



The NJSOP's Clinical Care Center is pleased to present the 2012 Fall Continuing Education Seminar:

## Create a Diabetes Eye Care Center of Excellence in Your Practice

How to take the best care of your patients with Diabetes within the healthcare environment of 2013 and beyond

Featuring W. Lee Ball , OD, David Mashidas, OD, & Omesh Gupta, MD

Wednesday, November 7, 2012

Earn up to 7 Credits!  
NJSBO 5 TPA/2 Oral - Pending  
COPE Approval Pending

National Conference Center  
at Holiday Inn of East Windsor  
399 Monmouth Street  
East Windsor, NJ 08540



New Jersey Society of Optometric Physicians  
4 AAA Drive—Suite 204  
Hamilton, NJ 08691

## Create a Diabetes Eye Care Center of Excellence in Your Practice

*How to take the best care of your patients with Diabetes within the healthcare environment of 2013 and beyond.*

It is no surprise that diabetes is currently the #1 cause of blindness in the US. There are 2 million new cases of diabetes diagnosed in the US each year. Optometric physicians remain uniquely qualified and positioned to detect, triage, and follow patients with diabetes. However, the healthcare landscape continues to change. It is no longer sufficient to dilate your patients yearly and send a report back to the PCP. Our patients are being directed into 'medical homes' and accountable care organizations employing select provider panels. You need to be able to present yourself as a vital member of the health care team to the care coordinator of these practices or run the risk of being excluded from the care of your patient.

We are pleased to present two national experts on this subject, Lee Ball, OD and David Mashidas OD. Our speakers learning objectives are to impart the present understanding of the pathophysiology and pharmacologic treatment of this disease. You will learn the proper coding, billing, scheduling, and care coordination strategies to make a practice successful. The medical home of the patient consists of an integrated team. You will learn about the role of podiatry, dentistry and pharmacists in the care of the diabetic patient from practicing professionals. Finally you will hear about the newest evidence-based treatment protocols for diabetic retinopathy from Omesh Gupta, MD, MBA, retinologist with the Midatlantic Retina group and Wills Eye Institute.

### Charlie Fitzpatrick, OD

Chair, 2012 Fall Continuing Education Seminar

### Jonathan I. Fishbein, OD

Vice-Chair 2012 Fall Continuing Education Seminar

**Please register early as registration is limited to the first 100 people.**

**Walk-in registrations cannot be guaranteed**

## About Our Speakers

**Dr. W. Lee Ball** is Associate Director, Medical Affairs for Johnson & Johnson Vision Care. Dr. Ball brings over 10 years of hospital-based, academic, and private practice optometry experience to this roll and for the past years was part of the Professional Affairs Consultant team. He is a graduate of the University of Houston College of Optometry and a Fellow of the American Academy of Optometry. He completed an optometric residency at the University of Miami, Bascom Palmer Eye Institute. After residency, Dr. Ball joined the staff at Beth Israel Deaconess Medical Center, which is a teaching hospital of Harvard Medical School in Boston, MA. In Boston, he was also adjunct clinical faculty member at the New England College of Optometry and a private practitioner.

**Dr. David Masihdas** earned his Doctor of Optometry degree from the University of Houston College of Optometry and has completed postdoctoral training in laser vision correction, corneal refractive surgery and medical eyecare, among others. He is the founder of the Diabetic Eye Center, which offers comprehensive care for patients with diabetes and its related side effects. In addition, he has been a principal investigator for numerous contact lens manufacturers and pharmaceutical companies. Dr. Masihdas is a member of some of the most respected organizations in his field, including the American Optometric Association and Utah Optometric Association.

**Dr. Omesh Gupta** is currently an attending surgeon in the Department of Ophthalmology at Temple University School of Medicine. He graduated medical school in the combined 5-year MD/MBA program at the University of Rochester School of Medicine and Dentistry and William E. Simon Graduate School of Business Administration. Dr. Gupta completed his ophthalmology residency and vitreoretinal fellowship at Wills Eye Institute and has contributed over 40 articles, book chapters, and presentations. He serves on the editorial board of Evidence-Based Ophthalmology and Retina Today. Dr. Gupta is an active member of the American Academy of Ophthalmology, Association for Research in Vision and Ophthalmology, The Society of Heed Fellows, and the Wills Eye Hospital Society.

## Schedule

7:30 AM - 8:30 AM	Registration (Continental Breakfast) - Conference Center Lobby
8:30 AM - 10:15 AM	<i>Promoting Diabetes Eye Care in Your Practice</i> W. Lee Ball, OD & David Masihdas, OD 4 NJSBO credits pending (2 TPA & 2 Oral) - COPE pending
10:15 AM - 10:45 AM	Exhibit Hall Break
10:45 AM - 12:00 PM	<i>Promoting Diabetes Eye Care in Your Practice (continued)</i> W. Lee Ball, OD & David Masihdas, OD
12:00 PM - 1:00 PM	Buffet Luncheon - Windsor Ballroom Presentation from HiTech on EHR resources for optometrists
1:00 PM - 3:00 PM	<i>Collaborative Prevention &amp; Management of Diabetes</i> Moderated by W. Lee Ball, OD Panelists from dentistry, pharmacy, podiatry and optometry. 2 NJSBO TPA credits pending - COPE pending
3:00 PM - 4:00 PM	<i>Diabetic Retinopathy</i> Omesh Gupta, MD, MBA 1 NJSBO TPA credit pending - COPE pending

Our Partnership Program Sponsors will be in attendance. Please be sure to stop by our sponsor's tables in the Windsor Ballroom during breaks and lunch!

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National Conference Center at Holiday Inn, East Windsor, NJ

Dr's Name: \_\_\_\_\_ NJSOP/AOA Member OD ..... \$210.00  
 Address: \_\_\_\_\_ Non-Member OD ..... \$315.00  
 City/State/ZIP: \_\_\_\_\_ Staffperson/Member Office ..... \$175.00  
 Dr's. Nickname for badge: \_\_\_\_\_ Staffperson/Non-member Office ..... \$195.00

Name Staffperson #1: \_\_\_\_\_  
 Name Staffperson #2: \_\_\_\_\_  
**Registration includes: Continental Breakfast, Buffet Lunch & 7 hrs. CE**

Total \$ \_\_\_\_\_ (Make checks payable to "NJSOP") You May FAX Registration if Paying By Credit Card:  
 Acct. # \_\_\_\_\_ Exp. \_\_\_\_\_ 3 or 4 digit security code#:

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