

2024 EastWest Eye Conference
EDUCATION GRID



October 23rd-26th, 2024
Columbus, OH

WEDNESDAY, OCTOBER 23rd

COPE Accreditation Pending

5:30–6:30pm

Case studies in blurred vision
secondary to corneal pathology
- Marcella Pipitone OD, FAAO



6:30–7:00pm

Reception Sponsored
by Mallinckrodt Pharmaceuticals

7:00–9:00pm

Advancements in Dry Eye and
Ocular Surface Disease
Treatment and Management
- Cory Lappin OD, MS, FAAO



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THURSDAY AM

Oct. 24th, 2024

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8:00-9:00	Understanding Genetic Testing and Gene Therapy for Ocular Diseases - Danielle Piser	Twelve Innovations in Eye Care That You Need to Know About - Mile Brujic		OSD Workshop: IPL and Radiofrequency Treatments - Cory Lappin		
9:00-10:00	The Impact of Aging and Visually Impaired Populations on Optometry Practice - Danielle Piser					
10:00-11:00	New Topics in Low Vision Danielle Piser	Topical Antibiotic Update - Brad Sutton	Rare Neuro Cases in a Primary Eye Care Setting - Zachary Coates	Lumps and Bumps Workshop: SubQ injections, Suturing and Radiofrequency Ablations - Andrew Steele	Front Office Proceedures Memorable First And Last Impressions - Sharon Carter	Everything You Wanted to Know about New Dry Eye Therapies - Mile Brujic
11:00-12:00	A View in Another Direction, Using Prism to Help Your Visually Impaired Patients - Danielle Piser	Taking the Mystery Out Oral Medications Brad Sutton	Contact Lenses and Dry Eye: The Impact of Soft Lens Wear on Ocular Surface Homeostasis - Cory Lappin		Office Scheduling And Flow - Sharon Carter	You Down with OCT.... Yeah You Know Me - Mile Brujic
12:00-1:00	Johnson and Johnson - Call the Conference Lunch					

OD Course

OD / Staff Course

Staff Course

Exhibit Hall

Workshop

Sponsored Event

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THURSDAY PM
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1:00-2:00	Keynote Lecture: The State of the Profession - Carl Spear OD, MBA						
2:00-3:00	Ocular Disease Round Table: Steele, Coates, Sutton, Brujic, Macdonald, Pipitone, Daniel, Janczak	How To Be Profitable with Vision Plans - Carl Spear	Maximizing Success with Soft Multifocal Contact Lens Fitting - Shalu Pal	Ophthalmic Laser Workshop - Aaron Zimmerman	Be A Light Manager - Sharon Carter	Contact Lens Emergencies - Scott Keating	Addressing Structural Puzzles in Diabetic Eye Disease - Timothy Early
3:00-4:00		Telehealth, Telemedicine, & Teleoptometry - Carl Spear	Rapid Fire: Top 20 Sclera Lens Complication - Shalu Pal		Creating A Culture That Attracts And Retains Employees - Sharon Carter	Sunglass Tints Used For Medical Purposes - Scott Keating	Structural and Functional Testing for Chronic Eye Disease - Timothy Early
4:00-5:00	Exhibit Hall 4:00 - 7:00 p.m.						
5:00-6:00							
6:00-7:00							
7:00-8:00	Contact Lens Panel: Pal, Brujic, Patton, Szczotka-Flynn	OOA Honors					
8:00-9:00							

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2024 EASTWEST EDUCATION GRID

FRIDAY AM

Oct. 25th, 2024

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7:30-8:00	Dompe OD Showcase Symposium (Breakfast Provided)						
8:00-9:00	OCT: The Optometrist's MREye - Brad Sutton	Artificial Intelligence in the Real World Practice of Optometry - Carl Spear	Myopia Management In Clinical Practice - Shalu Pal	Ophthalmic Laser Workshop - Andrew Steele	Coding And Billing - Sharon Carter	Basic Optics And Refractive Principles - Lynn Lawrence	OOA Congress
9:00-10:00		How to Build Value in Your Practice - Carl Spear				Making The Sale - Lynn Lawrence	
10:00-11:00	Mid-Morning Exhibit Hall Break and Poster Session						
11:00-12:00	Prescribing Home based VT for Concussion/TBI - Jacqueline Theis	Glaucoma Mimickers: The Differential Diagnosis of Non-glaucomatous Opt Neuropathy - Derek MacDondald	Scleral Multifocal Optics - Shalu Pal	Amniotic Membrane Workshop - Nicky Lai	Dynamic Dispensing - Sharon Carter	Professional Leadership Behaviors - Lynn Lawrence	Ocular Anatomy - Mark Yoder
12:00-1:00	AbbVie OD Showcase Symposium (Lunch Provided)						

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FRIDAY PM

Oct. 25th, 2024

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1:00-2:00	Ocular Effects of Cancer Treatment - Andrew Steele	Handle the Presssure: Integrating Glaucoma Care in Optometric Practice - Derek MacDondald	Dry Eye Panel: Lappin, Brujic, Chester	Soft and RGP Insertion and Removal Work-shop – Katie Greiner	Rapid Fire Discussion - Carter and Lawrence	Dry Eye: From Diagnosis to Treatment - Dawn Goedde	Realeyes Education Training - Jeffrey Walline
2:00-3:00	Differential Diagnosis of Dizziness in TBI - Jacqueline Theis			Hybrid and Scleral Insertion and Removal - Katie Greiner		Everything You Need to Know About Ocular Pain - Dawn Goedde	
3:00-4:00	Mid-afternoon Break and Top 10 Posters						
4:00-5:00	Management of Post-operative Cataract Surgery Complications - Tom Chester	The ABCs of OCT 1: Biomarkers in AMD, DME, and Retinal Vascular Disease - Derek MacDondald	Stop The Revolving Door How To Hire, Train And Keep Good Staff - Sharon Carter	Premium Customer Service - Lynn Lawrence	Student And Young OD Event		
5:00-6:00	Co-Manage with Confidence: How to Handle Post Surgical Complications and Communication - Dawn Hartman						
6:00-8:00							
8:00-9:00	AbbVie VIEW Event						
9:00-10:00	 FRIDAY NIGHT PARTY Friday Night Party - Featuring Bad Habits the Eye Docs of Rock Rm: Short North Atrium						
10:00-11:00							

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SATURDAY

Oct. 26th, 2024

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7:30-8:00					
8:00-9:00	AMD from A to Z: Innovations in Management and Treatment - Timothy Earley		Importance Of Teamwork In The Workplace - Lynn Lawrence	Contact Lenses that can Make a Difference - Jennifer Vincent	
9:00-10:00		Neurologic Visual Field Loss - Jacqueline Theis	Maximum Impact! Is This Team For You? - Lynn Lawrence	Contact Lens Basics for Opticians Technicians, and Paraoptometric Staff - Elizabeth Muckley	
10:00-11:00			Introducing Ocular Nutrition in the Modern Optometry Practice - Timothy Earley	The Magic Of Patient Scheduling - Lynn Lawrence	The Eye Is Not Pleased By Systemic Disease - Mark Yoder
11:00-12:00	Alcon OD Showcase Sympoisum (Lunch Provided)			Bausch+Lomb OD Showcase Sympoisum (Lunch Provided)	
12:00-1:00	The Management and Treatment of Vitreous Pathology: What's New - Timothy Earley	Optic Neuritis: A Continuously Evolving Mystery June Zhang	Dealing With Difficult Patients - Lynn Lawrence		
1:00-2:00	Nothing Normal About It: Low-Tension Glaucoma – Philip Yuhas	Multiple Sclerosis and its Mimickers June Zhang			
2:00-3:00			Imaging Retinal Imaging - Mark Yoder		

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