 33332-AS</p> <p>Mile Brujic, OD</p> <p>Stay ahead of the allergy curve with this course. This session will help you better treat your patients with ocular allergies. In this course you will learn about the basics of allergies and how they can contribute to uncomfortable contact lens wear, the treatment options available, and strategically selecting treatment plans that will optimize success for your patients.</p> 	
2:00 PM – 4:40 PM	GT4 - Glaucoma certification (for CE only no exam) (TPG)		
2:00 PM – 3:40 PM	<p>207 - Ocular surface disease: Thinking outside the box (TPA)</p> <p>Ernest L. Bowling, OD, MS, FAAO, Dipl</p> <p>Think outside the box about ocular surface disease (OSD) with this course. Dr. Bowling will describe myriad problems, each with their own unique characteristics and management conundrums. After this session you be able to understand the differences between the 1995 and 2007 definition of dry eye disease, choose the most common and best suited tests available in private practice to diagnose dry eye, and more!</p>	<p>208 - Adventures in the vitreous (TPA)</p> <p>Leo P. Semes, OD, FAAO, FACMO</p> <p>When a posterior vitreous detachment (PVD) occurs, it is usually silent. This course will detail complications both at the posterior pole and in the periphery. It also will emphasize appropriate follow-up visits and management. In this course you will learn about the underlying normal anatomy of the vitreo-retinal interface, how normal anatomy is altered in abnormal vitreo-retinal adherences and what has been learned about clinical observations from digital imaging, and more!</p>	<p>209 - Anterior Segment Disease — from the front office to the back (TPA) COPE# 28799-AS</p> <p>Mile Brujic, OD</p> <p>Stay ahead of the curve by bringing your staff to this course! It will cover both common and uncommon anterior segment disease states. Through interactive case presentations, we will discuss the new thoughts on treating each disease state along with coding pearls. At the end of this session you will understand how to effectively diagnose and manage each disease process, and your staff will be able to accurately represent the services you provide by coding the visits correctly.</p> 
4:00 PM – 4:50 PM	<p>210 - Allergy, asthma and COPD (TPA) COPE# 36386-GO</p> <p>Daniel L. May, MD</p> <p>Spring is in the air, and so are allergies! Help your patients enjoy spring more by taking this course. It is a review of pathophysiology of allergy including antigens, antibodies and type 1 hypersensitivity reactions. In this course you will learn about the pathology of allergic diseases and know the common treatment options, the pathology and treatment options for asthma, and the scope of and common treatments for COPD.</p>	<p>211 - The team approach to vision rehabilitation (O)</p> <p>Lori L. Grover, OD, PhD, FAAO</p> <p>This course is a staff must! It provides a comprehensive look at today's vision rehabilitation care team. In this session you will learn about visual impairment population demographics, the vision rehabilitation examination sequence and components, and available treatment and management strategies for visual impairment. This course also offers a review of team office practice management considerations and medico-legal considerations for effective team dynamics.</p> 	<p>212 - Creating a 5-star patient experience (PM) COPE# 30832-PM</p> <p>Mile Brujic, OD</p> <p>Stay ahead of your competition with this class! Bring your staff to this one! There are numerous points throughout a patient's visit that influence the experience they will ultimately have in your practice. Take advantage of those opportunities to optimize their experience. In this course you will learn how to overcome the challenges that exist in eye care, strategically align your office philosophy to create an exceptional patient experience and understand the importance of evolving your practice and how to successfully implement change.</p> 

Friday, April 5, 2013 (continued)

TIME	OD SESSIONS		
5:00 PM – 5:50 PM	213 - Vaccine update and hot topics in infectious disease (TPA) COPE# 36388-GO Daniel L. May, MD Stay ahead of the curve with this course! This vaccine update will address the hot topics in infectious disease and address the historical context and dramatic reduction in specific disease states. In this course you will learn about the rationale and recommendation for current immunization schedules, controversies and patient hesitations to vaccine recommendations and trends in newsworthy infectious diseases like MRSA and HIV. 	214 - Oral medications in optometric practice (TPA) COPE# 28507-PH Ernest L. Bowling, OD, MS, FAAO, Dipl Keep an edge on your competition by taking this course! In this session Dr. Bowling will discuss the use of oral pharmaceutical agents in your optometric practice and how that expands your ability to successfully manage a host of ocular conditions. At the end of the course you will be able to determine the appropriate oral antibiotic to use in soft tissue infections of the eye and orbit, recognize the clinical utility and abuse potential of oral narcotic analgesics and more!	215 - Public health essentials: Fundamentals for clinicians Lori L. Grover, OD, PhD, FAAO Stay informed about the latest in public health issues by taking this course. It introduces clinicians to important public health concepts and tools including biostatistics, epidemiology, environmental & occupational health, behavioral health, health policy & administration, maternal & child health, and ethics. After this course you will be able to identify how social and behavioral interventions affect population health, understand how policy and law affect population health and more!

Saturday, April 6, 2013

TIME	OD SESSIONS		
6:45 AM – 7:45 AM	FF2 - Food for Thought breakfast series: Presbyopic? Take it one day at a time COPE# 35710-CL Harvard Sylvan, OD This course discusses the advantages of both 1 day and multifocal contact lenses for presbyopic patients. <i>Sponsored by CooperVision.</i>		
7:30 AM – 9:00 AM (Option III)	GLC3 - Glaucoma certification review and exam		
	7:30 AM – 8:00 AM	8:00 AM – 9:00 AM	
	Glaucoma certification review	Glaucoma certification exam	
8:00 AM – 9:40 AM	300 - Matters of the heart (hypertension, atherosclerosis, arrhythmia) (TPA) COPE# 36389-GO Daniel L. May, MD Know your matters of the heart. This course will review heart conditions including hypertension, atherosclerosis, and arrhythmia. In this course you will learn about the current diagnostic criteria for hypertension, the treatment recommendations including when referral is needed and more!	301 - Everything new with intraocular lens and cataract surgery — what optometrists need to know (TPA) COPE# 31585-PO Jim Owen, OD, MBA Check out this cutting-edge course! This session will offer you the latest on intraocular lens and cataract surgery including femtosecond phaco units, multifocal and accommodative lenses and peri-operative treatments. The course includes how to identify good candidates for these lenses and complications that can occur with the lenses and the surgery.	302 - How to successfully manage the practice as it transitions through: More patients, more productivity and more profit (PM) COPE# 31404-PM Mark Wright, OD, FCOVD Want to run a successful practice?! Check out this course. In this course Dr. Wright will discuss what decisions need to be made, what benchmarks drive the decisions, when do you bring in more doctors or staff to support continuing growth, what obstacles must be avoided, and what do you do with the profit? This course will give practical answers and directions to help you build that successful optometric practice! 

Saturday, April 6, 2013 (continued)

TIME	OD SESSIONS		
10:00 AM – 10:50 AM	304 - Psychiatric illness COPE# 36391-GO Daniel L May, MD Be aware of your patients' mental health. This course will give you an overview of affective disorders including major depression and bipolar disease. It will discuss diagnostic criteria and treatment options. After this course you will be able to recognize major depression and know when to refer, understand anxiety disorders and the treatment recommendations, and know the diagnostic criteria and treatment options for it.		
10:00 AM – 11:40 AM	303 - Managing finances to increase practice equity (PM) COPE# 30435-PM Mark Wright, OD, FCOVD Stay ahead of your competition by taking this course! In this session you will be guided through a comprehensive practice analysis, using professional benchmarks to rate your own practice performance. This practice analysis is based on a survey taken by participants before the meeting and upon the aggregate findings of many practice analysis surveys over six years.		
10:30 AM – 2:00 PM	Exhibit Hall Hours		
1:00 PM – 2:40 PM	305 - Surgical management of Keratoconus (TPA) Jim Owen, OD, MBA Learn about the latest in surgical options for Keratoconus! In this course Dr. Owen will lead you in a topographical analysis of Keratoconus and review all surgical options including Intacs, corneal cross linking and PKP. You will learn how to identify progressive stages of topographical changes of Keratoconus, identify clinical signs of progressive Keratoconus and more!	306 - NSAIDs and steroid update (TPA) COPE# 29465-PH Leo P. Semes, OD, FAAO, FACMO Stay ahead of the curve and learn the latest on topical and oral steroid treatments! In this course you will learn about the application of topical and oral NSAIDs and steroids for pain and inflammation management.	307 - Tales from the trenches (TPA) COPE# 30034-AS Mile Brujic, OD This interactive course will take you through challenging cases and reinforce many of the fundamental principals of treating anterior segment disease. It will emphasize many anterior segment diseases along with novel uses for contact lenses in the management of anterior segment anomalies.
3:00 PM – 4:40 PM	308 - Ocular trauma: Triage and treatment (TPA) COPE# 33133-AS Ernest L. Bowling, OD, MS, FAAO, Dipl Stay on top of ocular emergencies by taking this class! In this course Dr. Bowling discusses the various presentations of ocular trauma and the treatment strategies for each presentation. In this session you will learn about the number of ocular injuries in the United States, the epidemiology of ocular trauma, and the components of a trauma exam.	309 - Ten new innovations in eye care (TPA) COPE# 30915-GO Jim Owen, OD, MBA Keep your practice on the cutting-edge of technology by taking this course! This session covers new developments in everything from cataract surgery to the phoropter. New innovations improve the the outcomes of some conditions, which completely change how we treat other conditions. You will learn about femtosecond cataract surgery and intense pulsed light for meibomitis.	310 - Setting the course for success: Business and strategic planning (PM) COPE# 32756-PM Mark Wright, OD, FCOVD Get an edge on your competition with this class! This course will help you use business and strategic planning to manage your practice. You will learn how to assess the current circumstances in your practice, set goals to move the practice in a positive direction, create strategies to achieve the goals, utilize accountability and trend tracking.

Access class handouts before you go!

Class handouts will be available online after January 14, 2013. There will be a special web link at www.OptoWest.com for you to download class handouts for OD and paraoptometric courses.

There will be no handouts distributed at the classes and no print stations onsite. However, you can go to the COA website and download your desired handout.

Thank you for supporting our efforts to "Go Green!"



MYTHS, METHODS AND MEANS FOR SOOTHING END-OF-DAY CONTACT LENS DISCOMFORT



Fig. 1: Headstand in an ice bucket.



Fig. 2: Switch to Avaira®.

How far will your patients go to relieve their dry, irritated eyes? Tell your patients about Avaira® lenses for comfort that doesn't end before their day does. 8 out of 10 Avaira wearers wear their lenses for 14 hours or longer per day.*
Avaira 2-week contact lenses by CooperVision™.



CooperVision®
Live Brightly.

*U.S. Study. Data on file. ©2013 CooperVision, Inc.



Save the Date!

Academy 2013 Seattle
October 23-26, 2013
Washington State Convention Center

Cutting edge education, top-notch speakers, intriguing papers and posters, and exciting social events—all in the exhilarating city of Seattle!
Join the Academy in 2013 for another year of unsurpassed education.

See you there!

For more information, visit www.aaopt.org

PARAOPTOMETRIC PROGRAM INFORMATION

Paraoptometric/staff certification continuing education information

The OptoWest 2013 paraoptometric continuing education program has been submitted to **ABO (American Board of Opticianry)/NCLE (National Contact Lens Examiners)** and the **AOA Commission of Paraoptometric Certification (CPC)**. Some approvals were not available at press time. **Do not assume that courses you register for are approved.** COA is not responsible for courses that are not approved by ABO/NCLE or CPC. If you are attending a course that

is ABO, NCLE or AOA approved, you will receive an ABO, NCLE, or CPC CE slip for that course at the end of the class. **You will need to complete the appropriate form and submit it to ABO/NCLE or the CPC in order to receive credit toward ABO/NCLE or AOA Paraoptometric re-certification.** For an updated listing of approved ABO/NCLE and AOA Paraoptometric certification courses, please visit www.OptoWest.com.

PARAOPTOMETRIC PROGRAM

Thursday, April 4, 2013

TIME	PARAOPTOMETRIC/STAFF SESSIONS
8:00 AM – 9:40 AM	<p>CLW1 - Unraveling the mysteries of CLIA: Enhancing Outcomes through clinical lab testing in your practice</p> <p>John Rumpakis, OD, MBA</p> <p>As technology advances in clinical care offered within the practice setting, understanding the rules and regulations that impact your patient care is critical. This course will assist you in understanding the Clinical Lab Improvement Amendments (CLIA), how to obtain a CLIA waiver for your practice and the impact on the clinical care you deliver while enhancing patient outcomes.</p>
10:00 AM – 11:40 AM	<p>ICD10 - Cracking the code: A clinical approach to medical coding & compliance — part 3 COPE # 32819-GO</p> <p>John Rumpakis, OD, MBA</p> <p>This is the definitive course that presents current standards & definitions in differentiating your office visit (920XX & 992XX coding), applying the ICD-9 and upcoming ICD-10 coded terminology and transition as it applies to diagnosis and management of the clinical disease states of glaucoma diagnosis and macular degeneration.</p>
12:00 PM – 1:00 PM	<p>LL1 - Lunch & Learn — Therapeutic considerations for management of patients with chronic dry eye and patients with elevated intraocular pressure</p> <p>Don't miss this Allergan sponsored event featuring Mile Brujic, OD and Jim Thimons, OD, FAAO. These leading experts in the field of optometry will guide you through Allergan Eye Care therapeutic options for these ocular conditions.</p>
1:00 PM – 1:50 PM	<p>105 - Pediatric contact lenses and myopia control</p> <p>Loretta Szczotka-Flynn OD, PhD</p> <p>Pediatric contact lenses fit for medical necessity including aphakia, aniridia, amblyopia, anisometropia, and prosthetic reasons will be covered. Theories of myopia control with contact lenses and the recent research results in this area will be presented.</p>
2:00 PM – 3:40 PM	<p>118 - Dealing with difficult people — how to prevent problems ABO approved/general knowledge/experienced</p> <p>Mary Schmidt</p> <p>How can you deal with the impossible-to-please patient, what about the staff member who gives you the lion's share of the work load? Or can we add the doctor, who may have a last-minute task that takes a half-day to complete? This course will prepare staff members to deal effectively with difficult people within the practice. We will offer you a step-by-step guide to increasing your effectiveness with real-world situations within your office.</p>
4:00 PM – 4:50 PM	<p>119 - What happens to the retina of a diabetic? ABO approved/technical/basic</p> <p>Leo P. Semes, OD, FAAO, FACMO</p> <p>Diabetes is a vasculopathy that results in compromise of the retinal vessels. This results in leaking or bleeding. If the condition becomes severe, ischemia develops. In the ischemic setting, the body's response is to generate new vessels. This course will go through the stages of diabetic retinopathy that illustrate leakage (exudate and macular edema), bleeding (microaneurysms and hemorrhage) as well as the neovascular manifestations.</p>
5:00 PM – 5:50 PM	<p>CLW2 - The nuts and bolts of directing and performing laboratory tests in your California practice</p> <p>Jan Otey, CLS, Examiner II CDPH/Laboratory Field Services</p> <p>This course will help you understand how the recent passage of AB 761, the "Optometrists" bill introduced by Assemblyman Roger Hernandez, will affect your practice if you decide you want to perform certain laboratory tests in your office. You will learn the requirements for and limitations of starting an optometrist-directed laboratory in California. This course will also explain what is necessary to be in compliance with state and federal laboratory law.</p>

PARAOPTOMETRIC PROGRAM

Thursday, April 4, 2013 (continued)

TIME	PARAOPTOMETRIC/STAFF SESSIONS
5:00 PM – 5:50 PM	<p>117 - Mysteries in the medicine cabinet: Top ten optometrist recommendations to support optimum medication compliance</p> <p>RoseAnn Jankowski, Pharm.D</p> <p>Medication non-compliance is a significant problem today. With continued increases in prescription use associated with the aging population in the U.S., factors contributing to non-compliance are important to consider. This course uses case scenarios and projected medication containers such as would be seen in a home medicine cabinet or when brought into an office during an appointment as a basis for identifying and discussing common factors affecting good compliance with medication therapy. Recommendations for dealing with contributing factors such as patient specific abilities or conditions, cost, access, dosage regimens, etc. are presented and discussed.</p>

Friday, April 5, 2013

TIME	PARAOPTOMETRIC/STAFF SESSIONS
6:45 AM – 7:45 AM	<p>FF1 - Food for Thought breakfast series</p> <p>To be announced.</p>
8:00 AM – 9:40 AM	<p>201 - Corneal imaging in the modern optometric practice</p> <p>Loretta Szczotka-Flynn OD, PhD</p> <p>This course starts by detailing the many available, and often confusing, map display options on modern corneal topography systems, and teaches the user how to interpret artifact from reality. The use of topography in disease detection, diagnosis, and refractive surgery screening relates basic information to clinical use. Confocal microscopy will be presented as an emerging tool to diagnose corneal disease and monitor for ocular surface toxicity.</p>
9:00 AM – 9:50 AM	<p>216 - Children contact lenses and their families</p> <p>Lori L. Grover, OD, PhD, FAAO</p> <p>This course provides perspectives on the pediatric population and the prescription of contact lenses for therapeutic, medical and cosmetic purposes. Both youth and their families have special needs and requirements for successful incorporation of contact lens use, and strategies for care, counseling and instruction are presented.</p>
10:00 AM – 10:50 AM	<div> <div> <p>217 - Telephone shoppers: The telephone “looky lou” ABO approved/general knowledge/experienced</p> <p>Mary Schmidt</p> <p>You know this phone call. Somebody is shopping around for products and services at the lowest price. But that’s not really what they need to know. How do you communicate that you offer the very best? How can you set your practice apart from others? We will walk you through the basics for effective explanations of exam procedures, contact lens fees and optical products.</p> </div> <div> <p>218 - Pharmacology basics: Diagnostic topicals ABO approved/technical/basic</p> <p>Leo P. Semes, OD, FAAO, FACMO</p> <p>Topical diagnostic agents in the ophthalmic realm include anesthetics, dyes, and medications of two classes that dilate the pupil. A discussion of specific members of these general groups will include the clinical pharmacology as well as local and systemic actions/side effects. Dosing and contraindications will be reviewed.</p> </div> </div>
10:30 AM – 2:00 PM	<p>Exhibit Hall Hours</p>
1:00 PM – 1:50 PM	<div> <div> <p>205 - Summing up-nutrition but also activity, smoking cessation, sunlight, sleep & stress reduction</p> <p>Leo P. Semes, OD, FAAO, FACMO</p> <p>This course will attempt to connect the dots regarding the vascular connection in glaucoma and AMD. In addition the risks for these diseases and exercise and diet and other modifiable risks will be considered</p> </div> <div> <p>206 - Ocular allergies: Scratching the surface</p> <p>Mile Brujic, OD</p> <p>With the prevalence of allergies it is important to recognize and understand the condition when it occurs in the eyes. This lecture will discuss the basics of allergies and how they can contribute to uncomfortable contact lens wear. Treatment options for this common ocular condition along with strategies for comfortable contact lens wear will be emphasized.</p> </div> </div>
2:00 PM – 3:40 PM	<div> <div> <p>209 - Anterior Segment disease — from the front office to the back</p> <p>Mile Brujic, OD</p> <p>This course will cover both common and uncommon anterior segment disease states. Through interactive case presentations, we will discuss the new thoughts on treating each disease state along with coding pearls. The attendee will understand how to effectively diagnose and manage each disease process, and accurately represent the services they provide by coding the visits correctly.</p> </div> <div> <p>219 - As times goes by — time management how to prioritize your day ABO approved/general knowledge/experienced</p> <p>Leo P. Semes, OD, FAAO, FACMO</p> <p>Topical diagnostic agents in the ophthalmic realm include anesthetics, dyes, and medications of two classes that dilate the pupil. A discussion of specific members of these general groups will include the clinical pharmacology as well as local and systemic actions/side effects. Dosing and contraindications will be reviewed.</p> </div> </div>

PARAOPTOMETRIC PROGRAM

Friday, April 5, 2013 (continued)

TIME	PARAOPTOMETRIC/STAFF SESSIONS	
4:00 PM – 4:50 PM	211 - The team approach to vision rehabilitation Lori L. Grover, OD, PhD, FAAO This course provides a comprehensive look at today's vision rehabilitation care team. Included is a review of visual impairment population demographics, the vision rehabilitation examination sequence and components, and a presentation of available treatment and management strategies for visual impairment. This course also offers a review of team office practice management considerations and medico-legal considerations for effective team dynamics.	212 - Creating a 5-star patient experience Mile Brujic, OD There are numerous points throughout a patient's visit that influence the experience a patient will ultimately have in our practice. This provides opportunities for education and optimization of patient care. This course will highlight 5 key points during the patient visit and key tools to optimize the experience at each place.
5:00 PM – 5:50 PM	213 - Vaccine update and hot topics in infectious disease Daniel L. May, MD Vaccine updates, including historical context and dramatic reduction in specific disease states. Review latest recommendations. Overview of controversies in vaccines. Overview of current trends in newsworthy infectious diseases such as MRSA and HIV, etc.	

Saturday April 6, 2013

TIME	PARAOPTOMETRIC/STAFF SESSIONS	
6:45 AM – 7:45 AM	FF2 - Food for Thought breakfast series: Presbyopic? Take it one day at a time Harvard Sylvan, OD This course discusses the advantages of both 1 day and multifocal contact lenses for presbyopic patients. <i>Sponsored by CooperVision.</i>	
8:00 AM – 8:50 AM	311 - Solving the solution mystery Mile Brujic, OD The solutions that patient's use to care for their contact lenses play a major role in determining how successfully they can be worn. This course will compare and contrast the major groups of contact lens solutions with respect to comfort, disinfection and biocompatibility. It will give the attendee a new appreciation for the role that care systems play in successful contact lens wear.	
8:00 AM – 9:40 AM	302 - How to successfully manage the practice as it transitions through: More patients, more productivity and more profit Mark Wright, OD, FCOVD What decisions need to be made, what benchmarks drive the decisions, when do you bring in more doctors or staff to support continuing growth, what obstacles must be avoided, and what do you do with the profit? This course will give practical answers and directions to help you build that successful optometric practice.	
9:00 AM – 9:50 AM	312 - Multifocal contacts: How they work and how to make them work Mile Brujic, OD Multifocal contact lenses have highly advanced designs and are a remarkable for presbyopes interested in minimizing their dependency on glasses. This course will describe multifocal contact lenses along with strategies to maximize their success in your office.	
9:00 AM – 10:40 AM	313 - What's the latest in free-form technology? ABO approved/general knowledge/experienced Edward De Gennaro, MEd, ABOM The introduction of free-form technology into the design and production of progressive addition and single vision lenses is revolutionizing the ophthalmic lenses. Unfortunately, there's a good bit of confusion about what free-form technology is, what it can do, and what benefits it can provide patients. This course is designed to provide you the information you need to understand and recommend these new lenses with confidence so you and your patients receive the maximum benefit they can provide.	
10:00 AM – 10:50 AM	314 - Contact lens virtual workshop Mile Brujic, OD This course will be an interactive course that will allow the attendee to see what really happens through a "virtual presentation" of the slit lamp exam and how it pertains to optimizing contact lens success.	
10:30 AM – 2:00 PM	Exhibit Hall Hours	

PARAOPTOMETRIC PROGRAM

Saturday April 6, 2013 (continued)

TIME	PARAOPTOMETRIC/STAFF SESSIONS	
1:00 PM – 2:40 PM	315 - The truth about optical myths, half truths and falsehoods <i>ABO approved/general knowledge/experienced</i> Edward De Gennaro, MEd, ABOM An interesting and informative session that looks at a variety of optical situations that are commonly misunderstood. Have you ever wondered WHY you have to turn a bifocal around to get the proper add power? Did you know that with most of today's frames you can't measure the effective diameter of the frame with a ruler? If you're using the target of the lensometer to focus the eyepiece, you're doing it wrong! These and other interesting and useful topics will expose the truth about some of the most misunderstood issues in the profession.	
3:00 PM – 3:50 PM	316 - An overview of the ANSI standards <i>ABO approved/technical/experienced</i> Edward De Gennaro, MEd, ABOM The ANSI standards, while not state or federal law or regulation, still have a great impact on the way eyeglasses and contact lens products are made and dispensed in the U.S. This seminar will survey the current ophthalmic ANSI standards discussing their development, content and effect on the industry. Emphasis will be placed on practical, retail-related examples and the changes made from the 1995 version. This is a must seminar for dispensers, managers and retail owners.	
3:00 PM – 4:40 PM	308 - Ocular trauma: Triage and treatment Ernest L. Bowling, OD, MS, FFAO, Dipl Many optometrists handle ocular emergencies in their roles as primary eye care providers. This course discusses the various presentations of ocular trauma and the treatment strategies for each presentation.	309 - 10 new innovations in eye care Jim Owen, OD, MBA This course covers new developments in everything from cataract surgery to the phoropter. New innovations improve the outcomes of some conditions, which completely change how we treat other conditions. Included are femtosecond cataract surgery and intense pulsed light for meibomitis.
4:00 PM – 4:50 PM	317- Understanding and recommending absorptive lenses <i>ABO approved/general knowledge/experienced</i> Edward De Gennaro, MEd, ABOM Spectacle lenses, whether clear or colored, control the wavelengths of light that pass through them. The wavelengths that the eye receives from a lens have a great affect on vision and visual comfort. This seminar will investigate both clear and colored lenses and their effect on what the wearer experiences with them. Also included will be polarized lenses, photochromic lenses, anti-reflective coating and ultra violet coating. Emphasis will be placed on how these products perform so that you can more successfully recommend them to your patients.	

TRAVEL & GENERAL INFORMATION

Staying at the official OptoWest hotel keeps you close to all educational sessions and Exhibit Hall. And during your relaxation time, enjoy the resort amenities offered at the Renaissance Esmeralda Resort & Spa.

Conference & hotel location

The Renaissance Esmeralda Resort & Spa

44-400 Indian Wells Lane, Indian Wells, CA 92210

Hotel Phone: (760) 773-4444 (*not for room reservations*)

To book your room online, visit www.OptoWest.com for a link for the special rate (located under the General Information tab).

Special OptoWest room rates

Single/double room at \$249 includes:

- Resort fee
- Guest room high speed internet access
- Local and 800 calls
- 2 daily bottles of water
- Golf-bag storage

Deadline for the special room rates is Sunday, March 3, 2013.

Parking

The Renaissance Esmeralda Resort & Spa offers several parking options:

- Valet Parking – \$25.00 per night
- Complimentary Self-Parking

Paraoptometric staff lodging

Indian Wells Resort & Hotel

76-661 Highway III, Indian Wells, 92210

\$119 per room, which includes:

- Continental breakfast
- Self or valet parking
- Free WiFi available in guest rooms and public areas

Staff lodging reservations must be made through Tamalon Littlefield. Contact her at tamalon@coavision.org.

Airline travel

OptoWest attendees can choose from three airports —

Palm Springs International Airport (approximately 30 minute drive)

Ontario International Airport (approximately 90 minute drive)

Los Angeles International Airport (approximately 2.5 hour drive)

Car rental

Hertz offers discounted rates for OptoWest attendees. Reservations may be placed online at www.hertz.com or through the Hertz Meeting Sales Desk at (800) 654-2240 and **refer to the discount number CV#03HJ0022.**

REGISTRATION INFORMATION

Please read options carefully. Incomplete forms may delay processing. Make sure you have provided all necessary information and type and print clearly on the form. **Check the courses you wish to take on the back of the registration form.** Courses will be filled on a first come, first serve basis.

Options 1 & 3 will receive 1 complimentary Welcome Reception ticket for guest.

All attendees

Sign up early! Early Registration rates apply to registrations postmarked or received online on or before **March 3, 2013**. Regular Registration rates begin **March 4, 2013**. Pre-registration ends:

- Mailed: Postmarked by **March 25, 2013**
- Online: Received by **April 2, 2013**

After these dates, you must register on-site at the Renaissance Esmeralda in Indian Wells, CA, beginning April 4th.

Pre-registration

Pre-registration refers to advance registrations received by mail postmarked March 25th or online by April 2. All registrants who are pre-registered may pick up their registration packet at the OptoWest Pre-Registration counter located in the Renaissance Esmeralda during registration hours. Any changes in your schedule must be made on-site at the On-Site Registration Desk prior to the beginning of the course.

On-site registration

On-site registration will also be available at the OptoWest On-Site Registration Desk located in the Renaissance Esmeralda during the following scheduled hours:

Wednesday, April 3, 2013 4:00 pm – 6:00 pm

Thursday, April 4, 2013 6:30 am – 5:00 pm

Friday, April 5, 2013 6:30 am – 5:00 pm

Saturday, April 6, 2013 6:30 am – 5:00 pm

Student registration

Student registration is complimentary for active, full-time optometry students if you register by **March 3, 2013**. After this date the Student Registration fee will be \$10.00. You must register for each course you wish to attend and present your student ID card. Admission to seminars is on a space available basis. Students are not able to register online — they must submit their registration via mail or fax, along with a copy of their student ID card.

Exhibit hall only registration

Admission to the Exhibit Hall is included with all registration packages. If you are an Exhibit Hall Only attendee, please pre-register by completing the registration form. There will be a \$35 entry fee per person (including spouses, family members and children over the age of 12 years). All individuals are required to wear a badge for admittance into the Exhibit Hall. If you register in advance, you can pick up your badge at the Pre-Registration Desk at the Renaissance Esmeralda. Exhibit Hall Only registration will also be available on-site at the On-Site Registration Desk.

No refunds for Exhibit Hall only registrants.

Submitting your registration

There are three convenient ways to register:

Online: www.OptoWest.com (online registration is for credit card transactions only. Transactions are secure.)

Fax: (916) 469-2896

Mail: California Optometric Association, 2415 K Street, Sacramento, CA 95816

Online registrants will receive a confirmation e-mail. Mail or fax registrants should expect a mailed confirmation notice within two weeks.

If you do not receive a confirmation notice within two weeks after submitting your registration, please contact the California Optometric Association at: (800) 877-5738 or (916) 441-3990.

Registration questions?

Contact the California Optometric Association at: (800) 877-5738 or (916) 441-3990.

Registration option benefits

ODs

Option 1

- Admission to exhibit hall for attendee and 1 guest
- Friday & Saturday lunch vouchers (\$24 value total)
- Admission for welcome reception
- Food for Thought breakfast series (limited seating based on availability)
- Lunch & Learn (limited seating based on availability)

Option 2

- Admission to exhibit hall for attendee and 1 guest
- Admission to welcome reception
- Food for Thought breakfast series (limited seating based on availability)
- Lunch & Learn (limited seating based on availability)

Option 3

- Additional CE hours outside the time frame of Glaucoma Certification Track Courses (check courses on form)
- Admission to exhibit hall for attendee and 1 guest
- Friday & Saturday lunch vouchers (\$24 value total)
- Admission for welcome reception
- Food for Thought breakfast series (limited seating based on availability)
- Lunch & Learn (limited seating based on availability)

Paraoptometric Staff

Option 1

- Admission to exhibit hall for attendee and 1 guest
- Friday & Saturday lunch vouchers (\$24 value total)
- Admission to welcome reception
- Food for Thought breakfast series (limited seating based on availability)
- Lunch & Learn (limited seating based on availability)

Option 2

- Admission to exhibit hall for attendee and 1 guest
- Admission to welcome reception
- Food for Thought breakfast series (limited seating based on availability)
- Lunch & Learn (limited seating based on availability)

Students

- Admission to exhibit hall
- Admission to welcome reception

INDIVIDUAL INFORMATION

First Name _____

Last Name _____

Designation (OD, FAAO, etc.) _____

Preferred Name on Badge _____

OD License # _____ State _____

Address _____

Office Phone _____ Fax _____

Emergency Contact Name _____

☐ YES, I require special services to fully participate in accordance with the Americans with Disabilities Act. COA will contact you to make arrangements.

☐ YES, I would like to receive my registration confirmation letter via email.

Please make your course selections below. Any changes in your schedule must be made before March 25th or on-site at the registration desk prior to the beginning of the course.

City _____ State _____ Zip _____

E-mail _____

Emergency Contact Phone _____

Note: Course number with ** by them indicate potential time conflicts with other classes.

THURSDAY, APRIL 4, 2013

8:00 AM – 4:40 AM**

☐ GLC1 - Glaucoma — clinical case presentations (TPG)

8:00 AM – 11:40 AM**

☐ GT1 - Glaucoma — clinical case presentations (CE only, no exam) (TPG)

8:00 AM – 9:40 AM

☐ CLW1 - Unraveling the mysteries of CLIA: Enhancing outcomes through clinical lab testing in your practice (O)

☐ 100 - Crossed wires: The important intersection between vision therapy and neurological disease (TPA)

☐ 101 - Cardiometabolic syndrome: Implications for the patient and the optometrist (TPA)

10:00 AM – 11:40 AM

☐ 102 - Vision therapy for non-strabismic binocular vision disorders: An evidence-based approach (O)

☐ 103 - New technologies in glaucoma management. What to buy & how to make it work in your practice (TPA)

☐ 104 - Retinal disease update and referral guidelines (TPA)

☐ ICD10 – Cracking the code: A clinical approach to medical coding & compliance — part 3 (O)

12:00 PM – 1:00 PM

☐ LL1 - Lunch & Learn — Therapeutic considerations for management of patients with chronic dry eye and patients with elevated intraocular pressure. *Sponsored by Allergan.*

1:00 PM – 4:40 PM**

☐ GT2 - Glaucoma — Clinical case presentations (CE only, no exam) (TPG)

1:00 PM – 2:40 PM**

☐ 106 - OCT interpretation: From the vitreous through to the choroid (TPA)

1:00 PM – 2:40 PM**

☐ 107 - Top ten clinical pearls for treating vision impairment (O)

1:00 PM – 1:50 PM (1 hour course)

☐ 105 - Pediatric contact lenses and myopia control (O)

2:00 PM – 4:40 PM**

☐ MBA - Essentials financial management (PM)

2:00 PM – 2:50 PM

☐ 108 - Clinical research in glaucoma: Understanding the impact on patients' care (TPA)

☐ 109 - Challenges, microbiology and epidemiology of microbial keratitis (TPA)

3:00 PM – 4:40 PM**

☐ 112 - Now you see them: expanding your primary care practice to infants and toddlers

3:00 PM – 3:50 PM

☐ 110 - Diabetic retinopathy (TPA)

☐ 111 - Prescribing for pregnant or lactating patients (TPA)

4:00 PM – 4:50 PM

☐ 113 - Glaucoma Grand Rounds (TPA)

☐ 114 - Solving the puzzle of keratoconus (TPA)

☐ 115 - Medication jurisprudence for the California optometrist (TPA)

5:00 PM – 5:50 PM

☐ CLW2 - The nuts and bolts of directing and performing laboratory tests in your California practice.

☐ 116 - Fitting large diameter lenses to irregular corneas

☐ 117 - Mysteries in the medicine cabinet: Top ten optometrist recommendations to support optimum medication compliance (TPA)

FRIDAY, APRIL 5, 2013

6:45 AM – 7:45 AM

☐ FF1 - Food for Thought breakfast series

8:00 AM – 4:40 PM**

☐ GLC2 - Glaucoma — clinical case presentations (TPG)

8:00 AM – 11:40 AM**

☐ GT3 - Glaucoma — clinical case presentations (CE only, no exam) (TPG)

8:00 AM – 10:00 AM**

☐ MBA - Essentials of patient experience engineering (PM)

8:00 AM – 9:40 AM

☐ 200 - Age-related macular degeneration (TPA)

☐ 201 - Corneal imaging in the modern optometric practice (TPA)

☐ 202 - Controversies in glaucoma therapy (TPA)

10:00 AM – 10:50 AM

☐ 203 - Surgical therapy in glaucoma (TPA)

☐ 204 - Contact lenses and corneal infiltrates; from tissue to treatment (TPA)

1:00 PM – 1:50 PM

☐ 205 - Summing up nutrition and addressing activity, smoking cessation, sunlight, sleep & stress reduction (TPA)

☐ 206 - Ocular allergies: Scratching the surface (TPA)

2:00 PM – 4:40 PM**

☐ GT4 - Glaucoma certification (CE only, no exam) (TPG)

2:00 PM – 3:40 PM

☐ 207 - Ocular surface disease: Thinking outside the box (TPA)

☐ 208 - Adventures in the vitreous (TPA)

☐ 209 - Anterior Segment Disease — from the front office to the back (TPA)

4:00 PM – 4:50 PM

☐ 210 - Allergy, asthma and COPD (TPA)

☐ 211 - Team approach to vision rehabilitation (O)

☐ 212 - Creating a 5-star patient experience (PM)

5:00 PM – 5:50 PM

☐ 213 - Vaccine update and hot topics in infectious disease (TPA)

☐ 214 - Oral medications in optometric practice (TPA)

☐ 215 - Public health essentials: Fundamentals for clinicians

SATURDAY, APRIL 6, 2013

6:45 AM – 7:45 AM

☐ FF2 - Food for Thought breakfast series: Presbyopic? Take it one day at a time.

7:30 AM – 9:00 AM**

☐ GLC3- Glaucoma certification review and exam

7:30 AM – 8:00 AM

☐ Glaucoma certification review

8:00 AM – 9:00 AM

☐ Glaucoma certification exam

8:00 AM – 9:40 AM

☐ 300 - Matters of the heart (hypertension, atherosclerosis, arrhythmia) (TPA)

☐ 301 - Everything new with intraocular lens and cataract surgery — what optometrists need to know (TPA)

☐ 302 - How to successfully manage the practice as it transitions through: More patients, more productivity and more profit (PM)

10:00 AM – 11:40 AM**

☐ 303 - Managing finances to increase practice equity (PM)

10:00 AM – 10:50 AM

☐ 304 - Psychiatric illness

1:00 PM – 2:40 PM

☐ 305 - Surgical management of Keratoconus (TPA)

☐ 306 - NSAIDs and steroid update (TPA)

☐ 307 - Tales from the trenches (TPA)

3:00 PM – 4:40 PM

☐ 308 - Ocular trauma: Triage and treatment (TPA)

☐ 309 - Ten new innovations in eye care (TPA)

☐ 310 - Setting the course for success: Business and strategic planning (PM)

OD REGISTRATION (cont.)

Member rate available to partner state affiliate members.
Please check the courses you wish to take and send a copy with your registration.
PLEASE KEEP A COPY OF THIS ENTIRE REGISTRATION FORM FOR YOUR RECORDS.

	OPTION 1 (Unlimited CE)	OPTION 2 (Build your own)	OPTION 3 (Glaucoma Certification)
Early (by March 3) Regular	<input type="checkbox"/> \$525 Member <input type="checkbox"/> \$625 Non-member <input type="checkbox"/> \$600 Member <input type="checkbox"/> \$700 Non-member	<input type="checkbox"/> \$30/hr. Member <input type="checkbox"/> \$40/hr. Non-member <input type="checkbox"/> \$35/hr. Member <input type="checkbox"/> \$45/hr. Non-member	<input type="checkbox"/> \$545 Member <input type="checkbox"/> \$777 Non-member <input type="checkbox"/> \$620 Member <input type="checkbox"/> \$825 Non-member
MBA Course	+	+	<i>May register for additional classes after 10 am Saturday (Option 3)</i>
MBA Course MBA 2nd Attendee	<input type="checkbox"/> \$90 Member <input type="checkbox"/> \$100 Non-member <input type="checkbox"/> \$40 Member <input type="checkbox"/> \$50 Non-member	<input type="checkbox"/> \$299 Member <input type="checkbox"/> \$329 Non-member <input type="checkbox"/> \$165 Member <input type="checkbox"/> \$185 Non-member	
		+	
		<input type="checkbox"/> Registration Fee \$50	
SUBTOTAL			
Additions	+	+	+
Welcome Reception*	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
# of Guests_____	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest
	<i>*Option 1 & 3 registrations receive 1 free guest to welcome reception if registered by March 3, 2013</i>		
Exhibit Hall**	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
# of Guests_____	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest
	<i>**All paid registrations receive 1 free guest pass for the exhibit hall</i>		
TOTAL			
Student Registration	<input type="checkbox"/> Early (Free)	<input type="checkbox"/> \$10 (Regular)	<i>Provide Copy of School ID</i>
Exhibit Hall Only Registration	<input type="checkbox"/> \$35		

Registration forms must be postmarked by **March 25, 2013**, if mailed or received by **April 2, 2013**, if e-mailed. After those dates, you may only register on-site at the conference.

- **Early Registration** rates apply for registrations and payments received on or before **March 3, 2013**.
- **Regular Registrations** rates apply for registrations and payments received after **March 3, 2013** and for on-site registrations.

Cancellation policy:

All cancellations must be submitted in writing

- Cancellation notices postmarked or received by e-mail before **March 3, 2013** are eligible for a full refund less a \$50 service charge.
- Cancellation notices postmarked or received by e-mail between **March 4** and **March 25, 2013** are eligible for a 50% refund.
- After March 25, 2013 – Sorry, no refunds. Substitutions are allowed.
- Please Note: No-shows (attendees who do not cancel) are responsible for the entire registration fee. All refunds must be requested in writing (e-mail is acceptable) prior to **March 25, 2013**.

Registrant name _____

PAYMENT OPTIONS (PLEASE SELECT ONE)

☐ Check or Money Order enclosed (payable to California Optometric Association)

Credit Card: ☐ Visa ☐ MC (CCV - 3 digit # on back) ☐ AMEX (CCV - 4 digit # on front)

Card Number: _____

Expiration Date: _____ CCV#: _____

Name on Card: _____

Authorized Signature: _____

☐ Please bill **VWI Account #:** _____

VWI Account Name: _____

(Registration fees will not be subject to VWI's administrative fee)

HOW DID YOU HEAR ABOUT OPTOWEST?

☐ Eblast, Facebook, Twitter, Website, etc.

☐ Registration Brochure

☐ From a friend

Additional Guest Exhibit Hall Only Badge Names

INDIVIDUAL INFORMATION

First Name _____

Last Name _____

Preferred Name on Badge _____

OD License Number* _____

Address _____

City _____ State _____ Zip _____

Office Phone _____ Fax _____

E-mail _____

Emergency Contact Name _____

Emergency Contact Phone _____

**To take advantage of the Paraoptometric Registration Office Package, you must indicate the license number of the optometrist/doctor you are employed with for verification.*

- ☐ YES, I require special services to fully participate in accordance with the Americans with Disabilities Act. COA will contact you to make arrangements.
- ☐ YES, I would like to receive my registration confirmation letter via email.

Registration forms must be postmarked by **March 25, 2013**, if mailed or received by **April 2, 2013**, if e-mailed. After those dates, you may only register on-site at the conference.

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Please make your course selections below. Any changes in your schedule must be made before March 25th or on-site at the registration desk prior to the beginning of the course.

Note: Course number with ** by them indicate potential time conflicts with other classes.

THURSDAY, APRIL 4, 2013

8:00 AM – 9:40 AM

- ☐ CLW1 - Unraveling the mysteries of CLIA: Enhancing outcomes through clinical lab testing in your practice (O)

10:00 AM – 11:40 AM

- ☐ ICD10 - Cracking the code: A clinical approach to medical coding & compliance — part 3 (O)

12:00 PM – 1:00 PM

- ☐ LL1 - Lunch & Learn — Therapeutic considerations for management of patients with chronic dry eye and patients with elevated intraocular pressure

1:00 PM – 1:50 PM

- ☐ 105 - Pediatric contact lenses and myopia control

2:00 PM – 3:40 PM

- ☐ 118 - Dealing with difficult people — how to prevent problems

4:00 PM – 4:50 PM

- ☐ 119 - What happens to the retina of a diabetic?

5:00 PM – 5:50 PM

- ☐ 117 - Mysteries in the medicine cabinet: Top ten optometrist recommendations to support optimum medication compliance
- ☐ CLW2 - The nuts and bolts of directing and performing laboratory tests in your California practice.

FRIDAY, APRIL 5, 2013

6:45 AM – 7:45 AM

- ☐ FF1 - Food for Thought breakfast series

8:00 AM – 9:40 AM**

- ☐ 201 - Corneal imaging in the modern optometric practice

9:00 AM – 9:50 AM

- ☐ 216 - Children contact lenses and their families

10:00 AM – 10:50 AM

- ☐ 217 - Telephone shoppers: The telephone "looky lou"
- ☐ 218 - Pharmacology basics: Diagnostic topicals

1:00 PM – 1:50 PM

- ☐ 205 - Summing up-nutrition but also activity, smoking cessation, sunlight, sleep & stress reduction
- ☐ 206 - Ocular aAllergies: Scratching the surface

2:00 PM – 3:40 PM

- ☐ 209 - Anterior segment disease — from the front office to the back
- ☐ 219 - As times goes by — time management how to prioritize your day

4:00 PM – 4:50 PM

- ☐ 211 - The team approach to vision rehabilitation
- ☐ 212 - Creating a 5-star patient experience

5:00 PM – 5:50 PM

- ☐ 213 - Vaccine update and hot topics in infectious disease

SATURDAY, APRIL 6, 2013

6:45 AM – 7:45 AM

- ☐ FF2 - Food for Thought breakfast series: Presbyopic? Take it one day at a time.

8:00 AM – 9:40 AM**

- ☐ 302 - How to successfully manage the practice as it transitions through: More patients, more productivity and more profit

8:00 AM – 8:50 AM

- ☐ 311 - Solving the solution mystery

9:00 AM – 10:40 AM**

- ☐ 313 - What's the latest in free-form technology?

9:00 AM – 9:50 AM

- ☐ 312 - Multifocal contacts: How they work and how to make them work

10:00 AM – 10:50 AM

- ☐ 314 - Contact lens virtual workshop

1:00 PM – 2:40 PM

- ☐ 315 - The truth about optical myths, half truths and falsehoods

3:00 PM – 4:40 PM**

- ☐ 308 - Ocular trauma: Triage and treatment

- ☐ 309 - 10 new innovations in eye care

3:00 PM – 3:50 PM

- ☐ 316 - An overview of the ANSI standards

4:00 PM – 4:50 PM

- ☐ 317 - Understanding and recommending absorptive lenses

California Optometric Association
2415 K Street, Sacramento, CA 95816
Phone: (800) 877-5738; Fax: (916) 469-2896

PARAOPTOMETRIC REGISTRATION (cont.)

Please check the courses you wish to take and send a copy with your registration.

PLEASE KEEP A COPY OF THIS ENTIRE REGISTRATION FORM FOR YOUR RECORDS.

	OPTION 1 (Unlimited hours)	OPTION 2 (Build your own)	OFFICE PACKAGE (2nd Option 1 Registration)
Early (by March 3) Regular	<input type="checkbox"/> \$225 <input type="checkbox"/> \$300	<input type="checkbox"/> \$25/hr. <input type="checkbox"/> \$30/hr.	<input type="checkbox"/> \$150 <input type="checkbox"/> \$225
MBA Course	+	+	Must include another staff option 1 registration for special pricing
MBA Course MBA 2nd Attendee	<input type="checkbox"/> \$90 <input type="checkbox"/> \$40	<input type="checkbox"/> \$299 <input type="checkbox"/> \$165	
		+	
		<input type="checkbox"/> Registration Fee \$50	
SUBTOTAL			
Additions	+	+	+
Welcome Reception*	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
# of Guests_____	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest	<input type="checkbox"/> \$25/Guest
*Option 1 registrations receive 1 free guest to welcome reception if registered by March 3, 2013			
Exhibit Hall**	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge	<input type="checkbox"/> No Charge
# of Guests_____	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest	<input type="checkbox"/> \$35/Guest
**All paid registrations receive 1 free guest pass for the exhibit hall			
TOTAL			
Exhibit Hall Only Registration	<input type="checkbox"/> \$35		

Cancellation policy:

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Registrant name_____

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☐ Check or Money Order enclosed (payable to California Optometric Association)

Credit Card: ☐ Visa ☐ MC (CCV - 3 digit # on back) ☐ AMEX (CCV - 4 digit # on front)

Card Number: _____

Expiration Date: _____ CCV#: _____

Name on Card: _____

Authorized Signature: _____

☐ Please bill **VWI Account #**: _____

VWI Account Name: _____

(Registration fees will not be subject to VWI's administrative fee)

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☐ Registration Brochure

☐ From a friend

Additional Guest Exhibit Hall Only Badge Names



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☒ Yes, I would like to receive future communications from Allergan.

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Calendar of Commitment

Las Vegas, NV
September 21-24, 2011

Great Western Council Optometry
Portland, OR
October 6-9, 2011

American Academy of Optometry



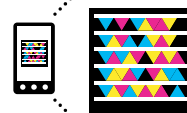
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• REFRESH® OPTIVE™ Lubricant Eye Drops • ZYMAXID® (gatifloxacin ophthalmic solution) 0.5% • LATISSE® (bimatoprost ophthalmic solution) 0.03%



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Indian Wells, California

April 4-6

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AT WWW.OPTOWEST.COM!

REGISTRATION BROCHURE 2013



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