

2012 AZOA FALL CONGRESS

DECEMBER 7 - 9

HILTON SEDONA RESORT & SPA

16 HOURS OF COPE-APPROVED CE



SCHEDULE OF EVENTS

FRIDAY, DECEMBER 7

1PM - 5PM Registration

**2PM - 4PM Visual Field Interpretation/
Anderson/32369-NO**

This interactive course will provide attendees the opportunity to review key aspects of visual field interpretation. A review of perimetric principles, disease-specific test strategies, and patient selection will begin the session. Patient cases will highlight the course and allow attendees the opportunity to evaluate visual field data through guided discussion with the instructor.

**4PM - 6PM The Criticality of IOP in Glaucoma/
Lievens/32044-GL**

A review of key glaucoma research with regards to intraocular pressure will be covered. Coding and billing concerns and medicolegal issues will be discussed as well. The presentation will include descriptions of the various techniques for measuring intraocular pressure. Interesting patient care cases will highlight the topics covered.

6:00PM Dinner On Own

7:00PM Holiday Cocktail Reception

Join us in the cool of the Sedona evening for a special cocktail reception. This free AZOA event is a great opportunity to spend time with colleagues surrounded by great ambiance and terrific jazz entertainment!

SATURDAY, DECEMBER 8

7:00AM Registration/Breakfast

**8AM - 9AM Complicated Refractive Cases and Their
Management/Anderson/32368-GO**

This course highlights common refractive issues that still challenge primary care optometrists today. Detailed patient cases with specific areas of need will offer a canvas for the subsequent management. Cases will involve high refractive error/astigmatism, binocular dysfunction, vergence issues and accommodative disorders.

**9AM - 10AM Vision Rehabilitation/Anderson/
32371-LV**

This lecture will discuss the considerations of patients who have lost vision due to ocular disease and/or TBI. In-office examination and management strategies that address patient's vision goals can be incorporated into a busy office schedule and are emphasized during this lecture. Cases highlighting the various aspects of treatment will be presented.

**10AM - 12PM Effective Imaging Incorporation into the
Optometric Practice/Fuerst/*Pending**

As health care moves to electronic medical records, digital imaging advances are changing how we as optometrists provide care, as well as enhancing the level of care we provide. This course details new advances in technology as well as describing how to integrate into a busy optometric practice.

12PM - 2PM AZOA Membership Meeting/Lunch

2PM - 4PM Eyes Wide Open/Lievens/32346-EJ

Landmark optometry and ophthalmology legal cases will be discussed as they relate to current practice challenges. Ethical dilemmas with regard to third party reimbursement will be described to the group. The legal obligations and responsibilities of the optometrist as a health care practitioner are the backbone of this lecture specifically relating to: record keeping, informed consent, malpractice, and other clinic-legal aspects of practice.

**4PM - 6PM Tear Proteomics: A New Frontier for
Optometry/Fuerst/*Pending**

Our tears are a purified form of blood serum. There have been more than 700 protein chains discovered in advanced analyses utilizing Mass Spectroscopy. We know of the major components, but there is much study currently underway to discern tear biomarkers for disease, up regulation and down regulation of proteins in wound healing processes, infection, inflammation, allergy and dry eye. This course brings a background and update of the speakers' research in corneal wound repair.

6PM - 10PM Hospitality Suites

Come enjoy an AZOA signature event, network with colleagues, and experience the latest and greatest from your favorite vendors in a fun and relaxed atmosphere!

SUNDAY, DECEMBER 9

7:30AM Registration/Breakfast

**8AM - 10AM EHR Incentive Programs and Meaningful
Use Update/Henry/
33283-GO - AOA Program**

This program will provide details of the CMS EHR Incentive Programs including requirements, incentives, penalties, and registration and attestation process. Also, Meaningful Use objectives will be covered in details including requirements, clinical implications, exemptions, and compliance. In addition, practical guides will be given on how core and menu objectives can be achieved.

**10AM - 12PM Physician Quality Reporting System
(PQRS) and e-Prescribing Made Easy/
Henry/33285-GO - AOA Program**

This course will cover how to successfully implement PQRS in your office and its importance in clinical care. It will give detailed examples as well as define a process that can be utilized to become successful at PQRS reporting. You will be provided detailed information on Electronic prescribing (eRx) of medications in clinical practice, benefits, including the CMS eRx incentive program, free and integrated eRx solutions, with practical applications. You'll also be exposed to how eRx leads to higher quality patient care and improves the efficiency of your practice while allowing you to become a more truly paperless environment.

***Courses are in the process of being COPE-approved by ARBO. COPE numbers were not available prior to brochure publication.**

2012 FALL CONGRESS FACULTY

Dr. Kristin Anderson, Associate Professor, was named Southern College of Optometry's (SCO) Vice President for Institutional Advancement in 2008. She previously served as the College's Director of Continuing Education (CE). In addition to serving on the faculty, her SCO experience also includes serving as the Chief of Low Vision and Rehabilitation Services in The Eye Center. Dr. Anderson is a graduate of the Illinois College of Optometry. She completed her residency in hospital-based/rehabilitative optometry at Jesse Brown VAMC/Hines VA Hospital in Chicago, Illinois. Following her residency, Dr. Anderson served for three years as a Captain in the United States Air Force and was an associate in private practice in Maryland. Prior to joining the SCO faculty in 2000, she served as Chief of Optometry Service at the U.S. Soldiers' and Airmen's Home in Washington D.C. Dr. Anderson has been the CE Director's Special Interest Group Chairperson for the Association of Schools and Colleges of Optometry (ASCO). She has also been SCO's lead investigator for the College's National Institute of Health (NIH) funded Amblyopia Treatment Study. In addition to supervising the primary care residency program at SCO, she has been very active in the didactic program and clinical teaching programs. She has regularly served as the Chief Examiner for the emerging injections assessment for the National Board of Examinations in Optometry (NBEO). As Vice President for Institutional Advancement, Dr. Anderson's responsibilities include alumni relations, development, placement service, marketing, and communication programs.

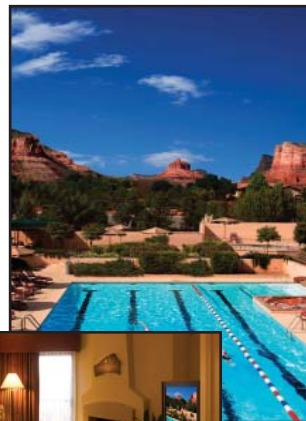
Dr. Randall Fuerst Optometrist, Dr. Randall Fuerst (Pacific University (B.S.), Pacific University College of Optometry (Doctor of Optometry, 1983), joined the practice of his father, Fred Fuerst, O.D., and partner, Palmer Lee, O.D. Dr. Fuerst is former president of Pacific Laser Eye Center Medical Corporation in Sacramento and served as Chief Executive Officer in the associated company, PLEC Management Group, Inc. for nine years. He is currently serving as president for the Sacramento Valley Optometric Society, and is a principal in Ocugenics, LLC with three patents issued and seven pending in nanotechnology. He was the team eye doctor to the Kings for 20 years, the San Francisco 49ers for 4 years, performed the NBA rookie pre-draft physicals in Chicago for 4 years, and provided services to several other NBA and NHL teams along with womens' professional tennis and the Oakland A's. Dr. Fuerst is the President of the not-for-profit Vision of Hope. Vision of Hope is committed to providing ophthalmic care to those who are blind due to cataracts.

Dr. Jay W. Henry obtained both his Doctor of Optometry and his Master of Science Degrees from The Ohio State University. Dr. Henry is a Clinical Assistant Professor as well as a Primary Care Extern Preceptor for The Ohio State University College of Optometry. He is currently a partner at Hermann and Henry Eyecare, a group private practice near Columbus, Ohio. Dr. Henry speaks nationally and has published numerous articles on topics related to EHR, paperless practices, technology, e-prescribing, PQRS (formerly PQRI) and ocular disease. Dr. Henry was the first optometrist in the nation to use optometric specific software for e-prescribing. He serves on the AOA's Health Information Technology Committee. Dr. Henry helped create the AOA's EHR Affiliate CE Program and is known nationally for his expert knowledge of the Federal incentive programs, Federal legislation, Advanced technologies used in eye care and EHRs.

Dr. Christopher Lievens is the Chief of Staff of The Eye Center at Southern College of Optometry. He also holds the academic rank of Associate Professor. Dr. Lievens has been employed in private practice, an ophthalmology referral center and he served in the United States Air Force. He was the Chief of Aerospace Optometry at the Pentagon before joining SCO. Dr. Lievens has published scientific research and has lectured on topics dealing with eye disease, contact lens solutions and optometric management. Dr. Lievens is the co-creator of the fundusoscopic grading card. He is also a peer reviewer for six optometric and ophthalmologic journals. Dr. Lievens was the former Tennessee state consultant on Healthy Eyes Healthy People and was Southern College of Optometry's representative to the American Optometric Association. He is currently on the Part III Council of the National Board of Examiners in Optometry. Dr. Lievens has a Master's degree in Health Administration.

STAYING AT THE HILTON SEDONA RESORT & SPA IN SEDONA, AZ

The Hilton Sedona Resort & Spa is located amidst the spectacular beauty of Northern Arizona's red rock country. Magnificent red rock formations surround this Sedona hotel giving the resort the feel of a high desert lodge. Sedona has been called "The Most Beautiful Place in America." Resort guests can enjoy exquisite two room suites or deluxe guest rooms featuring high-speed Internet access, Hilton Serenity Collection bed, Crabtree and Evelyn bath amenities, gas fireplace, flat panel LCD televisions, and private balcony or patio. Sports enthusiasts visiting our Sedona resort can take advantage of the onsite 18-hole championship golf course with the award-winning clubhouse, or can enjoy tennis, fitness classes, salon services, and body treatments at the Hilton Sedona Spa. The Hilton Sedona Resort is just minutes away from Shopping, Dining and over 40 Art Galleries. Enjoy Sedona's gorgeous scenery up close with over 200 miles of Hiking and Mountain Biking Trails, Horseback Riding or take an exciting Jeep Tour.



FOR RESERVATIONS CALL: 1-877-273-3762
USE GROUP CODE: OPT
AZOA RATE IS \$ 199 A NIGHT IF MADE BY
11/8/2012

2012 AZOA FALL CONGRESS REGISTRATION

Name: _____ OE Tracker #: _____

Failure to provide your OE # may result in a delay in posting CE credits

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Additional Guests: _____

PACKAGE INFORMATION:

Complete Package: (All CE and Meals Included)

Optometrist

Student

Daily Rate (Includes all CE, meals & events offered!)

Fri Dec 7 (Includes 4 hours CE)

Sat Dec 8 (Includes 8 hours CE)

Sun Dec 9 (Includes 4 hours CE)

<u>Received Before Nov. 16</u>		<u>Received After Nov. 16</u>	
<u>Member</u>	<u>Non-Member</u>	<u>Member</u>	<u>Non-Member</u>
\$375	\$525	\$475	\$600
\$20	\$20	\$20	\$20
\$100	\$125	\$125	\$150
\$300	\$375	\$325	\$400
\$150	\$200	\$175	\$225

RSVP Free Holiday Cocktail Reception – Friday, Dec 7 ☐ I will attend ☐ I will not attend

Individual Guest Meals

☐ Saturday Continental Breakfast \$35 x _____ = \$ _____

☐ Saturday Luncheon \$45 x _____ = \$ _____

☐ Sunday Continental Breakfast \$35 x _____ = \$ _____

TOTAL REGISTRATION: \$ _____

Payment Information

☐ Enclosed is my check payable to the AZOA in the amount of \$ _____

☐ Please charge my credit card: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card #: _____ Exp. Date: _____ VCode: _____ Zip: _____

Mail Completed Form to: Arizona Optometric Association
1702 E Highland Avenue, #213
Phoenix, AZ 85016

OR Fax Completed Form to: (602) 264-6356
QUESTIONS? Call us at: (602) 279-0055

NOTE - TO RECEIVE EARLY REGISTRATION RATE: Registrations must be received on or before November 16, 2012.

CANCELLATION POLICY: All cancellations must be in writing. In order to receive a refund of 100% of the registration fee (less a \$25 cancellation fee), cancellations must be received prior to 11/30/12. No refunds after that date.



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VISIT US AT: WWW.AZOA.ORG

EARN CE AMONGST SEDONA'S RED ROCKS!



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