

37

The average number of days patients wear 2-week replacement SiHy lenses.¹

A fact you can trust.

- Comprehensive study of 500+ SiHy lens wearers!¹
- Study conducted by internationally respected research institution.
- Published in peer-reviewed journal.

All lenses are not the same. **Compliance** is far greater with one-day and one-month replacement.^{2†}** Boost compliance** with DAILIES® brand one-day and AIR OPTIX® brand one-month replacement contact lenses.



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ONE-DAY. ONE-MONTH.

Order your free trial lenses today at mycibavision.com or call 1-800-241-5999

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*AIR OPTIX® AQUA (lotrafilcon B) contact lenses: Dk/t = 138 @ -3.00D. Other factors may impact eye health. **Compliance with manufacturer-recommended replacement frequency. [†]In a study of 1,654 contact lens wearers in the U.S.

Important information for AIR OPTIX® AQUA (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

References: 1. Dumbleton K, Richter D, Woods C, et al. Relationship between compliance with lens replacement and contact lens-related problems in silicone hydrogel wearers. *Optom Vis Sci*. 2010; 87: E-abstract 100183. 2. Dumbleton K, Woods C, et al. Patient and practitioner compliance with silicone hydrogel and daily disposable lens replacement in the United States. *Eye & Contact Lens*. 2009;35(4):161-174.

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Forging New Paths

Optometry's MEETING®

June 15-19, 2011

Salt Lake City



American Optometric
Association

Preliminary Program

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1-DAY ACUVUE®
TruEye™
BRAND CONTACT LENSES

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“NO-LENS” EXPERIENCE.

The only lens that delivers on all of these
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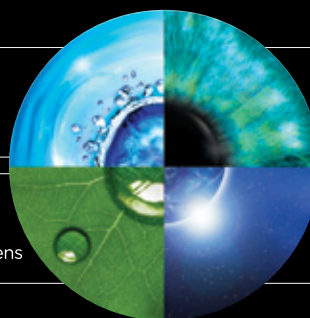
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Visible Health

White, healthy
looking eyes

Proactive Health

The highest level of
UV protection*



We look forward
to sharing the experience
with you at **booth 3415**.

2011 Optometry's Meeting®

June 15-19

Salt Lake City, UT



ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from VISTAKON®, Division of Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020 or by visiting jnjvisioncare.com.

*Helps protect against transmission of harmful UV radiation to the cornea and into the eye.

WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.

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Industry Appreciation

The American Optometric Association relies on the support of corporations to fund association initiatives and programs including Optometry's Meeting®.

Their assistance noticeably demonstrates a concern for the well-being of the optometric profession and better eye and vision care.

The AOA is extremely grateful to the numerous generous sponsors who have helped reduce the costs of Optometry's Meeting® for you. The list is based on support for the AOA from January 1, 2011 – December 31, 2011.

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References: 1. Data on file. Alcon Laboratories, Inc.; Fort Worth, TX. 2. Schachet J, Zigler L, Wakabayashi D, Cohen S. Clinical assessment of a new multi-purpose disinfecting solution in asymptomatic and symptomatic patients. Poster presented at: AAO; December 2006; Denver, CO. 3. Meadows D, Ketelson H, Napier L, Christensen M, Mathis J. Clinical ex vivo wettability of traditional and silicone hydrogel soft contact lenses. Poster presented at: BCLA; May 2006; Birmingham, UK.

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Almost

1,400

patients prove better compliance** = better comfort and vision!

A fact you can trust.

- In a comprehensive study of almost 1,400 SiHy lens wearers, those who were compliant** had better comfort and vision at the end of the day than non-compliant SiHy lens wearers!
- Study conducted by internationally respected research institution.
- Published in peer-reviewed journal.



Discover the power of one-day and one-month replacement contact lenses from CIBA VISION®

All lenses are not the same. Compliance** is far greater with one-day and one-month replacement:^{2†} Get better compliance** for **better comfort, vision* and profitability*** with DAILIES® brand one-day and AIR OPTIX® brand one-month replacement contact lenses.

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Order your free trial lenses today at
mycibavision.com or call 1-800-241-5999

*AIR OPTIX® AQUA (lotrafilcon B) contact lenses: Dk/t = 138 @ -3.00D. Other factors may impact eye health. **Compliance with manufacturer-recommended replacement frequency. In a study of 1,654 contact lens wearers in the U.S. †One-month refers to one-month manufacturer-recommended replacement frequency (MRRF); compliance with MRRF; compared to two-week replacement lenses; based on subjective ratings at end of day and when lenses need replacing. In a survey of 1,389 silicone hydrogel contact lens wearers. Important information for AIR OPTIX® AQUA (lotrafilcon B) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

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References: 1. Dumbleton K, Woods C, Jones L, et al. Comfort and Vision with Silicone Hydrogel Lenses: Effect of Compliance. *Optom Vis Sci* 2010;87(6):421-425. 2. Dumbleton K, Woods C, et al. Patient and practitioner compliance with silicone hydrogel and daily disposable lens replacement in the United States. *Eye & Contact Lens*. 2009;35(4):164-171. 3. CIBA VISION data on file, 2009. AIR OPTIX, DAILIES, AquaComfort Plus, CIBA VISION, the AIR OPTIX logo, the DAILIES logo and the CIBA VISION logo are trademarks of Novartis AG.

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Conference-at-a-Glance

WEDNESDAY, JUNE 15

TIME	FUNCTION
8:00am – 3:00pm	Specialty Day
8:00am – 5:00pm	Continuing Education Program
8:00am – 7:30pm	Registration and AOA Central Hours
7:00pm – 8:30pm	Wednesday Night Welcome Reception <i>Sponsored by Bausch + Lomb</i>

THURSDAY, JUNE 16

6:00am – 9:30pm	Continuing Education Program
7:30am – 8:00pm	Registration and AOA Central Hours
8:00am – 9:30am	Opening General Session – Featuring Erin Brockovich <i>Sponsored by Essilor</i>
10:00am – 3:45pm	AOA House of Delegates
12:00pm – 1:00pm	Information Exchange Luncheon <i>Sponsored by CIBA VISION and Vistakon®</i>
1:00pm – 3:00pm	AOSA Awards and General Session <i>Sponsored by HOYA</i>
4:00pm – 4:15pm	Exhibit Hall Grand Opening: Ribbon-Cutting <i>Sponsored by Vistakon®</i>
4:00pm – 8:00pm	Exhibit Hall Grand Opening: Wines From Around the World <i>Hosted by the AOA</i>
7:30pm – 12:00am	Varilux® Optometry Student Bowl™ XX Reception immediately following featuring Optometry Cares and Optometry's Got Talent <i>Sponsored by Essilor</i>

FRIDAY, JUNE 17

TIME	FUNCTION
6:00am – 5:30pm	Continuing Education Program
7:30am – 6:30pm	Registration and AOA Central Hours
9:00am – 12:00pm	AOA House of Delegates
10:00am – 2:00pm	AOA Practice Management & Career Center Career Fair <i>Sponsored by CIBA VISION and Luxottica</i>
10:30am – 6:30pm	Exhibit Hall
4:30pm – 6:30pm	Buck-a-Beer Night in the Exhibit Hall
5:00pm – 10:00pm	AOA and Optometry School Receptions
8:00pm – 11:00pm	iConnect with TLC <i>Sponsored by TLC</i>

SATURDAY, JUNE 18

6:00am – 5:00pm	Continuing Education Program
7:30am – 3:00pm	Registration and AOA Central Hours
9:00am – 4:00pm	AOA House of Delegates
10:00am – 2:00pm	Exhibit Hall
12:00pm – 2:00pm	Paraoptometric and Student Focus Hours in the Exhibit Hall
8:00pm – 10:00pm	Presidential Celebration – Featuring Comedians Kathleen Madigan and Wayne Brady <i>Sponsored by HOYA</i>

SUNDAY, JUNE 19

7:30am – 2:00pm	Registration and AOA Central Hours
8:00am – 3:00pm	Continuing Education Program

New this Year!

AOA Central

Where It All Comes Together

Working for your practice and our profession

Here you can register for Optometry's Meeting®, visit the AOA Booth, get connected in the Social Link area, visit Optometry Cares – the AOA Foundation, re-charge yourself and your cell phone, or just catch up with friends and colleagues. In AOA Central you will experience the sense of community AOA has created in the vast Exhibit Hall.

Hike the Hall

Hike the Hall along the path to visit five rest areas throughout the Exhibit Hall. Collect your commemorative pin, t-shirt, luggage tag, reusable water bottle, and enter for a chance to win a CD of the education program conference recordings. While you're there, feel free to sit down, put your feet up, and relax a bit. Refer to your registration packet for your Hike the Hall Passport.

Discovery Theaters

Located in the Exhibit Hall are five theaters that will house complimentary accredited education and workshops/seminars inviting professionals to visit and leave enriched. Theater programming will take place Thursday through Saturday and be aligned by discipline area: Contact Lens and Solution, Pharmaceutical, Optical, Diagnostics, and General Optometry. Check the education grids for session times and details.

Optometry's Meeting® Smart Phone App

There are a lot of "dumb" apps for "smart" phones...but this isn't one of them!

Tired of reading thousands of e-mails and texts that aren't **applicable** to you or your profession? The 2011 Optometry's Meeting® smart phone app is available with many features (see below). No more searching through numerous pages trying to find what you are looking for...just a few quick clicks and you have what you need.

Schedule:

- Review the conference schedule in advance of the meeting.
- Organize your show plans before you hit the floor.
- Build your personal schedule for the show with one touch.
- Get to know exhibitors prior to attending.

Just one tap gives you everything you need at your fingertips:

- While on-site, create paths on a map to get you to any booth.
- View company information and available show discounts.
- Download brochures and press releases.
- View product pictures.
- Contact exhibitors to set up appointments.

Alerts:

- Streamlined up-to-date show information

Refer to the Optometry's Meeting® Web site for more information!

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Management & Business Academy™ (MBA) for Eye Care Professionals

Management & Business Academy™ (MBA) for Eye Care Professionals is a unique education seminar, which is led by a faculty of distinguished eye care practice consultants. This program will equip you with proven techniques to increase the satisfaction and loyalty of your patients and help you to optimize the financial performance of your practice. For registration information and additional course details see page 32.



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Conference Highlights

Reception Honoring Dr. Dori Carlson – Featuring

BAD HABITS

“The Eye Docs of Rock”

June 17 • 9:00pm – 12:00am

Join your friends, colleagues, and industry partners at a reception honoring the AOA's 2011 – 2012 President Dr. Dori Carlson. This annual reception will feature entertainment from the optometric industry's favorite band, The Eye Docs of Rock! Come have a drink and enjoy the party at the Salt Palace Convention Center!

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Vision Source!

Wednesday Night Welcome Reception

June 15 • 7:00pm – 8:30pm

This annual premiere event at Optometry's Meeting® brings a Sundance-like Film Festival to you. Cast yourself in an evening set in the mountains of Utah while enjoying music, food, drink, and fun. The Wednesday Night Welcome Reception unveils the best meeting in our industry. Walk the carpet as you make your debut at Optometry's Meeting® where there will be heavy hors d'oeuvres, a specialty drink, and plenty to celebrate!

The box office hit, “Kids’ Korner,” will provide a place where children of all ages can enjoy their own buffet and entertainment.

Register for function 0120.

Sponsored by: **BAUSCH+LOMB**

Saturday Morning Closing Breakfast Symposium

June 18 • 6:00am – 7:30am

Don't miss this “must attend” breakfast symposium on Saturday morning with Dr. Karpecki.

**Register for this FREE
course, B301**

*Supported by an unrestricted
educational grant provided by:*

BAUSCH+LOMB



Conference Highlights

Opening General Session June 16 • 8:00am – 9:30am

Once again, Essilor is the generous sponsor of the Opening General Session and keynote speaker. Say the name Erin Brockovich and you think strong, tough, and stubborn. Erin is all that and definitely more.



It's been 10 years since Julia Roberts starred in the Oscar-winning *tour de force* "Erin Brockovich". The film turned an unknown legal researcher into a 20th century icon by showcasing how her dogged persistence was the impelling force behind the largest medical settlement lawsuit in history. Since then, Erin hasn't been resting on her laurels... she continues to fight hard and win big!

This gutsy broad doesn't apologize for who she is. She has always loved going head to head with the big boys and was never intimidated by their bravado. Erin was the average divorced single mother trying to make a living... until she crossed paths with lawyer, Ed Masry, and changed the course of both their lives.

After being seriously injured in a traffic accident in Reno, Erin moved back to California's San Fernando Valley, and hired Masry & Vititoe to represent her. They won a small settlement but she still needed work so she got a job at their law firm as a file clerk. It was while organizing papers on a pro bono real estate case that Erin first found medical records that would explode into the largest direct action lawsuit in US history.

Erin's exhaustive investigation uncovered that Pacific Gas & Electric had been poisoning the small town of Hinkley's water for over 30 years. It was because of Erin's unwavering tenacity that PG & E had been exposed for leaking toxic Chromium 6 into the ground water. This poison affected the health

of the population of Hinkley. In 1996, as a result of the largest direct action lawsuit of its kind, spearheaded by Erin and Ed Masry, the utility giant was forced to pay out the largest toxic tort injury settlement in US history: \$333 million in damages to more than 600 Hinkley residents.

The story and eventual film helped make "Erin Brockovich" a household name. Over time, Erin realized that she could use her notoriety to spread positive messages of personal empowerment and to encourage others to stand up and make a difference.

Sponsored by:



Wines from Around the World

June 16 • 4:00pm – 8:00pm

Join us Thursday evening for a reception hosted by the AOA in the Exhibit Hall immediately following the ribbon-cutting ceremony sponsored by Vistakon®. Upon entrance into

the Exhibit Hall, those eligible will receive a passport to participate in a wine and cheese tasting featuring wines from around the world. At the last station, you may select a full glass of your favorite wine.



Buck-a-Beer Night!

June 17 • 4:30pm – 6:30pm

TGIF! Join us on Friday evening for a happy hour in the Exhibit Hall! Domestic beer will be offered for \$1 per bottle. Join your friends and colleagues in the Exhibit Hall for a toast or two!

Conference Highlights

Presidential Celebration

June 18 • 8:00pm – 10:00pm

Sponsored by:
HOYA

HOYA returns as the generous sponsor of the Presidential Celebration on Saturday night. After the 2011 – 2012 Board of Trustees is introduced, Optometry's Meeting® attendees will be entertained by comedians Kathleen Madigan and Wayne Brady. Immediately following the performances, attendees will enjoy a dessert reception. **Register for function 0380.** Tickets required for admittance.

KATHLEEN MADIGAN

After returning from her first USO Tour of Iraq and Afghanistan, comedian Kathleen Madigan learned she's entirely too short to be involved in combat and that being in the military is nothing like the commercials on television. She made the monumental trip and performed for the troops with Kid Rock, Lewis Black, and Kellie Pickler.

Madigan, dubbed by Jay Leno as "one of the funniest female comics," has been tapped for her comedic point of view by Dr. Phil as a special correspondent for "The Dr. Phil Show". She appeared as one of Cheri Oteri's clients in the AMC interstitial program "Life Coach." She also recently completed writing, producing and performing on Lewis Black's "The Root of All Evil," for Comedy Central.

Madigan appeared on the History Channel special "Surviving the Holidays" which premiered on November 23, 2009 where she also served as a producer for the project. The American Comedy Award winner for "Best Female Comedian" appeared on shows for VH1 and TV Guide Network, "The Joy Behar Show", "Wanda Sykes Show", and "The View". In addition to the three CDs and DVDs currently available, Madigan has recorded another CD, DVD, and Comedy Special for release this year.

In 2004, Madigan was the only comedian ever to go unchallenged on NBC'S "Last Comic Standing" and in 2007 was a talent scout during the show's fifth season.

Other television appearances include stints on E!, CNN, The Tonight Show, Letterman, The Conan O'Brien Show, HBO, Comedy Central, and ESPN. Madigan also somehow defeated the ever-popular Larry the Cable guy and other notable funny comics to win the 2007 Sirius Radio Comedy Cup.



WAYNE BRADY

Emmy award winning Wayne Brady is one of the most versatile performers in show business today. He has been entertaining audiences with his acting, improv, singing, and dancing on television, film, and the stage.

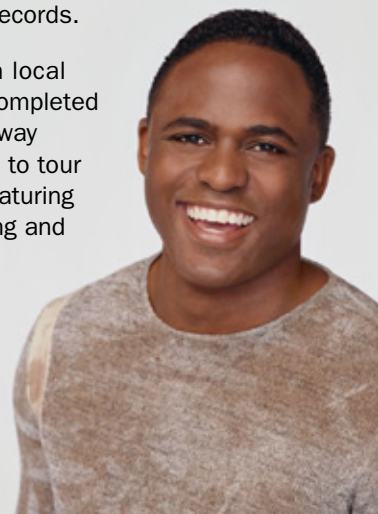
In television, Brady has recently guest starred on "The Dave Chappelle Show," "30 Rock," "How I Met Your Mother," "Dirt," and "Everybody Hates Chris." He became well known for his improvisational skills on ABC's "Whose Line Is It Anyway?" for which he won an Emmy and earned four Emmy nominations. Brady went on to host his own syndicated talk/variety show "The Wayne Brady Show" for two years. Brady picked up two Emmys for Outstanding Talk Show Host and the show won an Emmy for Outstanding Talk Show.

In film, Brady recently provided a voice for the upcoming animated feature, "Foodfight!" for Lions Gate. He starred in the Screen Gems feature, "Crossover", and the independent

feature "The List", a romantic comedy with Sydney Tamiia Poitier and Illeana Douglas. Brady was also featured in Fox Searchlight's "Roll Bounce."

In September, 2008 Brady's debut R&B album "A Long Time Coming" was released by Peak Records.

Brady began his career performing in local theaters in Orlando, FL. In 2005, he completed a run playing Billy Flynn in the Broadway production of "Chicago." He continues to tour the country with his own live shows featuring improvisational comedy as well as song and dance tributes to some of his biggest inspirations. Currently, Brady can be seen regularly at the Venetian in Las Vegas.



Conference Highlights



Optometry Cares – The AOA Foundation is a charitable organization committed to expanding eye health and vision care access for everyone in the United States in order to enhance human performance and quality of life. *Optometry Cares supports VISION USA, InfantSEE®, the Endowment Fund, the National Optometry Hall of Fame, Healthy Eyes Healthy People® State Grants, and Archives & Museum of Optometry, as well as Optometry's Fund for Disaster Relief.*

Varilux® Optometry Student Bowl™ XX

Reception immediately following featuring Optometry Cares and Optometry's Got Talent

June 16 • 7:30pm – 12:00am

The night will kick off with the 20th Anniversary of the Varilux® Optometry Student Bowl™. Come cheer on your fellow classmates or your alma mater to victory.

The festivities continue immediately following the presentation of the crystal trophy to the Varilux® Optometry Student Bowl™ champion. Essilor and Optometry Cares are joining forces to bring Optometry's Meeting® attendees the biggest reception of the year. Join your fellow students, friends, and colleagues at a fun-filled reception featuring Optometry's Got Talent, karaoke, a Wii gaming booth, photo booth, games, great food, drinks, and warm camaraderie.

Essilor is committed to helping raise visibility and funds for Optometry Cares. Join Essilor in supporting Optometry Cares by attending this popular event where you can have fun and contribute to raising funds for Optometry Cares.

Sponsored by:



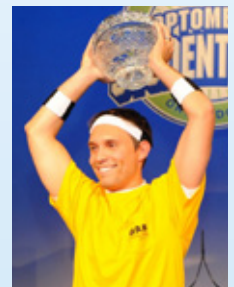
Don't miss out!

The event is free to attend. Register to attend the Varilux® Optometry Student Bowl™ XX beginning at 7:30pm. The Reception featuring Optometry Cares and Optometry's Got Talent will immediately follow. ODs, paraoptometricians, and guests should register using function code 0180; students and students' guests will be automatically registered for the event.

Don't forget...you can join Essilor and show 'You Care' by selecting a donation amount when you register for Optometry's Meeting® or by visiting AOA Central and making a donation at one of the Optometry Cares donation kiosks.



2010 karaoke performers preparing to take the stage.



2010 Varilux® Optometry Student Bowl™ XIX winner.

National Optometry Hall of Fame

June 16 • 5:30pm – 7:00pm

Optometry Cares – The AOA Foundation will introduce the National Optometry Hall of Fame's Class of 2011 inductees during a meet-and-greet event in the new AOA Central. Since its inception, 53 individuals have been inducted into the Hall of Fame. Take this opportunity to congratulate these optometric luminaries in person while participating in living history as they share their perspectives and experiences within optometry. Visit the display in the lobby outside of the Exhibit Hall.



Alfred Rosenbloom, O.D. addresses the audience after his induction into the National Optometry Hall of Fame.

Reminisce-In

June 18 • 4:00pm – 5:30pm

Come reminisce with fellow optometric history buffs at the Reminisce-In. Join Optometry Cares and the Optometric Historical Society for lively discussion on a topic in optometric history.

There are many ways to support Optometry Cares

- Attend the Reception featuring Optometry Cares and Optometry's Got Talent
- Make a donation when you register for Optometry's Meeting®
- Visit the new AOA Central and talk with a Foundation representative and/or make a donation at one of the donation kiosks.

For questions or further information, visit www.aoafoundation.org or contact Sara Breed at 314-983-4218 or snbreed@aoa.org.

Conference Highlights

House of Delegates, Optometry's Voice

To quote Article V of the AOA Bylaws, "A meeting of the House of Delegates shall be called a congress." The House of Delegates is the legislative and policy-making body of the American Optometric Association (AOA) and is the supreme authority of the AOA. It is composed of delegates representing members of the affiliated associations. Entrance to the AOA House of Delegates' Chamber is limited to delegates and other persons presenting proper credentials; however, by virtue of their membership, all members of the AOA are entitled to observe all sessions, other than non-public sessions, of the House of Delegates.

Each year, the opening session of the House begins with a colorful parade as the colors of the sovereign states of our great nation, the District of Columbia, the Armed Forces Optometric Society, and the American Optometric Student Association are presented. This is the venue in which affiliate leaders gather to discuss and vote on the business matters of the association. The Saturday afternoon session begins with a procession for the incoming president, followed by her inauguration speech. The nominations and elections for the AOA Board of Trustees conclude the annual meeting.

The AOA House of Delegates will be in session at the following times:

**Thursday, June 16 from 10:00am – 3:45pm;
Friday, June 17 from 9:00am – 12:00pm; and
Saturday, June 18 from 9:00am – 4:00pm.**

Don't miss the chance to hear the latest news from industry leaders, discussion of major issues, and new policy decisions. See the leaders of our profession at work!

Armed Forces Optometric Society to Join Optometry's Meeting®

The AOA and AOSA extend a special welcome to all of our colleagues and friends from the Armed Forces Optometric Society (AFOS) who are meeting with us this year.

AFOS members will be fully participating in all Optometry's Meeting® functions, continuing education courses, etc. Please be sure to thank their members for joining Optometry's Meeting®.



Utah Optometric Association Joins Optometry's Meeting®

The AOA and AOSA extend a special welcome to all of our colleagues and friends from the Utah Optometric Association (UOA) who are meeting with us this year. We are thrilled to be in your wonderful state and appreciate your hospitality.

UOA members will be fully participating in Optometry's Meeting®. Please be sure to thank their members for officially joining Optometry's Meeting®.



Conference Highlights

Information Exchange Luncheon

June 16 • 12:00pm – 1:00pm

Don't miss this FREE opportunity to learn about the latest developments in ophthalmic products and services designed to give you an advantage in today's economy.

The following presentations will begin promptly at 12:15pm.
Lunch will be provided. **Register for function 0150.**



Strategies for Maximizing Practice Success & Profitability

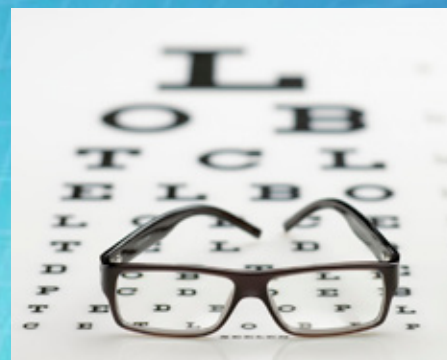
This highly engaging “how to” presentation will discuss proven strategies to:

- 1) Increase revenue per patient...how to improve practice profitability without attracting one new patient
- 2) Improve contact lens profitability...how to resuscitate your contact lens practice and recapture lost prescriptions
- 3) Maximize the optical dispensary...how to improve profitability even when most of your patients are covered by vision insurance plans



Reassessing the Evidence: Implications of Non-Compliance with Soft Contact Lenses

Many patients are noncompliant with contact lens wear and care, including behaviors such as not replacing lenses on time and improper handling. Shorter intervals between replacement of lenses is proven to enhance performance, with SiHy daily disposables providing the best option for physiology and compliance. Supporting evidence will be discussed.



Conference Highlights

AOA Practice Management & Career Center

As part of the 2011 Optometry's Meeting®, the AOA Practice Management & Career Center will offer attendees an opportunity to immerse themselves into the business world of optometry.

The AOA Practice Management & Career Center will include exhibit booths featuring experts from various modes of practice and networking opportunities to assist you in your career objectives.

The in-house theater will offer opportunities for further education with practice management programs such as how to transition your practice, coding, billing and medical record management, risk management, practice marketing, financial management, and much more. Courses are offered at a reduced rate and details can be found in the education grids. With more than 20 hours of practice management education, this is an event you cannot miss!

A very popular stop in the Practice Management & Career Center promises to be the Lookout Lounge — a great place to grab a coffee, relax, talk a little business, network for career opportunities, and meet with many of our practice management experts or renew old friendships. As a professional convenience, the Lookout Lounge will offer free Wi-Fi service. Another exciting stop will be the OCC kiosk, which will offer direct connectivity to the AOA's Optometry's Career Center®. Whether it's for interviews or meetings, private conversation will be possible in one of the three interview rooms.

To register for courses, schedule interviews, or learn more about the Practice Management & Career Center, visit www.optometrysmeeting.org/pmcc.

First Practice Academy™

One of the best opportunities for continuing education for new optometric practitioners — as well as a chance to obtain education credits — will be available at the Practice Management & Career Center during the 2011 Optometry's Meeting®.

The First Practice Academy™ (FPA), in partnership with the AOA, is a professional education program designed to teach business management strategies and techniques to optometric practitioners in their early years. The FPA represents four two-hour lectures on the latest practice techniques required to help professionals succeed in what may be the most challenging period in an optometric career — the first years of practice ownership.

The FPA curriculum features presentations from some of the most experienced eye care practitioners in the profession of optometry. Additionally, attendees will participate in a breakout session where they can share personal insights, pose questions, and explore issues that affect their practices.

Those participating in the First Practice Academy™ during the 2011 Optometry's Meeting® will earn special privileges: complimentary unlimited access to the FPA Web site, as well as e-mailed information with updates on how to continue to develop a vibrant optometric practice.

The presentation of the First Practice Academy™ at the AOA Practice Management & Career Center during the 2011 Optometry's Meeting® is brought to you by the American Optometric Association, CIBA VISION, and Essilor.

Sponsored by:

CIBA VISION
Shared Passion for Healthy Vision and Better Life

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Conference Highlights

Specialty Day at Optometry's Meeting®

Take Advantage of this Special Invitation!

On the opening day of Optometry's Meeting®, five innovative societies are giving you the chance to increase your knowledge in specific areas of optometry! Don't miss your chance to hear from experts in dry eye and ocular surface disease, glaucoma, the retina, or vision therapy!

When: Wednesday, June 15

Where: Salt Palace Convention Center in Salt Lake City, Utah

Participating Societies: **College of Optometrists in Vision Development:** www.covd.org
Optometric Glaucoma Society: www.optometricglaucomasociety.org
Ocular Surface Society of Optometry: www.osssopt.com
Optometric Retina Society: www.optometricretinasociety.org
Vision Leads Foundation: visionleadsfoundation@yahoo.com

For general questions regarding Specialty Day, contact Stacy Diliberto at sadiliberto@aoa.org.

Optometric Glaucoma Society

The Optometric Glaucoma Society (OGS) presents the inaugural Glaucoma Specialty Day. The meeting will feature a distinguished list of faculty presenting the latest in diagnosis and management of the glaucomas. Updates on new therapies, instrumentation, and science behind the glaucomas will also be presented. Presentations will include rapid-fire and point-counterpoint formats with an emphasis on case-based learning.

To register or receive additional meeting information visit www.regonline.com/aoa_ogs_2011.

Ocular Surface Society of Optometry

The Ocular Surface Society of Optometry (OSSO) is pleased to invite you to an exceptional series of lectures on Specialty Day at the 2011 Optometry's Meeting®. OSSO was founded "to promote excellence in the care of patients and the advancement of knowledge of dry eye and ocular surface disease (OSD) for ophthalmic educators and clinicians through professional education and scientific investigation." This conference features noted researchers in the field of ocular surface disease, well-respected authorities in diagnosis and management of dry eye conditions, and authorities in billing and coding for office visits and procedures associated with the treatment of ocular surface disease. Our goal in offering this course is to provide optometrists with a foundation from which they can initiate, maintain, and profit from a dry eye subspecialty practice.

For additional information and to register online, please visit www.osssopt.com.

Optometric Retina Society

The Optometric Retina Society (ORS) was formally established in August of 2003. Twelve founding members shared the vision of forming an organization whose purpose was to evolve through the efforts of like-minded individuals wishing

to engage in the promulgation of knowledge of the retina, its associated anatomy, its functioning, and its related disorders. The ORS and its membership have dedicated resources and leadership toward the establishment of a non-profit organization whose overall mission is to promote excellence in patient care through the advancement of vitreo-retinal knowledge for clinicians, ophthalmic educators, and students via the mechanism of professional education and scientific investigation. To that end, the ORS extends a special invitation to its Specialty Day presentation at the 2011 Optometry's Meeting®. All offerings will consist of COPE-approved courses. The curriculum and registration details for the ORS Specialty Day presentation are available online at www.optometricretinasociety.org.

College of Optometrists in Vision Development/ Vision Leads Foundation

The College of Optometrists in Vision Development (COVD) and the Vision Leads Foundation (VLF) have joined to offer an outstanding seminar on Specialty Day at Optometry's Meeting®! The seminar is designed to improve optometrists' understanding of and outcomes with vision therapy. Speakers will demonstrate and discuss cutting-edge clinical procedures used to improve a variety of visual skills important for success in the classroom, in the office, and on the playing field. Basic chair-side procedures and more complex in-office optometric vision therapy will be presented.

"When vision is working well it guides and leads; when it does not it interferes."

—John Streff, O.D., DOS, FCOVD

For further registration details, send an e-mail to visionleadsfoundation@yahoo.com.



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Paraoptometric Schedule-at-a-Glance

WEDNESDAY, JUNE 15

TIMES	FUNCTION	FUNCTION CODE
12:00pm – 2:00pm	AOA Paraoptometric Section Pre-Congress Meeting	
6:00pm – 7:00pm	AOA Paraoptometric Group Meet and Greet	0110
7:00pm – 8:30pm	Wednesday Night Welcome Reception <i>Sponsored by Bausch + Lomb</i>	0120

THURSDAY, JUNE 16

8:00am – 9:30am	AOA Opening General Session – Featuring Erin Brockovich <i>Sponsored by Essilor</i>	
12:00pm – 1:00pm	AOA Paraoptometric of the Year Award Luncheon <i>Sponsored by CIBA VISION</i>	0150
1:00pm – 2:00pm	AOA Paraoptometric Section Annual Business Meeting	0160
4:00pm – 4:15pm	Exhibit Hall Grand Opening: Ribbon-Cutting <i>Sponsored by Vistakon®</i>	
4:00pm – 8:00pm	Exhibit Hall Grand Opening: Wines from Around the World <i>Hosted by the AOA</i>	
7:30pm – 12:00am	Varilux® Optometry Student Bowl™ XX Reception immediately following featuring Optometry Cares and Optometry's Got Talent <i>Sponsored by Essilor</i>	0180

FRIDAY, JUNE 17

6:30am – 8:00am	AOA Paraoptometric Section Annual Business Meeting and Elections Breakfast	0200
10:30am – 6:30pm	Exhibit Hall	
4:30pm – 6:30pm	Buck-a-Beer Night in the Exhibit Hall	
7:00pm – 10:00pm	AOA Paraoptometric Section Annual Reception	0280

SATURDAY, JUNE 18

7:00am – 8:00am	AOA Paraoptometric Section Post-Congress Council Meeting	
8:00am – 9:00am	AOA Paraoptometric Section State Leaders' Meeting	
10:00am – 2:00pm	Exhibit Hall	
12:00pm – 2:00pm	Exhibit Hall Paraoptometric Focus Hours	
8:00pm – 10:00pm	Presidential Celebration – Featuring Comedians Kathleen Madigan and Wayne Brady <i>Sponsored by HOYA</i>	0380

Paraoptometric Program Summary

Advance Your Career!

Whether you are looking to acquire an understanding of clinical procedures, want to sharpen practice management or vision care skills, or network with other optometric professionals, AOA paraoptometric events and education can help you reach your full potential. Join paraoptometrics from all over the country to gain knowledge from the best lecturers and continuing education courses and enjoy the best in social networking for paraoptometrics.

Events and Education

All paraoptometric events listed below are free; however, registration is required.

NEW – Sight Quest for Paraoptometrics!

Get your game on! Are you ready for a fun, interactive, and different meeting challenge? Here it is! At the Paraoptometric Section Annual Business Meeting, you will be given a game card and instructions that challenge you to collect answers for provided questions. Explore the Exhibit Hall and make connections for your office/practice, and receive valuable information on the industry and products. You will have a chance to win American Express gift cards valued at \$250 or more.

WEDNESDAY, JUNE 15

6:00pm – 7:00pm

Paraoptometric Meet and Greet

Optometry's Meeting® is right around the corner and we are getting pumped for the new events added this year. Going into such a big event, it is nice to have a few established relationships to break the ice and engage in conversation. Paraoptometrics come-one, come-all for casual networking at the first annual Paraoptometric Meet and Greet! At this event, you will have the opportunity to chat with other paraoptometrics, learn about volunteer opportunities, and have all your questions answered. **Register for function 0110.**

THURSDAY, JUNE 16

12:00pm – 1:00pm

Paraoptometric of the Year Award Luncheon

AOA Paraoptometric Section members, non-members, and optometrists alike are invited to join special guests at this noteworthy event. Celebrate with your colleagues as the section bestows its most prestigious award, the Paraoptometric of the Year Award, to a special member. Other awards will be presented as well. **Register for function 0140.**

Sponsored by: **CIBA VISION**
Shared Passion for Healthy Vision and Better Life

1:00pm – 2:00pm

Paraoptometric Section Annual Business Meeting

Take an active part in the future of your profession at the Paraoptometric Section Annual Business Meeting following the Paraoptometric of the Year Award Luncheon. **Register for function 0160.**

FRIDAY, JUNE 17

6:30am – 8:00am

Paraoptometric Section Annual Business Meeting and Elections Breakfast

A continuation of the Annual Business Meeting, this is your chance to have your voice heard with the election of the 2011–2012 Paraoptometric Section Council. This event is available for AOA Paraoptometric Section members and non-member paraoptometrics. Members should arrive early to check in, receive a ballot, and enjoy a hot breakfast. Only members in good standing will be able to cast ballots.

Register for function 0200.

8:30am – 12:30pm

CPO, CPOA, and CPOT Written Examinations

Interested in standing out among your peers but prefer to test in a more traditional manner? **Don't miss the only 2011 opportunity to test by paper and pencil!**

1:00pm – 4:00pm

CPC Paraoptometric Coding and Billing Certification Examination (CPOC)

The Paraoptometric Coding and Billing Certification examination is dedicated to enhancing and promoting the proficiency of professional coders in optometry by providing the premier industry credential. The CPC accomplishes this mission by: establishing standards for entry-level professional practice; creating a fair, valid, and reliable examination process by which professionals may demonstrate their knowledge and skill; granting certification to those who meet the program's standards; and communicating the value of their credentials to the optometric industry and other key constituencies.

Paraoptometric Program Summary

FRIDAY, JUNE 17, CONT.

7:00pm – 10:00pm

AOA Paraoptometric Section Annual Reception

Paraoptometric attendees will want to join their friends and colleagues at this annual event. Enjoy great food and drinks as you dance the night away. Play the AOA Paraoptometric Section's version of "Minute to Win It." Network with your peers in a casual atmosphere. Attendance prizes will be awarded. **Register for function 0280.**

SATURDAY, JUNE 18

8:30am – 4:00pm

CPOT Practical Examination

AOA Paraoptometric Certification Program

The Commission on Paraoptometric Certification (CPC) provides a formal declaration of education and skill achievement for paraoptometrics through the AOA Paraoptometric Certification program.

Consisting of four levels, Certified Paraoptometric (CPO), Certified Paraoptometric Assistant (CPOA), Certified Paraoptometric Technician (CPOT), and Certified Paraoptometric Coding and Billing (CPOC) certification is the perfect way to stand out among your peers. Visit <http://www.aoa.org/x4931.xml> for more information.

CPC, CPO, CPOA, CPOT, and CPOC Testing Application and Registration Information

Applicants must be registered for Optometry's Meeting® and meet all CPC eligibility criteria. The application is available on the AOA Web site (www.aoa.org/x4931.xml) and must be completed online. The application and examination fee of \$240 must be received by the CPC on or before May 7, 2011. Applications received after the deadline or on-site will not be accepted.

The applications are available on the AOA Web site (www.aoa.org) and must be completed online. NOTE: There is a separate application for the CPOC examination.

The CPOT Practical Exam will take place at an off-site facility. Candidates will be required to complete a Release from Liability Form, which must be submitted with the application. Registrants will receive detailed information on their scheduled time from the CPC office after May 7, 2011.

For questions concerning testing, e-mail CPC@aoa.org.

Benefits of an AOA Paraoptometric Section membership:

- Access to six hours of free continuing education
- Access to training materials and certification study guides to help boost your knowledge and build your skills
- Access to the latest industry news, information, and resources
- Discounts on select products and programs
- Networking to advance your career and support the profession of paraoptometry

E-mail PS@aoa.org for more information.

If you are registering as a Paraoptometric non-member, find out how to become an AOA Paraoptometric Section member and save up to \$45 on your registration fee!

The paraoptometric education program is supported by unrestricted educational grants provided by:

Transitions

VISTAKON
DIVISION OF
JOHNSON & JOHNSON Vision Care, Inc.

AOSA Schedule-at-a-Glance

WEDNESDAY, JUNE 15

TIMES	FUNCTION	FUNCTION CODE
3:00pm – 4:00pm	CE Monitor Orientation	
7:00pm – 8:30pm	Wednesday Night Welcome Reception <i>Sponsored by Bausch + Lomb</i>	0120

THURSDAY, JUNE 16

8:00am – 9:30am	AOA Opening General Session – Featuring Erin Brockovich <i>Sponsored by Essilor</i>	
12:00pm – 1:00pm	Information Exchange Luncheon <i>Sponsored by CIBA VISION and Vistakon*</i>	0150
1:00pm – 3:00pm	AOSA Awards and General Session – Featuring Jason Ryan Dorsey, “The Gen Y Guy” <i>Sponsored by HOYA</i>	S121
3:00pm – 5:00pm	Career Options Expo 2011: From Student to Doctor: Making the Leap With Confidence	S131
4:00pm – 4:15pm	Exhibit Hall Grand Opening: Ribbon-Cutting <i>Sponsored by Vistakon*</i>	
4:00pm – 8:00pm	Exhibit Hall Grand Opening: Wines From Across Our Nation <i>Hosted by the AOA</i>	
7:30pm – 12:00am	Varilux® Optometry Student Bowl™ XX Reception immediately following featuring Optometry Cares and Optometry's Got Talent <i>Sponsored by Essilor</i>	0180

FRIDAY, JUNE 17

8:00am – 9:00am	The Keys to Creating a Great Team	S220
9:00am – 10:00am	Navigating Your Way Through an Exam in Spanish	S221
10:00am – 11:00am	How Ocular Prosthetics Help My Patients and My Practice	S223
10:00am – 12:00pm	InfantSEE®: A Primer in Infant Vision for the Optometric Student and New Practitioner	S222
10:00am – 2:00pm	Optometric Residency Forum	
10:00am – 2:00pm	AOA Practice Management & Career Center Career Fair <i>Sponsored by CIBA VISION and Luxottica</i>	0230
10:30am – 6:30pm	Exhibit Hall	
11:00am – 12:00pm	Optometric Benchmarking	S224
1:00pm – 2:00pm	Interactive Optometry – What's that Red Eye?	S232
2:00pm – 3:00pm	Video Pathology	S233
3:00pm – 4:30pm	Buy an Existing Practice or Start from Scratch: Two Strategies to Private-Practice Ownership <i>Supported by an unrestricted educational grant provided by TLC</i>	S242
4:30pm – 6:30pm	Buck-a-Beer Night in the Exhibit Hall	
8:00pm – 11:00pm	iConnect with TLC – Students must register and attend course S242 to get a wristband to attend. Students' guests must register for function 0290 to receive a ticket to attend. <i>Sponsored by TLC</i>	

SATURDAY, JUNE 18

10:00am – 12:00pm	A Clinical Guide to Ocular Pharmacology Board Review	S311
10:00am – 2:00pm	Exhibit Hall	
12:00pm – 2:00pm	Exhibit Hall Student Focus Hours	
1:00pm – 3:00pm	Ocular Emergency and Pathology Board Review	S321
3:00pm – 5:00pm	The Latest in Corneal Degenerations and Dystrophies	S331
8:00pm – 10:00pm	Presidential Celebration – Featuring Comedians Kathleen Madigan and Wayne Brady <i>Sponsored by HOYA</i>	0380

AOSA Program Summary

Shed the lab coat, exams, and endless hours of study for a few days — you can't imagine all that is awaiting your arrival at this year's Optometry's Meeting®. In a casual, relaxed atmosphere, students will benefit from continuing education, practice management pearls, and networking opportunities with future employers, business partners, and fellow students.

During your week in Salt Lake City, Utah, don't miss the Optometry's Meeting® Opening General Session featuring Erin Brockovich, the real-life subject of the movie "Erin Brockovich"; the AOSA General Session featuring Jason Ryan Dorsey — the Gen Y Guy; Varilux® Optometry Student Bowl™ XX and Reception; the Exhibit Hall; iConnect with TLC; and the Presidential Celebration featuring comedic routines by Kathleen Madigan and Wayne Brady.

General Education

The AOSA education program is supported in part by an unrestricted educational grant provided by The Vision Care Institute™, LLC. AOSA course titles and descriptions appear in the daily education grids.



Note that all student education courses begin with "S".

AOSA courses are offered at no charge to registered optometric students. Attendees will receive a continuing education attendance form for each course.

Optometric students may register and attend OD and paraoptometric continuing education courses and Practice Management & Career Center courses for \$5 per optometric course hour. Pre-registration is required and can be completed online or on-site at the Optometry's Meeting® Registration Desk. Course auditing is not permitted. See pages 24-27 for complete continuing education policies.

Lecture door prizes are sponsored by:



Sight Quest for Students

Get your game on! Are you ready for a fun, interactive, and different educational experience? Here it is! You will be given a game card and instructions during the AOSA General Session on Thursday, June 16. Your challenge is to collect the answers from sponsoring exhibitors while gaining knowledge of products and making industry connections. Turn in your completed game card for chances to win American Express gift cards valued from \$250 to \$1,000! **Register for the AOSA General Session, S121.**

AOA Practice Management & Career Center

The AOA Practice Management & Career Center will provide you with the opportunity to network with professionals representing several ophthalmic modalities, partake in practice management and career-building educational sessions, and meet with potential future employers.

Recruiters will be on hand during the Career Fair on Friday from 10:00am – 2:00pm to talk about opportunities and set up interviews at Optometry's Meeting®. Kiosks will also be available to search for career opportunities available through Optometry's Career Center®.

The AOA Practice Management & Career Center Theater will offer three practice transition courses with a student focus and numerous courses on practice management, including billing and coding, staff management, and more for the practicing doctor. There is limited seating for the theater courses, so be sure to register early. Refer to page 14 for additional information on the Practice Management & Career Center. Course descriptions can be found in the daily educational sessions listings.



Events

THURSDAY, JUNE 16

1:00pm – 3:00pm

AOSA Awards and General Session

Jason Ryan Dorsey, aka "The Gen Y Guy," presents his unique perspective on Generation Y in a hilarious keynote brought to you by HOYA! Listen to Jason's

laugh-out-loud stories to learn how to take advantage of the multigenerational workplace and make it work for your career. **Register for function S121.**



7:30pm – 12:00am

Varilux® Optometry Student Bowl™ XX. Reception immediately following featuring Optometry Cares and Optometry's Got Talent

Essilor is pulling out all the stops to celebrate the 20th anniversary of the ever-popular Varilux® Optometry Student Bowl™ in Salt Lake City! This year promises to be bigger and better than ever. Contestants, students from all the schools and colleges of optometry, answer optometry-related questions while their fellow classmates energetically cheer them on wearing war paint and school colors and displaying brightly painted banners. You won't want to miss this fierce optometric competition. The stakes are high — in addition to bragging rights, the winner will take home \$1,000 and a crystal trophy; second- and third-place winners receive \$750 and \$500, respectively.

Everyone is invited — students, ODs, paraoptometrics, and guests. Attend the reception immediately following with great food, drinks, and warm camaraderie.

Essilor is committed to helping raise visibility and funds for Optometry Cares — The AOA Foundation. Join Essilor in supporting Optometry Cares by attending this popular event where you can have fun and contribute to raising funds for Optometry Cares.

Students and their guests will automatically be registered for the Student Bowl™. ODs, paraoptometrics, and their guests should register for **function 0180.**



AOSA Program Summary

FRIDAY, JUNE 17

10:00am – 2:00pm

Optometric Residency Forum

Considering an optometric residency after graduation? Visit with residency directors about individual programs and application procedures. Get the “inside scoop” on the programs and people who make each residency a unique, challenging, and diverse experience.

8:00pm – 11:00pm

iConnect with TLC

TLC invites students to dance the night away at The Depot, one of Salt Lake City's most unique venues. A DJ will entertain the crowd with dance music on the main level. The mezzanine above will be the ideal place to simply enjoy great music and watch fellow students dance. Prefer a more quiet evening? Then retreat to the Blue Goose Room and enjoy a cocktail and great conversation with friends. Great food, fun, and friends — an unforgettable evening with TLC! Must be 21 or older to attend.

Students must register and attend the TLC lecture “Buy an Existing Practice or Start from Scratch: Two Strategies to Private Practice Ownership” (S242) to gain admittance to the student event. Students' guests must be 21 or older and register under function 0290 to get a ticket to attend.



SATURDAY, JUNE 18

12:00pm – 2:00pm

Exhibit Hall Student Focus Hours

First-year through fourth-year students are encouraged to stroll through the Exhibit Hall during these dedicated student focus hours. Learn about the latest in optometric technology, products, and services and meet exhibitors who will be future business contacts. They will be looking for you and will have special

giveaways and drawings just for students! Prize drawings, sponsored by the AOA and the Student/New Graduate Committee, will be awarded. You must be present to win.

8:00pm – 10:00pm

Presidential Celebration

Students are invited to the Presidential Celebration honoring the new AOA president and Board of Trustees, generously sponsored by HOYA. The AOSA Executive Council will be introduced, followed by the comedic performances of Kathleen Madigan and Wayne Brady. Afterward, enjoy a dessert reception while saying final farewells and making plans to meet next year in Chicago, Ill. **Register for function 0380 to get a ticket to attend.**



Exhibit Hall

Student/New Graduate Kiosk

The Student/New Graduate kiosk in the AOA Booth (AOA Central) is where students can get a lot of helpful information. New graduates will be on hand to inform students about AOSA/AOA benefits, getting involved, and the transition from the AOSA/AOA to the AOA/Affiliates. While you are there, be sure to enter your name for prize drawings during the student focus hours.

Grants & Scholarships

Allergan Travel Grants

Allergan Travel Grants make travel to Optometry's Meeting® more affordable for students from each school and college of optometry in the United States, Puerto Rico, and Canada. Two \$500 travel grants will be awarded per school. The finalists from each school or college are also eligible to compete nationally for an additional \$1,000 for the top three winning essays, determined by a committee established by the AOSA, on the topic: “New combination glaucoma agents: Can these improve patient compliance and outcomes?”

See your AOSA Trustee for an application, qualifications, and guidelines, or contact Marlene Burle, AOSA executive director, at 800-365-2219, ext. 4231 or at mburle@theaosa.org. The deadline to submit applications is March 1, 2011.

Allergan Travel Grant Scholarships will be presented during the AOSA Awards and General Session on Thursday, June 16 from 1:00pm – 3:00pm. Students must be present to claim scholarships.



AOA Student Travel Grants

The AOA and its Student/New Graduate Committee (SNGC) are offering Student Travel Grants to each of the 22 North American schools and colleges of optometry. There will be two \$250 SNGC Student Travel Grants offered to each institution. Students must attend Optometry's Meeting® to receive the travel grant. Rules vary per school. For more information and eligibility details, see your AOSA trustee.



American Optometric Association

AOA Video Travel Grant

You be the director! Create a video highlighting your experience at the 2011 Optometry's Meeting® for the opportunity to win one of two \$1,000 travel grants awarded to students by the AOA. All videos must be submitted to the AOA by August 31, 2011. One winner will be selected by the AOA and the other winner will be selected by an online vote by your peers. Look for more details in your on-site registration packet.

Winners will be announced in January 2012 and must attend the 2012 Optometry's Meeting® in Chicago, Ill. to receive their travel grant.



American Optometric Association

AOSA Program Summary

HOYA Vision Care Student Grant and Scholarship Program

HOYA Vision Care is offering third-year and fourth-year students the opportunity to win a \$1,000 grant, hotel, and airfare to Optometry's Meeting®. To be considered, students must submit a patient case study involving HOYA products to the faculty judge at their school by May 1, 2011. There will be one \$1,000 winner at each school. The winning case studies will then be reviewed by HOYA's ECP Advisory; the overall winner will receive an additional \$6,000 scholarship.



Varilux® Student Grant Award Program

Third-year and fourth-year optometry students were invited to submit a 2,000-word (maximum length) case report on patients fit with Varilux® lenses to their school's clinical staff by February 1, 2011. The student with the winning case report at each school will receive \$1,000, plus entry into the national judging. The national award winner and faculty advisor will each receive an all-expense paid trip for two to Optometry's Meeting®.



The Vision Care Institute™, LLC Travel Grants

The Vision Care Institute™, LLC Travel Grants make travel to Optometry's Meeting® more affordable for students at each school and college of optometry in the United States, Puerto Rico, and Canada. Two \$595 Travel Grants will be awarded per school. The finalists from each school or college are also eligible to compete nationally for an additional \$1,000 for the best overall winning essay, determined by a committee established by the AOSA, on the topic: "When fitting a patient in contact lenses, would UV protection affect your fitting decision?"

See your AOSA trustee for an application, qualifications, and guidelines, or contact Marlene Burle, AOSA executive director, at 800-365-2219, ext. 4231 or at mburle@theaosa.org. The deadline to submit applications is March 1, 2011.

The Vision Care Institute™, LLC Travel Grant Scholarships will be presented during course S131, "Career Options Expo: From Student to Doctor: Making the Leap with Confidence" on Thursday, June 16 from 3:00pm – 5:00pm. Students must be present to claim their scholarships.



Registration

Register in advance online at www.optometrysmeeting.org or via the registration form found on page 95. Instructions for registering online and additional registration information is available on page 94.

Student registration packets will not be mailed in advance.

Upon arrival, you may pick up your registration packet, tickets, and name badge at the Optometry's Meeting® Registration Desk, located in AOA Central. All attendees will be required to show a valid photo I.D. to receive materials at registration.

Registration Fees:

REGISTRATION FEE CATEGORY	EARLY-BIRD February 1 – April 1	PREMIUM April 2 – May 17	ON-SITE June 15 – 20
AOSA members (AOSA)	\$50	\$60	\$70
Non-member students (NMOS)	\$125	\$150	\$175
Students' guest/spouse (ASMG)	\$50	\$60	\$70

Note: 2011 AOSA/AOA new graduate members are eligible to register as students and participate in all student events.

AOSA registration includes AOSA education; the Wednesday Night Welcome Reception; Optometry's Meeting® Opening General Session with Erin Brockovich; AOSA General Session with the "Gen Y Guy," Jason Ryan Dorsey; Practice Management & Career Center; the Varilux® Optometry Student Bowl™ XX and Reception featuring Optometry Cares and Optometry's Got Talent; iConnect with TLC; and the Presidential Celebration featuring comedians Kathleen Madigan and Wayne Brady.

AOSA On-Site Registration Desk

The AOSA registration desk will be located in AOA Central in the Exhibit Hall. Dates and hours of the on-site desk are as follows:

Wednesday, June 15	8:00am – 7:30pm
Thursday, June 16	7:30am – 8:00pm
Friday, June 17	7:30am – 6:30pm
Saturday, June 18	7:30am – 3:00pm



Continuing Education Highlights

Optometry's Meeting®

Continuing Education

– Striving to Meet Your Educational Needs!

This year's CE program boasts many new topics and formats for optometrists, paraoptometric, and students!

The Fast Track of Learning

You demanded it – we are providing it! Join key opinion leaders as they present recent, “need-to-know” data on topics such as anterior segment and new technology. This panel program will be succinct and fast-paced so listen carefully to these rapid-fire presentations or you'll be asking “What did they say?” Register for courses 3508, 3510, and 4114. The rapid-fire education track will take place on Saturday and Sunday; see course descriptions for additional information.

A Joint Learning Experience for ODs and Paraoptometric!

A team approach is beneficial and necessary in an eye care practice, so we have incorporated a team approach to learning into the OD and paraoptometric programs, courses include:

Course B102/P102 – Creating a 5-Star Patient Experience (FREE breakfast seminar)

Supported by an unrestricted educational grant provided by Transitions

Course D108 – IOF (In-office Finishing): The Business Strategy to Control the Quality, Delivery, Patient Satisfaction, and Profits of Your Practice (Free course)

Supported by an unrestricted educational grant provided by Santinelli International

Course C204 – Cracking the Code: The Myths, Mysteries, and Essentials of Medical Eye Care Coding

Course 3614/P365 – Utilizing Social Media to Build Your Practice

Paraoptometric Education – An enticing trio of education tracks created to meet the needs of the paraoptometric!

The paraoptometric program will consist of three tracks covering assistant/technician, optical, and practice management education. The tracks will be labeled on the CE grids, so you can easily find the courses that interest you!

Complimentary Education

Optometry's Meeting® offers free OD continuing education included in your base registration fee. We understand the tough economic times; therefore, we are providing numerous complimentary offerings. These courses will fill up fast, so register early to reserve your seat!

- **“Increasing Cataract Patient Satisfaction: Co-management Tips and Tools”** Take advantage of this FREE educational opportunity on Wednesday from 3:00pm – 5:00pm by attending the panel presentation. This course will cover the different types of IOLs including each type of lens' strengths and weaknesses. The course will also review standard post-operative care and the management of common complications and side effects of cataract surgery. Register for this FREE course, 1004, supported by an unrestricted educational grant from Abbott Medical Optics.
- **“How to Manage a Contact Lens Patient Through Their Lifetime”** You will not want to miss this innovative, interactive course on Thursday from 10:00am – 12:00pm immediately following the Opening General Session. Join a prestigious panel of optometrists as they address the key factors to managing contact lens wearers successfully through their lifetime. Register for this FREE course, 1010, supported by an unrestricted educational grant from Alcon.
- **Complete Refractive Solution Theater** – Are you interested in learning more about the new technologies in cataract and refractive surgery? Then join Abbott Medical Optics in the “Complete Refractive Solution Theater” in the Exhibit Hall! The theater will offer seven hours of FREE education Thursday and Friday, so be sure to register early to reserve your seat! Register for the following courses:

Thursday: T131

Friday: T236, T237, T238, T239, T240

These FREE courses are supported by an unrestricted educational grant provided by Abbott Medical Optics.

Below are some additional courses included in your registration fee at no extra charge! Check the function descriptions for further information.

- **Breakfast Seminars:**
 - Thursday:** B101, B102, B103
 - Friday:** B201, B202, B203, P102
 - Saturday:** B301

AOA Interactive Poster Session

Posters will be displayed in the Salt Palace Convention Center on Friday, June 17 and Saturday, June 18. The AOA Poster Session will offer CE credit on Saturday, June 18, from 11:00am – 2:00pm. Attendees wishing to spend an uninterrupted one or two hours viewing the interactive poster session will be able to receive the appropriate one- or two-hour CE credit. Please note that CE credit will be offered only during the Saturday interactive session (11:00am – 2:00pm). Register for one CE hour (PST1) or two CE hours (PST2).

Continuing Education Highlights

CEE Courses

The following optometric courses have been selected to offer Continuing Education with Examination (CEE) certification for course attendees:

See page 27 for additional information on CEE courses.

COURSE #	COURSE TITLE
1113	Cornea, Lids, and Lashes, Oh My!
1813	Use and Abuse of Steroids
2003	Perioperative Management of the Cataract Patient
2015	From Print to Practice: Retina Posterior Vitreous Detachment and the Common Process with Potential for Ocular Morbidity
2715	Retinal Findings with Systemic Disease
2810	Trauma for the OD: A Case Management Approach
3008	Diagnosing and Managing Ocular Urgencies and Emergencies
3110	Glaucoma: Clinical Pearls for Challenging Cases
3310	Examination of the Neuro-ophthalmic Patient: Ten Clinical Pearls to Success
3414	Vascular Diseases and the Eye: A Posterior Perspective
3708	Diabetic Retinopathy: Classification and Treatment Guidelines
3808	Around the Track with Glaucoma Medications
3810	Ocular Manifestations in Auto-immune Disease
4100	The Bugs and the Drugs: Update on Diagnostic and Therapeutic Decision-Making
4102	Aviation Vision: Part 1
4110	Aviation Vision: Part 2
4114	Rapid-Fire Rounds
4115	Aviation Vision: Part 3

Enhanced Visual Performance.



Being an outstanding athlete takes more than talent and concentration. Now, you can become the miracle worker that puts an athlete at the peak of their game.

Join the AOA Sports Vision Section on June 18 from 7:00am – 12:30pm for a special off-site CE workshop – *Bringing Visual Performance Training to the Athlete: A New Paradigm.**

At this half-day program, you'll:

- Visit a state-of-the-art rehabilitation facility
- Discuss technological advancements with experts Dr. Alan Reichow and Dr. Graham Erickson
- Learn how to integrate vision training into an athletic training program
- Participate in hands-on demonstrations of innovative, new instrumentation

Program cost is \$75 per person and includes breakfast and transportation. Space is extremely limited, so register early for function #0350. For further information, contact Melissa Flower at mflower@aoa.org.



American Optometric Association
Sports Vision Section

This program is generously sponsored by Vistakon® and Nike. Supported by Bernell and Athletic Republic.

*4 hours of CE (COPE approval pending)

Continuing Education Policies and Procedures

Continuing Education

Please note that all of the optometric courses have a four-digit numeric function code. Paraoptometric courses have a four-character function code beginning with the letter **"P."** AOSA (student) courses have a four-character function code beginning with the letter **"S."**

Pre-registration is required for all optometric, paraoptometric, and optometric student education courses. Course auditing is not permitted.

A course ticket is required for admittance to each course, including free lectures. An official AOA name badge must be worn and attendance will be monitored. Course evaluations for all courses will be distributed prior to the class; you are encouraged to complete and turn it in at the end of the course.

Due to the popular demand of breakfast seminars (courses that begin with the letter "B"), there will be wait-lists for these courses. Attendees will be notified at the time of registration, and the course ticket will confirm that they are on the wait-list for the course. Wait-listed attendees will be allowed in the course on a space-available basis. Please bring your wait-list ticket to the CE course, and after all pre-registered attendees have entered the course, you will be allowed to enter. The breakfast seminars will be the only courses at Optometry's Meeting® that have wait-lists. Please be aware that a wait-list ticket does not guarantee your admittance.

Optometric Education

Advance course registration is required, and the Optometry's Meeting® Web site, www.optometrymeeting.org, is strongly recommended for registering. Classes are limited by room capacities; therefore, on-site registration for a particular course may not be available. A name badge is required to register for education, and a course ticket is required for admission to lecture rooms. Registrants are required to attend the entire session to receive continuing education credit.

Attendance verification forms are distributed upon entrance to the course room in exchange for a course ticket. All attendees are required to be in a course 50 minutes for every one hour of education. Course auditing is not allowed, so you will not be able to enter the course for no credit. If you are more than 10 minutes late for a one-hour course or 20 minutes late for a two-hour course, you will not be allowed to enter the room and your course fees will not be refunded.

Attendees must remain in the lecture room until the completion of the course. Should it be necessary to leave the room at any time, the attendance verification form must be surrendered to the course monitor. This form will be returned if the attendee is absent for no longer than 10 minutes. If you arrive more than 10 minutes late, the course monitor is directed not to provide an attendance verification form.

Course fees are \$30 per hour for those who register by April 1, 2011. Course fees are \$35 per hour between April 2 – May 17, 2011. Course fees are \$40 per hour during on-site registration.

Optometry's Meeting® green initiative...handouts on USB Flash Drive

All OD, Paraoptometric, and AOSA course handouts will be available on flash drive, so all CE-registered attendees can print them prior to the meeting. The flash drives will contain PDF handouts viewable on a computer with a Web browser. The flash drives will provide search functionality allowing attendees to search parameters such as lecturer, title, and course category. Attendees pre-registered for the meeting will receive the flash drive in their registration packets. Please print any CE handouts prior to traveling to Salt Lake City.

Sponsored by:

TLC
Laser Eye Centers®

Throughout the continuing education grids and course description pages, each optometric course is identified according to one of the following categories:

Clinical Optometry

- CL Contact Lenses
- FV Functional Vision/Pediatrics
- GO General Optometry
- LV Low Vision

Ocular Disease & Management

- GL Glaucoma
- PO Peri-Operative Management of Ophthalmic Surgery
- RS Refractive Surgery Management
- AS Treatment & Management of Ocular Disease: Anterior Segment
- PS Treatment & Management of Ocular Disease: Posterior Segment

Related Systemic Disease

- NO Neuro-Optometry
- OP Oral Pharmaceuticals
- PH Pharmacology
- PD Principles of Diagnosis
- SD Systemic/Ocular Disease

(Optometric) Business Management

- EJ Ethics/Jurisprudence
- PM Practice Management

Continuing Education Policies and Procedures

CEE Courses

Certain optometric courses have been selected to offer Continuing Education with Examination (CEE) certification for course attendees. These courses are designated “**CEE**” in the OD continuing education course descriptions and on the daily education grids.

After attending a CEE course, a form will be available for you to mark the test number(s) you are requesting. Please print your name and address on the form and return it to the continuing education office on-site at the Salt Palace Convention Center. At the conclusion of Optometry’s Meeting®, the test(s) you request will be mailed to the address printed on the form. This will be your only opportunity to receive the CEE tests. When you receive your CEE test packet, you will find instructions for returning the test for grading.

When the completed examination and check (\$30 per test or a maximum of \$90 total, example: two tests = \$60 or six tests = \$90) are received at the NOVA Southeastern University College of Optometry, it will be graded. Upon passing you will receive a certificate. It is the attendee’s responsibility to submit/report individual test results to the appropriate state boards of optometry.

Council on Optometric Practitioner Education (COPE)

COPE approved courses are being offered throughout the program. Courses already approved are displayed with the words “**COPE Approved**” throughout the optometric course descriptions. Courses indicated “**COPE Approval Pending**” are not guaranteed to be approved for COPE credit. By visiting the Optometry’s Meeting® Web site, you can check the updated approval status of all courses.

Partnership Trust

The American Optometric Association contributes \$1 for each hour of paid optometric education taken at Optometry’s Meeting® to the Partnership Trust.

Paraoptometric Education

The AOA Paraoptometric Section is pleased to provide another spectacular array of courses for assistants/technicians, opticians, and office personnel. Specific courses have been submitted to the Commission on Paraoptometric Certification (CPC), the American Board of Opticianry (ABO), and the National Contact Lens Examiners (NCLE) for consideration of approved continuing education credit. All courses are approved by the AOA CPC for continuing education credit and are acceptable for certification renewal requirements. “ABO/NCLE pending” means the course is still in the review process. It must state “ABO/NCLE approved” for confirmed CE credits. Please refer to the on-site directory to verify actual credit approved for each course. For updated approval status, please visit the Optometry’s Meeting® Web site.

The Paraoptometric Education Program is supported by unrestricted educational grants from:

Transiti^{ons}

VISTAKON[®]

DIVISION OF
Johnson & Johnson Vision Care, Inc.

AOSA Education

Please refer to pages 20-23 for complete student information.

Audiotaping – Special Early-Bird Pricing, \$100 Savings!

All continuing education courses will be audiotaped and audio CDs will be available for purchase when registering for \$100 less than the on-site price! Please choose function **RECD** when registering to receive the entire education program recordings at a discounted rate! The recordings will also be available for purchase on-site and post-meeting on **www.optometrymeeting.org**. Please note that personal audio and/or video recording of any presentation is not permitted.

Acronym Key

Key: The following acronyms are used throughout the Preliminary Program.

ABO	American Board of Opticianry
ACOE	Accreditation Council on Optometric Education
AFOS	Armed Forces Optometric Society
AOA	American Optometric Association
AOA-PAC	American Optometric Association – Political Action Committee
AOSA	American Optometric Student Association
ARBO	Association of Regulatory Boards of Optometry
ASCO	Association of Schools and Colleges of Optometry
CE	Continuing Education
CEE	Continuing Education with Examination
CLCS	Contact Lens and Cornea Section
COPE	Council on Optometric Practitioner Education
COVD	College of Optometrists in Vision Development
CPC	Commission on Paraoptometric Certification
CPO	Certified Paraoptometric
CPOA	Certified Paraoptometric Assistant
CPOC	Certified Paraoptometric Coder and Biller
CPOT	Certified Paraoptometric Technician
EHR	Electronic Health Records
IAOE	International Association of Optometric Executives
NBE0	National Board of Examiners in Optometry
NCLE	National Contact Lens Examiners
NCSOC	North Central States Optometric Council
NORA	Neuro-Optometric Rehabilitation Association
OEP	Optometric Extension Program
ORA	Optometric Recognition Award
PS	Paraoptometric Section
SVS	Sports Vision Section
VOSH	Volunteer Optometric Services to Humanity
VRS	Vision Rehabilitation Section

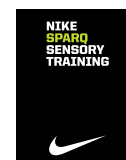
Continuing Education Supporters

The AOA would like to recognize and thank these companies for providing generous unrestricted educational grants to support Optometry's Meeting®.

GLOBAL MEETING EDUCATION SUPPORTERS



EDUCATION SUPPORTERS



Monday, Tuesday, and Wednesday Schedules-at-a-Glance

MONDAY, JUNE 13

TIMES	FUNCTION	FUNCTION CODE
7:30am – 5:30pm	ASCO Chief Academic Officers' Meeting	
8:00am – 5:00pm	ASCO Student Affairs Officers' Meeting	

TUESDAY, JUNE 14

8:00am – 11:30am	ASCO Executive Committee Meeting	
8:00am – 4:00pm	Registration – Exhibitors Only	
1:00pm – 5:00pm	ASCO Annual Board of Directors' Meeting	

WEDNESDAY, JUNE 15

7:00am – 10:00pm	AOA House of Delegates' Resolutions Committee Meeting Room	
7:00am – 6:00pm	AFOS Section Chiefs' Meeting	
7:30am – 12:00pm	ASCO Annual Board of Directors' Meeting	
8:00am – 1:00pm	Presidents' Council	
8:00am – 4:00pm	AOA Practice Transitions: Strategies for Making Them Happen <i>Sponsored by Wells Fargo</i>	1002
8:00am – 4:00pm	Management & Business Academy™ (MBA) for Eye Care Professionals <i>Sponsored by CIBA VISION and Essilor</i>	
8:00am – 5:00pm	AOA House of Delegates' Office	
8:00am – 5:00pm	COVD Board of Directors' Meeting	
8:00am – 7:30pm	Registration and AOA Central Hours	
9:00am – 3:00pm	CPC Pre-Congress Meeting	
10:00am – 3:00pm	Special Olympics Lions Clubs International Opening Eyes Education and Screening	
12:00pm – 2:00pm	AOA Paraoptometric Section Pre-Congress Meeting	
12:30pm – 2:30pm	ASCO Annual Leadership Luncheon	
1:30pm – 3:00pm	AOA House of Delegates Resolutions Committee Open Hearing	
2:00pm – 5:00pm	IAOE Business Meeting	
3:00pm – 4:00pm	CE Monitor Orientation	
5:00pm – 6:30pm	AFOS President's Reception	
5:00pm – 7:00pm	NCSOC Cabinet Meeting	
6:00pm – 7:00pm	AOA Paraoptometric Group Meet and Greet	0110
7:00pm – 8:30pm	Wednesday Night Welcome Reception <i>Sponsored by Bausch + Lomb</i>	0120

WEDNESDAY, JUNE 15

OPTOMETRIC EDUCATION

TIME			
8:00am - 9:00am	New this Year! Specialty Day (See page 15 for registration details)	1002 AOA Practice Transitions: Strategies for Making Them Happen	Management & Business Academy™ for Eye Care Professionals (See page 32 for registration details)
9:00am - 10:00am			
10:00am - 11:00am			
11:00am - 12:00pm			
12:00pm - 1:00pm			
1:00pm - 2:00pm			
2:00pm - 3:00pm	1004 Increasing Cataract Patient Satisfaction: Co-Management Tips and Tools E. Donnenfeld, M.D. J. Owen, O.D., MBA J. Thimons, O.D. COPE Pending	PM	PM
3:00pm - 4:00pm			
4:00pm - 5:00pm			
	PO		

Wednesday Educational Sessions

8:00am - 4:00pm



1002 AOA Practice Transitions: Strategies for Making Them Happen

Category: PM

The AOA's Practice Transitions program is a full-day, comprehensive presentation covering the steps to successfully buy or sell an optometric practice. Practice Transitions covers many topics, including generational issues, needs assessments, financial issues, and legal and tax concerns. The seminar is from 8:00am to 4:00pm and includes lunch and a guest speaker who has been through a practice transition. The day concludes with a panel discussion where attendees will have the opportunity to ask the speakers questions. Registration for AOA members is \$150. Non-members may register for \$295.



8:00am - 4:00pm



Management & Business Academy™ (MBA) for Eye Care Professionals

Category: PM

Management & Business Academy™ (MBA) for Eye Care Professionals is a unique education seminar, which is led by a faculty of distinguished eye care practice consultants. This program will equip you with proven techniques to increase the satisfaction and loyalty of your patients and help you to optimize the financial performance of your practice.

As a participant in the one-day MBA program, you will be presented with an extensive series of practice performance benchmarks that allow you to compare your practice with the practices of your MBA peers. Once you complete the program, you will join over 2,200 other MBA graduates who have full access to the MBA Web site and who receive e-mails and publications that further their MBA education.

MBA is sponsored by CIBA VISION and Essilor and endorsed by the American Optometric Association.

Registration for this full-day program is \$150 for AOA members, \$295 for non-members. To register, visit www.mba-ce.com.

3:00pm - 5:00pm

1004 Increasing Cataract Patient Satisfaction: Co-Management Tips and Tools

Lecturer(s): Eric Donnenfeld, M.D.

Jim Owen, O.D., MBA

Jim Thimons, O.D.

Category: PO

Cataract surgery has become a refractive procedure in addition to its medical necessity. The optometrist has an ever increasing role in patients being satisfied with the outcome of their procedure. This course will cover the different types of IOLs including each type of lens strengths and weaknesses. Attendees will learn how to identify what clinical and functional factors are important in achieving successful visual outcomes. Finally, the course will review standard post-operative care and the management of common complications and side effects of cataract surgery.

COPE Approval Pending

FREE COURSE



Thursday Schedule-at-a-Glance

THURSDAY, JUNE 16

TIMES	FUNCTION	FUNCTION CODE
7:00am – 10:00pm	AOA House of Delegates' Resolutions Committee Meeting Room	
7:30am – 8:00pm	Registration and AOA Central Hours	
8:00am – 9:30am	Opening General Session – Featuring Erin Brockovich, real-life Subject of the motion picture “Erin Brockovich” <i>Sponsored by Essilor</i>	
8:00am – 5:00pm	AOA House of Delegates' Office	
8:00am – 5:00pm	COVD Board of Directors' Meeting	
10:00am – 3:45pm	AOA House of Delegates	
12:00pm – 1:00pm	AOA Paraoptometric of the Year Award Luncheon <i>Sponsored by CIBA VISION</i>	0140
12:00pm – 1:00pm	Information Exchange Luncheon <i>Sponsored by CIBA VISION and Vistakon*</i>	0150
1:00pm – 2:00pm	AOA Paraoptometric Section Annual Business Meeting	0160
1:00pm – 3:00pm	AOSA Awards and General Session – Featuring Jason Ryan Dorsey, “The Gen Y Guy” <i>Sponsored by HOYA</i>	S121
1:00pm – 5:00pm	SVS Council Meeting	
1:00pm – 5:00pm	VRS Council Meeting	
4:00pm – 4:15pm	Exhibit Hall Grand Opening: Ribbon-Cutting <i>Sponsored by Vistakon*</i>	
4:00pm – 8:00pm	Exhibit Hall Grand Opening: Wines from Around the World <i>Hosted by the AOA</i>	
5:30pm – 7:00pm	National Optometry Hall of Fame Induction and Meet and Greet	
7:30pm – 12:00am	Varilux® Optometry Student Bowl™ XX Reception immediately following featuring Optometry Cares and Optometry's Got Talent <i>Sponsored by Essilor</i>	0180

THURSDAY, JUNE 16

OPTOMETRIC EDUCATION

TIME					
6:00am - 7:30am	B101 Zeaxanthin – One of the Two Key Nutrients for Visual Performance and Protection B. Hammond, Ph.D. COPE Pending PH	B102 Creating a 5-Star Patient Experience M. Brujic, O.D. COPE Pending PM	B103 Fitting the Unusual Eyes... Specialty Contact Lens Fitting and Management R. Davis, O.D. B. Eiden, O.D. COPE Pending CL		
10:00am - 11:00am	1010 How to Manage a Contact Lens Patient Through Their Lifetime Moderator: M. Brujic, O.D. Lecturers: J. Shovlin, O.D. C. Sindt, O.D. W. Whitley, O.D., MBA COPE Pending Interactive Session! CL				
11:00am - 12:00pm					
12:00pm - 1:00pm	Information Exchange Luncheon Register for function 0150 				
1:00pm - 2:00pm	1013 Building a Niche Practice D. Devries, O.D. S. Morris, O.D. G. Wesley, O.D. COPE Pending PM	1113 Cornea, Lids, and Lashes, Oh My! M. Brujic, O.D. J. Miller, O.D., MBA COPE Pending CEE CL	1213 Corneal Manifestations of Systemic Disease J. Shovlin, O.D. COPE Approved SD	1313 Oral Pharmaceutical Agents for the Treatment of Pathologies G. Caldwell, O.D. COPE Approved OP	1413 Current Concepts in Ocular Surface Disease: The Dry Eye, Corneal Dystrophy, and Lid Disease J. Schaeffer, O.D. COPE Approved AS
2:00pm - 3:00pm					
3:00pm - 4:00pm	1015 Megatrends in Medicine B. Onofrey, O.D. COPE Approved SD	1115 Clinical and Scientific Update on Eyelid Disease and Ocular Surface Disorders B. Gaddie, O.D. K. Nichols, O.D. COPE Pending SD	1215 New Technology in the Management of Age-Related Macular Degeneration S. Ferrucci, O.D. COPE Approved PS	1315 Ocular Omeganemia – How Omega 3s Impact Ocular Health T. Kislán, O.D. COPE Pending AS	1415 The iPad Effect on Icare M. Hom, O.D. COPE Pending PM
4:00pm - 5:00pm					
5:00pm - 6:00pm					
6:00pm - 7:00pm					
7:30pm - 9:30pm	1018 House OD: Case Reports and Video Grand Rounds M. Bloomenstein, O.D. COPE Pending GO	<div> Food will be served at this session</div>			

GRID CONTINUES ON NEXT PAGE

THURSDAY, JUNE 16

OPTOMETRIC EDUCATION

TIME

6:00am - 7:30am

10:00am - 11:00am

11:00am - 12:00pm

12:00pm - 1:00pm

1:00pm - 2:00pm

1513 Secrets to Success with Contemporary Multifocal Contact Lenses
B. Eiden, O.D.
M. Hom, O.D.
COPE Pending

CL

2:00pm - 3:00pm

1613 Reducing the Risk of Age-Related Vision Loss: Medical Treatment, Nutritional Supplements, and Vision Rehabilitation
D. Alexander, Ph.D.
M. Wilkinson, O.D.
COPE Approved

GO

1713 Red Eye Update
M. Dunbar, O.D.
COPE Approved

OP

1813 Use and Abuse of Steroids
B. Onofrey, O.D.
COPE Approved

CEE
AS

1913 Is This Glaucoma?
B. Gaddie, O.D.
L. Semes, O.D.
COPE Pending

GL

3:00pm - 4:00pm

1515 Efficiency Through Technology
K. Gee, O.D.
COPE Pending

PM

1615 Patient Compliance: The Ultimate Goal in Glaucoma Therapy
J. Thimons, O.D.
COPE Approved

GL

1715 How Do I Co-Manage That?
P. Ajamian, O.D.
COPE Pending

PO

1815 Refractive Surgery Techniques for the Presbyopes
D. Geffen, O.D.
COPE Approved

RS

1915 Off-Label is Not Off-Limits
M. Bloomenstein, O.D.
COPE Pending

PH

4:00pm - 5:00pm

5:00pm - 6:00pm

6:00pm - 7:00pm

7:30pm - 9:30pm

THURSDAY, JUNE 16

OPTOMETRIC EDUCATION

TIME	PRACTICE MANAGEMENT & CAREER CENTER	COMPLETE REFRACTIVE SOLUTION THEATER	DISCOVERY THEATER – CONTACT LENS AND SOLUTION	DISCOVERY THEATER – PHARMACEUTICALS	
6:00am - 7:30am	<div><div>CIBA VISION</div><div>Shared Passion for Healthy Vision and Better Life</div><div>LUXOTTICA</div><div>WORKING TOGETHER</div></div>	<div><div>Abbott</div><div>Medical Optics</div></div>			
10:00am - 11:00am					
11:00am - 12:00pm					
12:00pm - 1:00pm					
1:00pm - 2:00pm	<div><div>C101</div><div>First Practice Academy™: Managing Finances to Increase Practice Equity</div><div>M. Wright, O.D.</div><div>COPE Pending</div></div>				
2:00pm - 3:00pm					
3:00pm - 4:00pm	<div><div>C102</div><div>First Practice Academy™: Marketing Your Practice Through Service</div><div>K. Kerksick, O.D.</div><div>COPE Pending</div></div>				
4:00pm - 5:00pm					PM
5:00pm - 6:00pm	<div><div>C103</div><div>Navigating the Path to Ownership</div><div>J. Connon</div></div>	PO	<div><div>D102</div><div>5:15pm - 6:15pm</div><div>Refractive Surgery Myth Busters</div><div>D. Holsted, O.D.</div><div>J. Sturm, O.D.</div><div>COPE Pending</div></div>	<div><div>D105</div><div>5:15pm - 6:15pm</div><div>New Concepts in Ocular Surface Infection and Inflammation</div><div>B. Lonsberry, O.D.</div><div>COPE Pending</div></div>	
6:00pm - 7:00pm	PM		<div><div>D103</div><div>6:45pm - 7:15pm</div><div>Seeing is Believing: A Live Multifocal Workshop</div></div>	<div><div>D106</div><div>6:45pm - 7:15pm</div><div>Managing the Allergic Conjunctivitis Patient Effectively and Building Your Practice</div></div>	
7:30pm - 9:30pm	PM				

THURSDAY, JUNE 16

OPTOMETRIC EDUCATION

TIME	DISCOVERY THEATER – DIAGNOSTICS	DISCOVERY THEATER – OPTICAL	DISCOVERY THEATER – GENERAL OPTOMETRY
6:00am - 7:30am			
10:00am - 11:00am			
11:00am - 12:00pm			
12:00pm - 1:00pm			
1:00pm - 2:00pm			
2:00pm - 3:00pm			
3:00pm - 4:00pm			
4:00pm - 5:00pm			D113 4:15pm - 4:45pm Meaningful Strategies to Meaningful Use: What Remains to be Done?
5:00pm - 6:00pm			D108 5:15pm - 6:15pm IOF (In-Office Finishing): The Business Strategy to Control the Quality, Delivery, Patient Satisfaction, and Profits of Your Practice M. Rothschild, O.D. COPE Pending
6:00pm - 7:00pm			D111 5:15pm – 6:15pm CPOT Practical Examination T. Franklin, CPOT M. Jamison, CPOT B. Taylor, CPOT CPC Approved
7:30pm - 9:30pm			D114 5:15pm - 6:15pm The Economics of Low Vision Care: Successfully Navigating the Minefield T. Porter, O.D. COPE Pending

THURSDAY, JUNE 16

PARAOPTOMETRIC EDUCATION





STUDENT EDUCATION



GRID CONTINUES ON PREVIOUS PAGE



TIME	OPTICAL	ASSISTANT/TECH	PRACTICE MANAGEMENT	
6:00am - 7:30am			P102 Creating a 5-Star Patient Experience M. Brujic, O.D. CPC Approved	
10:00am - 11:00am	P100 Basic Optometric Math L. Lawrence, CPOT ABO Approved CPC Approved	P105 Understanding Why Your Patient Can't See and What You Can Do About It M. Dunbar, O.D. CPC Approved	P110 Front-Office Procedures: Memorable First and Last Impressions S. Carter ABO Approved CPC Approved	
11:00am - 12:00pm			P115 Professionalism in the Workplace S. Carter ABO Approved CPC Approved	
12:00pm - 1:00pm				S121 AOSA Awards and General Session – Featuring Jason Ryan Dorsey, "The Gen Y Guy"
1:00pm - 2:00pm				
2:00pm - 3:00pm	P120 Basic Optics L. Lawrence, CPOT CPC Approved	P125 Anatomy and Physiology with Dissection D. Hamilton, O.D. N. Patterson, O.D. CPC Approved	P130 Communicating with Patients S. Carter ABO Approved CPC Approved	
3:00pm - 4:00pm	P135 Dispensing Standards for Beginners L. Lawrence, CPOT ABO Approved CPC Approved		P145 Your Mouth is Moving, but Does Your Body Agree? S. Carter ABO Approved CPC Approved	S131 Career Options Expo 2011: From Student to Doctor: Making the Leap With Confidence M. Brujic, O.D.
4:00pm - 5:00pm				
5:00pm - 6:00pm				
6:00pm - 7:00pm				
7:30pm - 9:30pm	 Food will be served at this session			



Food will be served at this session

Thursday Educational Sessions

6:00am - 7:30am

B101 Zeaxanthin – One of the Two Key Nutrients for Visual Performance and Protection

Lecturer(s): Billy Hammond, Ph.D.
Category: PH

The role of lutein in risk reduction from AMD and cataracts and in visual performance is well-known. Yet, zeaxanthin is the dominant carotenoid in the macula (comprising most of the macular pigment) and has a unique role in visual health and performance. This presentation will highlight the distinctive functions of zeaxanthin, including its defined accumulation in the central retina, its unique position in retinal membranes, its antioxidant potency, and its protective function against photo-induced retinal damage. In addition, the presentation will review how lutein and zeaxanthin work together to reduce the risk of developing AMD and cataracts and to improve visual functions such as glare reduction and recovery, contrast enhancement, and visibility by absorbing scattered blue light.

COPE Approval Pending

FREE COURSE
COMPLIMENTARY BREAKFAST



6:00am - 7:30am

B102 Creating a 5-Star Patient Experience

Lecturer(s): Mile Brujic, O.D.
Category: JOINT OD AND PARAOPHTHETRIC COURSE - PM

There are numerous points throughout a patient's visit that influence the experience a patient will ultimately have in our practice. This provides opportunities for education and optimization of patient care. This course will highlight five key points during the patient visit and key tools to optimize the experience at each point place.

COPE Approval Pending

FREE COURSE
COMPLIMENTARY BREAKFAST



6:00am - 7:30am

B103 Fitting the Unusual Eyes... Specialty Contact Lens Fitting and Management

Lecturer(s): Rob Davis, O.D.
Barry Eiden, O.D.
Category: CL

The ability to successfully fit atypical eyes with contact lenses allows us to differentiate from the average practitioners. We will present actual clinical cases managed by the presenters that reflect successful treatment of patients involving custom toric, multifocal, hybrid, piggyback/recess, custom GP reverse geometry, irregular cornea designs, and scleral contact lenses. We will share our cumulative experience of more than 40 years that has allowed us to establish practices dedicated to the management of some of the most challenging and unusual contact lens patients.

COPE Approval Pending

FREE COURSE
COMPLIMENTARY BREAKFAST



6:00am - 7:30am

P102 Creating a 5-Star Patient Experience

Lecturer(s): Mile Brujic, O.D.
Category: JOINT OD AND PARAOPHTHETRIC COURSE - Practice Management

There are numerous points throughout a patient's visit that influence the experience a patient will ultimately have in our practice. This provides opportunities for education and optimization of patient care. This course will highlight five key points during the patient visit and key tools to optimize the experience at each point place.

CPC Approved

FREE COURSE
COMPLIMENTARY BREAKFAST



10:00am - 11:00am

P110 Front-Office Procedures: Memorable First and Last Impressions

Lecturer(s): Sharon Carter
Category: Paraoptometric - Practice Management

How important is the first impression and the last impression patients get when visiting your office? Learn how to make a positive impression beginning with scheduling the appointment, through the duration of your patient's visit, until your patient walks out of the door. Topics covered will include telephone procedures, greeting patients, appointment scheduling, checking out and collecting charges, and pre-appointing, along with any other interactions with the patient that might occur in the front office.

ABO Approved
CPC Approved

10:00am - 12:00pm

1010 How to Manage a Contact Lens Patient Through Their Lifetime

Moderator: Mile Brujic, O.D.
Lecturer(s): Joe Shovlin, O.D.
Christine Sindt, O.D.
Walt Whitley, O.D., MBA
Category: CL

Contact lenses offer remarkable opportunities for both patients and practitioners, but with this opportunity comes challenge. This course will address the key factors to managing contact lens wearers successfully through their lifetime, including: the first-time contact lens wearer, challenges with compliance, minimizing complications, discussion of ocular surface disease as it affects contact lens comfort, and the presbyopic patient. This interactive course will allow attendees to participate through real-time text messaging polls!

COPE Approval Pending

FREE COURSE



Thursday Educational Sessions

10:00am - 12:00pm

P100 Basic Optometric Math

Lecturer(s): Lynn Lawrence, CPOT
Category: Paraoptometric - Optical

This course covers mathematical operations used in day-to-day assisting principles. It will also cover mathematical operations of a more complex nature and provides step-by-step mathematical operations.

ABO Approved
CPC Approved

10:00am - 12:00pm

P105 Understanding Why Your Patient Can't See and What You Can Do About It

Lecturer(s): Mark Dunbar, O.D.
Category: Paraoptometric - Assistant/Tech

Blurry vision or loss of vision is one of the most common reasons why patients present to their eye care provider. Often the symptoms may be due to a change in the refractive error, but not always. This course will present many of the common, as well as uncommon causes for vision loss beyond refractive error and how they are treated.

CPC Approved

11:00am - 12:00pm

P115 Professionalism in the Workplace

Lecturer(s): Sharon Carter
Category: Paraoptometric - Practice Management

How each of the staff interacts with patients on the telephone and in person, along with his/her personal appearance, is a reflection of the professionalism of the practice. In this seminar we will discuss telephone etiquette, professional behavior with the patient, personal etiquette in the office, office decorum (behavior between co-workers and behavior between staff and patients), and personal appearance/hygiene.

ABO Approved
CPC Approved

1:00pm - 3:00pm

1013 Building a Niche Practice

Lecturer(s): Doug Devries, O.D.
Scot Morris, O.D.
Gina Wesley, O.D.
Category: PM

Learn the strategies and secrets of developing a specialty niche practice. We will examine how to find your niche; develop the tools, staff, and strategies to own your market; and discuss implementation strategies and common pitfalls. If you are looking for a way to capture market share, you cannot afford to miss this discussion.

COPE Approval Pending



1:00pm - 3:00pm

1113 Cornea, Lids, and Lashes, Oh My!

Lecturer(s): Mile Brujic, O.D.
Jason Miller, O.D., MBA
Category: CL

Underlying eyelid and anterior segment disease can disrupt successful contact lens wear. This course will evaluate the importance of contact lens wearers to an optometric practice and the various ocular conditions that may affect comfortable lens wear. We will address pharmaceutical treatment regimens and protocols that will improve success and prevent contact lens dropouts.

COPE Approval Pending
CEE



1:00pm - 3:00pm

1213 Corneal Manifestations of Systemic Disease

Lecturer(s): Joe Shovlin, O.D.
Category: SD

Assorted corneal findings can signal systemic disease. Many of these manifestations can bring attention to some serious, even potentially life-threatening conditions. Practitioners faced with various clinical signs affecting the cornea are forced to make an appropriate differential diagnosis and apply adequate treatment, including needed referrals to sub-specialties within medicine. A timely diagnosis can certainly minimize any corneal morbidity, and even impact chances of mortality.

COPE Approved

1:00pm - 3:00pm

1313 Oral Pharmaceutical Agents for the Treatment of Pathologies

Lecturer(s): Greg Caldwell, O.D.
Category: OP

This course will review the usage of oral antibiotics and oral antivirals for ocular infections and oral analgesics/narcotics for ocular pain management. Practical information regarding the identification of allergic reaction, pregnancy, and maximum daily doses will be discussed, which are prerequisites to prescribing oral pharmaceutical agents.

COPE Approved

1:00pm - 3:00pm

1413 Current Concepts in Ocular Surface Disease: The Dry Eye, Corneal Dystrophy, and Lid Disease

Lecturer(s): Jack Schaeffer, O.D.
Category: AS

This course will look at the new diagnosis and treatment strategies associated with ocular surface disease, dry eye, and related diseases. We will cover the relevance of the medical model in today's diagnosis and treatment regimens. The use of prescriptive medication including steroids and systemic forms of treatment will be debated.

COPE Approved

Thursday Educational Sessions

1:00pm - 3:00pm

1513 Secrets to Success with Contemporary Multifocal Contact Lenses

*Lecturer(s): Barry Eiden, O.D.
Milton Hom, O.D.
Category: CL*

Our clinical populations of presbyopic patients are expanding each year. Contemporary designs of multifocal contact lenses are able to achieve success rates that allow them to be a mainstay of contact lens management for this patient population. This course will review many of the most successful hydrogel, gas permeable, and hybrid multifocal contact lenses that the presenters have used in their practices. They will share their "secrets" for success in the fitting, problem-solving, and practice management of multifocal contact lenses.

COPE Approval Pending



1:00pm - 3:00pm

1613 Reducing the Risk of Age-Related Vision Loss: Medical Treatment, Nutritional Supplements, and Vision Rehabilitation

*Lecturer(s): D. Alexander, Ph.D.
Mark Wilkinson, O.D.
Category: GO*

This course reviews what there is to know about ocular nutrition and uses a case-based approach to review medical, refractive, and vision rehabilitation treatments for age-related vision loss.

COPE Approved



1:00pm - 3:00pm

1713 Red Eye Update

*Lecturer(s): Mark Dunbar, O.D.
Category: OP*

This course will include many clinical pearls in the diagnosis and oral treatment of red eye. Topic discussion includes the latest oral treatment of ocular surface disease and ocular allergies, the increasing resistance to current oral drug therapies, as well as the impact of MRSA.

COPE Approved

1:00pm - 3:00pm

1813 Use and Abuse of Steroids

*Lecturer(s): Bruce Onofrey, O.D.
Category: AS*

The use of topical and oral steroids represents a double-edged sword to the optometric physician. Their use can save or take away vision. Proper diagnosis, drug selection, and patient monitoring are essential to appropriate use of these medications. This course highlights patient and drug selection to maximize therapeutic benefits and minimize risks.

COPE Approved

CEE

1:00pm - 3:00pm

1913 Is This Glaucoma?

*Lecturer(s): Ben Gaddie, O.D.
Leo Semes, O.D.
Category: GL*

Using a series of cases, the audience will be challenged to make a diagnosis and/or alter a treatment plan. Based on contemporary guidelines, the speakers will offer guidance for comprehensive glaucoma management.

COPE Approval Pending

1:00pm - 3:00pm

C101 First Practice Academy™: Managing Finances to Increase Practice Equity

*Lecturer(s): Mark Wright, O.D.
Category: PM*

Participants will learn how to focus on both spheres of their total practice: clinical and business. We also will review key metrics from the Practice Profile and examine national norms that provide benchmarks for practice performance.

COPE Approval Pending

NEW INTRODUCTORY OFFER

Normally \$80

Now \$40



1:00pm - 3:00pm

S121 AOSA Awards and General Session - Featuring Jason Ryan Dorsey, "The Gen Y Guy"

Category: Student Education

Jason Ryan Dorsey, aka "The Gen Y Guy," presents his unique perspective on Generation Y in a hilarious keynote brought to you by HOYA! Listen to Jason's laugh-out-loud stories to learn how to take advantage of the multigenerational workplace and make it work for your career. You will not want to miss this session!



Thursday Educational Sessions

2:00pm - 3:00pm

P120 Basic Optics

Lecturer(s): Lynn Lawrence, CPOT
Category: Paraoptometric - Optical

This course covers lens myopic, hyperopic, astigmatic, prism, and refractive qualities and lens characteristics. This course will provide basic information regarding the practice of dispensing ophthalmic optics products. Topics discussed will include definitions of basic terminology, descriptions of commonly used vision corrective devices, explanation of basic dispensing techniques, and procedures.

CPC Approved

2:00pm - 3:00pm

P130 Communicating with Patients

Lecturer(s): Sharon Carter
Category: Paraoptometric - Practice Management

Communicating with our patients should be the most important thing we do each day. How we communicate and understand their needs will determine if they will become an established patient with your practice or if they will choose to go elsewhere. Learn the various ways we communicate, i.e., verbal, facial expressions, and body language, and how to use each one of these in a positive way when communicating with your patients.

ABO Approved
CPC Approved

2:00pm - 4:00pm

P125 Anatomy and Physiology with Dissection

Lecturer(s): Derek Hamilton, O.D.
Nicole Patterson, O.D.
Category: Paraoptometric - Assistant/Tech

In order to truly understand ocular disease and treatment, and to be able to clearly explain it to patients, you must understand anatomy. There is no better way to understand the structures of the eye than to touch them and view them for yourself. Using cutting-edge visual materials and actual dissection, clinical anatomy with case-based examples are explained in a fun and informative session of dissection and lecture.

CPC Approved

3:00pm - 4:00pm

1015 Megatrends in Medicine

Lecturer(s): Bruce Onofrey, O.D.
Category: SD

With virtually every patient encounter, optometrists are reminded of just how intertwined vision is with systemic well-being. It is for precisely this reason that primary eye care providers be well-versed on trends in systemic medicine. This course addresses certain megatrends in medicine and how they affect eye care. Our emphasis is on new diagnostic criteria for disease detection, contemporary treatment protocols, and their ramifications for optometry.

COPE Approved

3:00pm - 4:00pm

1115 Clinical and Scientific Update on Eyelid Disease and Ocular Surface Disorders

Lecturer(s): Ben Gaddie, O.D.
Kelly Nichols, O.D.
Category: SD

This course will introduce the latest research and clinical insight into the renewed interest in meibomian gland diseases. New classification subtypes will be discussed as well as emerging trends in therapeutic management.

COPE Approval Pending



3:00pm - 4:00pm

1215 New Technology in the Management of Age-Related Macular Degeneration

Lecturer(s): Steven Ferrucci, O.D.
Category: PS

This course discusses the latest testing and treatment options available to assist us in monitoring and treating our patients with ARMD. The topics included are: preferential hyperacuity perimetry, macular pigment testing, second generation OCTs, and new treatment modalities.

COPE Approved

3:00pm - 4:00pm

1315 Ocular Omeganemia – How Omega 3s Impact Ocular Health

Lecturer(s): Tom Kislan, O.D.
Category: AS

This course will discuss the powerful anti-inflammatory properties of Omega 3s and how they can improve not only ocular health, but also general health. Focus will be put on implementation of Omega 3s for treatment and management of lid margin and dry eye disease using evidence-based studies to guide this implementation. The recent research regarding Omega 3s and macular degeneration will also be discussed along with how Omega 3s can help slow progression of this disease. The differences between the various forms of Omega 3s will also be stressed along with implementing Omega 3 usage in a primary care optometric practice.

COPE Approval Pending

3:00pm - 4:00pm

1415 The iPad Effect on Icare

Lecturer(s): Milton Hom, O.D.
Category: PM

Imagine being able to watch your practice, find patient records and contact information, order glasses and contact lenses, and monitor/update social networking sites from a remote location. The iPad makes it all possible in eye care. We show how we use these "laptop killers" in our everyday life and practice.

COPE Approval Pending

3:00pm - 4:00pm

1515 Efficiency through Technology

Lecturer(s): Kevin Gee, O.D.
Category: PM

Learn how to run a leaner, more efficient office through technology utilization.

COPE Approval Pending



Thursday Educational Sessions

3:00pm - 4:00pm

1615 Patient Compliance: The Ultimate Goal in Glaucoma Therapy

Lecturer(s): *Jim Thimons, O.D.*

Category: *GL*

Patient compliance is critical for successful glaucoma management. This course will highlight research into patient compliance, describe strategies for identifying non-compliance, and discuss clinical and patient education options for improving compliance in glaucoma therapy.

COPE Approved

3:00pm - 4:00pm

1715 How Do I Co-Manage That?

Lecturer(s): *Paul Ajamian, O.D.*

Category: *PO*

This course discusses the surgeries that are sent to our MD colleagues with emphasis on what to do with them when they are sent back, including routine management and complications.

COPE Approval Pending

3:00pm - 4:00pm

1815 Refractive Surgery Techniques for the Presbyopes

Lecturer(s): *Dave Geffen, O.D.*

Category: *RS*

Techniques for the surgical correction of presbyopia are advancing rapidly. Understanding these new techniques is critical to help your patients make the correct choice for their refractive procedure.

COPE Approved

3:00pm - 4:00pm

1915 Off-Label is Not Off-Limits

Lecturer(s): *Marc Bloomenstein, O.D.*

Category: *PH*

Do your patients ever wish they had thicker eyelashes? Are you lamenting those dry eye patients? There has got to be a treatment, right? This lecture will take a closer look at those medications that we use for treatment not related to their intended use. Off-label use of medications can be a win-win for you and your patients.

COPE Approval Pending

3:00pm - 4:00pm

P135 Dispensing Standards for Beginners

Lecturer(s): *Lynn Lawrence, CPOT*

Category: *Paraoptometric - Optical*

This lecture covers testing and adjustments required before dispensing glasses. The lecture covers ANSI standards for spectacle verification. This lecture will use pictures and some instrumentation to demonstrate standards and quality (checklist provided).

ABO Approved

CPC Approved

3:00pm - 4:00pm

P145 Your Mouth is Moving, but Does Your Body Agree?

Lecturer(s): *Sharon Carter*

Category: *Paraoptometric - Practice Management*

What does it mean when someone talking to you cannot maintain eye contact? There are several forms of a hand-shake, each having a different meaning, hidden from the unknowing. What are the most common gestures of liars? Recognize/read hidden communications and, more important, learn what signals you are subconsciously sending. Appearance, gestures, voice, steadiness of gaze, and behavior around subordinates may enlighten you about a person's integrity and work habits vs. what they are saying.

ABO Approved

CPC Approved

3:00pm - 5:00pm

C102 First Practice Academy™: Marketing Your Practice Through Service

Lecturer(s): *Kelly Kerksick, O.D.*

Category: *PM*

This course examines how to understand your patients by looking at how companies with outstanding customer service understand their customers. We then examine how to apply these lessons toward providing the ultimate patient experience in the eye care practice.

COPE Approval Pending

NEW INTRODUCTORY OFFER

Normally \$80

Now \$40



3:00pm - 5:00pm

S131 Career Options Expo 2011: From Student to Doctor: Making the Leap With Confidence

Lecturer(s): *Mile Brujic, O.D.*

Category: *Student Education*

This course is intended to empower today's optometry students with the tools that they will need to progress to the next level successfully. The topics discussed will include: finding and creating opportunities, bringing your best to the table when beginning to speak with potential employers, managing student debt, the critical first year, and building your practice in the early years.



Thursday Educational Sessions

4:15pm - 4:45pm

D101 Proven Social Media Tactics

Category: Product Information Session

Getting involved with social media is easy but getting results is more challenging. Listen to a social media expert discuss proven tactics and learn how to make social media effective in your practice.

FREE SESSION



4:15pm - 4:45pm

D104 LASTACFT™ (alcaftadine ophthalmic solution) 0.25%

Category: Product Information Session

This session will discuss LASATCAFT™ (alcaftadine ophthalmic solution) 0.25%, an H1 histamine receptor antagonist indicated for the prevention of itching associated with allergic conjunctivitis.

FREE SESSION



4:15pm - 4:45pm

D113 Meaningful Strategies to Meaningful Use: What Remains to Be Done?

Category: Product Information Session

Now that we are mid-way through 2011, what does an OD need to do to still qualify for HITECH stimulus pay? This session will give an overview of the 2011 stimulus program detailing what has transpired and what is still coming. The presentation will outline the steps needed to be taken to still succeed in providing meaningful use of certified EHR in 2011.

FREE SESSION



4:30pm - 6:30pm

T131 The Latest and Greatest in Cataract Surgery Technology

Lecturer(s): Marc Bloomenstein, O.D.

Dave Geffen, O.D.

Category: PO

Cataract surgery is arguably the most prolific surgery performed in the United States. The aging lens and its deleterious visual consequences do not have a chance against this stalwart procedure. And to think it is only getting better. With the use of lasers, better diagnostic technology, newer lenses, and advanced medications, cataract surgery is poised to be safer and more efficacious.

COPE Approval Pending

FREE COURSE



5:00pm - 6:00pm

C103 Navigating the Path to Ownership

Lecturer(s): Jeff Connon

Category: PM

Determine which path to ownership is right for you by learning the basics of buying into or starting a practice. In addition to addressing the key considerations for each option, this course provides tips for improving your financial profile in order to maximize your opportunities to secure the financing you need to achieve your goals.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20



5:15pm - 6:15pm

D102 Refractive Surgery Myth Busters

Lecturer(s): Dawn Holsted, O.D.

Joel Sturm, O.D.

Category: RS

Some common beliefs we all hold about refractive surgery — are they really true and founded on science... or BUSTED?

COPE Approval Pending

FREE COURSE



5:15pm - 6:15pm

D105 New Concepts in Ocular Surface Infection and Inflammation

Lecturer(s): Blair Lonsberry, O.D.

Category: AS

This course will examine the relationship between ocular surface disease and the inflammatory/infectious process. Topic areas include bacterial conjunctivitis, blepharitis/meibomian gland disease, and eyelid infections.

COPE Approval Pending

FREE COURSE



Thursday Educational Sessions

5:15pm - 6:15pm

**D108 IOF (In-Office Finishing):
The Business Strategy to Control the
Quality, Delivery, Patient Satisfaction,
and Profits of Your Practice**

Lecturer(s): Mike Rothschild, O.D.

*Category: JOINT OD AND PARAOPTOMETRIC
COURSE - PM*

It's a classic "make or buy" decision. Control your "finished" product or buy it from a lab. You've heard from colleagues who have IOF and you've thought about it, but the opportunity is different today and better than before. In-office finishing improves the number of premium products dispensed, increases profits from managed care, grows staff capability, and results in improved financial performance. Like all good opportunities, it requires some work. Attend this course for a rational look at the answers.

COPE Approval Pending

CPC Approved

FREE COURSE



5:15pm - 6:15pm

**D111 CPOT Practical Examination
Demonstration**

Lecturer(s): Tami Franklin, CPOT

Mary Jameson, CPOT

Billie Taylor, CPOT

Category: Paraoptometric- Optical

This "hands on" workshop will include a demonstration of the equipment used during the CPOT Practical Examination. Examination candidates will have the opportunity to use the equipment and ask appropriate questions about the equipment used in stations two and three, including the manual lensometer, tonometer, and pachymeter. If you are planning to take the practical examination, this demonstration will be very helpful.

CPC Approved

FREE COURSE

5:15pm - 6:15pm

**D114 The Economics of Low Vision
Care: Successfully Navigating the
Minefield**

Lecturer(s): Thomas Porter, O.D.

Category: LV

Very few will argue that the American population is getting older, yet far too few optometrists have stepped forward and added low vision care to their practices. The biggest challenge seems to be how to provide this much-needed service in a manner that makes economic sense to the practice. This course will show you how several simple changes in your practice can successfully incorporate low vision care while generating additional revenue.

COPE Approval Pending

FREE COURSE



6:00pm - 7:00pm

C104 Preparing for a Practice Start-Up

Lecturer(s): Jeff Connon

Category: PM

Learn how to prepare yourself for a successful start-up by building the right foundation: assembling your start-up team, using market data to make informed decisions about your new practice, and selecting a financing program that helps you achieve your objectives.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20



6:45pm - 7:15pm

**D103 Seeing is Believing: A Live
Multifocal Workshop**

Lecturer(s): Mark Andre, FAAO

Don Siegel, O.D.

Category: Product Information Session

Watch renowned contact lens experts fit a presbyopic patient (no previous MF experience) with multifocal lenses. Listen to how expectations are set and learn a rational approach to lens selection criteria and evaluation.

FREE SESSION



6:45pm - 7:15pm

**D106 Managing the Allergic
Conjunctivitis Patient Effectively
and Building Your Practice**

Category: Product Information Session

By managing the allergic conjunctivitis patient effectively, you can help create a win-win scenario in your practice. By effectively addressing patient issues in the practice, you build both patient loyalty and your medical practice. Sign up to learn effective strategies.

FREE SESSION



7:30pm - 9:30pm

**1018 House OD: Case Reports and
Video Grand Rounds**

Lecturer(s): Marc Bloomenstein, O.D.

Category: GO

We all have them in our offices. Those cases that just make you scratch your head, call a colleague, or go to an extreme reference source. Gathering all these cases under one roof, presented in video and with an interactive format, we will diagnose the cases together. The evening will also include a video contest that ODs can submit for viewing at the course. If you are interested in submitting a video, please e-mail Stacy Diliberto at sadiliberto@aoa.org.

COPE Approval Pending

Friday Schedule-at-a-Glance

FRIDAY, JUNE 17

TIMES	FUNCTION	FUNCTION CODE
6:30am – 8:00am	AOA Paraoptometric Section Annual Business Meeting and Elections Breakfast	0200
7:00am – 10:00pm	AOA House of Delegates' Resolutions Committee Meeting Room	
7:30am – 6:30pm	Registration and AOA Central Hours	
8:00am – 10:30am	ASCO Corporate Contributors' Advisory Board Breakfast	
8:00am – 12:00pm	SVS Council Meeting	
8:00am – 4:00pm	Optometric Educators' Exchange	0210
8:00am – 5:00pm	AOA House of Delegates' Office	
8:00am – 5:00pm	COVD Board of Directors' Meeting	
8:30am – 12:30pm	CPO, CPOA, and CPOT Written Examinations	
9:00am – 11:00am	CPC Committee Meeting	
9:00am – 12:00pm	AOA House of Delegates	
10:00am – 12:00pm	VRS Member Forum	0220
10:00am – 2:00pm	AOA Practice Management & Career Center Career Fair <i>Sponsored by CIBA VISION and Luxottica</i>	0230
10:30am – 6:30pm	Exhibit Hall (NEW HOURS!)	
11:00am – 12:00pm	CLCS Annual Business Meeting	
12:00pm – 1:00pm	CLCS State of the Industry Luncheon <i>Sponsored by Alcon, Bausch + Lomb, CIBA VISION, CooperVision, and Vistakon®</i>	0240
1:00pm – 4:00pm	CPC Coding and Billing Written Examinations	
1:00pm – 5:00pm	Beta Sigma Kappa Central World Council Meeting	
3:00pm – 6:00pm	APHA Vision Care Section Meeting	
4:00pm – 5:00pm	SVS Annual Business Meeting	
4:30pm – 5:30pm	VRS Annual Business Meeting	
4:30pm – 6:30pm	Buck-a-Beer Night in the Exhibit Hall	
5:00pm – 6:00pm	<i>Optometry: Journal of the AOA</i> Editor's Commendation Award & Reception	
5:30pm – 6:30pm	VRS Reception	0260
6:00pm – 7:30pm	CLCS Awards Reception <i>Sponsored by CIBA VISION</i>	0270
6:00pm – 7:30pm	Illinois College of Optometry Alumni Reception	
6:00pm – 7:30pm	Indiana University School of Optometry Alumni Reception	
6:00pm – 7:30pm	New England College of Optometry Alumni Reception	

Friday Schedule-at-a-Glance

FRIDAY, JUNE 17

TIMES	FUNCTION	FUNCTION CODE
6:00pm – 7:30pm	Pacific University College of Optometry Alumni and Friends Reception	
6:00pm – 7:30pm	Pennsylvania College of Optometry at Salus University Alumni & Friends Reception	
6:00pm – 7:30pm	Southern College of Optometry Alumni Reception	
7:00pm – 9:00pm	Vision Source Member Reception	
7:00pm – 10:00pm	AOA Paraoptometric Section Annual Reception	0280
8:00pm – 11:00pm	iConnect with TLC – Students must register and attend course S242 to get a wristband to attend. Students' guests must register for function 0290 to get a ticket to attend. <i>Sponsored by TLC</i>	
9:00pm – 12:00am	Reception Honoring Dr. Dori Carlson – Featuring “The Eye Docs of Rock” <i>Sponsored by CIBA VISION, Optos, and Vision Source</i>	

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OPTOMETRIC EDUCATION




TIME				
6:00am - 7:30am	B201 The Itch that Won't Leave You Alone – Why Allergy Treatments Can Fail D. Cunningham, O.D. COPE Pending PH	B202 Diabetes in Your Practice: What You Find May Surprise You J. Gerson, O.D. COPE Pending SD	B203 Age-Related Macular Degeneration: New Treatment Strategies J. Haynie, O.D. COPE Pending PS	
8:00am - 9:00am	2001 Corneal Confusion: Staining, Infiltrates, and Infections P. Karpecki, O.D. S. Morris, O.D. COPE Pending AS	2002 Contact Lens Myopia Control J. Walline, O.D., Ph.D. COPE Pending CL	2003 Perioperative Management of the Cataract Patient M. Pohl, O.D. COPE Approved CEE PO	2004 Clinical Insights Into the Diagnosis of Glaucoma M. Fingeret, O.D. COPE Approved GL
9:00am - 10:00am				
10:00am - 11:00am	2010 Dr. Pat Cummings Memorial Course: Recognizing, Treating, and Avoiding Corneal Infection In Contact Lens Wear M. Depaolis, O.D. J. Shovlin, O.D. COPE Pending CL	2110 InfantSEE®: A Primer in Infant Vision for the Optometric Student and New Practitioner M. Schwartz, M.PH. G. Steele, O.D. A. Thau, O.D. COPE Pending FV	2210 New Developments in Imaging and Perimetry M. Fingeret, O.D. COPE Approved GL	2310 It's the Retina, Stupid! M. Pohl, O.D. COPE Approved PS
11:00am - 12:00pm				
12:00pm - 1:00pm				
1:00pm - 2:00pm				2312 CLCS Korb Award Lecture of Excellence E. Smith, III, O.D., Ph.D. COPE Pending CL
2:00pm - 3:00pm	2015 From Print to Practice: Retina Posterior Vitreous Detachment and the Common Process with Potential for Ocular Morbidity D. Shechtman, O.D. COPE Pending CEE AS	2115 Characteristics of Risk in the Infant Exam G. Steele, O.D. COPE Pending FV	2215 One of Those Days – Again! A Day in the Life of the Full-Scope OD J. Davidoff, O.D. S. Morris, O.D. L. Sciafani, O.D. COPE Pending GO	2315 The Greatest Anterior Segment Disease and Medical Management of Contact Lenses Course – Ever! P. Ajamian, O.D. M. DePaolis, O.D. J. Schaeffer, O.D. COPE Pending AS
3:00pm - 4:00pm				
4:00pm - 5:00pm	<div> Food will be served at this session</div>			
5:00pm - 6:00pm				

FRIDAY, JUNE 17

OPTOMETRIC EDUCATION

TIME					
6:00am - 7:30am					
8:00am - 9:00am	2005 What You Need to Know About MGD J. Nichols, O.D., Ph.D. K. Nichols, O.D. D. Sullivan, Ph.D. COPE Pending	2006 Ten Tests That Can Save Your Patients' Life/Sight B. Onofrey, O.D. COPE Approved	2007 Premium IOLs for Premium Optometric Practices Moderator: K. Smick, O.D. Lecturers: R. Cionni, M.D. J. Rumpakis, O.D., MBA W. Whitley, O.D., MBA COPE Pending	2008 Contact Lens Red Eye – New Etiologies and Treatments D. Geffen, O.D. COPE Approved	2009 Oral and Topical Anti-Inflammatories E. Schmidt, O.D. COPE Approved
9:00am - 10:00am	AS	SD	PO	CL	PH
10:00am - 11:00am	2410 Off-Label Treatments of Ocular Surface Disease D. Cunningham, O.D. COPE Pending	2510 Strategies in Building a Multi-Million-Dollar Practice H. Braverman, O.D. P. Liane, O.D. D. Nelson, O.D. COPE Pending	2610 Top Ten Pathology Pitfalls J. Autry, O.D. COPE Approved	2710 The Good, the Bad, and the Ugly, LASIK Complications in 2011 J. Owen, O.D., MBA COPE Pending	2810 Trauma for the OD: A Case Management Approach W. Whitley, O.D., MBA COPE Pending
11:00am - 12:00pm	AS	PM	PD	RS	CEE GO
12:00pm - 1:00pm					
1:00pm - 2:00pm					
2:00pm - 3:00pm	2415 Controversies and Advances in Contact Lens Care J. Nichols, O.D. COPE Approved	2515 Tales From the Trenches: Posterior Segment M. Dunbar, O.D. COPE Approved	2615 Comprehensive Course on Corneal Collagen Cross-Linking for Keratoconus and Post-LASIK Ectasia M. Bloomenstein, O.D. C. Freeman, O.D. W. Trattler, M.D. COPE Pending	2715 Retinal Findings with Systemic Disease J. Gerson, O.D. COPE Approved	2815 Retinitis Pigmentosa: Medical and Rehabilitation Management D. DeCarlo, O.D. COPE Pending
3:00pm - 4:00pm	CL	PS	AS	CEE SD	LV
4:00pm - 5:00pm					
5:00pm - 6:00pm					

OPTOMETRIC EDUCATION

TIME	PRACTICE MANAGEMENT & CAREER CENTER	COMPLETE REFRACTIVE SOLUTION THEATER	DISCOVERY THEATER – CONTACT LENS AND SOLUTION	DISCOVERY THEATER – PHARMACEUTICALS
6:00am - 7:30am	<div>CIBA VISION <small>Shared Passion for Healthy Vision and Better Life</small></div> <div>LUXOTTICA <small>WORKING TOGETHER</small></div>	<div> Abbott Medical Optics</div>		
8:00am - 9:00am	C201 First Practice Academy™: Leading Staff to Excellence C. Burns, O.D. COPE Pending PM			
9:00am - 10:00am				
10:00am - 11:00am	C202 Are You Keeping Up With the New Age of Patient Communication? K. Gee, O.D. COPE Pending PM	T236 10:30am - 11:30am Defining Successful Refractive Outcomes: An Update on Technologies C. Freeman, O.D. P. Karpecki, O.D. B. Tullo, O.D. COPE Pending RS		
11:00am - 12:00pm	C203 Building and Managing Your Financial Profile J. Connon PM			
12:00pm - 1:00pm	C204 Cracking the Code – The Myths, Mysteries, and Essentials of Medical Coding and Compliance J. Rumpakis, O.D., MBA COPE Pending	T237 Insights in Dry Eye and Ocular Disease Management D. Cunningham, O.D. D. Devries, O.D. T. Kislán, O.D. COPE Pending AS	D202 12:30pm - 1:00pm “What’s New” From Alcon! 	D206 12:30pm - 1:00pm Allergan Therapeutic Update
1:00pm - 2:00pm	PM	T238 1:30pm - 2:30pm Standards in the New Generation of Contact Lens Solutions: What’s Changed in Disinfection? J. Shovlin, O.D. COPE Pending CL		
2:00pm - 3:00pm				
3:00pm - 4:00pm	C205 First Practice Academy™: Best Practice in Contact Lens Management and High-Performance Dispensaries M. Rothschild, O.D. COPE Pending PM	T239 Current Controversies in Contact Lens Compatibility T. Kislán, O.D. COPE Pending CL	D203 Taking Multifocal Contacts to the Next Level J. Miller, O.D., MBA COPE Pending CL	D207 The Pain Game – Exploring Ocular Pain and Inflammation D. Cunningham, O.D. COPE Pending PH
4:00pm - 5:00pm	C206 To Sign or Not to Sign: Treating Insurance Contracts as Business Decisions C. Brownlow, O.D. PM	T240 4:30pm - 5:30pm Anterior Segment Disease Therapy: A Look Into the Future E. Schmidt, O.D. COPE Pending AS	<div> Food will be served at this session</div>	
5:00pm - 6:00pm				

GRID CONTINUES ON PREVIOUS PAGE

GRID CONTINUES ON NEXT PAGE

FRIDAY, JUNE 17

OPTOMETRIC EDUCATION

EDUCATORS' EXCHANGE

TIME

DISCOVERY THEATER –
DIAGNOSTICS

DISCOVERY THEATER –
OPTICAL

DISCOVERY THEATER –
GENERAL OPTOMETRY

6:00am - 7:30am

8:00am - 9:00am

9:00am - 10:00am

10:00am - 11:00am

11:00am - 12:00pm

12:00pm - 1:00pm

1:00pm - 2:00pm

2:00pm - 3:00pm

3:00pm - 4:00pm

4:00pm - 5:00pm

5:00pm - 6:00pm

D213 Powerful Practice
Marketing Tips and Tools

D216 RESTASIS®
(Cyclosporine Ophthalmic
Emulsion) 0.05%



D211 Corneal Cross-Linking
for Keratoconus and Ectasia
P. Karpecki, O.D.
COPE Pending

AS

D215 CPOT Practical
Examination Demonstration
T. Franklin, CPOT
M. Jameson, CPOT
B. Taylor, CPOT

D219 4:30pm - 5:00pm
New Technologies for My
Practice: What's Ahead?



Food will be served at this session

0210 Optometric
Educators' Exchange

GRID CONTINUES ON PREVIOUS PAGE

GRID CONTINUES ON NEXT PAGE

FRIDAY, JUNE 17



STUDENT EDUCATION



GRID CONTINUES ON PREVIOUS PAGE



TIME	OPTICAL	ASSISTANT/TECH	PRACTICE MANAGEMENT			
6:00am - 7:30am						
8:00am - 9:00am	P201 Creating a Killer Optical S. Carter ABO Approved CPC Approved	P202 Investigative Photography I. Shwom, O.D. CPC Approved	P203 Not Just Another Job J. Luebbert, CPOT, ABOC CPC Approved		S220 The Keys to Creating a Great Team M. Brujic, O.D.	
9:00am - 10:00am	P211 Patient Satisfaction vs. Patient Loyalty S. Carter ABO Approved CPC Approved	P212 Slit Lamp Virtual Workshop M. Brujic, O.D. CPC Approved	P213 Improving Patient Care With Increased Office Efficiency! J. Miller, O.D., MBA CPC Approved	10:00am - 2:00pm Optometric Residency Forum	S221 Navigating Your Way Through an Exam in Spanish R. Auza, O.D.	
10:00am - 11:00am	P221 Are Glasses the Only Option When Your Arms Get Too Short? J. Miller, O.D., MBA CPC Approved		P223 Optometric Coding and Billing Exam Review C. Brownlow, O.D. L. Grover, O.D. H. Richman, O.D. CPC Approved		S222 InfantSEE®: A Primer in Infant Vision for the Optometric Student and New Practitioner M. Schwartz, M.PH. G. Steele, O.D. A. Thau, O.D.	S223 How Ocular Prosthetics Help My Patients and My Practice S. Pal, O.D.
11:00am - 12:00pm	P231 Marketing Benefits, Not Products S. Carter ABO Approved CPC Approved		P232 So That's What That is For! J. Luebbert, CPOT, ABOC ABO Approved CPC Approved		S224 Optometric Benchmarking R. Parker, O.D.	
12:00pm - 1:00pm						
1:00pm - 2:00pm	P241 Performance-Adjusting Workshop I. Shwom, O.D. CPC Approved	P242 Pharmaceutical Prescriptions – Break the Code J. Luebbert, CPOT, ABOC CPC Approved	P243 Insurance Verification and Filing S. Carter ABO Approved CPC Approved	S232 Interactive Optometry – What's That Red Eye? M. Bloomenstein, O.D. S. Morris, O.D.		
2:00pm - 3:00pm		P252 The Eye – What a Trip! J. Leubbert, CPOT, ABOC ABO Approved CPC Approved	P253 OMG! Texting and Technology in Today's Optometric World G. Wesley, O.D. CPC Approved			S233 Video Pathology M. Brujic, O.D.
3:00pm - 4:00pm	P261 Can I Wear Contact Lenses? I Have Astigmatism! G. Wesley, O.D. CPC Approved	P262 OCT and Me M. Yoder, O.D. CPC Approved	P263 Building a Ladder of Success R. Reed Jr., O.D. ABO Approved CPC Approved	S242 3:00pm - 4:30pm Buy an Existing Practice or Start From Scratch: Two Strategies to Private-Practice Ownership D. Hamilton, O.D. R. Parker, O.D. Interactive Session!		
4:00pm - 5:00pm	P264 Prism – That Dirty Five-Letter Word I. Shwom, O.D. ABO Approved CPC Approved	P265 Nutrition and the Macula: It's Not Just About Carrots Anymore M. Yoder, O.D. CPC Approved	P266 When the Ladder of Success Breaks R. Reed Jr., O.D. CPC Approved			
5:00pm - 6:00pm						

Friday Educational Sessions

6:00am - 7:30am

B201 The Itch that Won't Leave You Alone – Why Allergy Treatments Can Fail

*Lecturer(s): Derek Cunningham, O.D.
Category: PH*

One of the most treated ocular conditions by optometrists can also be one of the most frustrating when traditional therapies fail. Exploring why traditional therapies fail and how to recognize these patients in advance will lead to discussion about new therapies and etiologies that can help us in everyday practice.

COPE Approval Pending

**FREE COURSE
COMPLIMENTARY BREAKFAST**



6:00am - 7:30am

B202 Diabetes in Your Practice: What You Find May Surprise You

*Lecturer(s): J. Gerson, O.D.
Category: SD*

Approximately 1/3 of people with diabetes are unaware that they have the disease. This makes retinal examination, and specifically peripheral retina examination, of paramount importance. Once we help patients to know they have diabetes, we can help them to manage it. ODs play an integral role in helping patients with diabetes and this course will explore ways that can happen, both from a systemic and ocular perspective.

COPE Approval Pending

**FREE COURSE
COMPLIMENTARY BREAKFAST**



6:00am - 7:30am

B203 Age-Related Macular Degeneration: New Treatment Strategies

*Lecturer(s): Jay Haynie, O.D.
Category: PS*

This course will discuss the results of the latest clinical trials and give an update on new technology that has changed the perspective on how patients with macular degeneration are managed.

COPE Approval Pending

**FREE COURSE
COMPLIMENTARY BREAKFAST**



8:00am - 9:00am

P201 Creating a Killer Optical

*Lecturer(s): Sharon Carter
Category: Paraoptometric - Optical*

Optometry is one of the greatest business opportunities out there. Income can be derived from professional fees and a retail store all rolled up into one. The optical is where 60 to 70 percent of your income should be generated in your practice. If you are not generating these percentages and would like to, or you would like to take your optical to the next level, this course gives you an overview on how to accomplish those goals.

*ABO Approved
CPC Approved*

8:00am - 9:00am

P202 Investigative Photography

*Lecturer(s): Irwin Shwom, O.D.
Category: Paraoptometric - Assistant/Tech*

In-office photo documentation technologies have been exploding. After taking a photo have you ever thought, "What am I looking at?" This course will present an organized approach to viewing and interpreting in-office ocular photography. Employing a concept called "grounding," each attendee will view a series of both anterior and posterior segment photos. Each will then be able to identify key anatomical landmarks and make a descriptive identification of the specific photo's contents. Come join us to hone your photography skills...Take a photo, take a look, and make an assessment.

CPC Approved

8:00am - 9:00am

P203 Not Just Another Job

*Lecturer(s): Jill Luebbert, CPOT, ABOC
Category: Paraoptometric - Practice Management*

It can be so confusing. Who is a paraoptometric and what is a paraoptometric supposed to do? What are all the initials about? CPO, CPOA, CPOT. We will discuss these issues and help to move paraoptometry forward as a health care career.

CPC Approved

8:00am - 9:00am

S220 The Keys to Creating a Great Team

*Lecturer(s): Mile Brujic, O.D.
Category: Student Education*

As a student we go through extensive training on the proper diagnosis and management for conditions of the eye. But when we graduate, we realize very quickly that in order to practice at the level we were trained, we have to work as a team with a number of people. This course will give the student a blueprint of how to build a team, along with a look at the paraoptometric certification process.

Friday Educational Sessions

8:00am - 10:00am

2001 Corneal Confusion: Staining, Infiltrates, and Infections

Lecturer(s): Paul Karpecki, O.D.

Scot Morris, O.D.

Category: AS

This course will provide the attendee with the latest research related to corneal complications, including corneal staining, infiltrates, and infectious keratitis. The course will provide the participant with a guide for developing a differential diagnosis system around corneal staining and debunk various myths based on sound evidence-based medicine and clinical research.

COPE Approval Pending

BAUSCH+LOMB

8:00am - 10:00am

2002 Contact Lens Myopia Control

Lecturer(s): Jeff Walline, O.D., Ph.D.

Category: CL

This course will provide an overview of all myopia control modalities investigated to date in order to put into perspective the potential for future contact lens myopia control. The effects of soft, gas permeable, corneal reshaping, and soft bifocal contact lenses on myopia progression in children will be discussed, as will the latest theories of the mechanism of myopia control.

COPE Approval Pending

8:00am - 10:00am

2003 Perioperative Management of the Cataract Patient

Lecturer(s): Maynard Pohl, O.D.

Category: PO

Pre-operative considerations and guidelines for managing coexisting ocular disease in the cataract surgery patient are discussed. Protocols for managing the uncomplicated and complicated post-operative course are provided and illustrated through case examples.

COPE Approved

CEE

8:00am - 10:00am

2004 Clinical Insights Into the Diagnosis of Glaucoma

Lecturer(s): Murray Fingeret, O.D.

Category: GL

This course will discuss the steps used in establishing the diagnosis of glaucoma. The different tests (history, tonometry, optic nerve, visual fields, imaging, and gonioscopy) will be described and how each is incorporated into the decision-making process. The concept of using multiple tests to corroborate whether loss is present will also be described.

COPE Approved

8:00am - 10:00am

2005 What You Need to Know About MGD

Lecturer(s): Jason Nichols, O.D., Ph.D.

Kelly Nichols, O.D.

David Sullivan, Ph.D.

Category: AS

This symposium covers the recently published report of the International Meibomian Gland Workshop. A sub-committee representative presents an evidence-based discussion of (1) anatomy and pathophysiology, (2) lipids, (3) definition and classification, (4) epidemiology, (5) diagnosis, (6) clinical trials, and (7) management and therapy of MGD.

COPE Approval Pending

8:00am - 10:00am

2006 Ten Tests That Can Save Your Patients' Life/Sight

Lecturer(s): Bruce Onofrey, O.D.

Category: SD

The timely use of laboratory tests and other diagnostic techniques can assist clinicians in identifying sight- and life-threatening ocular and systemic disorders in their patients.

COPE Approved

8:00am - 10:00am

2007 Premium IOLs for Premium Optometric Practices

Moderator: Kirk Smick, O.D.

Lecturer(s): Robert Cionni, M.D.

John Rumpakis, O.D., MBA

Walt Whitley, O.D., MBA

Category: PO

Optometrists sit on the forefront of the explosion in premium IOLs. A significant number of our patients are referred for cataract surgery, and the desire for good vision at near and far leads to a discussion of presbyopic IOLs. In addition, several of our patients would benefit from the new toric IOLs. This course will take the attendee through the pre-evaluation as well as post-op considerations. Best practices billing and coding will also be presented. A panel of four experts will share their experiences with these unique patient opportunities.

COPE Approval Pending

Alcon

8:00am - 10:00am

2008 Contact Lens Red Eye – New Etiologies and Treatments

Lecturer(s): Dave Geffen, O.D.

Category: CL

Advances in contact lens materials, designs, and lens care products have dramatically reduced the prevalence of related conjunctivitis and keratitis. However, newer contact lenses and lens care products are not without complication. This course discusses "today's" contact lens red eye, its differential diagnosis, etiologies, and contemporary management.

COPE Approved

Friday Educational Sessions

8:00am - 10:00am

2009 Oral and Topical Anti-Inflammatories

Lecturer(s): Eric Schmidt, O.D.

Category: PH

Anti-inflammatory drugs have a widespread usage in eye care. This course will detail the pharmacology and clinical indications for these agents. Time will be devoted to differentiating the NSAIDs from steroids. The indications for oral agents will also be discussed.

COPE Approved

8:00am - 10:00am

C201 First Practice Academy™: Leading Staff to Excellence

Lecturer(s): Carole Burns, O.D.

Category: PM

Participants will learn to identify personality types and to manage staff according to how well those types match up with various tasks. All aspects of staff hiring, firing, and management will be addressed.

COPE Approval Pending

NEW INTRODUCTORY OFFER

Normally \$80

Now \$40



8:00am - 4:00pm

0210 Optometric Educators' Exchange

Now in its sixth year, the popular Optometric Educators' Exchange (OEE) features an exciting new format. The OEE begins with breakfast and a morning of lectures followed by a furnished lunch at noon. Then participants move into small groups at round tables providing the opportunity to exchange their own teaching resources and network. Educators are encouraged to bring their materials on a flash drive to share with other faculty. This flexible format allows educators to attend as many of the lectures and exchanges as possible throughout the day. The fee for the OEE remains a bargain at \$25 for all or part of the day.

9:00am - 10:00am

P211 Patient Satisfaction vs. Patient Loyalty

Lecturer(s): Sharon Carter

Category: Paraoptometric - Optical

Is customer satisfaction your goal? If so, your aim is too low! Have you purchased something and been satisfied? But would you return? Maybe next time someone offers you a lower price. To which one would you return? Remember this, "The sweetness of the low price is long forgotten after the bitterness of poor service." Learn how to take satisfied customers and make them loyal patients.

ABO Approved

CPC Approved

9:00am - 10:00am

P213 Improving Patient Care With Increased Office Efficiency!

Lecturer(s): Jason Miller, O.D., MBA

Category: Paraoptometric - Practice Management

Patient satisfaction and practice success are intertwined to every department in an eye care practice. This course identifies problem areas as well as how to implement strategies that will improve patient satisfaction, practice profitability, and office efficiency. This course will also help identify hidden areas of the practice that affect the bottom line and ways to implement procedures that streamline inter-office processes, such as electronic medical records, e-prescribing, and online patient history forms.

CPC Approved

9:00am - 10:00am

S221 Navigating Your Way Through an Exam in Spanish

Lecturer(s): Raul Auza, O.D.

Category: Student Education

In this course, you will learn the basics to communicating with your Spanish-speaking patients. A step-by-step guide will be used to teach you commonly needed phrases for a refraction and ocular health exam, as well as how to understand your patients' responses. While you may not leave this course fluent in Spanish, you will be given the tools needed to more easily communicate with your Spanish-speaking patients.

9:00am - 11:00am

P212 Slit Lamp Virtual Workshop

Lecturer(s): Mile Brujic, O.D.

Category: Paraoptometric - Assistant/Tech

The ocular health is assessed in detail with the slit lamp. This course will be an interactive course that will allow the paraoptometric to see what really happens through a "virtual presentation" of the slit lamp exam and how it pertains to examining the ocular structures and contact lenses.

CPC Approved

10:00am - 11:00am

C202 Are You Keeping Up With the New Age of Patient Communication?

Lecturer(s): Kevin Gee, O.D.

Category: PM

In today's fast-paced, instant-gratification era our patients are becoming more and more demanding. However, at the same time they want service to be held to the highest without intrusion or interruption. Patients are influenced by non-traditional Internet media and social networking more than ever. Are you keeping up?

COPE Approval Pending

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20

Friday Educational Sessions

10:00am - 11:00am

P221 Are Glasses the Only Option When Your Arms Get Too Short?

Lecturer(s): Jason Miller, O.D., MBA

Category: Paraoptometric - Optical

Presbyopia is an unfortunate event, but this course will evaluate the opportunities multifocal contact lenses can create with this unique patient population. The attendees will achieve a better understanding of multifocal contact lenses and the fitting process they create. We will evaluate the specific designs along with the pluses and minuses of each. Case studies will further define the keys to success associated with the multifocal contact lens wearer.

CPC Approved



10:00am - 11:00am

S223 How Ocular Prosthetics Help My Patients and My Practice

Lecturer(s): Shalu Pal, O.D.

Category: Student Education

This class will review how to design and fit prosthetic contact lenses, products available to you, and how they can impact your practice. We will also review the basics of ocular prosthetics as well as insertion, removal, and care regimes. With a little imagination, creativity, and knowledge you can make a huge difference in your patients' lives and create a niche for yourself.

10:00am - 12:00pm

2010 Dr. Pat Cummings Memorial Course: Recognizing, Treating, and Avoiding Corneal Infection In Contact Lens Wear

Lecturer(s): Mike DePaolis, O.D.

Joe Shovlin, O.D.

Category: CL

This presentation begins with a review of the epidemiology and pathogenesis of ulcerative keratitis in contact lens wear. Several recent landmark studies will be analyzed in order to cite the risk factors associated with the increased incidence of infection. Preventive measures in minimizing these occurrences will be stressed. The organisms most likely to be encountered will be reviewed along with the key measures used to make the important differential diagnosis between a sterile versus an infectious keratitis.

COPE Approval Pending



10:00am - 12:00pm

2110 InfantSEE®: A Primer Into Infant Vision for the Optometric Student and New Practitioner

Lecturer(s): Mark Schwartz, M.PH.

Glen Steele, O.D.

Andrea Thau, O.D.

Category: FV

This course will provide the fundamentals of the InfantSEE® program. This course will address causes for concern when examining an infant and recommendations for management. Included will be pearls for making the examination easier for the child, parent, and doctor. The assessment and diagnosis of eye and vision conditions most likely encountered in the examination of an infant, including differential diagnoses, will be used to guide the optometrist into the appropriate treatment plan. Furthermore, this course will provide the latest trends in infant vision as demonstrated by the InfantSEE® program and will also address building relationships and collaborations with other pediatric-minded professionals in your community.

COPE Approval Pending

10:00am - 12:00pm

2210 New Developments in Imaging and Perimetry

Lecturer(s): Murray Fingeret, O.D.

Category: GL

This course will review recent developments in regards to optic nerve/retinal nerve fiber layer imaging and perimetry as they pertain to glaucoma. Included will be a discussion on the fourier-domain OCTs. Also, new forms of perimetry will be discussed as well as new tools to recognize visual field progression.

COPE Approved



10:00am - 12:00pm

2310 It's the Retina, Stupid!

Lecturer(s): Maynard Pohl, O.D.

Category: PS

Interesting clinical cases are presented with subjective and objective findings potentially misleading the practitioner to an inaccurate assessment. The true assessments in these cases involve retinal disorders that are then discussed with regard to definitive diagnosis, pathogenesis, and management. Included are retinal manifestations of hypertension and cerebrovascular disease.

COPE Approved



10:00am - 12:00pm

2410 Off-Label Treatments of Ocular Surface Disease

Lecturer(s): Derek Cunningham, O.D.

Category: AS

This course will review current and evolving trends in treating ocular surface disease using medications that are not FDA approved for the specific disease state. In vitro data, clinical studies, and evidence-based medicine will be used to judge the validity of these treatments.

COPE Approval Pending

Friday Educational Sessions

10:00am - 12:00pm

2510 Strategies in Building a Multi-Million-Dollar Practice

Lecturer(s): Howard Braverman, O.D.
Pete Liane, O.D.
Dave Nelson, O.D.
Category: PM

This course teaches the attendee how to deal with managed care, how to maximize staff efficiency, how to differentiate the practice from a retail practice, and explains the metrics of measuring staff training and performance.

COPE Approval Pending



10:00am - 12:00pm

2610 Top Ten Pathology Pitfalls

Lecturer(s): Jill Autry, O.D.
Category: PD

Even the most experienced clinician can be led astray by a poor history, an atypical presentation, or a rarely encountered condition. In this lecture, a referral center optometrist will highlight the most commonly seen pathology pitfalls and how to avoid and/or manage them appropriately.

COPE Approved

10:00am - 12:00pm

2710 The Good, the Bad, and the Ugly, LASIK Complications in 2011

Lecturer(s): Jim Owen, O.D., MBA
Category: RS

Refractive surgery is more than 10 years old, and not only has the technology changed but so have the complications from the surgery. This course covers the complications that occur in refractive surgery today. These complications range from dry eye to corneal ectasia. The course will cover how to reduce the risk of these complications, how to diagnose these complications, and how to manage these complications. Included will be trends regarding complication rates prior and today.

COPE Approval Pending

10:00am - 12:00pm

2810 Trauma for the OD: A Case Management Approach

Lecturer(s): Walt Whitley, O.D., MBA
Category: GO

As the primary eye doctor, optometrists are often the first to encounter patients who have suffered from ocular trauma. These ocular conditions can range from a small corneal abrasion, to a penetrating foreign body, to an open globe. Using case examples, the lecturer will discuss several ocular trauma conditions and how to best manage them.

COPE Approval Pending
CEE

10:00am - 12:00pm

P223 Optometric Coding and Billing Exam Review

Lecturer(s): Charles Brownlow, O.D.
Lori Grover, O.D.
Harvey Richman, O.D.
Category: Paraoptometric - Practice Management

This course, presented by a panel of experts, will provide a fundamental overview of coding and billing and will help prepare paraoptometrics to take the NEW Optometric Coding and Billing Certification Examination. The course includes a review of CPT®, ICD-9, HCPCS, medical records, compliance, and other subject matter included on the examination.

CPC Approved

10:00am - 12:00pm

S222 InfantSEE®: A Primer Into Infant Vision for the Optometric Student and New Practitioner

Lecturer(s): Mark Schwartz, M.P.H.
Glen Steele, O.D.
Andrea Thau, O.D.
Category: Student Education

This course will provide the fundamentals of the InfantSEE® program for the optometric student, recent graduate, and new practitioner. This course will address causes for concern when examining an infant and recommendations for management. Included will be pearls for making the examination easier for the child, parent, and doctor. The assessment and diagnosis of eye and vision conditions most likely encountered in the examination of an infant, including differential diagnoses, will be used to guide the optometrist into the appropriate treatment plan. Furthermore, this course will provide the latest trends in infant vision as demonstrated by the InfantSEE® program and will address building relationships and collaborations with other pediatric-minded professionals in your community.

10:30am - 11:30am

T236 Defining Successful Refractive Outcomes: An Update on Technologies

Lecturer(s): Chris Freeman, O.D.
Paul Karpecki, O.D.
Bill Tullo, O.D.
Category: RS

Patients research health care topics on the Internet more than any other area of information. This program will ensure that optometry can answer any of their questions! It's a fast-paced peak into new technologies including new diagnostic tests, surgical procedures, and innovations for anterior and posterior segment disease as well as an understanding of what you might expect from each technology.

COPE Approval Pending
FREE COURSE



Friday Educational Sessions

11:00am - 12:00pm

C203 Building and Managing Your Financial Profile

Lecturer(s): Jeff Connon

Category: PM

No matter what your career goals are, having a healthy financial profile makes it easier to secure the financing you need to purchase or build the practice you want. In this course, you'll learn the role and importance of your credit score, plus 10 easy things you can do right now to improve your financial profile.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20

**WELLS
FARGO**

11:00am - 12:00pm

D201 The Much-Anticipated "Specialty Silicone Hydrogel Lenses" are Finally Available!

Category: Product Information Session

Join Contamac US for a one-hour session focused on silicone hydrogel specialty soft contact lenses made with the new material, "Definitive™" from Contamac, currently available through several partner laboratories, including Art Optical, Metro Optics, X-Cel Contacts, and Unilens. Each of the respective manufacturing laboratories will be presenting their own specialty Definitive™ Silicone Hydrogel lens designs during this session.

FREE SESSION

(Includes a complimentary lunch)

CONTAMAC US

11:00am - 12:00pm

D205 Seeing is Believing: A Live Multifocal Workshop

Category: Product Information Session

Watch renowned contact lens experts (Mark Andre and Don Seigel, O.D.) fit a presbyopic patient (no previous MF experience) with multifocal lenses. Listen to how expectations are set and learn a rational approach to lens selection criteria and evaluation.

FREE SESSION

(Includes a complimentary lunch)

CooperVision

11:00am - 12:00pm

D213 Powerful Practice Marketing Tips and Tools

Category: Product Information Session

Return to your practice with the knowledge and tools to understand the demographics and attitudes of patients and potential patients who live in YOUR market area. Learn from colleagues how using new Web-based tools can help ensure that your products, services, and marketing dollars are fully leveraged to grow your practice based on the patients you want to attract.

FREE SESSION

(Includes a complimentary lunch)

Transitions

11:00am - 12:00pm

D216 RESTASIS®(Cyclosporine Ophthalmic Emulsion) 0.05%

Category: Product Information Session

This course will discuss RESTASIS® (Cyclosporine Ophthalmic Emulsion) 0.05%. RESTASIS® ophthalmic emulsion is a prescription eye drop that helps increase the eyes' natural ability to produce tears which may be suppressed by inflammation due to chronic dry eye.

FREE SESSION

(Includes a complimentary lunch)

ALLERGAN

11:00am - 12:00pm

P231 Marketing Benefits, Not Products

Lecturer(s): Sharon Carter

Category: Paraoptometric - Optical

Learn how to educate your patients on the benefits of each product you offer and how to present the product in a way that is not perceived as high-pressure selling. When a patient is educated on the benefits they are buying rather than being sold, they understand the value of what they are paying for. Eliminate buyer's remorse after the sale and promote a good referral for your optical.

ABO Approved

CPC Approved

11:00am - 12:00pm

P232 So That's What That is For!

Lecturer(s): Jill Luebbert, CPOT, ABOC

Category: Paraoptometric - Assistant/Tech

We see them in the examination rooms. This course is designed to explain the instrumentation used by the doctor during the eye examination and allow the participant to see what the doctor sees.

ABO Approved

CPC Approved

11:00am - 12:00pm

S224 Optometric Benchmarking

Lecturer(s): Ryan Parker, O.D.

Category: Student Education

"Optometric Benchmarking" will take you through the maze of financial matters facing optometric students today. The course will cover how to balance student debt while trying to pursue your desired optometric career, including opening a private practice. We will also discuss how to evaluate the success of a practice based on key financial metrics.

Friday Educational Sessions

12:00pm - 1:00pm

T237 Insights in Dry Eye and Ocular Disease Management

Lecturer(s): Derek Cunningham, O.D.

Doug Devries, O.D.

Tom Kislán, O.D.

Category: AS

Patients with ocular surface disease require proper “management” to prevent progression of their disease. This course will discuss lid disease, including anterior, posterior, and mixed blepharitis, and lipid- and aqueous-deficient dry eye. Proper diagnosis techniques will be covered. Multiple treatment options available will be covered including the use of all topicals, both prescription and OTC, orals, and nutraceuticals. Attendees will leave this course with a thorough understanding of the disease and how to implement treatment into everyday practice.

COPE Approval Pending

FREE COURSE



12:00pm - 2:00pm

C204 Cracking the Code – The Myths, Mysteries, and Essentials of Medical Coding and Compliance

Lecturer(s): John Rumpakis, O.D., MBA

Category: PM

The average optometrist does not have a complete understanding of the medical model for health care delivery, coding, billing, and reimbursement, nor does he or she understand the appropriate assignment of value of the services he or she is licensed to provide and be reimbursed under the Resource-Based Relative Value System (RBRVS) that all third-party insurers currently use as the standard. They often feel that the medical model is a losing proposition. With this current lack of understanding regarding the medical model for health care delivery, and the ever-changing rules and guidelines surrounding coding, billing, and reimbursement, many optometrists feel that there is not enough profit or earnings potential in providing primary care to justify their attention. Through an innovative approach, this course will present actual clinical cases and provide specific coding, billing, and compliance tools to help attendees maximize their revenue while maintaining compliance to avoid costly audit situations. Real-time Internet-based software tools will be presented to allow the OD to understand reimbursement differences between carriers, geographic compliance regulations, and the correct coding edits specific to clinical care performed every day. Capture every dollar to which you are entitled by understanding, through clinical case examples, the new Medicare rules and regulations, and the “ins & outs” of third-party coding, billing, reimbursement issues, and the true profitability of medical eye care. Attendees will learn how to both clinically and financially manage the top clinical medical presentations most ODs encounter on a daily basis.

COPE Approval Pending

NEW INTRODUCTORY OFFER

Normally \$80

Now \$40

12:30pm - 1:00pm

D202 Discover...“What’s New” From Alcon!

Category: Product Information Session

Be one of the first to hear about the science and technology behind a brand new product from Alcon!

FREE SESSION

(Snacks will be provided)



12:30pm - 1:00pm

D206 Allergan Therapeutic Update

Category: Product Information Session

Learn more about options for IOP-lowering therapy. A question-and-answer session will follow the presentation.

FREE SESSION



1:00pm - 2:00pm

2312 CLCS Korb Award Lecture of Excellence

Lecturer(s): Earl Smith, III, O.D., Ph.D.

Category: CL

Join this year’s Korb Award winner and get updated on his current research in anterior segment physiology and contact lens information. This important lecture will contain the information you need to completely understand our current thinking in corneal metabolism, physiology, and the role of contact lenses on the eye.

COPE Approval Pending



Shared Passion for Healthy Vision and Better Life

Friday Educational Sessions

1:00pm - 2:00pm

P242 Pharmaceutical Prescriptions – Break the Code

Lecturer(s): Jill Luebbert, CPOT, ABOC
Category: Paraoptometric - Assistant/Tech

The written prescription for pharmaceuticals looks like a lot of secret code. Let's break down the code so it makes sense to all of us. We will cover the basics of the prescription so we will be able to communicate with pharmacists and patients regarding the doctor's recommendations.

CPC Approved

1:00pm - 2:00pm

P243 Insurance Verification and Filing

Lecturer(s): Sharon Carter
Category: Paraoptometric - Practice Management

Insurance is a very big part of most practices today. It is essential to establish a system for collecting information from the patient, creating a clean claim, and making sure payment is made correctly and in a timely manner. Each area of the office has a part in the claim process and this course will provide the essential steps for a system that will ensure prompt and accurate insurance filing and payment.

ABO Approved
CPC Approved

1:00pm - 2:00pm

S232 Interactive Optometry – What's That Red Eye?

Lecturer(s): Marc Bloomenstein, O.D.
Scot Morris, O.D.
Category: Student Education

Finally, a new way to learn what you need to know about common cases in optometry! We call it interactive optometry. You will call it intellectual, educational, and just plain funny. As you will probably be on your cell phone anyway – why not join the fun? This is the course that all of your friends will be talking about.

1:00pm - 3:00pm

P241 Performance Adjusting Workshop

Lecturer(s): Irwin Shwom, O.D.
Category: Paraoptometric - Optical

After you have mastered the basic adjustment it's time to adjust your fabricated eyewear for optimal performance. Ophthalmic frame adjustment for lens power vertex manipulations, progressives, lined bifocal segment heights, and single-vision aspheric lens positioning will be demonstrated. Eyewear and hand tools will be available for use during the course.

CPC Approved

1:30pm - 2:30pm

T238 Standards in the New Generation of Contact Lens Solutions: What's Changed in Disinfection?

Lecturer(s): Joe Shovlin, O.D.
Category: CL

With the introduction of two new dual disinfecting solutions in addition to an already popular solution that has dual disinfectants, optometrists can prescribe solutions that provide for a broad range of efficacy with minimal adverse events. Several key aspects of prescribing solutions will be examined, including some differences in efficacy against a wide range of pathogens and adverse events among the options available today. They will be discussed along with patient satisfaction ratings in comfort. Solution-induced corneal staining and infiltrates are among some of the adverse events reported that some patients experience and seem to be more prevalent with certain brands of solution. Several key studies will be shared that should mirror clinical practice experiences.

COPE Approval Pending
FREE COURSE

2:00pm - 3:00pm

P252 The Eye – What a Trip!

Lecturer(s): Jill Luebbert, CPOT, ABOC
Category: Paraoptometric - Assistant/Tech

A pictorial journey through the eye with explanations of the anatomy and visual system along the way.

ABO Approved
CPC Approved

2:00pm - 3:00pm

P253 OMG! Texting and Technology in Today's Optometric World

Lecturer(s): Gina Wesley, O.D.
Category: Paraoptometric - Practice Management

Texting, among many other technologies, is no longer a convenience. Patients expect digital communication, advanced testing equipment, and computerized "wow" factors when it comes to medical care. Familiarization with this technology can set an optometric applicant apart from the competition. This course outlines how technology can make optometric offices more efficient, more thorough, and more impressive.

CPC Approved

2:00pm - 3:00pm

S233 Video Pathology

Lecturer(s): Mile Brujic, O.D.
Category: Student Education

Every day the practitioner is faced with challenging cases. This interactive course will test the attendee with various cases utilizing video technology. The history, physical examination, treatment, and follow-up will be discussed along with the pathophysiology of various disease states encountered in the optometry practice.

Friday Educational Sessions

2:00pm - 4:00pm

2015 From Print to Practice: Retina Posterior Vitreous Detachment and the Common Process with Potential for Ocular Morbidity

Lecturer(s): Diana Shechtman, O.D.

Category: PS

The PVD process may lead to the development of vitreoretinal traction resulting in a vitreous hemorrhage, retinal break, or maculopathies. This course will discuss risk factors, signs/symptoms, and complete examination aids in the appropriate management.

COPE Approval Pending

CEE

2:00pm - 4:00pm

2115 Characteristics of Risk in the Infant Exam

Lecturer(s): Glen Steele, O.D.

Category: FV

Infants often present with no symptoms from the parent, yet there are characteristics of the examination that should be followed more carefully. These characteristics along with management guidelines will be addressed.

COPE Approval Pending

2:00pm - 4:00pm

2215 One of Those Days – Again! A Day in the Life of the Full-Scope OD

Lecturer(s): Jerry Davidoff, O.D.

Scot Morris, O.D.

Louise Sclafani, O.D.

Category: GO

Four cases that will challenge everything you know about optometry. Our panel will break down these complicated cases that you experience every day.

COPE Approval Pending

2:00pm - 4:00pm

2315 The Greatest Anterior Segment Disease and Medical Management of Contact Lenses Course – Ever!

Lecturer(s): Paul Ajamian, O.D.

Mike DePaolis, O.D.

Jack Schaeffer, O.D.

Category: AS

Leaders in anterior segment eye disease and contact lenses will present a unique program to enhance your clinical diagnostic and treatment abilities. In this wonderful world of changing technologies, we are able to offer our patients many new options for safe contact lens wear. The new medical vision correction options will also bring new complications. This course will present the medical management strategies for the complications so the eye care practitioners will feel comfortable when they present in-office. We will cover all aspects of the medical eye care practice, from patient selection options, to treatment of today's new anterior segment challenges. The series of presentations will allow the OD to expand the treatment options to normalize the patient's visual status and manage the medical complications.

COPE Approval Pending



2:00pm - 4:00pm

2415 Controversies and Advances in Contact Lens Care

Lecturer(s): Jason Nichols, O.D., Ph.D.

Category: CL

The past several years have been filled with new understandings, in addition to controversies, in the care of contact lenses. These have included formulations that have been associated with unique infectious outcomes, controversies about preservatives, corneal staining, and the impact of a rub step. Furthermore, new materials are posing different challenges relative to their care. The purpose of this talk is to review and discuss these topics in an interactive format.

COPE Approved

2:00pm - 4:00pm

2515 Tales From the Trenches: Posterior Segment

Lecturer(s): Mark Dunbar, O.D.

Category: PS

Interesting cases from over two decades in an ophthalmology academic referral center are presented in a grand rounds case presentation format. Cases will be challenging yet clinically common. The course is designed to stimulate differential diagnosis, utilize diagnostic technology, and discuss various treatment strategies.

COPE Approved

2:00pm - 4:00pm

2615 Comprehensive Course on Corneal Collagen Crosslinking for Keratoconus and Post-LASIK Ectasia

Lecturer(s): Marc Bloomenstein, O.D.

Chris Freeman, O.D.

William Trattler, M.D.

Category: AS

Attendees will learn how to identify appropriate candidates for epithelial-ON corneal collagen crosslinking (CXL). The course will include a review of the short- and long-term results with CXL and an interactive discussion of how to optimize the CXL procedure. Pearls on optimizing post-operative care for these patients will be shared. Techniques to reduce the most common complications following CXL, which include corneal haze and infection, will be described. The role of additional treatment options, such as wavefront and topo-guided PRK, will be reviewed. Additional uses of CXL will be discussed, such as its effectiveness for treating corneal infections, stabilization of patients with a history of RK and visual fluctuations, and treating pseudophakic corneal edema.

COPE Approval Pending

Friday Educational Sessions

2:00pm - 4:00pm

2715 Retinal Findings with Systemic Disease

Lecturer(s): Jeffry Gerson, O.D.

Category: SD

This course will go over the relations between different systemic diseases and their retinal findings. Some of the diseases will be quite common, and others, although not as common, are critically important to recognize. Emphasis will not only be placed on retinal treatments, but also systemic treatments and appropriate referrals.

COPE Approved

CEE

2:00pm - 4:00pm

2815 Retinitis Pigmentosa: Medical and Rehabilitation Management

Lecturer(s): Dawn DeCarlo, O.D.

Category: LV

Retinitis pigmentosa and related retinal degenerative diseases are common causes of early-onset vision impairment. This course will discuss currently accepted treatments that are thought only to slow the progression, as well as new treatments in clinical trials that may change the way we care for people with hereditary eye disease. Vision rehabilitation techniques for RP will also be discussed.

COPE Approval Pending

2:00pm - 4:00pm

C205 First Practice Academy™: Best Practice in Contact Lens Management and High-Performance Dispensaries

Lecturer(s): Mike Rothschild, O.D.

Category: PM

This lecture highlights methods for increasing the profitability of contact lens prescribing and dispensing in the practice, defines how to provide the highest-quality frames and lenses with the most affordable options, and explores the benefits of investing in a high-performance optical.

COPE Approval Pending

NEW INTRODUCTORY OFFER

Normally \$80

Now \$40



3:00pm - 4:00pm

T239 Current Controversies in Contact Lens Compatibility

Lecturer(s): Tom Kislán, O.D.

Category: CL

Recent reports of corneal complications have arisen associated with certain contact lens and multipurpose solutions. The causes for these complications are controversial, and many of these cases are misdiagnosed. This course will present the current research involving this subject. Recent cases will be presented along with various treatment options. Audience participation and discussion is encouraged. At the completion of this course, attendees will be able to properly diagnose, treat, and manage these cases and learn how to prevent reoccurrences.

COPE Approval Pending

FREE COURSE



3:00pm - 4:00pm

D203 Taking Multifocal Contacts to the Next Level

Lecturer(s): Jason Miller, O.D., MBA

Category: CL

This course will evaluate the specific multifocal contact lens designs along with a market evaluation and current opportunities associated within the presbyopic population. This interactive journey will utilize case studies to illustrate the primary fitting concepts and the keys to success associated with the multifocal contact lens wearer. In addition, the course will discuss ongoing research associated with these unique contact lens designs.

COPE Approval Pending

FREE COURSE

3:00pm - 4:00pm

D207 The Pain Game – Exploring Ocular Pain and Inflammation

Lecturer(s): Derek Cunningham, O.D.

Category: PH

This course will review current understandings of ocular pain and inflammation. Topical therapies of on- and off-label medications will be reviewed for primary care and post-surgical applications.

COPE Approval Pending

FREE COURSE



Friday Educational Sessions

3:00pm - 4:00pm

D211 Corneal Cross-Linking for Keratoconus and Ectasia

Lecturer(s): Paul Karpecki, O.D.

Category: AS

This course will begin with important clinical pearls in the diagnosis of keratoconus and forme fruste keratoconus and contrast other findings such as ocular surface disease that can also cause an irregular cornea surface. New advancements in the treatment of your patients with keratoconus will be discussed with an emphasis on corneal cross linking that involves the use of riboflavin and UV light to strengthen corneal collagen bonds. International research and current study data is very promising so it is imperative that optometry be aware of this new and exciting treatment for our patients.

COPE Approval Pending

FREE COURSE



3:00pm - 4:00pm

D215 CPOT Practical Examination Demonstration

Lecturer(s): Tami Franklin, CPOT

Mary Jameson, CPOT

Billie Taylor, CPOT

Category: Paraoptometric - Optical

This “hands-on” workshop will include a demonstration of the equipment used during the CPOT Practical Examination. Examination candidates will have the opportunity to use the equipment and ask appropriate questions on the equipment used in stations two and three including the manual lensometer, tonometer, and pachymeter. If you are planning to take the practical examination, this demonstration will be very helpful.

CPC Approved

FREE COURSE

3:00pm - 4:00pm

P261 Can I Wear Contact Lenses? I Have Astigmatism!

Lecturer(s): Gina Wesley, O.D.

Category: Paraoptometric - Optical

One of the common misconceptions in the general public is astigmatism and the ability to wear contact lenses. With today's contact lens technology, not only is fitting toric contact lenses easy, it's highly successful and rewarding for both patient and practitioner. This course will outline the newest technology in toric contact lenses and how to incorporate this great lens option into your contact lens arsenal.

CPC Approved

3:00pm - 4:00pm

P262 OCT and Me

Lecturer(s): Mark Yoder, O.D.

Category: Paraoptometric - Assistant/Tech

Optical Coherence Tomography is a new technology that allows doctors to look more closely at the retina. Come learn what it is, what it finds, and how it changed the practice of a rural optometrist forever.

CPC Approved

3:00pm - 4:00pm

P263 Building a Ladder of Success

Lecturer(s): Robert Reed Jr., O.D.

Category: Paraoptometric - Practice Management

Being successful in your office, your career, or your life isn't an accident. This course is designed to help you discover your ladder to success and give you the tools to begin building your ladder, rung by rung. Come in with questions, leave with a plan!

ABO Approved

CPC Approved

3:00pm - 4:30pm

S242 Buy an Existing Practice or Start from Scratch: Two Strategies to Private-Practice Ownership

Lecturer(s): Derek Hamilton, O.D.

Ryan Parker, O.D.

Category: Student Education

In this course, we will examine two strategies for getting from graduation to private-practice ownership. Two recent optometry school graduates and private-practice doctors will recount their very different journeys to ownership. Does it make more sense to start from scratch or to buy an existing practice? Both sides of this debate will be represented and the pros and cons of each will be discussed. This will be an excellent forum to consider the opportunities and challenges of the current economic climate as you move beyond graduation. This interactive course will allow attendees to participate through real-time text messaging polls!



4:00pm - 5:00pm

P264 Prism – That Dirty Five-Letter Word

Lecturer(s): Irwin Shwom, O.D.

Category: Paraoptometric - Optical

This classic program provides an extremely functional approach to the indications and contraindications for uses of ophthalmic prisms in a daily eye care and eyewear practice.

ABO Approved

CPC Approved

Friday Educational Sessions

4:00pm - 5:00pm

P265 Nutrition and The Macula: It's Not Just About Carrots Anymore

Lecturer(s): Mark Yoder, O.D.

Category: Paraoptometric - Assistant/Tech

Most of your patients fall into two categories: one group never takes vitamins or supplements and the other group has counters and shelves filled with enough stuff to put the home in homeopathic. This course will help you better understand the latest research about vitamins, minerals, and carotenoids and how they affect the health and well-being of the macula.

CPC Approved

4:00pm - 5:00pm

P266 When the Ladder of Success Breaks

Lecturer(s): Robert Reed Jr., O.D.

Category: Paraoptometric - Practice Management

Being successful is a decision. This course, however, explores what to do when the ladder of success breaks. Even when you have goals, life sometimes has other plans. How you respond will help you rebuild and keep you from becoming exhausted from your climb.

CPC Approved

4:00pm - 6:00pm

C206 To Sign or Not to Sign: Treating Insurance Contracts as Business Decisions

Lecturer(s): Charles Brownlow, O.D.

Category: PM

Members have been slow to understand that their accountants and other advisers should be helping them decide to accept or reject contracts, how to negotiate contracts, etc., and that signing a contract should follow careful scrutiny of the contract and its potential impact on the practice.

NEW INTRODUCTORY OFFER

Normally \$80

Now \$40

4:30pm - 5:00pm

D219 New Technologies for My Practice: What's Ahead?

Category: Product Information Session

If you are interested in what dramatic differences new EHR technologies will make in your practice in the near future then this is a presentation that you should attend. This session will provide you with an understanding of where EHR technology is taking us, what the government goal of meaningful use is, and what impact this will have on your practice in the next five years.

FREE SESSION



4:30pm - 5:30pm

T240 Anterior Segment Disease Therapy: A Look Into the Future

Lecturer(s): Eric Schmidt, O.D.

Category: AS

This course will highlight novel approaches to treating anterior segment diseases. New therapies will be discussed as well as yet, unapproved, treatments. Unique and future pharmaceuticals will be detailed, and treatment areas such as stem-cell therapy, laser, and surgical procedures will be discussed. Future diagnostic and therapeutic technology will also be presented.

COPE Approval Pending

FREE COURSE



Saturday Schedule-at-a-Glance

SATURDAY, JUNE 18

TIMES	FUNCTION	FUNCTION CODE
7:00am – 8:00am	AOA Paraoptometric Section Post-Congress Council Meeting	
7:00am – 12:30pm	SVS Sports Vision Performance CE – Off-site Course <i>Sponsored by Vistakon*, Nike, Bernell, and Athletic Republic</i>	0350
7:00am – 2:00pm	AOA House of Delegates Resolutions Committee Meeting Room	
7:30am – 3:00pm	Registration and AOA Central Hours	
8:00am – 9:00am	AOA Paraoptometric Section State Leaders' Meeting	
8:00am – 9:00am	Beta Sigma Kappa Annual Membership Meeting & Breakfast	
8:00am – 4:00pm	CLCS Council Meeting	
8:00am – 4:00pm	CPOT Practical Examination – Off-Site Event	
8:00am – 5:00pm	AOA House of Delegates' Office	
9:00am – 4:00pm	AOA House of Delegates	
10:00am – 12:00pm & 1:00pm – 3:00pm	VRS Council Meeting	
10:00am – 2:00pm	Exhibit Hall	
10:00am – 3:00pm	CPC Post-Congress Meeting	
12:00pm – 2:00pm	Paraoptometric and Student Focus Hours in the Exhibit Hall	
8:00pm – 10:00pm	Presidential Celebration – Featuring Comedians Kathleen Madigan and Wayne Brady <i>Sponsored by HOYA</i>	0380

SATURDAY, JUNE 18

OPTOMETRIC EDUCATION

TIME					
6:00am - 7:30am	B301 Ocular Surface Inflammation and Infection Control P. Karpecki, O.D. COPE Pending PH 				
8:00am - 9:00am	3008 Diagnosing and Managing Ocular Urgencies and Emergencies B. Lonsberry, O.D. COPE Approved	3108 Pain, Pain, Go Away J. Autry, O.D. COPE Approved	3208 Differentiating Corneal Stain: What It Means or Doesn't? M. Bloomenstein, O.D. D. Cunningham, O.D. COPE Pending	3308 Clinical Decisions in the Medical Management of Glaucoma R. Wooldridge, O.D. COPE Pending	3408 <i>Primary Care Optometry News Live!</i> M. DePaolis, O.D. M. Fingeret, O.D. A. Kabat, O.D. B. Onofrey, O.D. COPE Pending
9:00am - 10:00am	CEE SD	OP	AS	GL	GO
10:00am - 11:00am	3010 The Latest in Diabetes Care S. Ferrucci, O.D. COPE Pending	3110 Glaucoma: Clinical Pearls for Challenging Cases M. Chaglasian O.D. COPE Pending	3210 Ocular Disease and Women J. Autry, O.D. K. Nichols, O.D. T. Than, O.D. COPE Pending	3310 Examination of the Neuro-Ophthalmic Patient: 10 Clinical Pearls to Success R. Wooldridge, O.D. COPE Pending	3410 <i>Optometric Management Live!</i> B. Gaddie, O.D. S. Morris, O.D. L. Semes, O.D. J. Thimons, O.D. COPE Pending
11:00am - 12:00pm	SD	CEE GL	SD	CEE NO	GO
12:00pm - 1:00pm	AOA Interactive Poster Session will be offered for CE Credit from 11am - 2pm on Saturday. Register for one CE hour (PST1) or two CE hours (PST2).				
1:00pm - 2:00pm					
2:00pm - 3:00pm	3014 EHRs: Making the Last Pieces of Paper Go Away P. Gross, O.D. COPE Pending PM	3114 The (E)Xtreme Sports Vision Practice F. Edmunds, O.D. COPE Approved	3214 Glaucoma Medications: What We Have and Where We're Going J. Autry, O.D. COPE Pending GL	3314 OCT Grand Rounds: The "HD" Experience J. Gerson, O.D. COPE Approved PS	3414 Vascular Diseases and the Eye: A Posterior Perspective D. Shechtman, O.D. COPE Approved
3:00pm - 4:00pm	3016 Picking Through Ophthalmology's "Trash" A. Kabat, O.D. COPE Approved AS	PM	3216 Vascular Disease and AMD L. Semes, O.D. COPE Pending SD	3316 Astigmatism Correction During Cataract Surgery D. Devries, O.D. COPE Pending PO	CEE SD
4:00pm - 5:00pm	 Food will be served at this session				

GRID CONTINUES ON NEXT PAGE

SATURDAY, JUNE 18

OPTOMETRIC EDUCATION

TIME					
6:00am - 7:30am					0350 7:00am - 12:30pm Bringing Visual Performance Training to the Athlete: A New Paradigm G. Erickson, O.D. A. Reichow, O.D. COPE Pending
8:00am - 9:00am	3508 New Technology Rapid-Fire Session M. Brown, O.D. D. Geffen, O.D. P. Karpecki, O.D. COPE Pending	3608 Vision Rehabilitation from Pathology to Rehabilitation in All Practice Settings D. DeCarlo, O.D. J. Gerson, O.D. M. Wilkinson, O.D. COPE Pending	3708 Diabetic Retinopathy: Classification and Treatment Guidelines J. Haynie, O.D. COPE Pending	3808 Around the Track with Glaucoma Medications E. Schmidt, O.D. COPE Approved	
9:00am - 10:00am	PD	LV	CEE PS	CEE PH	
10:00am - 11:00am	3510 Anterior Segment Rapid-Fire Session M. Bloomenstein, O.D. M. Brujic, O.D. G. Caldwell, O.D. D. Devries, O.D. P. Karpecki, O.D. COPE Pending	3610 Corneal Encounters L. Scalfani, O.D. COPE Pending	3710 Retina Grand Rounds J. Haynie, O.D. COPE Approved	3810 Ocular Manifestations in Auto-Immune Disease B. Lonsberry, O.D. COPE Approved	
11:00am - 12:00pm	AS	CL	PS	CEE SD	
12:00pm - 1:00pm	AOA Interactive Poster Session will be offered for CE Credit from 11am - 2pm on Saturday. Register for one CE hour (PST1) or two CE hours (PST2).				GO
1:00pm - 2:00pm					
2:00pm - 3:00pm	3514 Ocular Complications of Cancer Treatment T. Than, O.D. COPE Approved	3614 Utilizing Social Media to Build Your Practice K. Gee, O.D. S. Morris, O.D. COPE Pending	3714 Visual Fields and Treatment Strategies in Glaucoma M. Chaglasian, O.D. COPE Approved	3814 Ask Well... Listen Well... Go Looking For... K. Gagnon, O.D. COPE Approved	
	SD	PM	GL	LV	
3:00pm - 4:00pm	3516 Interactive Optometry – What's That Red Eye? M. Bloomenstein, O.D. S. Morris, O.D. COPE Pending	3616 Clinical Speed Dating K. Mastrotta, O.D. L. Scalfani, O.D. COPE Pending	3716 New Risk Factors to Consider in Glaucoma: 24-Hour IOP and Ocular Perfusion Pressure M. Chaglasian, O.D. COPE Approved	3816 Strategies for Giving Ocular Complications of Skin Disease a Good Kick T. Than, O.D. COPE Approved	
	GO	GO	GL	SD	
4:00pm - 5:00pm					

SATURDAY, JUNE 18

OPTOMETRIC EDUCATION

TIME	PRACTICE MANAGEMENT & CAREER CENTER	DISCOVERY THEATER – CONTACT LENS AND SOLUTION	DISCOVERY THEATER – PHARMACEUTICALS	DISCOVERY THEATER – DIAGNOSTICS	DISCOVERY THEATER – OPTICAL	DISCOVERY THEATER – GENERAL OPTOMETRY
6:00am - 7:30am	<div><div>CIBA VISION</div><div>Shared Passion for Healthy Vision and Better Life</div><div>LUXOTTICA</div><div>WORKING TOGETHER</div></div>					
8:00am - 9:00am	<div><div>C301 Audits, Audits Everywhere – How Will I Survive? R. Wartman, O.D.</div><div>PM</div></div>					
9:00am - 10:00am	<div><div>C302 Coding Grand Rounds C. Brownlow, O.D. COPE Pending</div><div>PM</div></div>					
10:00am - 11:00am				<div><div>D305 10:30am -11:30am Advanced Corneal and Anterior Segment Analysis for Success in Contact Lens Fitting</div><div></div></div>	<div><div>D307 10:30am -11:30am Powerful Practice Marketing Tips and Tools</div><div></div></div>	<div><div>D309 EHR Part 1: Federal Incentives and Meaningful Use: What You Really Need to Know P. Gross, O.D. J. Henry, O.D. COPE Pending</div><div>PM</div></div>
11:00am - 12:00pm	<div><div>C303 Preparing for a Practice Acquisition or Buy-In J. Connon</div><div>PM</div></div>			<div><div></div><div></div></div>	<div><div></div><div></div></div>	
12:00pm - 1:00pm	<div><div>C304 Preparing for an Expansion Project J. Connon</div><div>PM</div></div>	<div><div>D302 The Future of Refractive Cataract Surgery D. Holsted, O.D. J. Sturm, O.D. COPE Pending</div><div>RS</div></div>				<div><div>D310 EHR Part 2: Electronic Health Record Software Selection and Implementation P. Gross, O.D. J. Henry O.D. COPE Pending</div><div>PM</div></div>
1:00pm - 2:00pm	<div><div>C305 Cold Start, Warm Feet: Necessary Steps in Starting a Practice Cold G. Wesley, O.D.</div><div>PM</div></div>					
2:00pm - 3:00pm	<div><div>C306 First Responders to Conflict: A Road Map and Guidelines J. Potter, O.D.</div><div>PM</div></div>					
3:00pm - 4:00pm	<div><div>C307 PQRI Made Easy H. Richman, O.D. R. Wartman, O.D.</div><div>PM</div></div>					
4:00pm - 5:00pm	<div><div>C308 E-Pre-scribing: Everything You Need to Know P. Gross, O.D. J. Henry, O.D. COPE Pending</div><div>PM</div></div>					

Food will be served at this session

GRID CONTINUES ON PREVIOUS PAGE

GRID CONTINUES ON NEXT PAGE



Food will be served at this session

SATURDAY, JUNE 18

PARAOPTOMETRIC EDUCATION

Transitions®

VISTAKON
DIVISION OF
JOHNSON & JOHNSON Vision Care, Inc.

STUDENT EDUCATION

THE VISION CARE
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GRID CONTINUES ON PREVIOUS PAGE



TIME	OPTICAL	ASSISTANT/TECH	PRACTICE MANAGEMENT	
6:00am - 7:30am				
8:00am - 9:00am	P300 You Did What with Your Contact Lenses? G. Wesley, O.D. CPC Approved NCLE Approved	P305 Do You See What I See? S. Kannarr, O.D. ABO Approved CPC Approved	P310 Give Your Patients What They Really Want P. Walker, ABOM CPC Approved	
9:00am - 10:00am	P315 Blink, Blink...Success in Battling Contact Lens Dryness G. Wesley, O.D. CPC Approved NCLE Approved	P320 Diabetes and the Eyes M. Yoder, O.D. CPC Approved		
10:00am - 11:00am	P325 Healthy Sight Counseling J. Miller, O.D., MBA CPC Approved	P330 Vision Quest: An Eye Care Game! S. Kannarr, O.D. CPC Approved	P335 The Nuts and Bolts for Managing, Training, and Staffing Today's Optical P. Walker, ABOM CPC Approved	S311 A Clinical Guide to Ocular Pharmacology Board Review W. Edmondson, O.D. E. McKee, O.D.
11:00am - 12:00pm	P340 Parameters, Paradigms, and Practicalities: Basics in Contact Lens Fitting G. Wesley, O.D. CPC Approved			
12:00pm - 1:00pm				S321 Ocular Emergency and Pathology Board Review B. Lonsberry, O.D.
1:00pm - 2:00pm				
2:00pm - 3:00pm	P355 Troubleshooting the Difficult Rx P. Walker, ABOM ABO Approved CPC Approved	P360 Understanding Pretesting S. Kannarr, O.D. CPC Approved	P365 Utilizing Social Media to Build Your Practice K. Gee, O.D. S. Morris, O.D. CPC Approved	
3:00pm - 4:00pm	P370 Lensometry Workshop P. Walker, ABOM ABO Approved CPC Approved NCLE Approved	P375 Understanding the What and Why of the Eye M. Yoder, O.D. CPC Approved	P380 Communication: It's Not as Easy as It Sounds R. Reed, Jr., O.D. CPC Approved	S331 The Latest in Corneal Degenerations and Dystrophies B. Lonsberry, O.D.
4:00pm - 5:00pm			P385 Turning Trunk Shows Into \$\$\$\$ R. Reed, Jr., O.D. CPC Approved	

Saturday Educational Sessions

6:00am - 7:30am

B301 Ocular Surface Inflammation and Infection Control

Lecturer(s): Paul Karpecki, O.D.

Category: PH

Not a day goes by where optometrists won't manage either an inflammation or infection-related ocular condition. Understanding the differential diagnosis of various diseases that contribute to inflammation or infection is imperative to effective treatment. New therapies for inflammatory ocular conditions and infectious disease management will be expounded on.

COPE Approval Pending

BAUSCH+LOMB

7:00am - 12:30pm

0350 Bringing Visual Performance Training to the Athlete: A New Paradigm

Lecturer(s): Graham Erickson, O.D.

Alan Reichow, O.D.

Category: GO

Join the AOA Sports Vision Section in this unique off-site education opportunity.

This program:

- Describes an effective delivery model that integrates vision enhancement training with state-of-the-art athletic facilities and training programs.
- Includes demonstrations of innovative instrumentation for visual performance assessment and training stations along with opportunities for hands-on participation.

Don't miss this exciting opportunity to see how athletes are able to take advantage of vision performance training to be the best they can be.

Location: Athletic Republic Facility, the Orthopedic Specialty Hospital in Murray, Utah

Cost: \$75**

Register early, space is limited!!

* Buses will leave the convention center at 7:00am and return around 12:30pm

**Cost includes breakfast and four hours of CE

COPE Approval Pending



8:00am - 9:00am

C301 Audits, Audits Everywhere – How Will I Survive?

Lecturer(s): Rebecca Wartman, O.D.

Category: PM

A review of the audit processes now in place – OIG CERT RAC, proper documentation and coding, what to do if you are audited, and how to avoid complications.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20

8:00am - 9:00am

P300 You Did What with Your Contact Lenses?

Lecturer(s): Gina Wesley, O.D.

Category: Paraoptometric - Optical

Millions of contact lens patients all over the world are successful and safe wearers with minimal to no complications. However, complications do occur, oftentimes due to patient non-compliance. Understanding the etiology and treatment course for the most common issues is important in any thriving contact lens practice.

CPC Approved

NCLE Approved

8:00am - 9:00am

P305 Do You See What I See?

Lecturer(s): Shane Kannarr, O.D.

Category: Paraoptometric - Assistant/Tech

The instrumentation utilized in eye care has changed drastically in the last several years. These changes in technology have allowed staff to gather more information than ever before. Many of these instruments can appear intimidating when they are first incorporated into an office. An overview of equipment providing retinal imaging, laser nerve head imaging, and fundus photography will be presented. General tips to aid in gathering the best possible information will be discussed. Key information gathered from each test will also be presented. This should help staff tie the information from the tests to the treatment plan for patients.

ABO Approved

CPC Approved

8:00am - 10:00am

3008 Diagnosing and Managing Ocular Urgencies and Emergencies

Lecturer(s): Blair Lonsberry, O.D.

Category: SD

This course will review the various presentations of ocular urgencies and emergencies; focusing on triaging, case history, and key points in diagnosing various emergent conditions. Appropriate treatment and management plans will be discussed in detail, focusing on current therapeutic intervention.

COPE Approved

CEE

8:00am - 10:00am

3108 Pain, Pain, Go Away

Lecturer(s): Jill Autry, O.D.

Category: OP

Pain is a resultant factor in many systemic and ocular disease states. Treatment with the appropriate analgesics and/or anti-inflammatory medications is imperative in controlling a patient's pain and inflammation as well as managing the condition without long-term sequelae. In this lecture, we will explore the different types and causes of pain as well as highlight the judicious use of oral medications for its treatment and prevention.

COPE Approved

Saturday Educational Sessions

8:00am - 10:00am

3208 Differentiating Corneal Stain: What It Means or Doesn't?

*Lecturer(s): Marc Bloomenstein, O.D.
Derek Cunningham, O.D.
Category: AS*

Yes, this course is on staining the cornea. Every OD knows how to drop in some stain and then look. However, what are the clinical implications? Does staining occur more rapidly or less rapidly considering the patient's ocular surface? Can we just lump all staining into a classification of disease? This course will break down myths, establish new criteria, and help the OD navigate through the staining 'grid' lock!

COPE Approval Pending

BAUSCH+LOMB

8:00am - 10:00am

3308 Clinical Decisions in the Medical Management of Glaucoma

*Lecturer(s): Robert Wooldridge, O.D.
Category: GL*

A systematic approach to the evaluation and management of glaucoma patients is presented in an interactive fashion designed to aid both experienced and inexperienced doctors in caring for these patients. Management decisions such as when and how to initiate treatment, which medications to use, how to follow, and then when to refer for surgery are emphasized.

COPE Approval Pending

8:00am - 10:00am

3408 Primary Care Optometry News Live!

*Lecturer(s): Mike DePaolis, O.D.
Murray Fingeret, O.D.
Alan Kabat, O.D.
Bruce Onofrey, O.D.
Category: GO*

Chief Editor Mike DePaolis, O.D. and fellow columnists from PCON will discuss the latest trends in optometric practice. An update will be provided for all aspects of the medical and optical components of your practice.

COPE Approval Pending

**PRIMARY CARE
OPTOMETRY NEWS**

8:00am - 10:00am

3508 New Technology Rapid-Fire Session

*Lecturer(s): Marlene Brown, O.D.
Dave Geffen, O.D.
Paul Karpecki, O.D.
Category: PD*

Patients research health care topics on the Internet more than any other area for information. This program will ensure that the participant will be able to answer any of his/her questions related to current and imminent eye care technologies! It's a fast-paced peek into new and future technologies including new diagnostic tests, therapeutics, drug delivery systems, and procedures for anterior and posterior segment disease. This fast-paced session on innovative ocular technologies will provide you with invaluable insights for your practice.

COPE Approval Pending

8:00am - 10:00am

3608 Vision Rehabilitation from Pathology to Rehabilitation in All Practice Settings

*Lecturer(s): Dawn DeCarlo, O.D.
Jeffrey Gerson, O.D.
Mark Wilkinson, O.D.
Category: LV*

A panel discussion of the progression of a patient experience from disease diagnosis, to treatment, to rehabilitation. The rehabilitation will be addressed from a panel of specialists in different practice settings and the differences will be obvious in the interaction between the panelists and the audience. Guaranteed to stimulate thought about whether we fulfill our obligations to patients when we diagnose and treat a disease process.

COPE Approval Pending

8:00am - 10:00am

3708 Diabetic Retinopathy: Classification and Treatment Guidelines

*Lecturer(s): Jay Haynie, O.D.
Category: PS*

With diabetes near epidemic degrees, more primary care providers find themselves following diabetic retinopathy in their respective practices. This lecture will include an overview of the standard classification of non-proliferative retinopathy as well as the new therapeutic options available for treatment of the retinal findings.

COPE Approval Pending

CEE

8:00am - 10:00am

3808 Around the Track with Glaucoma Medications

*Lecturer(s): Eric Schmidt, O.D.
Category: PH*

This course will give the attendee a keen understanding of the various anti-glaucoma medications and their side effects in order to better treat the glaucoma patient.

COPE Approved

CEE

 **ALLERGAN**

Saturday Educational Sessions

8:00am - 10:00am

D309 EHR Part 1: Federal Incentives and Meaningful Use – What You Really Need to Know

*Lecturer(s): Phil Gross, O.D.
Jay Henry, O.D.
Category: PM*

This course will cover current federal incentive programs including PQRI, ePrescribing, CMS EHR incentive program, and detailed information on meaningful use and what it means to the practicing optometrist.

COPE Approval Pending
FREE COURSE

8:00am - 10:00am

P310 Give Your Patients What They Really Want

*Lecturer(s): Phernell Walker, ABOM
Category: Paraoptometric - Practice Management*

Do you know what your patients really want? That's the answer that every ECP needs to know. Let Phernell Walker teach you the top ten best kept secrets to putting "I Care" back into eye care. Learn how to deliver the ultimate patient experience that will keep them coming back for years.

CPC Approved

9:00am - 10:00am

P315 Blink, Blink...Success in Battling Contact Lens Dryness

*Lecturer(s): Gina Wesley, O.D.
Category: Paraoptometric - Optical*

One of the most common reasons for contact lens drop-out is dryness. Appropriate knowledge of the most common forms of dry eye will help assist in understanding how we can help our contact lens patients. Additionally, updated information in the newest contact lens technology can also help fight dryness. From the simplest approach to the most complex treatment, this course will help aid comprehension in battling contact lens-associated dryness.

*CPC Approved
NCLE Approved*

9:00am - 10:00am

P320 Diabetes and the Eyes

*Lecturer(s): Mark Yoder, O.D.
Category: Paraoptometric - Assistant/Tech*

Every 24 hours, 3,600 new cases of diabetes are diagnosed. Find out how optometry is integrally involved in managing this rapidly growing disease. Learn about the ocular complications that arise from diabetes and how our offices can be involved in early detection and treatment.

CPC Approved

9:00am - 11:00am

C302 Coding Grand Rounds

*Lecturer(s): Charles Brownlow, O.D.
Category: PM*

Coding grand rounds - glaucoma visits, dry eye visits, and surgical visits.

COPE Approval Pending
NEW INTRODUCTORY OFFER
Normally \$80
Now \$40

10:00am - 11:00am

P325 Healthy Sight Counseling

*Lecturer(s): Jason Miller, O.D., MBA
Category: Paraoptometric - Optical*

This education module introduces Healthy Sight Counseling (HSC), an integrated approach to eye care. The course will define HSC, familiarize eye care practitioners (ECPs) with its components, and show why HSC is necessary to provide patients with the best possible visual health care. The course reinforces the importance of considering all factors that affect vision when evaluating a patient's visual health to provide a lifetime of the best possible ocular health.

CPC Approved

10:00am - 12:00pm

3010 The Latest in Diabetes Care

*Lecturer(s): Steven Ferrucci, O.D.
Category: SD*

Optometrists are often a primary point of care for people with type 2 diabetes. These professionals play an important role in ensuring that care is continuous and patient-centered. Optometrists educate people about the disease, encourage self-management, and refer when appropriate to other health professionals. This lecture reinforces consistent diabetes messages and the role of the optometrist in diabetes care.

COPE Approval Pending

10:00am - 12:00pm

3110 Glaucoma: Clinical Pearls for Challenging Cases

*Lecturer(s): Michael Chaglasian, O.D.
Category: GL*

This course will present the most current approaches to managing patients with glaucoma. Reviewed diagnostic approaches include: optic nerve evaluation, nerve fiber analysis, IOP measurement, and pachymetry. Case studies will reflect the presented concepts.

COPE Approval Pending
CEE

10:00am - 12:00pm

3210 Ocular Disease and Women

*Lecturer(s): Jill Autry, O.D.
Kelly Nichols, O.D.
Tammy Than, O.D.
Category: SD*

Female gender influences the development and severity of various ophthalmological conditions ranging from ocular surface disease to optic neuropathies. In this course, we will join top female lecturers for a discussion on diagnosis and treatment of women's ocular health issues as well as appropriate medication use during pregnancy and nursing.

COPE Approval Pending

Transitions®

Saturday Educational Sessions

10:00am - 12:00pm

3310 Examination of the Neuro-Ophthalmic Patient: 10 Clinical Pearls to Success

Lecturer(s): Robert Wooldridge, O.D.
Category: NO

Evaluating the neuro-ophthalmic patient is an important element of primary care practice. But for most practitioners the ability to organize the clinical examination into a structured format is one of the most challenging aspects of the diagnostic process. This program presents the most important aspects of the neuro-ophthalmic evaluation and discusses how to easily and appropriately integrate them into the primary care evaluation.

COPE Approval Pending
CEE

10:00am - 12:00pm

3410 Optometric Management Live!

Lecturer(s): Ben Gaddie, O.D.
Scot Morris, O.D.
Leo Semes, O.D.
Jim Thimons, O.D.
Category: GO

Join the editors from *Optometric Management* for a panel discussion on the year's top news from the optometric profession. Topics will include new drugs, new technologies, as well as practice-pertinent issues. Come meet the faces behind one of your favorite OM columns!

COPE Approval Pending



Wolters Kluwer
Pharma Solutions

VisionCare
Group

10:00am - 12:00pm

3510 Anterior Segment Rapid-Fire Session

Lecturer(s): Marc Bloomenstein, O.D.
Mile Brujic, O.D.
Greg Caldwell, O.D.
Doug Devries, O.D.
Paul Karpecki, O.D.
Category: AS

The lecture is a fast-paced series of presentations that cover the critical pearls related to the diagnosis and management of various corneal pathologies. Anterior segment disease experts will each present a 10- to 12-minute rapid-fire session on the latest knowledge about various anterior segment diseases ranging from infectious disease such as EKC and herpes simplex keratitis, to conditions that may have systemic causes such as SLK or conjunctivochalasis, to corneal dystrophies such as Fuchs' and anterior membrane dystrophy. New clinical pearls and a special emphasis on diagnostic skills and effective treatment and management protocols will be discussed. Prepare to learn a lot about the anterior segment in a short time!

COPE Approval Pending

10:00am - 12:00pm

3610 Corneal Encounters

Lecturer(s): Louise Sclafani, O.D.
Category: CL

What happens when your cornea is exposed to bugs, juice, or plastic? Our contact lens patients experience a range of activity from transient hyperfluorescence, to inflammatory events, to infection. After identifying and treating these conditions, we will discuss the latest studies in this area and how we can apply it to our clinical practice.

COPE Approval Pending



Shared Passion for Healthy Vision and Better Life

10:00am - 12:00pm

3710 Retina Grand Rounds

Lecturer(s): Jay Haynie, O.D.
Category: PS

"Retina Grand Rounds" is a presentation of clinical cases that include a variety of retinal pathology. Cases are presented in a format that allows the clinician to work through a differential diagnosis and guidance on special testing to consider. An open discussion will take place on the treatment advances of each case based on clinical trial results and what is considered the standard of care.

COPE Approved

10:00am - 12:00pm

3810 Ocular Manifestations in Auto-Immune Disease

Lecturer(s): Blair Lonsberry, O.D.
Category: SD

Patients present with a varied array of systemic disorders. The auto-immune disorders are a varied group of conditions that provide a difficult challenge for both patient and doctor. This interactive presentation will focus on the ocular complications associated with auto-immune disorders, including diagnosis, management, and treatment.

COPE Approved
CEE

10:00am - 12:00pm

P330 Vision Quest: An Eye Care Game!

Lecturer(s): Shane Kannarr, O.D.
Category: Paraoptometric - Assistant/Tech

This fast-paced, lively game show lecture will highlight the diversity of "every day" in an optometric office. Attendees will select from a variety of topics including dispensing, lens treatments, contact lenses and solutions, medications, and ocular disease. While competing for prizes, the questions will be used to direct discussion to common scenarios in all of our offices. The attendee will then be able to use knowledge to enhance patient care and increase office efficiency.

CPC Approved

Saturday Educational Sessions

10:00am - 12:00pm

P335 The Nuts and Bolts for Managing, Training, and Staffing Today's Optical

Lecturer(s): Phernell Walker, ABOM
Category: Paraoptometric - Practice Management

Successfully managing, training, and staffing your busy practice takes planning, strategy, and a well-executed implementation plan. This fun and interactive course, presented by Phernell Walker, will give you the essential tools every owner, practice administrator, and manager should know to effectively achieve positive results.

CPC Approved

10:00am - 12:00pm

S311 A Clinical Guide to Ocular Pharmacology Board Review

Lecturer(s): William Edmondson, O.D.
Earlena McKee, O.D.
Category: Student Education

The purpose of this course is to provide a quick overview of the main topics that are covered under the National Boards. It includes a board review of systemic and ocular pharmacology and medical treatment with the emphasis on the treatment of ocular conditions, disease, and trauma. The course provides a review of pharmaceutical groups and some specific medications used in ocular therapy. The emphasis is on indications/side-effects/contraindications as well as the mechanism of action and unique properties of the drugs. In addition, the conditions or disease for which it is best suited is discussed.

10:30am – 11:30am

D305 Advanced Corneal and Anterior Segment Analysis for Success in Contact Lens Fitting

Category: Product Information Session

Utilization of advanced technologies in contact lens practice allows the practitioner to achieve higher levels of success in the management of his/her patients. This workshop will review the utilization of the Oculus Pentacam and Keratograph systems for the advanced fitting of contact lenses and diagnosis of cornea and anterior segment conditions that impact the fitting and success of contact lenses. Specific diagnostic features of these instruments will allow the contact lens practitioner to improve his/her success in the management of dry eye patients, multifocal contact lenses, corneal reshaping treatments, custom GP and scleral contact lenses, and in lens material selection.

FREE SESSION
(Includes a complimentary lunch)



10:30am – 11:30am

D307 Powerful Practice Marketing Tips and Tools

Category: Product Information Session

Return to your practice with the knowledge and tools to understand the demographics and attitudes of patients and potential patients who live in YOUR market area. Learn from colleagues how using new Web-based tools can help ensure that your products, services, and marketing dollars are fully leveraged to grow your practice based on the patients you want to attract.

FREE SESSION
(Includes a complimentary lunch)



11:00am - 12:00pm

C303 Preparing for a Practice Acquisition or Buy-In

Lecturer(s): Jeff Connon
Category: PM

Get the information you need to prepare for a successful practice purchase or buy-in by learning which professionals to include on your acquisition team, how to evaluate potential practices, conduct due diligence, and select the right financing program to meet your needs.

NEW INTRODUCTORY OFFER
Normally \$40
Now \$20



11:00am - 12:00pm

P340 Parameters, Paradigms, and Practicalities: Basics in Contact Lens Fitting

Lecturer(s): Gina Wesley, O.D.
Category: Paraoptometric - Optical

This course will serve to build basic knowledge of contact lens fitting principles. From understanding initial parameter basics, to actual fitting of the contact lens on the eye, this practical course will build clinical understanding by incorporating basic training and details about contact lenses.

CPC Approved

Saturday Educational Sessions

12:00pm - 1:00pm

C304 Preparing for an Expansion Project

Lecturer(s): Jeff Connon

Category: PM

Investing in your practice is one key way to increase value and create your competitive advantage, but how do you know when the timing is right or what you need to do to realize a positive return on your investment? This course addresses those issues plus offers important tips about financing your project.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20

**WELLS
FARGO**

12:00pm - 1:00pm

D302 The Future of Refractive Cataract Surgery

Lecturer(s): Dawn Holsted, O.D.

Joel Sturm, O.D.

Category: RS

See how femtosecond lasers will move from just the LASIK FLAP and change the face of cataract surgery as we know it today. What's next ... presbyopia and femtosecond?

COPE Approval Pending

FREE COURSE

T L C
Laser Eye Centers®

12:00pm - 2:00pm

D310 EHR Part 2: Electronic Health Record Software Selection and Implementation

Lecturer(s): Phil Gross, O.D.

Jay Henry, O.D.

Category: PM

This course will cover detailed information on electronic health record implementation from planning, selection, purchasing, installation, hardware, training, and living to tell about it!

COPE Approval Pending

1:00pm - 2:00pm

C305 Cold Start, Warm Feet: Necessary Steps in Starting a Practice Cold

Lecturer(s): Gina Wesley, O.D.

Category: PM

The thought of one day opening a practice cold may seem daunting. However, this course outlines how careful planning and research can make this a possibility. Based on my own experience and expanding upon the four-part article series I wrote for *New OD*, I will summarize the necessary steps in building your own successful practice from scratch.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20

1:00pm - 3:00pm

S321 Ocular Emergency and Pathology Board Review

Lecturer(s): Blair Lonsberry, O.D.

Category: Student Education

Utilizing the latest in audience interactive technology, this course will review a wide variety of ocular emergencies and ocular pathologies including anterior segment, posterior segment, and neuro-optometry. The format for the session will center on clinical cases, which highlight key diagnostic characteristics followed by current treatment and management options. Audience participation is a crucial aspect to the learning environment, and each participant will be provided an interactive remote.

2:00pm - 3:00pm

3014 EHRs: Making the Last Pieces of Paper Go Away

Lecturer(s): Phil Gross, O.D.

Category: PM

This course will demonstrate ways of eliminating the last pieces of paper by reviewing advanced applications such as online history forms, e-prescribing, electronic remittance, drawing tools, and the integration of testing into your EHR.

COPE Approval Pending



2:00pm - 3:00pm

3214 Glaucoma Medications: What We Have and Where We're Going

Lecturer(s): Jill Autry, O.D.

Category: GL

Although encouraged by pharmacological developments of the last decade, we as physicians still struggle to prevent the blinding optic neuropathy characteristic of glaucoma. Medication side effects, cost considerations, and poor compliance are daily concerns. In this lecture, a pharmacist/optometrist will compare and contrast the current treatment modalities as well as offer a glimpse into the future of glaucoma treatment.

COPE Approval Pending



2:00pm - 3:00pm

3314 OCT Grand Rounds: The "HD" Experience

Lecturer(s): Jeffery Gerson, O.D.

Category: PS

This course will not only discuss what OCT and in particular spectral domain is, but also delve into specific cases. A grand rounds format will be used to demonstrate what different retinal conditions look like on OCT and how they match with fundus photography.

COPE Approved

Saturday Educational Sessions

2:00pm - 3:00pm

3514 Ocular Complications of Cancer Treatment

Lecturer(s): Tammy Than, O.D.

Category: SD

This course will provide an overview of the different forms of cancer therapy including a discussion on significant level of treatment. Anterior and posterior segment complications will be discussed including diagnosis, management, and prognosis.

COPE Approved

2:00pm - 3:00pm

3614 Utilizing Social Media to Build Your Practice

Lecturer(s): Kevin Gee, O.D.

Scot Morris, O.D.

Category: JOINT OD AND PARAOPHTHETRIC COURSE - PM

This course will cover the need-to-know about social media and how it affects your business. Learn how to effectively utilize social media to build your practice. This course will give you the "how-to" for Facebook, Twitter, Linked In, and your own blog. You cannot afford to miss this course!

COPE Approval Pending

2:00pm - 3:00pm

3714 Visual Fields and Treatment Strategies in Glaucoma

Lecturer(s): Michael Chaglasian, O.D.

Category: GL

This course provides a discussion in the treatment and diagnosis of glaucoma. Discussion of available treatments complete with benefits and risks.

COPE Approved

2:00pm - 3:00pm

3814 Ask Well... Listen Well... Go Looking For...

Lecturer(s): Kara Gagnon, O.D.

Category: LV

A case study of a soldier who suffered traumatic brain injury resulting in visual, auditory, and vestibular deficits will be reviewed. The discussion will include: a review of the pathomechanics of brain injury; common visual sequelae of TBI, review of optometric screening, assessment and treatment of the visual and vestibular anomalies in the traumatic brain-injured patient population.

COPE Approved

2:00pm - 3:00pm

C306 First Responders to Conflict: A Road Map and Guidelines

Lecturer(s): John Potter, O.D.

Category: PM

This course will describe five considerations for first responders in conflict in health care. Attendees will learn to recognize which techniques should be used when. The five considerations are autonomy, appreciation, affiliation, status, and role. Numerous examples will be used to highlight each consideration with the ultimate goal of benefiting your patients and their interests.

NEW INTRODUCTORY OFFER

Normally \$40

Now \$20

2:00pm - 3:00pm

P355 Troubleshooting the Difficult Rx

Lecturer(s): Phernell Walker, ABOM

Category: Paraoptometric - Optical

Every prescription is not created equally and presents its own unique challenges. All too often ECPs are faced with eyewear that results in comments such as, "My eyes feel like they're pulling," "One side of the table is higher than the other, and I can't read with my new progressive lenses," "I see multiple colored lines through one of my lenses," and other familiar complaints. This course will explain why these challenges occur and how to resolve these and many other eyewear issues.

ABO Approved

CPC Approved

2:00pm - 3:00pm

P360 Understanding Pretesting

Lecturer(s): Shane Kannarr, O.D.

Category: Paraoptometric - Optical

Pre-testing is vital in an eye examination. Technicians become more effective when they not only collect data, but understand what information they are gaining and the role it serves. Case history, screening fields, visual acuity, EOMs, pupil testing, OCT, and topography will all be examined. Directions to gather the best information, along with the methodology behind the test, will be discussed. The relevance in eye care for the information attained will be discussed.

CPC Approved

Saturday Educational Sessions

2:00pm - 3:00pm

P365 Utilizing Social Media to Build Your Practice

Lecturer(s): Kevin Gee, O.D.

Scot Morris, O.D.

Category: JOINT OD AND PARAOPTOMETRIC COURSE - Practice Management

This course will cover the need-to-know about social media and how it affects your business. Learn how to effectively utilize social media to build your practice. This course will give you the “how-to” for Facebook, Twitter, Linked In, and your own blog. You cannot afford to miss this course!

CPC Approved

2:00pm - 4:00pm

3114 The (E)Xtreme Sports Vision Practice

Lecturer(s): Fred Edmunds, O.D.

Category: PM

Establishing an optometric practice devoted to sports vision (aka performance vision) is virtually unheard of. Making it successful as a stand-alone specialty clinic is even more rare. Survival depends on minimizing mistakes, making the right moves at the right times, and more than a modest amount of luck. One must have belief, passion, and perseverance to succeed. This course follows the development of a ‘sports vision-only’ practice: identifying a suitable location, sourcing specialized equipment, setting up the physical clinic, creating forms, developing testing and training protocols, networking within the local athletic and eye care communities, and critically, creating awareness about sports vision through smart, targeted promotion. Programs and ideas that worked, as well as plenty that didn’t, will be discussed. Finally, a business model for a successful ‘sports vision only’ practice will be presented for consideration.

COPE Approved

2:00pm - 4:00pm

3414 Vascular Diseases and the Eye: A Posterior Perspective

Lecturer(s): Diana Shechtman, O.D.

Category: SD

Retinal vascular diseases are common retinopathies encountered in our practices today. Evaluation of the patient includes both a systemic and ocular management. This course highlights conventional, as well as new management and treatment modalities, using a case format. Diabetic retinopathy, hypertensive retinopathy, and vein occlusions will be emphasized.

COPE Approved

CEE

3:00pm - 4:00pm

3016 Picking Through Ophthalmology’s “Trash”

Lecturer(s): Alan Kabat, O.D.

Category: AS

A first-hand account from an optometrist in a multi-specialty ophthalmology practice allows this course to review some of the common ocular conditions that many ophthalmologists simply do not address. Dry eye, ocular allergy, blepharitis, and cosmetic eyelash enhancement represent just some of the items that ophthalmology “throws away” on a daily basis, creating opportunity for astute and eager optometrists.

COPE Approved

3:00pm - 4:00pm

3216 Vascular Disease and AMD

Lecturer(s): Leo Semes, O.D.

Category: SD

This course will review the relevant anatomy related to the pathogenesis of AMD from drusen formation to neovascularization. Modifications at the molecular level to mitigate the effects will be presented. Correlations with the risks for heart disease will be offered.

COPE Approval Pending

3:00pm - 4:00pm

3316 Astigmatism Correction During Cataract Surgery

Lecturer(s): Doug Devries, O.D.

Category: PO

This course is designed to give the optometrist an in-depth understanding of the various astigmatism-correcting procedures and options available to his/her cataract patient. The course will prepare the referring optometrist to discuss the options with his/her patient as well as the surgeon. Both pre- and post-operative responsibilities of co-management of these patients will be discussed.

COPE Approval Pending

3:00pm - 4:00pm

3516 Interactive Optometry – What’s That Red Eye?

Lecturer(s): Marc Bloomenstein, O.D.

Scot Morris, O.D.

Category: GO

Finally, a new way to learn what you need to know about common cases in optometry! We call it interactive optometry. You will call it intellectual, educational, and just plain funny. As you will probably be on your cell phone anyway—why not join the fun? This is the course everyone will be talking about.

COPE Approval Pending

3:00pm - 4:00pm

3616 Clinical Speed Dating

Lecturer(s): Katherine Mastrotta, O.D.

Louise Sclafani, O.D.

Category: GO

This rapid-fire course, presented by female experts, will cover the most current clinical topics, from anterior to posterior segment, affecting practices today.

COPE Approval Pending

Saturday Educational Sessions

3:00pm - 4:00pm

3716 New Risk Factors to Consider in Glaucoma: 24-Hour IOP and Ocular Perfusion Pressure

Lecturer(s): Michael Chaglasian, O.D.
Category: GL

The climate of glaucoma management has changed over the years with new risk factors being identified. Join us to learn how 24-hour IOP control and ocular perfusion pressure can change your outlook on treatment and management of today's glaucoma. Case presentations will highlight this interactive discussion.

COPE Approved

3:00pm - 4:00pm

3816 Strategies for Giving Ocular Complications of Skin Disease a Good Kick

Lecturer(s): Tammy Than, O.D.
Category: SD

After a brief introduction to skin anatomy and pathological changes, skin diseases associated with peri-ocular and ocular manifestations will be presented. The ocular complications will be discussed in detail with recommended treatment regimens. Conditions that will be discussed include psoriasis, rosacea, dermatitis (seborrheic, atopic, allergic), fungal infections, and neurofibromatosis.

COPE Approved

3:00pm - 4:00pm

C307 PQRI Made Easy

Lecturer(s): Harvey Richman, O.D.
Rebecca Wartman, O.D.
Category: PM

This course covers all the PQRI measures for optometry and how to file them successfully.

NEW INTRODUCTORY OFFER
Normally \$40
Now \$20

3:00pm - 4:00pm

P380 Communication: It's Not as Easy as It Sounds

Lecturer(s): Robert Reed Jr., O.D.
Category: Paraoptometric - Practice Management

Everybody talks and talks, but we are communicating less and less. With all the e-mail, IM, phones, texts, memos, Twitter, Facebook, and chat rooms, we are more isolated than ever. Rediscover personal interaction and how to communicate effectively in this hands-on "clinic." How to build rapport, roadblocks to communication, age, sex, gender, and personality differences are explored. Apply your insights immediately when you return to work.

CPC Approved

3:00pm - 5:00pm

P370 Lensometry Workshop

Lecturer(s): Phernell Walker, ABOM
Category: Paraoptometric - Optical

Lensometry is an essential skill for all ECPs. This course will review how to properly use a lensometer, common mistakes made while using a lensometer, neutralizing the unknown lens power, and verifying prescription eyewear (single vision, FT multifocals, and progressive lenses), and spherical and cylindrical lenses containing both unwanted and prescribed prism.

ABO Approved
CPC Approved
NCLE Approved

3:00pm - 5:00pm

P375 Understanding the What and Why of the Eye

Lecturer(s): Mark Yoder, O.D.
Category: Paraoptometric - Assistant/Tech

We look at eyes every day, yet sometimes we forget how amazing they really are. Come learn some new things about the amazing visual system. Do not miss this opportunity to follow light through the entire visual pathway. This is an essential course for those who are new to eye care, but will challenge those of you who have been working with eyes for years.

CPC Approved

3:00pm - 5:00pm

S331 The Latest in Corneal Degenerations and Dystrophies

Lecturer(s): Blair Lonsberry, O.D.
Category: Student Education

The ever-expanding scope of therapeutic privileges for optometrists has made the diagnosis and treatment of anterior segment diseases a crucial aspect of clinical practice. This interactive course will examine the various forms of corneal dystrophies and degenerations focusing on patient symptoms, diagnostic criteria, affects on vision, and the most current management and treatment options.

4:00pm - 5:00pm

C308 E-Prescribing: Everything You Need to Know

Lecturer(s): Phil Gross, O.D.
Jay Henry, O.D.
Category: PM

This course will provide detailed information on electronic prescribing of medications in clinical practice, benefits, including the CMS eRx incentive program and free and integrated eRx solutions, all centered around practical applications and clinical cases.

COPE Approval Pending

NEW INTRODUCTORY OFFER
Normally \$40
Now \$20

4:00pm - 5:00pm

P385 Turning Trunk Shows Into \$\$\$\$

Lecturer(s): Robert Reed Jr., O.D.
Category: Paraoptometric - Practice Management

Trunkshows aren't a new idea, but when you turn them into eyewear style events you can earn over \$20,000 in six hours. This workshop will take you from six months before the event through the day of, to the follow through necessary to "WOW" your patients and bank account. When you go home you will be prepared to immediately implement what you have learned in the workshop using your detailed checklist.

CPC Approved

Sunday Schedule-at-a-Glance

SUNDAY, JUNE 19

TIMES	FUNCTION
7:30am – 2:00pm	Registration and AOA Central Hours

SUNDAY, JUNE 19		
OPTOMETRIC EDUCATION		
TIME		
8:00am - 9:00am	4100 The Bugs and the Drugs: Update on Diagnostic and Therapeutic Decision-Making R. Melton, O.D. R. Thomas, O.D. COPE Approved	4102 Aviation Vision: Part 1 J. Kent, O.D. V. Nakagawara, O.D. COPE Approved
9:00am - 10:00am	CEE PH	CEE GO
10:00am - 11:00am	4106 Glaucoma Grand Rounds R. Melton, O.D. R. Thomas, O.D. COPE Approved	4110 Aviation Vision: Part 2 A. Engle, O.D. J. Weaver, O.D. COPE Approved
11:00am - 12:00pm	4112 Ocular Lumps and Bumps: An Organized Approach to Diagnosis and Management T. Than, O.D. COPE Pending	AS CEE GO
12:00pm - 1:00pm		
1:00pm - 2:00pm	4114 Rapid-Fire Rounds R. Melton, O.D. R. Thomas, O.D. COPE Approved	4115 Aviation Vision: Part 3 A. Engle, O.D. COPE Approved
2:00pm - 3:00pm	CEE GO	CEE GO

8:00am - 10:00am

4100 The Bugs and the Drugs: Update on Diagnostic and Therapeutic Decision-Making

Lecturer(s): Ron Melton, O.D.

Randall Thomas, O.D.

Category: PH

This team-taught course will present numerous external disease cases we have seen in our practices. The differential diagnosis and medical management options of each case will be discussed in a clinical practice manner.

COPE Approved

CEE

8:00am - 10:00am

4102 Aviation Vision: Part 1

Lecturer(s): John Kent, O.D.

Van Nakagawara, O.D.

Category: GO

Nothing may be more important to pilots than their vision. This course is designed to prepare optometrists to meet the basic needs of their pilot patients, whether they are involved in general, commercial, or military aviation. Part 1 includes the FAA aviation medical examination and certification process, vision standards, and prescription options for aviation.

COPE Approved

CEE

10:00am - 11:00am

4106 Glaucoma Grand Rounds

Lecturer(s): Ron Melton, O.D.

Randall Thomas, O.D.

Category: GL

This team-taught course will share numerous patient presentations in a case-study/grand rounds format. Emphasis will be on the diagnostic work-up, assessment of risk, selection of drug therapy, and follow-up care. This is a highly clinical, practical course.

COPE Approved

Sunday Educational Sessions

10:00am - 12:00pm

4110 Aviation Vision: Part 2

Lecturer(s): Andrew Engle, O.D.
Jeff Weaver, O.D.

Category: GO

Nothing may be more important to pilots than their vision. This course is designed to prepare optometrists to meet the basic needs of their pilot patients, whether they are involved in general, commercial, or military aviation. Part 2 includes color vision in aviation and spatial disorientation.

COPE Approval Pending

CEE

11:00am - 12:00pm

4112 Ocular Lumps and Bumps: An Organized Approach to Diagnosis and Management

Lecturer(s): Tammy Than, O.D.
Category: AS

This course will include practical information regarding the identification of benign, premalignant, and malignant lesions of the eyelid and conjunctiva. Emphasis is on differential diagnosis, therapeutic management, and in-office minor surgical treatments for each lesion.

COPE Approval Pending

1:00pm - 3:00pm

4114 Rapid-Fire Rounds

Lecturer(s): Ron Melton, O.D.
Randall Thomas, O.D.

Category: GO

This team-taught course will present a wide array of clinical case presentations seen and cared for in the optometric office. We have selected numerous cases that will be instructive, enlightening, and occasionally entertaining. Topics will be mostly anterior segment related, but will be well-punctuated with cases related to retina, neuro, glaucoma, and pharmacology. This course will be very clinically relevant to the practicing optometrist!

COPE Approved

CEE

1:00pm - 3:00pm

4115 Aviation Vision: Part 3

Lecturer(s): Andrew Engle, O.D.
Category: GO

Nothing may be more important to pilots than their vision. This course is designed to prepare optometrists to meet the basic needs of their pilot patients, whether they are involved in general, commercial, or military aviation. Part 3 includes night vision and refractive surgery in aviation.

COPE Approved

CEE

The First Practice Academy™ (FPA) Featured at AOA Optometry's Meeting®

SALT LAKE CITY, JUNE 17-18, 2011

Effective management strategies for independent optometrists in the first several years of practice ownership

The FPA is a comprehensive educational program, comprising eight hours* of classroom instruction from a faculty of four distinguished optometrists.

*COPE approval pending

FPA COURSES & FACULTY

- "Managing Finances to Increase Practice Equity" by Mark Wright, O.D., F.C.O.V.D.
- "Leading Staff to Excellence" by Carole Burns, O.D., F.C.O.V.D.
- "Best Practices in Contact Lens Management & High-Performance Dispensaries" by Mike Rothschild, O.D.
- "Marketing Your Practice Through Service" by Kelly Kerksick, O.D.



TO REGISTER : www.optometrismeeing.org



Exhibit Hall Information

NEW THIS YEAR!

AOA Central

Where It All Comes Together

Working for your practice and our profession

Whether you've been attending Optometry's Meeting® for 30 years or this is your very first meeting, you will experience the sense of community the AOA has created in the vast Exhibit Hall.

AOA Central is where the action is! Here you can register for Optometry's Meeting®, visit the AOA Booth, download the Optometry's Meeting® smart phone App, get connected in the Social Link area, visit Optometry Cares – the AOA Foundation, re-charge yourself and your cell phone, or just catch up with friends and colleagues. AOA Central is sure to be your favorite place to visit during your time in the Exhibit Hall.

Optometry's Exchange

The Exhibit Hall has always been a place to network and discover the latest news and trends. However, it can seem a bit overwhelming at times, causing you to ask "Where do I start?" We've created a one-stop-shop feel to help you navigate the hall.

The Exhibit Hall's new design was created with you in mind! The Hall is sectioned into several categories for the ease and convenience of finding what you are looking for quickly:

1. Optical, Frames, Lenses, and Labs
2. Contact Lenses and Solutions
3. Diagnostics
4. Pharmaceuticals and Non-Profit Companies
5. Computer Software, Financial Aids, Medical Devices, Low Vision, Accessories, and Ophthalmic Books/Publications

Hike the Hall

Rest assured! There will be five rest stops spread throughout the Exhibit Hall, with one rest stop per section. Refer to your registration packet for your Hike the Hall passport. Take your passport to each rest stop to receive a commemorative item and feel free to sit down, put your feet up, and relax a bit. We invite you to "Hike the Hall" and explore the new technologies, products, and services that await you!

Discovery Theaters

Located in the Exhibit Hall, the discovery theaters will house intimate, complimentary accredited education and workshops/seminars inviting you to enrich your knowledge. Theater programming will be aligned by discipline area: contact lenses, diagnostics, optical/frames, pharmaceuticals, or general optometry.

Exhibit Hall Hours

THURSDAY, JUNE 16

4:00pm – 8:00pm

Exhibit Hall Ribbon-Cutting

Ceremony at 4:00pm

(Sponsored by Vistakon®)



Wines from Around the World
(Hosted by the AOA)

FRIDAY, JUNE 17

10:30am – 6:30pm

4:00pm – 6:30pm

Buck-a-Beer Night

(Hosted by the AOA)

SATURDAY, JUNE 18

10:00am – 2:00pm

12:00pm – 2:00pm

Designated paraoptometric
and student hours

Admission of Children into the Exhibit Hall

Children under the age of 18 shall not be admitted to the Exhibit Hall unless accompanied by an adult. The Exhibit Hall can be crowded, and the equipment and materials displayed can be dangerous. The American Optometric Association shall not be liable for any injuries incurred by children in the Exhibit Hall. Children under the age of 18 will not be allowed in the Exhibit Hall under any circumstances during exhibitor setup and teardown.

Exhibit Hall Information

In the Exhibit Hall...

- AOA Central and Registration
- Exhibit Hall Ribbon-Cutting
(Sponsored by Vistakon®)
- Wines from Around the World on Thursday
(Hosted by the AOA)
- Buck-a-Beer Night on Friday
(Hosted by the AOA)
- \$10 Lunch Coupons
Redeemable on Friday or Saturday
(Sponsored by Marchon)
- FREE Daily CE in the Discovery Theaters
- FREE Daily CE in the Complete Refractive Solution Theater
(Supported by an unrestricted educational grant provided by Abbott Medical Optics)
- FREE Commemorative Optometry's Meeting® T-shirt
(Courtesy of the AOA)
- FREE Backpack
(Sponsored by Shamir)
- FREE Commemorative Pin
(Courtesy of the AOA)
- FREE Luggage Tag
- FREE Reusable Water Bottle
- Cyber Café/Locator Kiosks
(Courtesy of the AOA)
- AOA Practice Management & Career Center
(Sponsored by CIBA VISION and Luxottica)
- AOA Practice Management & Career Center Theater and Career Fair

Register for Chances to Win...

- Two suitcases full of travel essentials and a \$250 American Express gift card
(Courtesy of the AOA)
**All professional attendees
- Money to Burn - monetary coupons to be spent in the Exhibit Hall
(Courtesy of the AOA)
**Optometrists only
- Several \$250 American Express gift cards
(Courtesy of the AOA)
**Paraoptometrics and students only

Exhibitor Information

One-Stop Shop! Is your office up to par? Optometry's Meeting® hosts more than 200 exhibitors who are ready to supply your office with whatever you may need. Don't miss out on a quick glance at tomorrow's technology today. Please show your support of optometry and visit the Exhibit Hall!

Attention Students and Paraoptometrics!

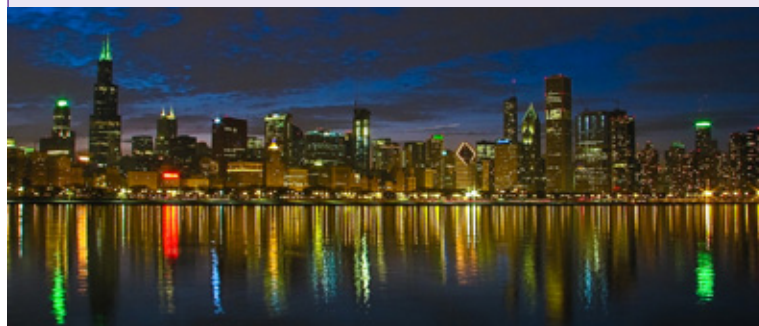
Two hours of Exhibit Hall time are dedicated to you. Visit the Exhibit Hall on Saturday from 12:00pm – 2:00pm, our exhibitors will be expecting you. The AOA will have two cash giveaways for each group. You must be present to win!

Check out the Locator Kiosks:

Leave a message for a fellow colleague (voicemail or e-mail), and the person's name will become part of a scrolling list on a flat-screen TV located near the kiosk, letting him/her know a message has been left. You can also use the kiosks to find specific seminars and/or vendors in the Exhibit Hall. The kiosks are equipped with "you are here" technology, which can assist you in finding your way around the Exhibit Hall.

Win a trip for two to the 2012 Optometry's Meeting®:

Win a trip for two, a four-night hotel stay, and free airfare to the 2012 Optometry's Meeting® in Chicago, Ill. Just fill out the Optometry's Meeting® Registrant Survey that will be sent via e-mail after the meeting. The drawing will take place in August 2011. This offer is open to all licensed optometrists attending the 2011 Optometry's Meeting® and residing in the United States. All federal, state, and local laws apply.



Exhibitor List

as of November 1, 2010

The AOA gratefully acknowledges the organizations in bold type for their additional support.

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
Abbott Medical Optics	4809	Marchon Eyewear, Inc.	3016
Accutome, Inc.	1205	Marco	1802
Acuity Pro / VisionScience Software	1601	MaximEyes by First Insight Corp.	3619
Advanced Vision Research	4002	MedOp, Inc.	3805
Akorn	4005	Nidek, Inc.	1202
Alcon Laboratories, Inc.	3809	Nova Southeastern University	3904
Alcon Laboratories, Inc.	3605	OASIS Medical, Inc.	4113
Allergan	3205	Ocular Nutrition Society	4006
Altair Eyewear	1216	OCULUS, Inc.	1501
American Optometric Association	In AOA Central	OCuSOFT, Inc.	3804
AmeriSciences	4104	Odyssey Medical	4013
Apex EDI	4010	OIS	1401
Argent Insights	4419	Optometric Protector Plan	1617
Art Optical Contact Lens, Inc.	3719	<i>Optometry Times</i>	919
Bausch + Lomb	3209	Optos	1804
Carl Zeiss Meditec	1604	Optovue Inc	616
Carl Zeiss Vision	1604	Paragon Vision Sciences	3819
CIBA VISION	3609	Practice Director Software	1310
Compulink	1612	Pro Design Eyewear	2719
CooperVision, Inc.	3815	Rapid Pathogen Screening	901
Costa Sunglasses	1813	Reichert, Inc.	1105
DGH Technology, Inc.	1306	RevolutionEHR	1109
Doctorsoft Corporation	1412	Santinelli International, Inc.	2419
Eagle Vision, Inc.	1307	ScienceBased Health	4207
Eppointments	1619	Shamir Insight, Inc.	2013
Eschenbach	1117	Signet Armorlite, Inc.	3013
Essilor Laboratories	2716	Smile Reminder	1212
Essilor Lenses	2716	Southern College of Optometry	3906
Eye Care Council, Inc.	4004	Stereo Optical Company	1304
Eye Designs LLC	1216	Synemed Inc.	1006
Eyefinity/OfficeMate	1809	SynergEyes, Inc.	3716
Eyemaginations	1807	TearLab Corporation	3709
EyeMed Vision Care	1209	Three Rivers Optical	3219
Fashion Optical Displays	916	TLC Laser Eye Centers	3715
FCI Ophthalmics	4214	Tomey	702
Gerber Coburn	3215	Topcon Medical Systems, Inc.	1404
Good-Lite Company	707	Transitions Optical	2213
Haag-Streit USA/Reliance	1512	Tru-Form Optics, Inc.	4019
HAI Laboratories, Inc.	1004	Unilens Corp. USA	4217
Heidelberg Engineering	1701	USI Optometric	1017
Heine USA Ltd.	1302	Veatch Ophthalmic Instruments	1019
HOYA Vision Care	2713	Vision One Credit Union	1417
Hydrogel Vision Corp., Extreme H2O	3613	Vision-Ease Lens	3216
Icare USA	1305	VisionWeb	1409
Inspire Pharmaceuticals, Inc.	4204	Vistakon®	3415
iSonic Inc.	3319	Vistakon Assured Lounge	4209
ISTA Pharmaceuticals	3800	Viva International	2819
Keeler Instruments, Inc.	1615	Volk Optical Inc.	1104
Kemin Health	3601	VOSH International	4007
Konan Medical USA	802	VSP	1216
KOWA Optimed, Inc.	1609	VSP Labs	1216
LasikPlus	4012	Websystem2	1516
Leiter's Rx Compounding	3419	Wells Fargo Practice Finance	1719
Live Eyewear Inc.	1817	Williams Group Consulting	1309
Lombart Instrument	1402	Wilson Ophthalmic Corporation	1700
Luxottica	3019	Wolters Kluwer Health	1814
M&S Technologies, Inc.	1204	Younger Optics	1919

About the Location

Salt Lake City, Utah

Nestled against the Wasatch Mountains, this Rocky Mountain town and capital of Utah offers an urban oasis just minutes away from an alpine escape. Where city culture meets sublime outdoor beauty, Salt Lake City is known to feature one of the most scenic backdrops in the country. A beautiful, safe, and vibrant city, Salt Lake City combines unparalleled access to natural recreation, a bustling economy, lively nightlife, remarkable history, and warm hospitality.

The city offers a spectrum of cultural and entertainment options. Salt Lake City is home to the world-famous Mormon Tabernacle Choir, several professional theater troupes, 2 nationally acclaimed modern dance companies, 5 professional sports teams, and 30 golf courses. Those bringing the family will be pleased to know that Salt Lake City has a number of family-friendly activities, including museums, shopping, and the most resource-rich Family History Library in the world. The city also is the culinary capital of Rocky Mountain cuisine, with over 140 restaurants and cafés in the downtown convention district alone.

The perfect gateway for some of the world's most acclaimed outdoor escapades, Salt Lake City puts you within a few hours' drive of 21 national parks and monuments. The region also hosted the 2002 Winter Olympic Games and remains a sports paradise.

Join your colleagues in this beautiful and extraordinary city! Consider bringing the family along and extending your stay a few days to fully experience Salt Lake City and beyond. For more information about Salt Lake City, visit www.visitsaltlake.com.

Gallivan Center – Salt Lake City's outdoor living room is furnished with an array of unique art projects, an amphitheater, pond, a huge outdoor chess board, and an aviary. Numerous outdoor events take place at the Center.

Utah Museum of Fine Arts – Located on the University of Utah's campus, visitors are encouraged to embrace the artistic achievements of many different cultures.

Temple Square – Comprising three city blocks in downtown Salt Lake City, it's one of Utah's most popular tourist destinations. The attractions relate to Mormon pioneer history and genealogy.

State Capitol – This Renaissance-style building was completed in 1915. The rotunda features depression-era murals that depict events from the state's history.

Governor's Mansion – Completed in 1902, this is the former residence of mining magnate Thomas Kearns. His widow donated the home to the state in 1937 on the condition it be used as the governor's residence.

Eagle Gate – A 76-foot arch located at State Street and South Temple in Salt Lake City, the structure originally marked the entrance to Brigham Young's property. Today it is the center of downtown.

Red Butte Garden – The largest botanical garden in the Intermountain West and has more than 100 acres of gardens, walking paths, and hiking trails.

Utah Olympic Park – Located east of Salt Lake City, the park served as the site for several events during the 2002 winter games. Activities include the Winter Olympics Museum, Ski Museum, zip lines, and a mountain coaster.

The Great Salt Lake – The largest salt lake in the Western Hemisphere located northwest of Salt Lake City. The lake and its islands offer beautiful scenery and great recreational opportunities.

The Bonneville Salt Flats – A unique natural feature that covers more than 30,000 acres is located along I-80 near the Utah/Nevada border. The salt flats are famous for the hundreds of speed records that have been set and broken in an assortment of automobile and motorcycle classes.



Tour Information

Best of Salt Lake City

This tour offers you a peek into the vibrant history of Salt Lake City, Utah. The tour will begin downtown and take you on a journey through some of the city's must-see sites. On this tour, experience the settlement by Mormon Pioneers in 1847 followed by a mining boom, a railroad expansion, a claim to "The Greatest Show on Earth," and ending with the exciting event of playing host to the world for the 2002 Winter Olympic Games. Experience the amazing story Salt Lake City has to tell.

The Best of Salt Lake City Tour has three stops and is conducted by a professional local guide. Comfortable walking shoes and a camera are recommended. The tour will make stops at the following landmarks:

- Utah State Capital
- The Lion House
- The Mansions on South Temple

Price: \$45 per person (minimum of 30 people required for tour to operate)

Total Duration: 2 hours

Includes: Professional guide, transportation, taxes and gratuity.

Utah Olympic Park and Park City Adventure

This adventure will showcase the past and present of Historic Park City.

Hosts at the Utah Olympic Park will take you on a tour of this amazing Olympic venue and training facility. Home of the world's highest altitude ski jump and one of the fastest bobsled tracks, you will see firsthand what makes this venue unique. After the tour you can walk through the Alf Engen Museum to see the origin of Utah's world-famous skiing.

Historic Park Main Street is home to a unique mining history where you will have the opportunity to visit the recently renovated Park City History Museum. Steps from the museum, Main Street offers an amazing array of unique shops as well as dining opportunities that you may enjoy at your leisure. If shopping or dining is not your preference, then do what the locals do best. Take a walk down Main Street and enjoy the amazing mountain views that surround you.

Price: \$60 per person (minimum of 30 people required for tour to operate)

Total Duration: 5 hours

Includes: Professional guide, transportation to Park City shopping and Park City Outlet Mall, taxes and gratuity.

Park City Shopping Shuttle

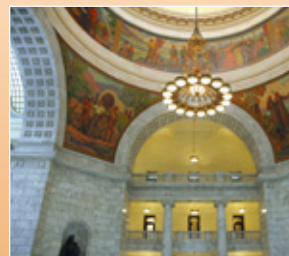
Park City is home to some of the world's best shopping! This activity will take you to historic Main Street, home of the Sundance Film Festival. Thousands of people visit this unique street each year to discover the fantastic shops, galleries, boutiques, and restaurants. The Tanger Outlet Center will be another stop offered on the tour.

Price: \$30 per person (minimum of 30 people required for shuttle to operate)

Tour Duration: 4 hours

Includes: Professional guide, transportation to Park City shopping and Park City Outlet Mall, taxes and gratuity.

TICKET TYPE	PRICE PER PERSON
Best of Salt Lake City Tour Thursday, June 16 9:00am – 11:00am	\$45
Utah Olympic Park and Park City Adventure Friday, June 17 8:00am – 1:00pm	\$60
Park City Shopping Shuttle Saturday, June 18 12:00pm – 4:00pm	\$30



For more information or to sign up for tours, visit www.americanoptometricassociationtours.eventbrite.com.

For the Kids

Things to do in Salt Lake City

Clark Planetarium – enjoy a variety of interactive exhibits, laser light shows, and big screen movies in Utah's only 3-D IMAX Theater.

Discovery Gateway – your children will enjoy 60,000 square feet of interactive discovery, hands-on fun designed to encourage the whole family to create, learn, and play together.

Hogle Zoo – the zoo is one of the top-visited attractions in the state of Utah. Spread out over 42 acres, its natural hillside terrain and meandering tree-covered pathways enhance the visitor experience as you discover the wonders of the natural world.

Raging Waters Utah – this 17-acre water park boasts several waterslides, a half-million-gallon wave pool, and a lazy river.

Tracy Aviary – year-round exhibits, bird shows, and educational experiences for all ages. Be sure to feed the pelicans while you are there!

Optometry's Meeting® Family-Friendly Events...

- **Wednesday Welcome Reception** – The welcome reception will feature a Kids' Korner with a special selection of food and entertainment.
- **Presidential Celebration** – laugh along with comedians Kathleen Madigan and Wayne Brady.

Although special entertainment for children will not be provided, junior delegates are welcome to accompany you to the the following Exhibit Hall events:

- Wines from Around the World on Thursday, June 16 from 4:00pm – 8:00pm*
- Buck-A-Beer Night on Friday, June 17 from 4:30pm – 6:30pm*

* Attendees under the age of 21 will not be served alcohol.

Child Care Services

KiddieCorp offers attendees the opportunity to bring the whole family to Salt Lake City and experience all that Optometry's Meeting® has to offer. This program accepts children 6 months to 12 years of age. KiddieCorp will have one program for children 6 months – 3 years of age (JRD1) and a second program for children 4 – 12 years of age (JRD2).

The charge is \$9 per hour, per child; the minimum amount of time required to use this service is two consecutive hours.

Dates/times child care services will be available:

Wednesday, June 15:

7:30am – 6:00pm

Thursday, June 16:

7:30am – 7:00pm

Friday, June 17:

7:30am – 6:00pm

Saturday, June 18:

7:30am – 10:30pm

Sunday, June 19:

7:30am – 4:30pm

To register your child(ren) for child care services or to learn more about KiddieCorp's services, log on to www.kiddiecorp.com/aoakids.htm.

About KiddieCorp:

KiddieCorp team members are uniformed, qualified, screened, bonded, and experienced employees who have completed the KiddieCorp training program. This intensive screening and

training process ensures that KiddieCorp clients receive the highest-quality care and consistency. The following procedures are in place for the safety and security of your child(ren):

- Photo security procedure for check-in and check-out of children.
- Children and their parents are always escorted by team members when entering or leaving the children's program area for any reason.
- Parents are allowed to visit at any time.
- Unauthorized adults are not allowed in the area.
- All managers are trained to handle emergencies and carry an emergency preparedness manual with them at all times.
- All managers are CPR/First-Aid certified.
- KiddieCorp's \$5-million liability policy is in effect for all KiddieCorp programs.
- On-site managers carry cell phones so they can act quickly and don't have to rely on land lines to get critical calls through in case of an emergency.

The AOA will not be held liable for any accidents/incidents that may occur while children are in the KiddieCorp program.

Register your child as a Junior Delegate using one of the following registration categories: JRD1 (6 months – 3 years) or JRD2 (4 – 12 years).

Attention Parents!

By permitting your child(ren) to participate in the event that is Optometry's Meeting®, you agree that the AOA and its respective venues will not be held liable for any accidents/incidents that may occur while your child(ren) attend the meeting. All children are expected to be accompanied by an adult at all Optometry's Meeting® functions.

Travel and Area Information

Airline Information

The American Optometric Association has selected **Delta Airlines** as the official airline for Optometry's Meeting®.

Delta Airlines offers a 5 percent discount on full-fare/non-restricted fares and 2 percent off of discounted/restricted fares. Call the Delta Meeting Network at **800-328-1111** and provide the group code **NM6FF** to receive a round-trip ticket discount. **Discounts are not available online.**

Car Rental

The AOA arranged discounted rates from **Hertz** and **Avis**. These special group rates are good one week before and after the meeting, so attendees can take in the sights and explore the surroundings of Salt Lake City, Utah. Both agencies are located in Optometry's Meeting® contracted hotels. **Please note that cars are not kept on-site so it is important to make advance reservations.**

Avis - located in the Hilton Salt Lake City Center

Please contact Avis directly at 800-331-1600 or visit www.avis.com to reserve a car. Be sure to use the Avis Worldwide Discount Number **(AWD) A889199** to receive your discount.

Hertz - located in the Salt Lake City Marriott Downtown

Please contact Hertz directly at 800-654-2240 or visit www.hertz.com to reserve a car. Use Convention Number **(CV) 046Q0004** to receive your discount.

Getting from the Airport to Your Official Optometry's Meeting® Hotel

Salt Lake City International Airport (SLC) services Salt Lake City. The airport is located six miles (10 minutes) from the official Optometry's Meeting® hotels.

One-way taxi fare is approximately \$25.

Xpress Shuttle offers shared ride transportation services from the airport for \$8 one way per person. Reservations are required and can be made online at www.xpressshuttleutah.com or by calling 800-397-0773.

Getting Around Salt Lake City

Salt Lake City is a very walkable city. TRAX (a trolley system) is free in the downtown area. The majority of the hotels in the Optometry's Meeting® block surround the Salt Palace Convention Center. The Grand America, the headquarter hotel, is located one mile from the Salt Palace — an easy commute on TRAX. As a greening effort, bus transportation will not be provided. See downtown Salt Lake City map on page 90 for hotel location and the TRAX route.

Salt Palace Convention Center
100 South West Temple
Salt Lake City, UT 84101
801-534-4777

Attire

The official dress for Optometry's Meeting® is business casual, unless otherwise noted. Optometry's Meeting® defines business casual dress as follows: Women – dresses, slacks, and/or skirts (jacket optional). Men – sport coat and slacks, casual shirt (golf shirt acceptable), and no tie. For the Presidential Celebration (Saturday), dress is "smart" business. Remember that the hotels and convention center will be well air-conditioned and might be chilly.

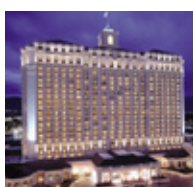
Weather

Summertime in Salt Lake City, Utah, is delightful! The daytime average high temperature in mid-June is in the low-70s, with evening lows in the upper-50s.

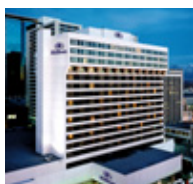


Housing Information

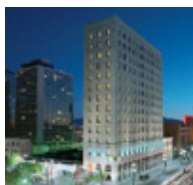
The majestic Wasatch Mountains provide a breathtaking background for Salt Lake City, Utah, the June 2011 destination for Optometry's Meeting®. Attendees and their guests will enjoy luxurious rooms and unrivaled amenities. Each hotel is smoke-free, offers high-speed Internet access, fine dining, and is conveniently located near the Salt Palace Convention Center. Optometry's Meeting® attendees will want to choose one of the highlighted hotels for their convenience and ensure our room blocks are filled. The AOA and AOSA appreciate your support of your associations by using one of these selected properties.



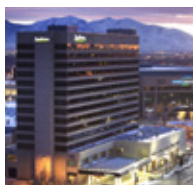
The Grand America Hotel, Salt Lake City's only AAA Five-Diamond hotel, is the headquarter hotel for Optometry's Meeting®. Each of the 775 rooms and suites offer marble bathrooms, iHome clock radios, 32-inch televisions, and dual-line telephones. The legendary Garden Café, located in the hotel, is famous for its classic American cuisine. The Lobby Lounge serves a continental breakfast and light lunch menu, and the Gibson Lounge caters to sports fans with a big-screen TV and classic bar appetizers. This hotel is approximately one mile from the Salt Palace Convention Center. A free trolley stops across the street from the hotel and has a stop about a block away from the convention center.



Hilton Salt Lake City Center is located one-half block from the Salt Palace Convention Center. All rooms have a 27-inch flat screen television, in-room safe, coffeemaker, and complimentary weekday newspaper. Guests can choose from two restaurants located in the hotel. Starting your morning off on the right foot, Trofi offers a breakfast buffet with a color-coded guide based on dietary needs. In the evening, it's Spencer's for steaks and chops. Spencer's has been named "Best Steakhouse" for eight years in a row by *Salt Lake* magazine.



Hotel Monaco is a boutique hotel housed in a meticulously refurbished historic building in downtown Salt Lake City. Guests are treated to fabulously furnished rooms with oversized beds and bathrooms with marble accents. Other amenities include round-the-clock room service, complimentary shoe-shine service, and a 24-hour fitness room. This property is pet-friendly.



Radisson Hotel Salt Lake City Downtown, adjacent to the Salt Palace Convention Center, has 381 rooms and suites that feature work desks, ergonomic chairs, and Sleep Number® beds. Other amenities include an indoor pool, spa tub, and fitness center. The Copper Canyon Grill House & Tavern is open for breakfast, lunch, and dinner.



Salt Lake City Marriott Downtown, located in the heart of the city, is an elegant hotel with 510 recently renovated rooms and suites. The room amenities include luxurious bedding, spacious work desks, and a mini-fridge. Two restaurants are located on the property. Elevations is open for breakfast, lunch, and dinner. The Destinations Lounge, open for dinner only, features a casual menu.

Reservation and Hotel Information

Reserve Your Room(s) at an Official Optometry's Meeting® Hotel

The AOA and AOSA work tirelessly to keep attendee costs affordable at Optometry's Meeting®. So that we may continue to keep registration fees low, we ask that you support Optometry's Meeting® by booking rooms in AOA-contracted hotels, utilizing the Optometry's Meeting® housing bureau.

The AOA must guarantee a pre-determined number of hotel sleeping rooms many years in advance. This booking arrangement allows us the opportunity to earn incentives that make Optometry's Meeting® possible and affordable. Please help your associations by staying at one of the following hotels.

The Grand America (Headquarter Hotel)

Single \$229 plus tax
Double \$229 plus tax
Triple \$229 plus tax
Quad \$229 plus tax

Hilton Salt Lake City Center

Single \$167 plus tax
Double \$167 plus tax
Triple \$182 plus tax
Quad \$182 plus tax

Hotel Monaco

Single \$165 plus tax
Double \$165 plus tax
Triple \$175 plus tax
Quad \$185 plus tax

Radisson Hotel Salt Lake City Downtown

Single \$130 plus tax
Double \$130 plus tax
Triple \$155 plus tax
Quad \$155 plus tax

Salt Lake City Marriott Downtown

Single \$164 plus tax
Double \$164 plus tax
Triple \$174 plus tax
Quad \$174 plus tax

Housing Information

Benefits of staying at the Grand America Hotel, Hilton Salt Lake City Center, Hotel Monaco, Radisson Hotel Salt Lake City Downtown, or the Salt Lake City Marriott Downtown:

- Discounted hotel rates
- Convenient access to the Salt Palace Convention Center
- Easy access to all Optometry's Meeting® functions
- Centrally located TRAX stops for easy, free transportation in downtown Salt Lake City including all Optometry's Meeting® hotels and the Salt Palace Convention Center
- Continuation of nominal base registration fees
- Better networking opportunities – stay where your colleagues are staying!

Win a Free Registration and Hotel Stay!

AOA and AOSA Members

Utilize the Optometry's Meeting® housing bureau and be entered to win a complimentary base registration and hotel stay (up to four complimentary nights) at an official 2011 Optometry's Meeting® hotel. The winner will be drawn April 2, 2011, just after the early-bird registration deadline, and will be contacted by the AOA.

Visit www.optometrismeeting.org to register and make hotel reservations.

Hotel Reservation Instructions:

1. Housing requests for new reservations must be received at the Housing Bureau no later than May 13, 2011. **Do not send housing forms with your conference registration.**
2. To ensure your request is handled quickly and efficiently, please print or type all requested information clearly.
3. No telephone reservations will be accepted. For customer service assistance or questions regarding this form, call 866-229-3691. E-mail confirmations will be sent within 24 hours; fax or mail confirmations will be sent within seven business days.
4. Hotels will not be sending individual confirmations – you will be able to use your housing bureau acknowledgment upon check-in as proof of your reservation(s).
5. Rooms requested via this form are assigned on a first-come, first-served basis. If rooms are no longer available at your first-choice hotel, you will be placed in the next available hotel.
6. All room reservations require a credit card. If you cancel after the cancellation deadlines or fail to show up on your expected arrival date, your card will be charged. Some hotels may require one night's deposit; the deposit may be charged to your credit card when the reservation is processed/received by the hotel.
7. If you are sharing a room, send only one form with the names, phone, and fax of those sharing your room, including children. Include the earliest arrival date and latest departure date.
8. One name must be submitted for each room requested. Multiple rooms may not be held under a single name. Rooms submitted under a school or company name will not be accepted.
9. All changes to your reservation must be made by May 13, 2011. Date changes will be made on a space-available basis. Name, address, date, special requests, and roommates may be changed online; or you can make any changes via fax, mail, or e-mail to the Optometry's Meeting® Housing Bureau at aoa/aosa@experient-inc.com.
10. **IMPORTANT:** Cancellations received by April 20, 2011, will not be charged the AOA cancellation fee. All cancellations received from April 21 – May 3, 2011, will be subject to the \$75 AOA cancellation fee. Cancellations received from May 4 - 13, 2011, will be subject to a \$150 AOA cancellation fee. Cancellations made after May 13, 2011, will result in a \$250 AOA cancellation fee. Changes and cancellations must be made in writing to the Housing Bureau by May 13, 2011. After May 13, 2011, all changes must be made directly with the hotel and are subject to possible additional fees.
11. All charges are subject to state and occupancy tax. Tax rates are subject to change. Some hotels may apply additional surcharges. Please verify these charges directly with the hotel upon receipt of your acknowledgment.

Optometry's Meeting® – Housing Bureau
P.O. Box 4088
Frederick, MD 21705
aoa/aosa@experient-inc.com
Phone: 866-229-3691
Int'l Phone: 301-694-5243
Fax: 301-694-5124

Salt Lake Accommodations



1. Radisson Hotel Salt Lake City Downtown
2. Salt Lake City Marriott Downtown
3. Hotel Monaco
4. Hilton Salt Lake City Center
5. The Grand America Hotel

Optometry's Meeting® Housing Form

June 15 - 19, 2011 • Salt Lake City, Utah

3 EASY WAYS TO RESERVE

Reserve online for immediate confirmation: www.optometrismeeing.org; via mail; OR via fax at 301-694-5124

Last Name _____ First Name _____ MI _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____

(check one) ☐ Attendee ☐ Exhibitor ☐ Paraoptometric ☐ Student of Optometry

HOTEL CHOICES:

Please list your choices as 1, 2, 3, 4, and 5 so that we may attempt to place you in the hotel of your preference. All reservations are confirmed on a first-come, first-served basis.

Hotel Choice 1 - 5 (All hotels are non-smoking)

Grand America (Headquarter Hotel)

- ☐ Single \$229
- ☐ Double \$229
- ☐ Triple \$229
- ☐ Quad \$229

Hilton Salt Lake City Center

- ☐ Single \$167
- ☐ Double \$167
- ☐ Triple \$182
- ☐ Quad \$182

Hotel Monaco Salt Lake City

- ☐ Single \$165
- ☐ Double \$165
- ☐ Triple \$175
- ☐ Quad \$185

Radisson Hotel Salt Lake City Downtown

- ☐ Single \$130
- ☐ Double \$130
- ☐ Triple \$155
- ☐ Quad \$155

Salt Lake City Marriott Downtown

- ☐ Single \$164
- ☐ Double \$164
- ☐ Triple \$174
- ☐ Quad \$174

All above rates do NOT include applicable taxes.

RESERVATION INFORMATION


(All hotels are non-smoking)

☐ King ☐ Two Doubles

Arrival Date _____

Departure Date _____

Roommate(s) _____

 ☐ Special Needs: If you or your guest requires special accommodations, please list here:

HOTEL GUARANTEE INFORMATION

The above-indicated hotel is authorized to use the credit card listed below to guarantee my hotel reservation. I understand that one night's room deposit will be billed through this card with receipt of this reservation.

Card Type: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____

Signature: _____

I agree to pay the above total amount according to the card issuer's agreement

Send completed form by May 13, 2011, via mail:

Optometry's Meeting® - Housing
Bureau
P.O. Box 4088
Frederick, MD 21705

via fax: 301-694-5124

**DO NOT SEND HOUSING FORM WITH
YOUR CONFERENCE REGISTRATION.**

Cancellations received by April 20, 2011, will not be charged the AOA cancellation fee. All cancellations received April 21 - May 3, 2011, will be subject to the \$75 AOA cancellation fee. Cancellations received between May 4 - 13, 2011 will be subject to the \$150 AOA cancellation fee. Cancellations made after May 13, 2011, will be subject to the \$250 AOA cancellation fee. Changes and cancellations must be made in writing to the Housing Bureau prior to May 13, 2011. After May 13, 2011, all changes or cancellations must be made directly with the hotel and are subject to possible additional fees.

For inquiries, call 866-229-3691 or e-mail aoa/aosa@experient-inc.com

Registration Information and Procedures

Here's what's included in your registration!

Included with all ophthalmic professionals' and their guests' registrations are the following complimentary functions and premiums. A function ticket is not required (unless otherwise noted) for these functions; however, a name badge is required for admittance.

- Wednesday Welcome Reception*
Sponsored by Bausch + Lomb
(must register for function 0120)
- Admittance to the Opening General Session
Sponsored by Essilor
- Admittance to the House of Delegates
- Varilux® Optometry Student Bowl™ XX Reception immediately following featuring Optometry Cares and Optometry's Got Talent*
Sponsored by Essilor
(ODs, paraoptometric, and guests must register for function 0180. Students and their guests will be automatically registered.)
- Three days' admittance to the Exhibit Hall
- The Presidential Celebration with comedians Kathleen Madigan and Wayne Brady*
Sponsored by HOYA
(must register for function 0380)
- Lanyard for your name badge
Sponsored by CIBA VISION
- Attendee Backpack (professional registrants only)
Sponsored by Shamir
- T-Shirt (professional registrants only)
Courtesy of the AOA
- Luggage Tag
- Reusable Water Bottle
- AOSA Event – iConnect with TLC*
Sponsored by TLC
(optometry students attending S242 and their registered guests only)

*Ticket required for admittance

Optometry's Meeting® registration materials — name badge, continuing education, social function tickets, and other information — will be mailed under separate cover prior to Optometry's Meeting®. It is your responsibility to bring your registration materials with you or fees may apply.

AOSA Conference attendees will receive registration packets on-site at the Salt Palace Convention Center.

Function tickets will be generated for all social functions and continuing education courses for which you register. A charge of \$25 will be assessed for the replacement of any lost or forgotten tickets. Course tickets are non-transferable but may be exchanged on-site for another course or function of equal or lesser value. Exchanges cannot be made after the function has taken place. Refunds will not be made for any differences in cost when an exchange is made. Any additional cost must be paid at the time the exchange is made.

Registration Cancellation Policy:

A refund of registration, continuing education, and social function fees, less a \$50 per person administrative charge, will be granted if your written request is postmarked **prior to May 17, 2011**. No refunds will be given after the May 17 deadline. All refunds will be processed in July and issued in the same form as your original payment.

Registration cancellation requests may be submitted by e-mail to **optometrymeeting2011@aoa.org**.

Request for refunds should be sent to:

American Optometric Association
Attn: Optometry's Meeting® Registrar
243 N. Lindbergh Blvd. - Floor 1
St. Louis, MO 63141 - 7881

Cancellation requests and modifications to registrations **cannot** be processed by fax or by telephone.

All modification requests must be made online prior to May 17, 2011, to ensure they can be confirmed.

Questions?

Contact the AOA Meeting Hotline at 800-386-6825 or by e-mail at **optometrymeeting2011@aoa.org**.

Registration Information and Procedures

As anyone who has attended Optometry's Meeting® in the past knows, it is the best value meeting in optometry. That will continue to be the case in 2011. The number of free education hours, quality networking opportunities, unparalleled trade show floor, and social events ensure an enhanced experience. The base registration fees are listed below. There is a tiered structure again this year: Early-Bird, Premium, and On-Site. Please make note of these when you complete your registration form on page 95 or online at www.optometrymeeting.org.

REGISTRATION PROCESS		MEMBER FEES			NON-MEMBER FEES		
DATE OF REGISTRATION		Early-Bird February 1 – April 1	Premium April 2 – May 17	On-Site June 16 – June 20	Early-Bird February 1 – April 1	Premium April 2 – May 17	On-Site June 16 – June 20
Doctor (OD, PhD, MD) AOAM = Member NONM = Non-Member	Registration Fee	\$125	\$150	\$175	\$495	\$595	\$695
	CE Fee Per Hour	\$30	\$35	\$40	\$30	\$35	\$40
Student of Optometry AOSA = Member NMOS = Non-Member AOSA CE is complimentary unless otherwise noted	Registration Fee	\$50	\$60	\$70	\$125	\$150	\$175
	CE Fee Per Hour	\$5 for OD and Paraoptometric CE	\$5 for OD and Paraoptometric CE	\$5 for OD and Paraoptometric CE	\$5 for OD and Paraoptometric CE	\$5 for OD and Paraoptometric CE	\$5 for OD and Paraoptometric CE
Paraoptometric Includes opticians, assistants, technicians, office personnel, etc. AOAP = Member NONP = Non-Member	Registration Fee	\$50	\$60	\$70	\$125	\$150	\$175
	CE Fee Per Hour	\$30	\$35	\$40	\$30	\$35	\$40
Association Executive AOAE = Assoc. Exec	Registration Fee	\$125	\$150	\$175	\$125	\$150	\$175
	CE Fee Per Hour	\$30	\$35	\$40	\$30	\$35	\$40
Lecturer LECT = Lecture	Registration Fee	\$0	\$0	\$0	\$0	\$0	\$0
	CE Fee Per Hour	\$30	\$35	\$40	\$30	\$35	\$40
Exhibit Hall Only (3 days) EXHT = Exhibit Hall Only	Registration Fee	\$125	\$125	\$125	\$125	\$125	\$125
Guest/Spouse of AOA Attendee GEST = Guest/Spouse	Registration Fee	\$50	\$60	\$70	\$50	\$60	\$70
Guest/Spouse of AOSA Attendee ASMG = Guest/Spouse	Registration Fee	\$50	\$60	\$70	\$50	\$60	\$70
Jr. Delegate JRD1 = 6 months – 3 years JRD2 = 4 years – 12 years JRD3 = 13 years – 17 years	Registration Fee	\$0	\$0	\$0	\$0	\$0	\$0

There are several courses on the CE program that have special pricing, including FREE courses. Check the course descriptions for special pricing.

Please register in advance online at www.optometrymeeting.org or via the registration form found on page 95.

Registration Information and Procedures

Online Registration

Online registration is a fast, simple way to complete your meeting registration. Payment must be made at the time online registration is completed.

Unpaid online registrations will be automatically canceled.

Steps to Register Online:

To create a new registration

- Register online at www.optometrymeeting.org
- Go to "Register Now"
- Select "New Registration"
- Enter AOA membership ID number – if unknown, call 800-365-2219 and ask the AOA operator
- Enter Date of Birth (mm/dd/yyyy)
- Important: Select "Extract AOA Membership Information" to maximize your AOA member meeting-related benefits
- Name and address will populate. Fill in any blank fields.
- Select "Continue Registration"
- Select "Functions"
- Submit payment – you will not be registered without a valid form of payment
- Write down your Form (F) and Control (C) numbers, which allow you to update your registration in the future
- You will receive an e-mail confirmation if registration is successful

To update an existing registration:

- Go to www.optometrymeeting.org
- Go to "Update an Existing Registration"
- Refer to your original registration confirmation letter
- Enter your Form (F) and Control (C) numbers
- Update your registration
- Submit payment if necessary
- You will receive an e-mail confirmation if your registration update is successful

Online registrations submitted on or before 11:59pm CT, April 1, 2011 will receive the discounted early-bird registration and CE fees. Online registrations submitted April 2, 2011 through 11:59pm CT, May 17, 2011 will be processed at the premium rate. See page 93 for registration and CE fees.

The deadline for advanced registration is May 17, 2011. We are unable to process registrations received after 11:59pm CT, May 17, 2011, but you can register on-site.

To Register by Mail

- If not registering online, print and complete the registration form on page 95. A separate form must be used for each primary registrant. Guest and Junior Delegate registration should be completed on the Junior Delegate form, page 96. Copies of the form may be made if needed. All information must be completed in full using blue or black ink. Please print clearly.
- Payment in full must accompany the registration form and must equal the amount shown in Grand Total. Registrations received without payment will not be processed. Mailed registration forms may be paid by check (U.S. dollars only) made payable to Optometry's Meeting® or by MasterCard, VISA, or American Express. The AOA has the authority to adjust the amount charged to credit cards if the total of all functions requested and/or base registration fee(s) is calculated incorrectly.
- Registrations postmarked on or before April 1, 2011, will receive the discounted early-bird rate for registration and CE fees. Registrations postmarked from April 2, 2011, through May 17, 2011, will be processed at the premium rate. Registrations postmarked after May 17, 2011, will be processed on-site at the on-site rates. See page 93 for registration and CE fees.
- If registering by mail, completed forms and payment must be mailed to:

American Optometric Association
Optometry's Meeting® - Registrar
243 N. Lindbergh Blvd., Floor 1
St. Louis, MO 63141-7881

- We encourage all registrants to submit their registration as early as possible in order to receive the early-bird discounted rates for registration and CE, availability of courses, and to avoid long lines on-site.
- Confirmation of registration will be sent to each registrant prior to the mailing of the registration materials. Please allow two to three weeks for receipt of confirmation after registering. Please review your confirmation quickly and thoroughly and correct any errors prior to the mailing of your registration materials.
- OD and Paraoptometric attendee registration materials will be mailed the first week of June 2011.
- Military and international attendees will need to pick up registration materials on-site at the AOA Registration Desk. A valid photo I.D. will be required.
- Students will need to pick up registration materials on-site at the AOSA Registration Desk. A valid photo I.D. will be required.
- There is a \$25 fee to reprint lost or forgotten registration materials.
- We are unable to process registrations by e-mail, fax, or phone.


Questions? Contact the Meeting Hotline at 800-386-6825 or e-mail optometrymeeting2011@aoa.org.

Optometry's Meeting® Primary Registration Form

June 15 - 19, 2011 • Salt Lake City, Utah

NOTE: Guest/Junior Delegate Registration form is on page 96. Each professional attendee must submit a separate form.

Last Name _____ First Name _____ Middle Initial _____
 Nickname _____ Degree(s) _____ AOA Member ID Number _____
 Optometry School Attended _____ OE Tracker/ARBO # _____
 Address _____
 City _____ State _____ Zip _____ Country _____
 Phone _____ Fax _____
 E-mail Address _____
 Emergency Information: Contact _____ Relationship _____ Phone _____

 ☐ In accordance with the Americans with Disabilities Act, please check here if you require special services to fully participate.

REGISTRANT FEE CATEGORY *Please circle all Registrant Fee Categories that apply

AOA MEMBER REGISTRATION FEES				NON-MEMBER REGISTRATION FEES				GUEST/SPOUSE REGISTRATION FEES			
	Early-Bird	Premium	On-Site		Early-Bird	Premium	On-Site		Early-Bird	Premium	On-Site
AOAM	\$125	\$150	\$175	NONM	\$495	\$595	\$695	GEST	\$50	\$60	\$70
AOAP	\$50	\$60	\$70	NONP	\$125	\$150	\$175	ASMG	\$50	\$60	\$70
AOSA	\$50	\$60	\$70	NMOS	\$125	\$150	\$175	JRD1 Age:0-3	\$0	\$0	\$0
AOAE	\$125	\$150	\$175	EXHT	\$125	\$125	\$125	JRD2 Age: 4-12	\$0	\$0	\$0
LECT	\$0	\$0	\$0					JRD3 Age: 13-17	\$0	\$0	\$0
EXHT	\$125	\$125	\$125					REGISTRATION FEE TOTAL		\$	

FUNCTIONS

WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY	
Function Code	Fee	Function Code	Fee	Function Code	Fee	Function Code	Fee	Function Code	Fee
Sub Total	\$	Sub Total	\$	Sub Total	\$	Sub Total	\$	Sub Total	\$

☐ **CHECK** made payable to **Optometry's Meeting®** (U.S. dollars only)
☐ **CREDIT CARD** Card Type: ☐ MasterCard ☐ Visa ☐ American Express
 Name on Card: _____
 Card Number: _____ Expiration Date: _____
 Security Code: _____
 (Three-digit code found on the back of your MasterCard or Visa. Four-digit code found on the front of your American Express.)

Signature: _____

The AOA has the authority to adjust the amount charged to my credit card if the total of all functions is not correct.

FUNCTION TOTAL FOR ALL DAYS	\$
REGISTRATION FEE TOTAL FROM ABOVE	\$
AOA FOUNDATION DONATION	\$
CONFERENCE RECORDINGS (\$249 for ODs or \$199 for Paraoptometrics and Students if ordered before June 15, 2011)	\$
GRAND TOTAL	\$

(Function Total plus Registration Fee Total equals Grand Total)

Mail completed registration form and payment to:

**American Optometric Association
 Optometry's Meeting® - Registrar
 243 N. Lindbergh Blvd., Floor 1
 St. Louis, MO 63141-7881**

Guest / Junior Delegate Registration Form

June 15 - 19, 2011 • Salt Lake City, Utah

Print additional copies of this form for more than three guests or Junior Delegates.

Primary registrant with whom this form is associated _____

Name of first guest _____ ☐ GEST ☐ ASMG ☐ JRDL, Age _____

Emergency Information: Contact _____ Relationship _____ Phone _____

(Note, a guest or spouse attending social functions must fill out the function numbers below.)

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Function Code	Function Code	Function Code	Function Code	Function Code

Name of second guest _____ ☐ GEST ☐ ASMG ☐ JRDL, Age _____

Emergency Information: Contact _____ Relationship _____ Phone _____

(Note, a guest or spouse attending social functions must fill out the function numbers below.)

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Function Code	Function Code	Function Code	Function Code	Function Code

Name of third guest _____ ☐ GEST ☐ ASMG ☐ JRDL, Age _____

Emergency Information: Contact _____ Relationship _____ Phone _____

(Note, a guest or spouse attending social functions must fill out the function numbers below.)

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Function Code	Function Code	Function Code	Function Code	Function Code

For your dry eye patients **A new twist for MGD**



Introducing SYSTANE® BALANCE Lubricant Eye Drops

SYSTANE® BALANCE Lubricant Eye Drops is specifically designed for dry eye patients with meibomian gland dysfunction (MGD). The unique formulation of SYSTANE® BALANCE, with the LipiTech™ System and the demulcent, provide prolonged lipid layer restoration for longer-lasting protection from dry eye.¹

Reference: 1. Data on file. Alcon Research, Ltd.



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2011 Optometry's MEETING®

Salt Palace Convention Center in Salt Lake City, Utah



Never before has there been this much **Practice Management Education** and **Career-Building Opportunity**

The New AOA Practice Management & Career Center.



- Access 3 full days of practice management education (20+ hours).
- Navigate the path to practice ownership or discover ways to successfully transition your practice.
- Learn all there is to know about coding, billing and medical record-keeping.
- Join us at the Career Fair on Friday, June 17 from 10:00 am to 2:00 pm.
- Conduct your job search at www.OptometrysCareerCenter.org and schedule interviews in one of our private rooms.
- Connect at the Lookout Lounge where you can grab a cup of coffee, access free WiFi, talk a little business or just relax.

Attend Optometry's Meeting® - where your profession comes to life!
To register for courses, schedule interviews or simply to learn more about the Practice Management & Career Center, visit www.optometrysmeeting.org/pmcc.



Follow us on...   

*See you next year
in Chicago!*

Future Optometry's Meeting® Locations

2012: June 27 - July 1 • Chicago, IL

2013: June 26 - June 30 • San Diego, CA

2014: June 25 - June 29 • Philadelphia, PA

2015: June 24 - June 28 • Seattle, WA

American Optometric Association

243 N. Lindbergh Blvd. - Floor 1

St. Louis, MO 63141-7881

Phone: 800-365-2219

Fax: 314-991-4101

E-mail: optometrismeeting2011@aoa.org

For quick reference: www.optometrismeeting.org or call 800-386-6825



For your dry eye patients **A new twist for MGD**



Introducing SYSTANE® BALANCE Lubricant Eye Drops

SYSTANE® BALANCE Lubricant Eye Drops is specifically designed for dry eye patients with meibomian gland dysfunction (MGD). The unique formulation of SYSTANE® BALANCE, with the LipiTech™ System and the demulcent, provide prolonged lipid layer restoration for longer-lasting protection from dry eye.¹

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