



**VISION
EXPO | 2024
VEGAS**

EDUCATION: SEPTEMBER 18-21
EXHIBIT HALL: SEPTEMBER 19-21
THE VENETIAN EXPO | LAS VEGAS



EDUCATION BROCHURE

FEATURING ALMOST **300 HOURS** OF EDUCATION, INCLUDING CUTTING-EDGE CLINICAL CONTENT DEVELOPED SPECIFICALLY FOR VISION EXPO

PRESENTED BY CO-OWNERS





FROM THE EDUCATION PLANNING COMMITTEE CHAIR

New York, New York! The city that doesn't sleep, the fashion capital of the US, home to the UN, the Statue of Liberty, Peter Luger Steak House, Broadway shows, Wall Street, my birth city, the best pizza in the world (fight me) and most of all the original home of Vision Expo East. However, like a half-dozen Schmackary's cookies in my hands, all sweet things come to an end; yes, I ate all 6 cookies and yes, Vision Expo East is saying farewell to Gotham.

For those who have attended over the last several decades, you know that Vision Expo East blended the excitement and originality of the city in both the educational and exhibition halls. As a frequent attendee of Vision Expo East, I was in awe of the grandeur and thrill of walking into the expansive Javits Center hall, the lights, the colors, and the heartbeat of the city pulsating through the meeting. Optometrists from all over this country, and beyond our borders, have shared in the exchange of fashion and education, found only at Vision Expo East.

Before we start exciting new traditions in Orlando, Florida in 2025, this farewell New York Expo will pay homage to all the years prior. The educational committee has once again created a program that allows optometrists to gain meaningful clinical knowledge that can seamlessly be incorporated into the lanes. Moreover, we have courses that challenge and provide engagement such as our Ask The Experts, where we take cases from attendees and on the spot have our experts add their clinical acumen. Two Lies and a Truth is a new course that our faculty will present cases, and the audience and the panel will Sherlock Holmes the correct diagnosis. Furthermore, the Greatest Courses series will continue to provide practical and interactive clinical acumen for all attendees. The program is also rich with courses for every mode of optometric care, including business, contact lenses, aesthetics, and much more.

If you have never attended Vision Expo in New York, you were planning on it 'sometime', or for those that cherish the city and the meeting combined - this is your chance to experience Vision Expo in New York for the last time! Mark your calendars, circle the courses you are going to attend, sign up for the Vision Series breakfasts and lunches and get tickets to a show or an amazing dinner because Vision Expo 2024 is going to be spectacular. I look forward to seeing you in the Big Apple and if you hit up Schmackary's get me a funfetti and a bacon chocolate chip, please and thank you.



Marc Bloomenstein, OD, FAAO
Education Planning Committee Chairman

EDUCATION PLANNING COMMITTEE

Meet the members who have been actively involved in the development of this year's education meeting.



Marc Bloomenstein
OD, FAAO
EPC Chairman
Scottsdale, AZ



Melissa Barnett
OD, FAAO, FSLs, FBCLA
Davis, CA



Mark Dunbar
OD, FAAO
Miami, FL



Steven Ferrucci
OD, FAAO
North Hills, CA



Jessilin Quint
OD, MBA, MS, FAAO
Oakland, ME

OPTICON ADVISORY BOARD

Meet the members who have been actively involved in the development of this year's education meeting.



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MBA, ABOM, NCLEC
OptiCon Advisory Board Co-Chair
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Lanard C. Atkins
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Bausch Health Specialty Vision Products

EDUCATION PRICING

We're thrilled to offer pricing which makes VisionEd most affordable!

DOCTORS

UNLIMITED CONTINUING EDUCATION \$499	A LA CARTE \$70/hour Select this option if you plan on taking fewer than 7 hours.
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OPTICON / ALLIED HEALTH

OPTICIANS, CONTACT LENS PROFESSIONALS, ALLIED OPHTHALMIC PROFESSIONALS, OPTICAL ASSISTANTS AND OFFICE MANAGERS, FRAME BUYERS AND LAB TECHNICIANS

OPTICON @ VISION EXPO
UNLIMITED CONTINUING EDUCATION

\$299

OTHER PROFESSIONALS

PROFESSIONALS WORKING IN CORPORATE MANAGEMENT, OR SERVICE PROVIDERS

UNLIMITED CONTINUING EDUCATION \$499	A LA CARTE \$70/hour Select this option if you plan on taking fewer than 7 hours.
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TOTAL OFFICE PACKAGE

SAVE BIG ON EDUCATION BY BOOKING A GROUP! REGISTER FOUR OR MORE CONFEREES FOR UNLIMITED CONTINUING EDUCATION AND SAVE 20% OFF THE CURRENT EDUCATION RATE FOR DOCTORS AND OTHER PROFESSIONALS!

4+ CONFEREES
20% OFF*

* Total Office Package 20% discount does not apply to OptiCon Education Packages.

WORKSHOPS* \$186

- 20C5: Injections and Minor Procedures Workshop
- 20C6: IPL Workshop
- 33L1: Specialty Contact Lens Workshop
- 30C5: OCT Workshop

*Unlimited education package does not include workshops.

FREE EDUCATION*

- Global Contact Lens Forum: 10L1, 10L2, 10L3, 10L4, 10L5
- The Technology Showcase: 10C1, 10C2
(10C1 workshop limited to first 100 registrants)
- Vision Series (Optometrists Only)

*Advance Registration is required for free courses. First come, first serve.

ALL EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

- **ADMISSION TO EXHIBITS (\$150 VALUE)**
- **ADMISSION TO EDUCATION ATTENDEE LOUNGE**

2024 | VISION EXPO SUPPORTERS



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2024 VISION EXPO ENDORSERS



Official Institutional Sponsor: **NECO** | New England College of Optometry

QUICK GUIDE

TO REGISTERING FOR CE

The Vision Team has created this guide to help make sure you can easily register for the appropriate courses to earn credits that you need for your license renewal.

The Conference Brochure includes the course schedule for each day of the CE program, the course schedule begins on page 11.

Each course includes a listing of the pending accreditations being offered for the course. For example, 10L1 Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box has been submitted to COPE, Florida Opticianry, Florida Optometry, NCLE, and New York State Opticianry Board for CE credit.

	10L1 - FREE	
8:00 AM -9:00 AM	Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box Compton, Kading, Morrison	C,FL-OP,FL-OD,N,NYS-CL-I

There is also an Accreditation Legend at the bottom of the schedule on Day 1. The Accreditation Legend can help you verify that you have selected the courses that are appropriate for your license renewal.

ACCREDITATION LEGEND

A-NO/O1/O2/O3 – ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, **C** – COPE, **FL-OD** – Florida State Board of Optometry, **FL-OP** – Florida State Board of Opticianry, **FL-T** – Florida State Board of Opticianry – Technical, **N-NO/O1/O2/O3** – NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, **NYS-D/CL – B/1/A** – New York State Optician – Dispensing/Contact Lens – Basic/Intermediate/Advanced, **O** – Orals, **P** – AOA Paraoptometric Commission, **T** – TQ/CEE, **TPA** – Therapeutic

We are continuously submitting all of our courses to the various National Accreditation Agencies and State Boards. The list of Approved and Pending courses for each accreditation agency and state board are listed on the Vision West website – Education - Policies page (VEW2024.COM/POLICIES). We update the lists on a weekly basis, up until the show begins.

We hope that this quick guide will help you with the selection of the courses that you need to attend for your license renewal. Please remember to also check with your State Board to make sure you have registered for the appropriate courses that you need to satisfy your State’s license requirements.

If you need to make changes to your course registration or have any questions, our Client Services team can be reached via phone at **(800) 811-7151** | **(203) 840-5610** or via email at inquiry@visionexpo.com

We look forward to seeing you at the show!



CLINICAL

HIGHLIGHTS

GLAUCOMA

- 11C1 Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Therapy
- 12C1 Glaucoma Then and Now
- 12C2 Prepare for the Future of Glaucoma
- 23C1 A Roadmap for the Medical Management of Glaucoma
- 25C1 Ask the Experts: Interactive Glaucoma Case Discussion
- 26C2 Swipe Right or Swipe Left: Choosing the Best Glaucoma Drug Class For My Patient
- 31C1 Corneal Hysteresis: A Vital Piece to The Glaucoma Puzzle
- 33C1 Glaucoma Gauntlet: Managing Cases from Diagnosis to Treatment
- 35C1 Detecting Progression in Glaucoma

HANDS ON WORKSHOP

- 20C4 Injections Workshop
- 30C4 OCT Workshop
- 35L1 Specialty Contact Lens Workshop

DRY EYE / OCULAR SURFACE DISEASE

- 23C2 Ocular Surface Disease and Dry Eye
- 36C2 Autologous Serum in the Optometric Practice
- 43C2 Rule These Out Before You Diagnose It As Dry Eye

ANTERIOR SEGMENT

- 21C1 Current Trends in Keratoconus Management
- 25C2 The Greatest Anterior Segment Disease and Medical Management of Complications Course Ever
- 31C2 You "Mite" Want To Consider Treating That Lid!
- 31C3 Herpetic Eye Disease from Acyclovir to Zoster
- 33C2 MGD and DB: New Technology for Diagnosis and Management
- 36C1 You Used To Be So Sensitive: A Practical Approach When the Cornea Acts Like It Has No More Feelings
- 42C1 Practical Approach to Uveitis
- 45C1 Periocular Malignancies

IMAGING TECHNOLOGY

- 10C1 MARCH MADNESS: Case Challenges in Optometry - Optimizing Ocular Imaging Workshop
- 10C2 MARCH MADNESS: Case Challenges in Optometry - Optimizing Ocular Imaging Round 1
- 10C3 MARCH MADNESS: Case Challenges in Optometry - Optimizing Ocular Imaging Semifinals and Finals
- 25C4 Putting the 'Oh!' in OCT
- 30C4 OCT Workshop
- 35C4 When the Pressure is On Get an OCT: A Guide for OCT in Retina and Glaucoma

PRESBYOPIA

- 36C4 When Your Presbyope Only Wants Surgery

GENERAL OPTOMETRY

- 11C2 School of Hard Knocks: TBI and the NFL Concussion Crisis
- 20C7 Two Truths and A Lie
- 21C4 Brace for Impact! Managing Orbital and Ocular Trauma
- 23C3 Reducing Neural Conflict: Headache Masquerades and Why Prism May Be the Missing Link
- 23C4 Top 15 Diagnoses You Should Never Miss
- 24C3 I Could Have Treated That! Developing a Headache Clinic
- 26C5 Putting the EYE (I) in Nutrition
- 33C5 Optometric Care of Patients Living With Obesity
- 41C2 Rapidly Changing Landscape of Refracting Technology
- 41C3 Florida Prevention of Medical Errors in Eyecare
- 43C1 Florida Jurisprudence Laws and Rules of Practice
- 45C2 Innovative Innovations for Optometric Practice
- 45C3 Ocular Emergencies: More Stories From an On-Call Optometrist

SURGICAL/ CO-MANAGEMENT

- 26C3 Cases From Tornado Alley: Surgical Management in the OD Lane
- 33C3 Lights, Lasers, Action! Incorporating Aesthetics Into Your Practice

CONTACT LENS

- 10L1 GLOBAL CONTACT LENS FORUM: What's New and Sexy in Contacts?
- 10L3 GLOBAL CONTACT LENS FORUM: Level Up Your Contact Lens Practice - The Business of Contact Lenses
- 10L5 GLOBAL CONTACT LENS FORUM: Myopia Control: The Good, The Bad, and The Ugly
- 21L1 How to Build an Ortho K Practice
- 23L1 The Greatest Contact Lens Course Ever
- 25L1 The Journey into Myopia Management
- 26L1 Caution Steep Hill Ahead: Diagnosing and Managing Keratoconus in Clinical Practice: Are you Ready to Conquer
- 31L1 Innovations in Multifocal Contact Lenses
- 33L1 Scleral Lens Troubleshooting
- 35L1 Specialty Contact Lens Workshop
- 36L1 Hold My Beer: Lessons Learned While Managing Corneal and Ocular Surface Disease with Scleral Lenses

POSTERIOR SEGMENT AND MACULAR DEGENERATION

- 23C5 AMD Past, Present and Future
- 31C5 Advancing the Understanding of Geographic Atrophy

POSTERIOR SEGMENT/ RETINA:

- 20C6 Beyond the Posterior Pole
- 31C5 Advancing the Understanding of Geographic Atrophy
- 33C4 The Greatest Posterior Segment Disease Course Ever
- 35C5 Focus on the Retina: Clinical Grand Rounds for Every OD

SYSTEMIC DISEASE - DIABETES

- 21C5 A Practical Perspective for Patients with Diabetes
- 25C5 Retinal Findings in Systemic Disease

MYOPIA

- 12C3 Incorporating Myopia Management Into Practice
- 21C2 Cutting Out Surgery for the Management of Refractive Error
- 25L1 The Journey into Myopia Management

OPTOMETRIC/SURGICAL PROCEDURES

- 20C4 Injections Workshop
- 35C2 Ocular Adnexa and Eyelids - Optometry's Next Frontier

PHARMACOLOGY

- 11C3 Ocular Manifestations of Systemic Medications
- 35C3 The Good, The Bad and The Orals
- 36C3 House of Pain
- 43C3 Management of Ocular Pain...Considerations on Prescribing Opioids

CLINICAL CONTENT

Custom designed for Vision Expo by the Education Planning Committee, our 2024 program is organized by key content areas including glaucoma, posterior segment/retina, anterior segment/dry eye, surgical/co-management, and systemic disease and diabetes. Here you will discover courses specifically developed to immerse you in the most cutting-edge developments for better patient care. Learn from the most knowledgeable experts in the field of optometry as they unveil leading-edge technology and the latest trends in the diagnosis and treatment of common eye diseases. 16 clinical tracks with 110 hours of content will keep you at the forefront of the industry.

This activity is supported by unrestricted educational grants from Genentech, J&J, LENZ Therapeutics, Sight Sciences, Sun Pharma, Tarsus, Thea Parma, and Zeiss.

EDUCATION

HIGHLIGHTS



SCLERAL LENS TRACK

Scleral lens fitting is one of the fastest growing segments of specialty contact lens practice. Their impact can be profound and life changing, both to the patient and the practice. This tract will provide comprehensive and highly clinical information on how to select a scleral lens design for both basic and advance cases, how to assess the fit and how to solve problems that may develop. Learn skills that will take your abilities and patient satisfaction to the next level.

- 23L1 Marketing Your Specialty Contact Lens Practice
- 25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses
- 31L1 Blueprint for Success: Starting a Specialty CL Practice
- 33L1 Specialty CL Workshop
- 36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses

VISION SERIES

This all-new-for-2024 format invites you to grab a bite to eat or drink and continue learning over breakfast or lunch. Take a break from the exhibit hall or formal classroom learning as industry leaders address the latest clinical innovations in a relaxed and collaborative learning environment. Then put theory into practice by heading back into the exhibit hall to connect and build on your classroom learning. Vision Series sessions are open to Optometrists only. **NOT FOR CREDIT.** First come, first serve.

Please check our website west.visionexpo.com for the list of Vision Series sessions.

BUSINESS SOLUTIONS

- 23B3 Building a Winning Culture: Going Beyond Paychecks and Perks
- 23B4 Becoming a Great Leader - Things I Learned from Dad, and Jeff
- 23B5 Worried About Audits? You Should Be, But Not for the Reasons You Are
- 24B3 Revenue, Profit and Cash Flow Using Financial Statements to Understand Your Practice
- 24B4 What is Your Identity?
- 24B5 Team! Dream it! Teach it! Be it!
- 25B3 Practice Purchase 101: Everything You Need to Know to Purchase Your First (Next) Practice
- 25B4 Creating a Practice Pillar
- 25B5 You Can't Grow What You Don't Measure... metrics used to grow a practice 10X
- 26B3 Avoiding Legal Minefields in an Optometry Practice
- 26B4 How To 'Not Sell' in the Exam Room
- 26B5 A Tale of Three Practices and How Different Buyers Would Value Them
- 33B3 5 Practical Strategies for Improving Your Bottom Line
- 33B4 Emerging Trends That Will Transform Eyecare V2
- 34B3 Business Partnerships: The Good, the Bad and the Ugly
- 34B4 Crazy For Culture
- 35B3 Building a Better Benefits Plan for Your Team
- 35B4 Developing the Critical Building Blocks of Your Business
- 36B3 5 Mistakes to Avoid When Buying an Optometry Practice
- 36B4 Developing The CEO Within You
- 42B2 The Eye-economics of Myopia Management/ Control - A Micro and Macro Deep Dive
- 42B3 Accelerate and Grow Your Optical
- 43B2 What Gets Measured Gets Managed: Understanding the Key Financial Metrics of Your Optometry Practice
- 43B3 Hiring an Associate OD
- 44B2 Purchasing Equipment - A Case Study Approach to Efficiency and Cost Effectiveness
- 44B3 7 Concepts and Strategies to Know When Selling an Optometry Practice

FREE EDUCATION

GLOBAL CONTACT LENS FORUM

This free, informative and highly attended 'meeting within a meeting' provides attendees with practical, timely tips in both clinical and business processes that will take your specialty contact lens practice to the next level. Respected, highly successful contact lens practitioners will share how to manage a gamut of myopia cases with contact lenses. This will be followed by the top 10 tips and tricks to transform your contact lens practice. Finally, learn how to maximize the success of your contact lens practice.

GLOBAL CONTACT LENS FORUM IS DIRECTED BY MELISSA BARNETT, OD

WEDNESDAY, SEPTEMBER 18

<p>8:30 AM - 9:00 AM</p> <p>10L1 - Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box</p> <p>Speakers: Jason Compton, OD; Dave Kading, OD; Sheila Morrison, OD</p>	<p>9:05 AM - 9:55 AM</p> <p>10L2: PROMOTIONAL BREAKFAST SYMPOSIUM</p> <p>Presented by: Coopervision Title TBD</p> <p>Speakers: TBD</p> <p>NOT FOR CREDIT FIRST COME, FIRST SERVE.</p>	<p>10:10 AM - 11:10 AM</p> <p>10L3 - Ace in the Hole: The Top 10 Tips and Tricks To Transform Your Contact Lens Practice</p> <p>Speakers: Jason Compton, OD; Dave Kading, OD; Sheila Morrison, OD</p>	<p>11:15 AM - 12:05 PM</p> <p>10L4: PROMOTIONAL LUNCH SYMPOSIUM</p> <p>Presented by: TBD Title TBD</p> <p>Speakers: TBD</p> <p>NOT FOR CREDIT FIRST COME, FIRST SERVE.</p>	<p>12:20 PM - 1:20 PM</p> <p>10L5 - Maximizing Contact Lens Practice Success</p> <p>Speakers: Jason Compton, OD; Dave Kading, OD; Jessilin Quint, OD; Melissa Barnett, OD</p>
<p>3 HOURS FREE CE ADVANCED REGISTRATION REQUIRED ACCREDITATION PENDING - COPE, NCLE, FL BOARDS OF OPTOMETRY + OPTICIANRY, NY STATE OPTICIAN - CONTACT LENS - INTERMEDIATE</p>				

THE TECHNOLOGY SHOWCASE

In the spirit of high stakes competition, panelists will compete against each other by presenting interesting cases highlighting imaging technology. The audience decides who wins each match via attendee interactive polling technology. The competition is fierce and the stakes are high as the loser goes home and the winner advances until the final showdown. Come be a part of this unique program that captures the thrill of victory and the agony of defeat as a champion gets crowned.

THE TECHNOLOGY SHOWCASE IS DIRECTED BY MARC BLOOMENSTEIN, OD

WEDNESDAY, SEPTEMBER 18

<p>1:30 PM - 3:30 PM</p> <p>10C1 - Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home</p> <p>Speakers: Marc Bloomenstein, OD; Steve Ferrucci, OD</p> <p>LIMITED ATTENDANCE</p>	<p>3:45 PM - 5:45 PM</p> <p>10C2 - West Coast Case Challenge</p> <p>Moderator: Marc Bloomenstein, OD Panelists: Julie Rodman, OD; Mahnia Madan, OD; Mark Dunbar, OD; Nate Lighthizer, OD; Jessica Steen, OD; Steve Ferrucci, OD</p>
<p>4 HOURS FREE CE ADVANCED REGISTRATION REQUIRED ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY</p>	

WEDNESDAY | SEPTEMBER 18

FREE! GLOBAL CONTACT LENS FORUM

8:30 AM - 9:30 AM	10L1 - FREE Myopia Management With Contact Lenses: Conquering Cases Common to Outside of the Box Compton, Kading, Morrison C,FL-OP,FL-OD,N,NYS-CL-I
9:05 AM - 9:55 AM	10L2 - FREE Promotional Breakfast Symposium - Presented by Coopervision - Title TBD Speakers TBD NOT FOR CREDIT FIRST COME, FIRST SERVE
10:10 AM - 11:10 AM	10L3 - FREE Ace in the Hole: The Top 10 Tips and Tricks To Transform Your Contact Lens Practice Compton, Kading, Morrison C,FL-OP,FL-OD,N,NYS-CL-I
11:15 AM - 12:05 PM	10L4 - FREE Promotional Breakfast Symposium - Presented by TBD - Title TBD Speakers TBD NOT FOR CREDIT FIRST COME, FIRST SERVE
12:20 PM - 1:20 PM	10L5 - FREE Maximizing Contact Lens Practice Success Compton, Kading, Quint, Barnett C,FL-OP,FL-OD,N,NYS-CL-I

CLINICAL			
1:30PM - 3:30PM	11C1 Will the Real Glaucoma, Please Stand Up Koetting C,FL-OD	11C2 The Good, the Bad, the Orals Whitley C,FL-OD	11C3 Myopia Control Rhue, Hom C,FL-OD
	10C1 - FREE THE TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home Ferrucci, Bloomenstein Limited Attendance C,FL-OD		
3:45PM - 4:45PM	12C1 It's All In Their Head: Diagnosing Neurological Related Eye Conditions Koetting C,FL-OD	12C2 Mastering the OSD Patient: A Clinical Approach to Success Ioussifova, Devries This course is 2 hours from 3:45pm-5:45pm C,FL-OD	12C3 Elevating Patient Care Experience Through Technology and AI Rhue C,FL-OD
	10C2 - FREE THE TECHNOLOGY SHOWCASE: West Coast Case Challenge Moderator: Bloomenstein Panelists: Rodman, Madan, Dunbar, Lighthizer, Steen, Ferrucci This course is 2 hours from 3:45pm-5:45pm C,FL-OD		
5:00PM - 6:00PM	13C1 The OD's Role in TBI Morgenstern C,FL-OD		13C3 Lessons Learned from Things Done Well and Things Done Poorly in Dry Eye Hom C,FL-OD

TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia

PROGRAM SUBJECT TO CHANGE AS OF 05-28-24.

VISION EXPO MARKETING & SOCIAL MEDIA BOOTCAMP

In partnership with Marketing4ECPs

8:30 AM - 9:30 AM	10B1 Who Knows You? - Why Every ECP Needs A Personal Online Brand Charest A-NO,C
9:45 AM - 10:45 AM	10B2 Mastering the Art of Content Creation: Strategies for Impactful Brand Storytelling Alexander A-NO,C
11:00 AM - 12:00 PM	10B3 Eyes on the Future: AI-Driven Marketing for Eye Care Professionals Paisley A-NO,C
1:00 PM - 2:00 PM	10B4 Visual Impact: Strategies for Effective Video Marketing in Eye Care Swiatylo A-NO,C
2:15 PM - 3:15 PM	10B5 Specialized Solutions: Mastering Marketing for Medical Specialties Kemp A-NO,C
3:30 PM - 4:30 PM	10B6 Rising Star: A Guide to Building a Team Member into a Social Media Manager Virzi A-NO,C

OPTICAL TECHNOLOGY		BUSINESS SOLUTIONS
11O1 Refract This! Walker A-O2,FL-T,NYS-D-I	11O2 Understanding Basic Optical Theory Ganem A-O2, FL-T, NYS-D-B	11B1 How To Navigate the New Digital Landscape Gerber A-NO,FL-OP,NYS-D-B
12O1 Prism is Not a Four Letter Word Walker A-O2,FL-T,NYS-D-I	12O2 The Disruption of Circadian Rhythms O'Keefe A-O2,FL-T,NYS-D-I	12B1 The Psychology of Perfect Vision Gerber A-NO, FL-OP, NYS-D-B
13O1 The Power of Polarized Lenses O'Keefe A-O2,FL-T,NYS-D-I	13O2 Training the New Apprentice Ganem A-O2, FL-T, NYS-D-I	13B1 How to Profit From Managed Care Even If You Don't Take Any Johnson A

ACCREDITATION LEGEND

A-NO/O1/O2/O3 - ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, C - COPE, FL-OD - Florida State Board of Optometry, FL-OP - Florida State Board of Opticianry, FL-T - Florida State Board of Opticianry - Technical, N-NO/O1/O2/O3 - NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, NYS-D/CL - B/I/A - New York State Optician - Dispensing/Contact Lens - Basic/Intermediate/Advanced, O - Orals, P - AOA Paraoptometric Commission, T - TQ/CEE, TPA - Therapeutic



Provide your staff with the highest quality and most affordable opportunity to learn with a comprehensive package that includes unlimited hours of Education.

LOOK FOR THE OPTICON LOGO IN THE DAILY COURSE GRID SCHEDULE SIGNIFYING SESSIONS BEING DEVELOPED BY OPTICON.

THURSDAY | SEPTEMBER 19

PROGRAM SUBJECT TO CHANGE AS OF 05-28-24.

CLINICAL						CONTACT LENS	
7:15AM - 8:15AM	21C1 You "Mite" Want To Consider Treating That Lid! Bloomenstein	21C2 Is IPL Right For My Patient? Ioussifova, Devries	21C3 When Your Presbyope Only Wants Surgery Bull		21C6 Advances in the Diagnosis and Management of Geographic Atrophy Singh, Dunbar	21L1 Vision Heroes: Saving Sight with Contact Lenses in the Pediatric Population Morrison	
	C,FL-OD	C,FL-OD	C,FL-OD		C,FL-OD	C,FL-OD	
8:30AM - 9:30AM	20C1 Vision Series - Promotional Breakfast Symposium - Presented by Viatris Title TBD Speaker TBD	20C2 Vision Series - Promotional Breakfast Symposium - Presented by Bausch+Lomb Title TBD Speaker TBD					
	FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE					
9:45AM - 10:45AM	23C1 Problem Solving and Glaucoma Management Steent This course is 2 hours from 9:45am - 11:45am	23C2 Ask the Experts: When Your Patient Has OSD Periman, Karpecki, Bloomenstein This course is 2 hours from 9:45am - 11:45am	23C3 Myopia: A Disease of Axial Length Morgenstern	23C4 Makeup and Ocular Surface - What You Need to Know Theriot, McGee	23C5 Case Files: The Retina Chronicles Ferrucci, Yackey, Dunbar This course is 2 hours from 9:45am - 11:45am	23C6 Ocular Emergencies Bull, Quint This course is 2 hours from 9:45am - 11:45am	23L1 Marketing Your Specialty Contact Lens Practice Kading, Barnett This course is 2 hours from 9:45am - 11:45am
	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD
11:00AM - 12:00PM			24C3 Rapid Fire Referrals Whitley	24C4 Differentiating Keratitis Theriot			24L1 AI & Contact Lenses Kading
	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD			C,FL-OD
12:00PM - 2:30PM	20C3 Vision Series - Promotional Lunch Symposium - Presented by Tarsus Title TBD Speaker TBD	20C4 Vision Series - Promotional Lunch Symposium - Presented by Bausch+Lomb Title TBD Speaker TBD This session is 1 hour from 12:00pm-1:00pm	20C5 Injections Workshop Lighthizer Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm	20C6 IPL Workshop Periman, Devries Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm			
	FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	C,FL-OD	C,FL-OD			
2:45PM - 4:45PM	25C1 Ask the Experts: When You're Treating Your Glaucoma Patients Schmidt, Gaddie	25C2 Two Truths and a Lie Rodman, McGee	25C3 Top 15 Diagnoses You Should Never Miss Morgenstern	25C4 Putting the "Oh!" in OCT Marrelli, Dunbar	25C5 AMD A-Z Haynes, Gerson	25C6 Botched: Now What? Bull, Whitley	25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses Pal, Morrison, Kading, Barnett
	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD
5:00PM - 6:00PM							
5:10PM - 6:10PM	26C1 Strategies for Better Diagnosing Glaucoma Marrelli	26C2 Drops vs. Tears Madan, Hom			26C5 Retina Update 2024 and Beyond Gerson	26C6 Unveiling Uveitis Quint	26L1 Making Myopia Mainstream Kading
	C,FL-OD	C,FL-OD			C,FL-OD	C,FL-OD	C,FL-OD

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS			
21O1 Partnering With Your Consultant for Scleral Lens Success Buckner	21O2 Optician to the Stars Atkins	21O3 Frame Materials from Traditional to Exotic Johnson	21O4 An Introductory Lecture to the Manual Lensometer Basti	21B1 Needs Based Consulting: A guide to exceeding your patient's needs Ganem	21B2 Breaking Bad: Habits Brush	21B3 Legal Lens: Navigating Eye Care Without Lawsuits Spear	21B4 Why Key Metrics Are Important & How To Start Using Them Quint
FL-OP,N-OI,NYS-CL-B	A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I					C,FL-OD	C,FL-OD
22O1 Fundamentals of Soft Contact Lens Fitting Rivera	22O2 Compensated Powers (and Other Ophthalmic Conundrums) Hanlin	22O3 My Top Tips for Successful Dispensing to Kids Johnson	22O4 Myopia Control for Opticians and Techs Aceto	22B1 From Good to Great: A guide to motivating your team for exceptional performance Ganem	22B2 Professional Ethics To Practice By O'Keefe		
FL-T,N-OI,NYS-CL-B	A-O2,FL-T,NYS-D-I						
23O1 Contact Lens Care and Compliance Rivera	23O2 You've Got To Be Fitting Me! Atkins	23O3 Power Optics of Magnification Walker	23O4 Introduction to Lensometry Hands-on Workshop Bourque This course is 2 hours from 9:45am - 11:45am	23B1 Optical Merchandising Secrets You Need to Know! Gerber	23B2 It's Not All About You! Brush	23B3 Strategies for Succeeding in Private Equity Schmidt	23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease Madan, Devries
FL-T,N-O2,NYS-CL-I	A-O2,FL-T,NYS-D-I	A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I		A-NO,FL-OP,NYS-D-B	A-NO,FL-OP,N-OI,NYS-CL-B,NYS-D-B	C,FL-OD	C,FL-OD
24O1 Fitting the Presbyope with Hydrogel Contact Lenses Gzik	24O2 Fundamentals of Accommodation and Convergence Hanlin	24O3 What if They're Not Crazy? aka Learn to Love the Engineer Saccarelli		24B1 When Life Gives You Lemons Brush	24B2 Hypothetically Hugging your Patients O'Keefe	24B3 Profitable Partnerships via Co-Management Robben, Devries	24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice Tucker, Pal
	A-O2,FL-T,NYS-D-I	A-O3,FL-T,NYS-D-A		A-OI,FL-OP,N-OI,NYS-CL-B,NYS-D-B			
29O1 OptiCon @ Vision Expo West General Session TBD, TBD							
25O1 Surgical Procedures and their Influence on Visual Correction Gzik	25O2 DIY Spectacle Solutions Walters	25O3 Spectacle Troubleshooting, Why Can't I See? Johnson	25O4 Ocular Dissection Aceto	25B1 The Psychology of Creating the Ultimate Experience Gerber	25B2 The Patient Journey - Prescribing Alexander	25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice Davison, Robben, Quint	25B4 The Art of Entrepreneurship - How To Be Successful in Private Practice Spear
			A	A-NO,FL-OP,NYS-D-B	A-O2,FL-T,N-O2,NYS-CL-I,NYS-D-I	C,FL-OD	C,FL-OD
26O1 Finding Our Passion and Purpose as a Contact Lens Fitting Professional While Changing Patients Lives Rivera	26O2 Give Me the Light! Atkins	26O3 The Optics of Color from Lenses to Vision Walker		26B1 The Business of Low Vision - The Players, The Game, and Where Opticians Have Opportunity Saccarelli	26B2 Sunwear Sales the Biggest Missed Opportunity Koenigsberg		
FL-T,N-O2,NYS-CL-I	FL-T,N-O2,NYS-CL-I						
						26B3 Legal Contract Essentials for Eye Care Professionals Spear	26B4 Innovation in Business Robben, Bruijic
						C,FL-OD	C,FL-OD

TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia

ACCREDITATION IS PENDING

The "pending CE approval" courses are being submitted to the accrediting agencies for consideration of approval - if the accreditation designation is NOT listed, the course is NOT being submitted to that agency.

FRIDAY | SEPTEMBER 20

PROGRAM SUBJECT TO CHANGE AS OF 05-28-24.

CLINICAL						CONTACT LENS
7:15AM - 8:15AM	31C1 Swipe Right, Swipe Left – Choosing the Right Medication for Your Glaucoma Patient Schmidt C,FL-OD	31C2 They May Feel OK, But They Could Have NK Bloomenstein C, FL-OD		31C5 Should I Take Vitamins For My Eyes? Theriot C,FL-OD		31L1 Blueprint for Success: Starting a Specialty CL Practice Pal, Brujic C,FL-OD
8:30AM - 9:30AM	30C1 Vision Series – Promotional Breakfast Symposium – Presented by Topcon Title TBD Speaker TBD FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C2 Vision Series – Promotional Breakfast Symposium – Presented by Pearle Vision Title TBD Speaker TBD FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE				
9:45AM - 10:45AM	33C1 Roadmap to Medical Management of Glaucoma Gaddie, Schmidt This course is 2 hours from 9:45am - 11:45am C,FL-OD	33C2 Case Files: The Anterior Segment Chronicles Periman, Karpecki, Bloomenstein This course is 2 hours from 9:45am - 11:45am C,FL-OD	33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier McGee This course is 2 hours from 9:45am - 11:45am C,FL-OD	33C5 Ask the Experts – When You Are Managing The Retina Ferrucci, Gerson This course is 2 hours from 9:45am - 11:45am C,FL-OD	33C6 Periocular Malignancies Gurwood, Myers This course is 2 hours from 9:45am - 11:45am C,FL-OD	33L1 Specialty CL Workshop Tucker, Pal, Barnett This course is 2 hours from 9:45am - 11:45am Limited Attendance \$186 C,FL-OD
11:00AM - 12:00PM						
12:00PM - 2:30PM	30C3 Vision Series – Promotional Lunch Symposium – Presented by Zeiss Meditec Title TBD Speaker TBD This session is 1 hour from 12:00pm-1:00pm FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C4 Vision Series – Promotional Lunch Symposium – Presented by Bausch+Lomb Title TBD Speaker TBD This session is 1 hour from 12:00pm-1:00pm FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C5 OCT Workshop TBD, TBD Limited Attendance \$186 This workshop is 2 hours from 12:30pm-2:30pm C, FL-OD			
2:45PM - 4:45PM	35C1 Case Files: The Glaucoma Chronicles Marrelli, Schweitzer, Steen C,FL-OD	35C2 Lights, Lasers, Aesthetics Periman, Davison, McGee C,FL-OD	35C3 Swollen Optic Nerves: Now What? Lighthizer C,FL-OD	35C4 It All Starts at the Lids: Modern Diagnosis and Management of the Palpebris Whitley, Koetting, Bloomenstein C,FL-OD	35C5 Current Strategies on Managing Diabetic Eye Disease Yackey, Haynes C,FL-OD	35C6 Management of Ocular Pain, Considerations When Prescribing Opiates Gurwood, Myers C,FL-OD
						35L1 Business of Contact Lenses Barnett, Brujic, Quint C,FL-OD
5:00PM - 6:00PM						
5:10PM - 6:10PM	36C1 Glaucoma Myth Busters Schweitzer C,FL-OD	36C2 A Quick Start Guide to Drops: From Lubricants to Autologous Madan C,FL-OD				36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses Pal, Brujic C,FL-OD

TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia

OPTICAL TECHNOLOGY					BUSINESS SOLUTIONS				
31O1 It's Just a Contact Lens Atkins FL-T,N-O2,NYS-CL-I	31O2 Seeing Through the Eyes of the Patient Saccarelli A	31O3 Sunglasses, They're Not Just for Summer Anymore! Alexander A	31O4 Simplifying the Complicated Bourque TBD		31B2 Psychological Safety in the Workplace Hanlin A-NO,FL-OP,N-NO,NYS-CL-B,NYS-D-B	31B3 Grow Your Team. Grow Your Business. Carlson C,FL-OD	31B4 Enhancing the Patient Experience Bull C,FL-OD	31B5 Tips For Training Staff On New Eye Care Technology Davison C,FL-OD	
32O1 Instruments used for Ocular Evaluation Gzik A	32O2 The Main Tools of Low Vision - How and When to Use Them Saccarelli TBD	32O3 Your Doors Are Open: How Your Relationships Impact Your Profitability! Atkins TBD	32O4 The Anti-Fatigue Lens Opportunity! Alexander A-O2,FL-T,NYS-D-I	32O5 Dispensers Guide to Prism Neff A	32B1 Creating Perceived Value Hanlin A-NO,FL-OP,N-NO,NYS-CL-B,NYS-D-B	32B2 Only The Best Will Do! Bruce A			
33O1 Case Reports Contact Lenses/Spectacles Gzik A, N	33O2 Age-Related Eye Changes and Their Management Zeitlin TBD	33O3 Prism Proficiency Walters A	33O4 Deconstructing Advanced Progressive Lens Designs: A Stepwise Approach Hoff A	33O5 Compression Mounting Adjustments, Repairs, Assembly Goh A-O2,FL-T,NYS-D-I	33B1 Dispensing Without Boundaries Maldonado TBD	33B2 The Case of the Second Pair Sale Koenigsberg A-OI,FL-OP,NYS-D-B	33B3 Elevate Your Practice: Success Strategies for Growth & Impact Quint This course is 2 hours from 9:45am-11:45am C,FL-OD	33B4 10 Ways To Use Marketing To Attract New Staff Wilhelm C,FL-OD	
	39O1 Patient Choice Awards TBD, TBD A-NO,N-NO						34B4 Decoding the Millennial Mindset: Strategies for Motivation and Engagement Virzi C,FL-OD		
35O1 Aniseikonia - The Problem, The Solutions Bruce A-O3,FL-T,N-O3,NYS-CL-A,NYS-D-A	35O2 Dealing with Difficult Patients and Troubleshooting Koenigsberg A-O2,FL-T,NYS-D-I	35O3 Eye Diseases Technicians and Opticians Should Know Zeitlin A	35O4 Frame and Lens: Making a Perfect Match Walters A	35O5 How It Works - Anti-Reflective & Blue Light Treatment Alexander A	35O6 Basic Frame Repair Workshop Goh A-OI,FL-T,NYS-D-B	35B1 Living Into Your Values Collins A	35B3 Blue Print for Success: Strategies for Building a Myopia Control Practice Tucker, Pal C,FL-OD	35B4 The Taylor Swift Effect-Women in Leadership Carlson C,FL-OD	
36O1 Soft Contact Lens Complications Zeitlin N	36O2 Myopia Management: Safety and Efficacy of Ortho-K Buckner FL-OP,N-OI,NYS-CL-B	36O3 Uncommon & Complicated Case Reports in Trouble Shooting Alexander A-O3,FL-T,N-O3,NYS-CL-A,NYS-D-A	36O4 These Don't Work! Bruce A-OI,FL-T,NYS-D-I	36O5 Light Filtering Lenses Manso A-O2,FL-T,NYS-D-I		36B1 The Latest in Lens Technology for Digital Device Addicts Koenigsberg TBD			
							36B3 Purchasing Equipment - A Case Study Approach To Efficiency and Cost Effectiveness Neufeld C,FL-OD	36B4 7 Tips For An Improved Culture Carlson C,FL-OD	

ABOUT ACCREDITATION

The accreditation designations serve as a guide to assist you with course selections. Please refer to VEW2024.com/Policies for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151.

Vision Expo is not responsible for courses that do not receive accreditation. Do not assume that the courses you register for will be approved. You will not receive credit if you are late to a course. Course approval information will also be available onsite in the Education Office.

SATURDAY | SEPTEMBER 21

PROGRAM SUBJECT TO CHANGE AS OF 05-28-24.

CLINICAL		CONTACT LENS	
7:15AM – 8:15AM	41C1 Top 10 Medications and Their Ocular Side Effects Lonsberry C,FL-OD		41L1 Blueprint for Success: Hybrid Contact Lens Case Series Tucker C,FL-OD
8:30AM – 9:30AM	42C1 Oral Pharmaceuticals in Primary Care Optometry Lonsberry This course is 2 hours from 8:30am-10:30am C,FL-OD	42C2 Innovations in Glaucoma - Next Generation Technology, Medications, and Delivery Schweitzer This course is 2 hours from 8:30am-10:30am C,FL-OD	42L1 Maximizing Comfort & Clarity: Managing Ocular Surface Disease for Optimal Contact Lens Wear Brujic C,FL-OD
9:45AM – 10:45AM			43L1 Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses Pal C,FL-OD
11:00AM – 12:00PM	44C1 Uveitis: Systemic and Ocular Approaches to Management Lonsberry C,FL-OD	44C2 Case Challenges of the Cornea Schweitzer C,FL-OD	44L1 Blueprint for Success: How To Improve Contact Lens Wear With Ocular Aesthetics Pal C,FL-OD
1:00 PM – 3:00 PM	45C1 Interactive Anterior Segment Grand Rounds Lonsberry C,FL-OD		45L1 10 Innovations in Contact Lenses That You Need To Know About Brujic C,FL-OD

TRACK KEY

Anterior Segment	Glaucoma	Imaging Technology	Myopia
Non-Track	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS			
41O1 Contact Lens Selection and Patient Education Bruce N		41O3 Bright Eyes on the Future of Fashion, Optics and Vision Maldonado A-OI,FL-T,NYS-D-I		41B1 Talking About My Generation Manso A-NO,P,FL-OP,N-NO,NYS-CL-B,NYS-D-B		41B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa Davison C,FL-OD	41B4 Promoting the Happiness Advantage in Your Office Brimer, Carlson C,FL-OD
42O1 Demystifying Near Task Specific Lenses Hoff A-O2,FL-T,NYS-D-I	42O2 Advanced Lensometry: Application of ANSI Standards Aceto This course is 2 hours from 8:30am – 10:30am A-O2,FL-T,NYS-D-I	42O3 Storytelling Through Eyewear Design and Manufacturing Roseillier A-NO,FL-OP,NYS-D-B		42B1 Telehealth is Here to Stay. Really! Manso A-OI,P,FL-T,NYS-D-I		42B3 Dry Eye Billing & Coding: Maximize Your Profit Brimer C,FL-OD	
43O1 Powerboost Lenses - Why Do My Patients Need Them? Hoff A-O2,FL-T,NYS-D-I		43O3 The three little words we all hate to hear..... "I Can't See" Bourque A-O2,FL-T,NYS-D-A		43B1 Stay Shady Brush A-OI,FL-OP,NYS-D-I		43B3 Building a Legacy Brujic C,FL-OD	43B4 10 Ways To Grow Your Leadership Carlson C,FL-OD
44O1 Why Contacts? Bruce FL-OP,N-OI,NYS-CL-B		44O3 Taking a "BYTE" Out of Segments Manso A-OI,FL-T,NYS-D-I		44B1 The Three P's of Eyecare: People, Products, and Process Walker A-NO,FL-OP,NYS-D-B		44B3 Optometry Contracts - Comprehensive Reviews and Negotiations Neufeld C,FL-OD	
45O1 Establishing a Solid Foundation: RGP Designs and Fitting Bruce N	45O2 What Are All These Adjustment Tools? Bourque A-O2,FL-T,NYS-D-I	45O3 Selling Efficiently and Effectively in a Busy Practice Koenigsberg A-NO,FL-OP,NYS-D-B	45O4 How SOAP Makes Life Easier Parker A-OI,FL-T,N-OI,NYS-CL-I,NYS-D-I			45B3 The Business of Eye Care: How Every Day Clinic Practice Can Generate Revenue Davison C,FL-OD	45B4 The Practice Owner's Guide to Lean Inventory Management Neufeld C,FL-OD

EDUCATION REGISTRATION

- Course handouts will be available online prior to the Education Program. They will not be available onsite. After you register for your courses, you will be able to print your own course handouts and bring them to the Education Program. Course handouts will also be available online for one month after the program and on the Vision Expo Mobile App.
- In an effort to improve the Education registration process, badges will not be mailed. Please bring your confirmation letter with barcode onsite to Registration to have your badge and course itinerary printed when you arrive at the conference. This will ensure that you have the most up-to-date course information on your badge barcode and course itinerary, including room numbers.
- Your badge barcode will have all of your registered courses embedded in it, which is required for course entry. If you make any course changes onsite after you have already printed your badge and course itinerary, you will need to get a new course itinerary printed so that your current courses are listed, including room numbers.
- After you attend your course(s), please complete the session evaluation for each course. The session evaluations are available on the Vision Expo website and mobile app. After completion, you will be able to send yourself the CE Letter via email verifying your course attendance.
- After the Education Program, you will receive a CE letter via e-mail verifying your course attendance. Please submit this CE letter to your state board/national accreditation agency for license renewal. If you did not supply an e-mail address when you registered, please update your registration record by calling Client Services at 1.800.811.7151.