

# Lisa Alexander New FOR 2014

**INTERNATIONAL VISION EXPO &  
THE BRITISH CONTACT LENS ASSOCIATION PRESENT:**

## THE GLOBAL CONTACT LENS FORUM

A platform to combine the latest scientific content with  
critical business strategies related to contact lenses. You will  
leave with outcomes you can implement immediately.

*Come a day early for this special event Wednesday*

*March 26 & Thursday, March 27*

**TURN THE PAGE FOR THE FORUM AGENDA**

CO-PRODUCED BY:



SPONSORED BY:

**REGISTER TODAY at [www.visionexpoeast.com/ce](http://www.visionexpoeast.com/ce)  
or call 1.800.811.7151**

# Comprehensive, Relevant Continuing Education

Enhance your knowledge in these core areas — disease diagnosis, treatment and management; clinical application of products; and healthy business solutions.

## KEY TOPICS INCLUDE:

### THE GLOBAL CONTACT LENS FORUM (7 HOURS)

Introducing the Global Contact Lens Forum, co-produced with the British Contact Lens Association. Forming a unique content partnership, world-class faculty will present at both International Vision Expo and the BCLA event in June.

**COURSES:** 01L1, 02L1, 03L1, 04L1, 10L0, 10L1, 10L2

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a Novartis company

### GLAUCOMA (19 HOURS)

Glaucoma accounts for over 10 million visits to physicians each year. We know you see these cases every day in your practice — and could take on even more. With special courses developed by the sharpest minds in glaucoma treatment, take this opportunity to expand your expertise for diagnosis and treatment.

**COURSES:** 32C7, 34C6, 41C2, 43C3;  
**SPECIAL GLAUCOMA PROGRAM:**  
11C2, 12C2, 13C7, 24C2, 25C3, 31C3,  
32C3, 33C3, 42C2

### GUIDED PRACTICE MODULES (6 HOURS)

Designed to be highly practical with turnkey implementation plans that you can apply immediately. Learn the step-by-step how-to regarding contact lens pricing, recall and appointment strategies, and other business tools.

**COURSES:** 24B5, 32B3, 34C7, 41B3

### CHIEF EXPERIENCE OFFICER (CXO) CERTIFICATE PROGRAM (4 HOURS)

Customer service is the #1 influencer for purchasing decisions. Designate and empower a CXO in your practice by sending them to this intensive program to drive and implement extraordinary customer service. Differentiate your business from the Internet and increase patient satisfaction and loyalty, and profits, too. Learn how to create demand and desire for your personalized approach to eyewear and eyecare delivery. This session is created and delivered by Scott Deming, a nationally recognized expert on customer service. Those that successfully complete this program will earn a CXO certificate and bring home a workbook filled with useful tips.

**COURSE:** 31B5

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Making care possible. Today.

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### FRAME BUYERS PROGRAM (16 HOURS)

Streamline the process of managing, monitoring, positioning and promoting your frame inventory — what today's frame buyer need to know, from industry experts. New for 2014, find a special focus on sunwear that can increase your profitability.

**COURSES:** 12B3, 13B3, 21B5, 22B5,  
24B4, 31B3, 32B4, 33B1, 34B3, 41B1,  
42B1, 44B1

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### OPTICAL BOOT CAMPS (15 HOURS)

The most cost-effective way to grow your business and enhance patient care by building the skills of your entire staff. Reduce the learning curve by immersing new staff first-hand. And, send your experienced staff to gather the knowledge and then cross-train the rest of the team back at the office.

**COURSES:** 21O1, 24O2, 31O2, 32O3,  
41O2, 44O2

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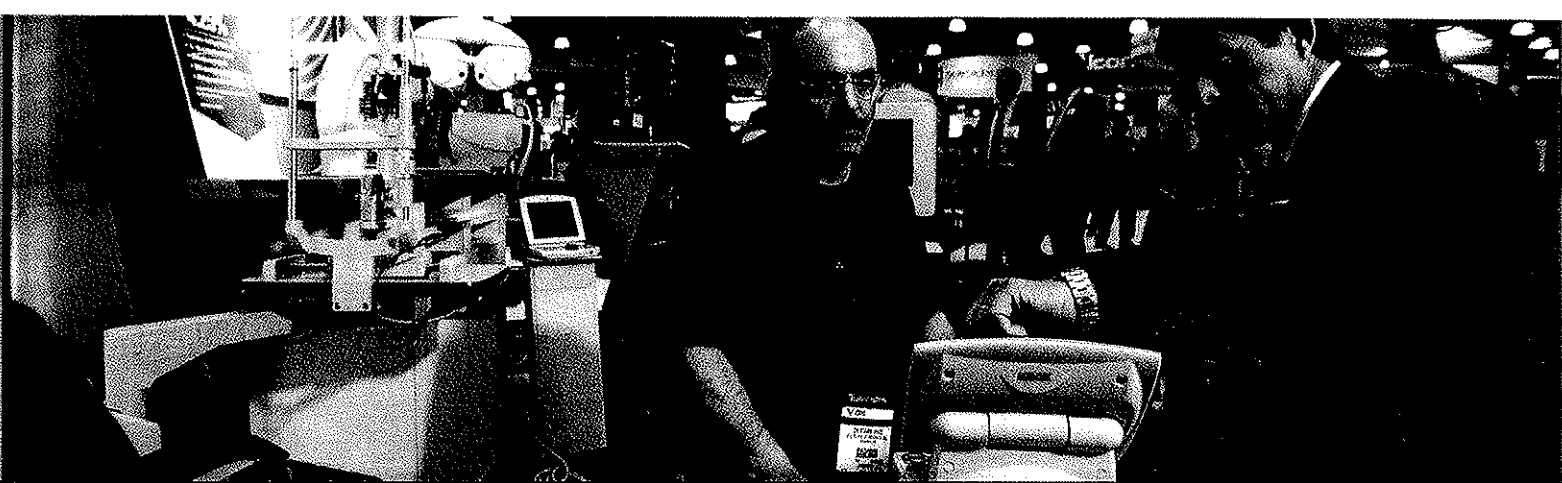
### VISIONOMICS® (18 HOURS)

A series of courses dedicated to building revenue and securing the fiscal health of your business.

**COURSES:** 11B3, 12B2, 13B5, 22B3,  
23B4, 24B3, 25B3, 31B4, 33B4, 33B  
41B2, 42B2, 43B3, 45B2

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## BUSINESS SOLUTIONS (56 HOURS)

Keep up with relevant practice management trends to ensure your business is utilizing best practices in: processes, technology, efficiency, management tactics, marketing, patient service and staffing.

**COURSES:** 11B4, 11B5, 12B1, 12B4, 13B1, 13B2, 13B3, 21B1, 21B2, 21B3, 22B2, 22B4, 22B6, 23B1, 23B2, 23B3, 23B5, 24B1, 24B2, 24B6, 25B1, 25B2, 25B4, 25B5, 31B1, 31B2, 32B1, 33B2, 33B3, 33B6, 34B1, 34B2, 34B5, 41B4, 42B3, 43B1, 43B4, 44B2, 44B3, 44B4, 45B1

## NEW GOVERNMENT REGULATIONS & HEALTHCARE UPDATES (10 HOURS)

Breaking news! You know how critical the impact of new government regulations and healthcare reform are for your eyecare practice. Our Continuing Education program has space and time set aside to bring you up-to-the-minute reports on the healthcare debate. We won't set the exact topics until the weeks before International Vision Expo so that you are guaranteed the most timely and accurate information.

**COURSES:** 11B1, 13B4, 21C4, 21B4, 31O1, 32B2, 43B2, MS00

coordinated care between the primary care physician and the optometric physician.

**COURSES:** 11C5, 23B1, 23C6, 31C6, 32C2

## NEURO-OPHTHALMIC DISEASE (12 HOURS)

New for 2014! Neuro-ophthalmic disease can be elusive and have significant consequences. As an optometric physician, the stakes are high for you to diagnose and manage these cases. Expand your knowledge and brush up on the latest neuro-ophthalmic conditions affecting the eye.

**COURSES:** 12C3, 13C6, 25L1, 31C7, 32C5, 32A1, 33C6, 34C2, 45C5

## SPECTACLE LENS EXPERT TRACK (12 HOURS)

Targeted for the total practice, these courses can also provide necessary cross-training for your entire office. Understand ALL available lenses and materials on the market today to confidently choose the best treatment plan for your patients.

**COURSES:** 11O2, 12O2, 21O2, 24O1, 32O1, 34B4, 41O1, 42O1

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## MACULAR DEGENERATION AND NUTRITIONAL SUPPLEMENTS (13 HOURS)

Understand how to integrate state-of-the-art medical eyecare into your practice. Make an investment in the technology and education that will allow you to test, diagnose, treat, and manage front of eye and back of eye medical conditions and diseases, without referring your patient to a specialist.

**COURSES:** 11C4, 11C7, 22C2, 23C7, 32C6, 33L1, 34C1, 44C4

## NEW TECHNOLOGY (35 HOURS)

Technology plays a crucial role — sometimes behind-the-scenes and often as the most important aid to successful eyecare. Throughout the CE program, you'll find courses that demonstrate how to integrate technology to support your patients.

**COURSES:**

**DIAGNOSTICS** — 11C6, 11C7, 12B2, 12C2, 12C7, 13C4, 21C3, 21C5, 23C2, 24C3, 24O1, 41C3

**SURGICAL PROCEDURES** — 12C4, 21C6, 22C5, 42C1

**RETAIL AND BUSINESS SOLUTIONS** — 21B4, 41B4, 43B4, 44O1

**MEASUREMENT AND FITTING** — 13C5, 21B6, 25C7, 32O1, 45O1

## SUNWEAR (5 HOURS)

Eyecare professionals capture only 4% of sunwear sales — this is a missed revenue opportunity for your office. Learn how to retail sunwear to your patients, and build relationships with sunwear vendors inside the exhibit hall.

**COURSES:** 11O2, 33B5, 42B1

## DIABETES AND SYSTEMIC DISEASE (7 HOURS)

International Vision Expo offers several comprehensive courses uncovering the latest information and treatments for diabetes and hypertension. Learn to educate your patients and successfully implement better systemic control and

# CONTINUING EDUCATION PRICING

One of our money-saving Continuing Education Packages is sure to fit your needs.

## ALL CONTINUING EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

ADMISSION TO EXHIBITS (\$75 VALUE)

ADMISSION TO CONFERENCE ATTENDEE LOUNGE

CE REGISTRATION PROCESSING FEE (\$40 VALUE)

*NOTE: Standard Package and/or A la Carte registrations cannot be changed. Total Office Package registrations and vice versa. All registration fees are non-refundable and non-transferable.*

STANDARD PACKAGES	On or Before 2.25.14	After 2.25.14
Package A 6 hours of education	\$254	\$276
Package B 9 hours of education	\$320	\$348
Package C 13 hours of education	\$431	\$453
Package D 18 hours of education	\$573	\$595

**IMPORTANT:** Hours from one registrant CANNOT BE COMBINED with another registrant in order to take advantage of the Standard Packages. This will be strictly monitored. Discount may not be combined with any other offer. Package prices are based on paid course hours selected. **A la Carte courses are excluded.** Credit rollovers will not be granted for unused hours. Badge is required for admittance to each course. To accommodate several individuals from the same business, please see Total Office Packages below. Additional hours can be added to any package above for \$35 per hour.

TOTAL OFFICE PACKAGES	Total Office Pricing
Package E 25 hours of education	\$772-Up to 4 people
Package F 35 hours of education	\$992-Up to 7 people
Package G 45 hours of education	\$1,218-Up to 10 people

Total Office Packages are designed to accommodate several individuals from the same practice and make it affordable for the doctor to bring his or her staff. When you register, all registrations must be submitted or called in at the same time and the same company name and address (including zip code) must be used. Package prices are based on paid course hours selected. **A la Carte courses are excluded.** Other discounts do not apply. Credit rollovers will not be granted for unused hours. Badge is required for admittance to each course.

Additional hours can be added to any package above for \$35 per hour.

## CONTINUING EDUCATION CANCELLATION POLICY

- All cancellation requests must be made by completing the Cancellation Request Form.
- \$40 CE registration processing fee is non-refundable.
- Optical Boot Camp Level 1, Optical Boot Camp Level 2 and Optical Boot Camp Level 3 are non-refundable.
- Exhibit Hall Registration Fees are non-refundable and non-transferable.
- Standard Package and/or A la Carte registrations can not be converted to Total Office Package registrations. All registration fees are non-refundable and non-transferable.

A LA CARTE	On or Before 2.25.14	After 2.25.14
1 hour of education	\$100	\$105
2 hours of education	\$166	\$176
3 hours of education	\$193	\$204
4 hours of education	\$210	\$232
5 hours of education	\$243	\$265
<b>Optical Boot Camp Level 1</b> (non-refundable): 2101	\$126	
<b>Optical Boot Camp Level 2</b> (non-refundable): 2402	\$126	
<b>Optical Boot Camp Level 3</b> (non-refundable): 3102	\$126	
<b>Chief eXperience Officer (CXO)</b> <b>Certificate Program: 31B5</b>	\$249	
<b>New Manager Mini Track: 33B7</b>	\$249	
<b>Global Contact Lens Forum: GCLF</b> Introductory (11/15/13-12/15/13) Early Bird (12/16/13-2/25/14) Regular Rate (After 2/25/14)	\$199 \$249 \$299	
POA Oral Pharmaceutical Agents: 21B1 POA Thyroid Dysfunction: 23B1 NYSOA Basic Medical Coding: 32B1 NYSOA Advanced Medical Coding: 33B2	\$50 members/ \$100 non-members	
<b>FREE COURSES</b> NYSOA/POA Optometry Student Lunch Course: 3000 (includes lunch) Medical & Scientific Theater Courses	FREE	
<b>WORKSHOPS*</b> Hands-on Compression Mount Training: 1301 Boot Camp Frame Adjusting & Repair: 3203 Boot Camp Spectacle Measurements: 4102 Boot Camp Basic Lensometry: 4402	\$83 \$166 \$166 \$166	

\*\$40 CE Registration Processing Fee applies if ONLY registering for Workshops. Advance Registration is required for free courses. Seating is limited.

- Total Office Package registrations can not be converted to Standard Package and/or A la Carte registrations. All registration fees are non-refundable and non-transferable.
- No special offers or promotions can be combined.
- Credit rollovers will not be granted for unused hours.
- All cancellation requests will be processed after International Vision Expo East beginning in April in the form of a credit rollover. You will receive notification of your credit rollover within 60 days of processing. Credit rollovers are valid for International Vision Expo East 2015 or West 2014 continuing education only.
- Credit rollovers cannot be transferred to another person.
- Continuing Education credit is not awarded if a credit rollover is issued.
- Credit rollover will expire if not used by Vision Expo East 2015.
- No refunds will be given if the credit rollover is not used in full.
- Refunds will not be issued for cancellation requests.

Cancellation Request forms are available at  
[www.visionexpospeast.com](http://www.visionexpospeast.com)

## SEND CANCELLATION REQUEST FORMS TO:

Cancellation — International Vision Expo East  
c/o Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851  
Attn: Lisa Colson  
(Fax to 203.840.9442)

**REGISTER TODAY at [www.visionexpospeast.com/ce](http://www.visionexpospeast.com/ce) or call 1.800.811.7151**

