

Are You Ready for  
Excellence?





**The OAO Annual Symposium and InfoMart** is one of Canada's largest and most prestigious optometry events. It's an annual opportunity for Doctors of Optometry, optometric staff and industry partners to come together from across the province, not only to learn but also to share the best practices and to socialize. It is at events such as this that some of the best learning

originates from, ideas and pearls that have an immediate impact on our practices.

The OAO Annual Symposium and InfoMart is truly an exciting event. It's a time to reflect back on where we have been and to look forward to where we want to go as a profession. The Continuing Education Committee has worked very hard identifying and inviting some of optometry's foremost clinical and practice management experts. As the President of the OAO, I look forward to this event with great excitement. The committee has also selected one of Toronto's premier conference destinations, the Sheraton Toronto Centre, conveniently located in the heart of downtown Toronto. I encourage you to read through the Symposium package and I am confident you'll agree with me that the OAO Annual Symposium and InfoMart 2015 is the must attend optometry event. I look forward to seeing you in April!

A handwritten signature in black ink, reading "Jeff Goodhew".

**Jeff Goodhew, OD**  
President, OAO



**For over 105 years**, the Ontario Association of Optometrists has been building on a strong foundation of optometric excellence and innovation. The new theme for our Annual Symposium and InfoMart is "Educating for Excellence". A fitting theme indeed, as we offer a selection of more than 40 hours of continuing education, delivered by optometry's leading educators and thinkers. Optometric staff will

also have opportunities for professional growth with a full day of education beginning Friday, April 17, 2015. We hope that your staff will also join us Saturday afternoon to experience the highlight of this year's Annual Symposium, exclusive customer experience training delivered by world renowned The Ritz-Carlton Leadership Center®.

2015 will also mark several other new experiences to enhance your professional development, networking, and enjoyment. Our InfoMart trade show will feature more than 100 booths, representing all areas of your optometry practice. Our guests will also enjoy a variety of tantalizing experiences, including 'Taste of Toronto Neighbourhoods', 'Get Framed! Photo Booth,' and 'Cappuccino Bar'. Great education, in hand with intensive and interactive workshops, industry support, and entertaining community celebrations, makes our annual event an opportunity not to be missed.

A handwritten signature in black ink, reading "Jeff Guthrie".

**Jeff Guthrie, OD**  
Vice President and Chair,  
Continuing Education Committee

# PROGRAM HIGHLIGHTS

## 40 Hours of Continuing Education

- Interactive clinical and practice management workshops



## The Ritz-Carlton Leadership Center® Program

- Four-hour long customer service excellence program



## InfoMart Tradeshow

- 100+ exhibits from all categories



## OAo President's Lecture

- Keynote Speaker - Dr. Jimmy Bartlett



## OAo Annual General Meeting

- Honours and Awards Breakfast



## Optometric Staff Program

- Full day of staff education



## FRIDAY

April 17, 2015

### Clinical Highlights

#### Retinal Vascular Disease and OCT Interpretation

- Dr. Mohammad Rafieetary

#### Blepharitis, Meibomian Gland Dysfunction, and Ocular Surface Disease

- Dr. Ian Ben Gaddie

#### Acquired Optic Nerve Disease (1 hour) and Anterior Segment Laser Procedures (1 hour)

- Dr. Ian Ben Gaddie

#### Pediatric Potpourri:

#### What Every Primary Care OD Should Know

- Dr. Susan Cotter

#### Management of Refractive Error in Infants and Young Children

- Dr. Susan Cotter

#### Diagnosis and Management Strategies in the Pediatric Population, and Examining and Managing Patients with Autism and Spectrum Disorders

- Dr. Tanya Polonenko

### Practice Management

#### The New Normal I

#### Getting More from Your Team in the New Era of Eye Care

- Tom Bowen, Williams Group

#### The New Normal II

#### Winning the War for the Patient in the New Era of Eye Care

- Tom Bowen, Williams Group

### Intensive Workshops

#### Financial Management Workshop: Accessing, Protecting and Growing Your Cash Flows (1 hour)

- Sponsored by BMO Group

#### OCT Workshop:

#### Understanding OCT and Effectively Managing your Patient Care (3 hours)

- Sponsored by Topcon

## Start your day with a Breakfast and Learn.

One of three available:

- Abbott Medical Optics
- Alcon
- OPTOS

\*Delegates must pre-register to attend



## End Your Day with a Networking Reception.

Hosted by: Bausch and Lomb

## OAo Annual General Meeting

- President's Remarks
- Honours and Awards
- Members' Questions
- CAO Update

\*Members must pre-register to attend



## SATURDAY April 18, 2015

### OAo President's Lecture - Keynote

We are pleased to present our 2<sup>nd</sup> Annual OAo President's Lecture featuring a highly acclaimed speaker.

### Contemporary Management of Ocular Inflammation and Allergy

- Dr. Jimmy Bartlett

OAo Marquee  
Lunch and Learn  
brought to you by

**Alcon**<sup>®</sup>  
a Novartis company

## SCHEDULE AT A GLANCE

### Clinical Highlights

#### Oral Pharmaceuticals and Tracking the Top 10 Nutritional Supplements

- Dr. Kimberly K. Reed

#### Retina

- Dr. Efrem Mandelcorn

#### The Business of Spectacle Lenses: What Every Doctor Needs to Know and Twenty Ways to Keep Patients Happy in Contact Lenses 'CI Positioning Strategies'

- Dr. Robert A. Davis

### Intensive Workshops

#### The Authentic Coach (2 hours)

- Jodi Zigelstein, Human Resources  
Professionals Association

#### Nutrition Update Macular Pigment, Antioxidants, and Genetics (2 hours)

- Dr. Kimberly K. Reed

## SUNDAY

April 19, 2015

### Breakfast and Learn

Sponsored by

**Allergan**

**What Full-Scope Optometry Means for Your Patients and Practice**

- Dr. Mile Brujic, OD, FAAO

### Lunch and Learn

Sponsored by

**Bayer**

**New Anti-VEGF Therapies for Retinal Diseases**

- Dr. Alan Berger, Chief of Ophthalmology, St. Michael's Hospital

Make your Sunday special with exclusive continuing education opportunities, brought to you by our **Symposium Education Partners**



Science For A Better Life

### Clinical Highlights

**Anterior Segment Topics: Rapid Fire and OAO Quiz Bowl**

- Dr. Kyle Chetham

**Progression in Glaucoma and OCT in the Diagnosis and Monitoring of Glaucoma**

- Dr. Murray Fingeret

**The Power of the Pupil and Six Steps of Six Nerve Palsies**

- Dr. Kelly Malloy

**My Favorite Glaucoma Cases: A Guide to the Clinical Management of Glaucoma (2 hours)**

- Dr. Murray Fingeret

**Neuro-Ophthalmic Disease Cases (2 hours)**

- Dr. Kelly Malloy



Saturday - April 18, 2015

## The Ritz-Carlton Leadership Center® Program

For the first time ever at a Canadian optometry event, OAO is bringing the world-renowned customer service excellence program by The Ritz-Carlton Leadership Center®. Learn best practices in patient experience and take your practice and patients' journeys to a whole new level.

Don't miss this rare chance! Sign up for this great program and bring your staff teams at a special rate for an 'OAO Staff Team Table' and experience four hours of exclusive customer service training.

### • Service Excellence Culture

Exploring the award-winning business practices and The Ritz-Carlton Gold Standards—the foundation of this iconic, global brand. Discover how a service excellence culture results in engaged employees and customers. Learn more about the key processes, including onboarding and empowerment, which lead to legendary service and sustainable success.

### • Memorable Customer Service

Learn from the Ladies and Gentlemen of The Ritz-Carlton how to take service excellence to the highest level every day. Discover The Ritz-Carlton secret for fulfilling not only the expressed but also the unexpressed wishes and needs of your patients. Have your 'Radar on-Antenna Up' and stay in the moment to enhance personalized experiences that will surprise and delight your patients, and can impact your practice's bottom line.

Sponsored by

**Johnson & Johnson Vision Care**  
A DIVISION OF JOHNSON & JOHNSON, INC.

- Bring your staff to learn the secrets behind The Ritz-Carlton's iconic service excellence culture (4 hours)
- Take advantage of the special OAO Members Team Table rate. Bring 5 team members with you for only \$300.
- Members must purchase a Symposium registration and The Ritz-Carlton program to qualify.
- Limit 200 attendees



OAO SYMPOSIUM AND INFOMART | APRIL 17-19, 2015

## OPTOMETRIC STAFF PROGRAM

Friday - April 17, 2015

Invest in your staff's skill enhancement and professional development. Register your staff today for a full day of education on Friday, April 17, 2015.

OAO continues to bring you a broad range of topics and industry's leading speakers to enlighten your staff team. Take their experience to a new level and enroll them in The Ritz-Carlton Leadership Center® Customer Service Excellence courses too.

- **Don't Get Hung Up by the Telephone Cord**  
(1 hour) - *Dr. Roxanne Arnal*
- **The People Your Momma Warned You About**  
(1 hour) - *Dr. Roxanne Arnal*
- **It's Only an Eyeball**  
Part I and Part II (1 hour) - *Dr. Roxanne Arnal*
- **Increasing Sales Without Selling a Thing**  
What's Good for the Patient is Good for the Practice!  
(1 hour) - *Tom Bowen, Williams Group*
- **Flaunting Your Assets**  
How to Make the Most of Your Board Space  
by Utilizing Retail Secrets  
(1 hour) - *James Ahola, Tura*

## OAO NIGHT TO REMEMBER

Saturday - April 18, 2015

Join us on Saturday, April 18th in the Dominion Ballroom of our host hotel, the Sheraton Toronto Centre, for an 'OAO Night to Remember'.

Community is the heart of OAO. Dance the night away with your friends. Join and network with your colleagues in a casual social setting from 9 p.m. till midnight.

This event is often referred to as the social event of the year for ODs. Don't miss this 'must attend' event. Experience your OAO Night to Remember!

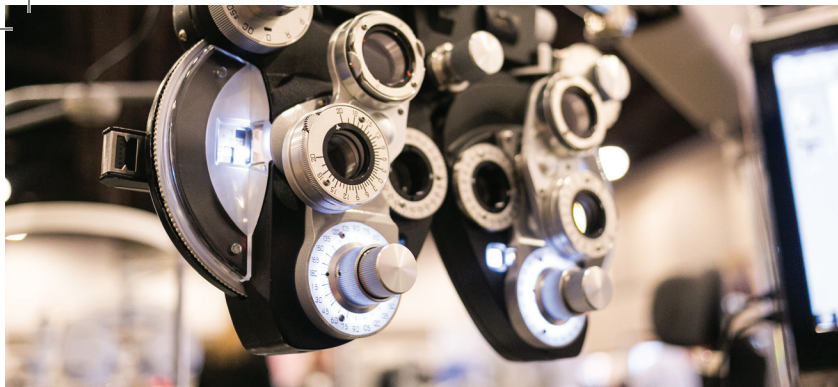
### Community Partners:



Science For A Better Life



# INFOMART HIGHLIGHTS





InfoMart  
Showcase Partner

*Johnson & Johnson* Vision Care  
A DIVISION OF JOHNSON & JOHNSON, INC.

InfoMart  
Taste of Toronto Partner



## Taste of Toronto Neighbourhoods

Take your taste buds for a walk through our unique InfoMart 'Taste of Toronto Neighbourhoods' stations as you make your way around 100+ booths, featuring the latest industry innovations, ophthalmic product advancements, frames, technology and service providers for all your practice needs.

Sample some of the finest and the most delicious foods at special Marché style lunch stations decorated with the unique essence of the neighbourhood - GreekTown, Little Italy, Chinatown, and more.

*SPONSORED BY:*

**TOPCON**

## Cappuccino Bar

A delight for your senses - warm yourself up and enjoy our interactive Cappuccino Bar experience during the trade show. The cappuccino bar will be operated by a skilled barista and you will be treated to your choice of hot beverage.



## Dessert Bar

Who doesn't like to relish a special treat! OAO brings to you this unique station, another first at our InfoMart. Take some time off exploring the InfoMart. Indulge your sweet tooth, and also enjoy networking with your colleagues and our industry partners at the Dessert Bar.

# INFOMART HIGHLIGHTS

## InfoMart Prize Hunt

Enjoy your favorite prize hunt with a new twist! Walk through the participating vendor booths and drop in your ballots at a special ballot box to enter an exciting draw.

**Bonus!** Snap a selfie at the ballot box and tweet with a special hashtag (#OAOPrizeHunt) to enter for an additional prize draw. If you ask us, OAO InfoMart Prize Hunt is the absolute win-win for you!



## Get Framed! InfoMart Photo Booth

OAO InfoMart brings you the first-ever interactive photo booth, featuring the latest trend in frames from Alternative Eyewear, to add more to the excitement. Go beyond the show, make the most of your 'Get Framed!' moment. Strike a pose, try the frames, click a selfie, and share it with your friends through Facebook, Twitter or Instagram to reward your selfie moment with a special prize.

*SPONSORED BY:*

**ALTERNATIVE EYEWEAR**



James Ahola



Dr. Roxanne Arnal



Dr. Jimmy Bartlett



Tom Bowen



Dr. Mile Brujic



Dr. Kyle M. Cheatham



Dr. Susan Cotter



Dr. Robert A. Davis



Dr. Murray Fingeret



Dr. Ian Ben Gaddie



Jeff Hargett



François Hérou



John Kattan



Anthony Lam



Tracy LeBlanc



Dr. Kelly Malloy



Dr. Efreem Mandelcorn



Dr. Tanya Polonenko



Dr. Mohammad Rafieetary



Dr. Kimberly K. Reed



Jodi Zigelstein

## Hurry, Early Bird Registration Ends FEBRUARY 28, 2015!

## REGISTRATION

Use your Visa or MasterCard to register for 2015 OAO Annual Symposium and InfoMart. Cheques are no longer accepted.

### Optometrist – OAO/CAO/AOA Member

	Early Bird (Mar 1-Apr 10)	Regular (Mar 1-Apr 10)	Late (Apr 11-Onsite)
<b>Full Registration</b> (3 days)	\$650	\$700	\$800
<b>Daily</b> (Friday, Saturday, or Sunday)	\$325	\$350	\$400
<b>The Ritz-Carlton Program</b> (Additional to Symposium Registration)	\$50	\$75	\$100
<b>The Ritz-Carlton Program Only</b> (4 hours)	\$250	\$300	\$350
<b>OAO Team Table</b> - 5 team members + 1 OD	\$300	\$350	\$400
Note: OD must individually register for Symposium Full or Daily Rate to qualify for table rate. Fee shown is for 5 staff team members only and does not include fee for optometrist.			
<b>InfoMart Pass Only</b>	\$50	\$50	\$50
<b>OAO Community Event</b>	\$50	\$50	\$50

### Optometric Staff Program

	Early Bird (Mar 1-Apr 10)	Regular (Mar 1-Apr 10)	Late (Apr 11-Onsite)
<b>FRIDAY PROGRAMS</b>			
<b>OAO/CAO/AOA Staff</b> (incl. InfoMart)	\$175	\$190	\$225
<b>Non-Member Staff</b> (incl. InfoMart)	n/a	\$300	\$350
<b>INFOMART ONLY</b>			
<b>OAO/CAO/AOA Staff</b>	\$50	\$50	\$50
<b>Non-Member Staff</b>	n/a	\$100	\$100
<b>SATURDAY PROGRAMS</b>			
<b>OAO/CAO/AOA Staff</b> The Ritz-Carlton Program	\$75	\$100	\$125
<b>Non-Member Staff</b> The Ritz-Carlton Program	n/a	\$300	\$350
<b>Member Staff/Guest</b> OAO Community Event	\$50	\$50	\$50

## Important Notes/Policies

Full or Daily Registration: Includes optional sponsored breakfasts, InfoMart access, lunches, and refreshment breaks, along with delegate materials. Does not include access to 'OAO Night to Remember' Community Event (ticketed event) and The Ritz-Carlton Program (must pay additional surcharge).

Only OAO/CAO/AOA members, staff and spouses, and invited industry partners may purchase a ticket for the 'OAO Night to Remember' Community Event.

All OAO Symposium policies can be found on the 'Registration' site under the 'Policies' tab.

Visit [www.oaosymposium.com](http://www.oaosymposium.com) to check out non-member registration details.

## TOURISM TORONTO

Enjoy the sights and sounds of Canada's largest city. From great theatre, to family attractions, and to world-class restaurants, Toronto is a vibrant, safe city for your entire family. Visit official website of Tourism Toronto ([www.seetorontonow.com](http://www.seetorontonow.com)) to get all the exciting details about this exclusive city.

## HOST HOTEL - SHERATON TORONTO CENTRE

Sheraton Toronto Centre is a CAA/AAA Four Diamond hotel in the heart of Downtown Toronto. Located at Queen Street West and Bay Street, the hotel is just steps away from Toronto's best attractions, shopping destinations, theatres, dining and museums, and is connected to the financial and entertainment districts by way of the PATH, a 16-mile network of shops and services.

**Parking** is available at the hotel or at one of several underground locations, including Toronto's City Hall, immediately opposite the hotel.

We ask all delegates to utilize the hotel block we have reserved for you until February 28, 2015. By utilizing the room block, and not booking at an alternate hotel, you are directly supporting your association in avoiding any financial penalties. The OAO conference guest room rate provides you and your colleagues with an excellent preferred hotel rate of just \$215.00 per night.

Visit [www.starwoodmeeting.com/Book/OAD07A](http://www.starwoodmeeting.com/Book/OAD07A) to book your hotel accommodations or learn more about our host hotel.



Ontario Association  
of Optometrists

Annual  
**SYMPOSIUM & InfoMart**  
*Educating for Excellence*

#OAOSymposium

**Ontario Association of Optometrists**

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**OAO Diamond Partner**



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*Educating for Excellence*

**Largest Optometry Event  
in Canada**