

10L1

State of the CL Industry - Future Trends in Contact Lenses and Ocular Surface, Where Have We Been and Where Are We Going

7:00 AM – 8:00 AM

1 Hour

Barry Eiden, OD; Louise Sclafani, OD; Jill Saxon, OD; Millicent Knight, OD; Michele Andrews, OD

This course brings together the theories of refraction and how the refracting procedures tie in with the patients Rx. We will begin with a brief overview of the objective refraction process, comparing retinoscopy and vergences of the eye. Participants will compare refractive errors with vergences and relate this to the objective refractive process. Continuing with the subjective refraction, we will look at the concept of visual resolution and the order of cylinder refinement. Duochrome, Binocular Balance and measuring Add Power will round out the course.

10L2

Clinical Management of the Challenging Contact Lens Patient - Case Studies

9:15 AM – 11:15 AM

2 Hours

Louise Sclafani, OD, John Gelles, OD; Ryan McKinnis, OD; Clark Chang, OD; Stephanie Woo, OD

This course will be given by a group of some of the most skilled, experienced and respected specialty contact lens practitioners. A variety of challenging contact lens cases will be presented in a grand rounds format where our experts will share examples of situations requiring specialty soft, corneal gas permeable, tandem/piggyback, hybrid and scleral lenses. Clinical diseases and conditions that benefit from treatment with contact lenses that will be discussed will include irregular corneas induced by keratoconus and other forms of corneal ectasia, post –surgical corneal complications, ocular trauma complications and significantly advanced ocular surface disease among others.

10L3

Establishing and Succeeding in Specialty Contact Lens Practice - The Business of a Contact Lens Specialty Practice

11:30 AM – 12:30 PM

1 Hour

Barry Eiden, OD; Clarke Newman, OD; David Geffen, OD; Brooke Messer, OD; Robert Steinmetz, OD

This course will be a panel presentation by a group of highly successful specialty contact lens practitioners. They will share their various journeys in the establishment of their contact lens practices. They will tell you about the key elements required in the different portions of their practice that together resulted in practices that attract patients from near and far. Topics that will be discussed will include; how do you take that first step towards being a contact lens specialist, the importance of highly skilled and educated staff, the incorporation of advanced technologies

in specialty contact lens practice, how to establish practice systems and how build a referral network.

10L4

The Specialty Practice of Ocular Surface Disease and the Current State of the Dry Eye Practice

1:30 PM – 2:30 PM

1 Hour

Paul Karpecki, OD, Whitney Hauser, OD; Marc Bloomenstein, OD; Richard Adler, MD

This course will deliver a basic plan for the OD to develop a dry eye strategy. We will discuss wellness and the integrated health care model. The course will walk you through all the processes needed to develop a strategy in your office. We will go over basic diagnostic and treatment health care models.

10L5

Ocular Surface Disease: The Diagnosis, Treatment, and Case Studies in Ocular Surface Disease

4:00 PM – 6:00 PM

2 Hours

Paul Karpecki, OD, Whitney Hauser, OD; Marc Bloomenstein, OD; Richard Adler, MD

This course will cover the advanced Diagnostic and treatment strategies for the Dry Eye Specialty Practice. We will use case studies and a rapid fire approach to cover the majority of diagnostic and treatment strategies. We will also cover the wellness initiative and its relation to Ocular Surface disease prevention.

11B1

Frame Board Management

1:30 PM – 3:30 PM

2 Hours

Sharon Carter

The frames in a dispensary can work for or against the business cash flow, profitability, selection and customer satisfaction. This course will help you understand how to better select frames that will give you the potential for success, how to get the most of your relationship with manufactures and help you build a frame inventory that works well for you.

11B2

10 Solutions to Fix a Failing Facebook Page

1:30 PM – 3:30 PM

2 Hours

Justin Bazan, OD

Treating your online business like your real world business is important for its success. Often times a FB page is created, taken care of for a few months and then nearly totally abandoned. Imagine if that was how you treated your practice. Let's take a look at some areas that are often up for improvement.

11B3

The Power & Politics of Disrupting Traditional Eyecare

1:30 PM – 3:30 PM

2 Hours

Barry Santini, ABOM

Since 2010, the eyecare industry has arguably been impacted by a greater wave of changes than it has experienced during its previous 100 years. From prescription eyewear online to PDs and refractions a la carte, consumers no longer see their local eyecare professional as their only stop when looking for optical products. You'll take a front row seat and learn exactly how to best manage the dynamic changes in your market as they unfold.

11L1

The Continuum of Care in Keratoconus: From Spectacles to Contact Lenses to Surgery

1:30 PM – 3:30PM

2 Hours

Barry Eiden, OD; Clark Chang, OD; Ryan McKinnis, OD

Care for the keratoconic patient has evolved incredibly rapidly over the past 10 years. With vastly more options for spectacles, contact lenses, and surgery, many practitioners are finding themselves puzzled over which strategies to employ at which stage of disease. The authors first present a literature-supported and clinically-based staging classification. Then, spectacle, contact lens, and surgical considerations for each stage are discussed with case-based examples. Following this discussion, attendees should understand a clear model for providing state of the art care to their keratoconic patients.

11O1

Handling Prescriptions That Contain Prism

1:30 PM – 3:30 PM

2 Hours

Phernell Walker, ABOM, NCLEC

The topic of Prism strikes fear into many Eye Care Professionals including opticians, optometrists and ophthalmologists alike. Prescriptions with Prism can create some unique challenges. This fun and interactive course explores both prescribed and accidental prism. Students will learn about Geometric Optics of Light, Prentice Rule, decentration, Prescribed Prism - Therapeutic vs. Adverse Prism methods, Prism distribution methods, verify prescribed prism, compounding and resolving prism, Prism Thinning, Bi-Centric Grinding, how to prescribe prism for a prosthetic eye and coping with the unexpected induced effects of prism and more.

11O2

Clinical Approaches To Spectacle and Contact Lens Formulas

1:30 PM – 3:30 PM

2 Hours

Blair Wong, ABOM, NCLEC

In this course you will develop a level of comfort in the practical use of optical formulas in your everyday office as they apply to the design of both prescription spectacles and contact lenses.

Formulas will include transposition, refractive error, power in any meridian, prism calculations, predicting lens thickness, and vertex distance compensation. Contact lens related formulas and concepts include orientation of astigmatism, calculating the spherical equivalent prescription, and prescription calculations for rigid lens designs.

12B1

Total Recall

3:45 PM – 4:45 PM

1 Hour

Sharon Carter

Are you incorporating all the resources available to you in getting your patients back in your chair? We started with a recalling our patients and then advanced to pre-appointing our patients. This course will give you a system that will utilize both systems and use new technology to help get patients back in when you want them there. It is important to manage all your patients but it is imperative to manage your patients that have a medical diagnosis and are on a treatment plan. If you want your practice to grow at the optimum pace you not only have to acquire new patients, but you need to keep the ones you already have.

12B2

Climb Up The Rankings: An Intro to Search Engine Optimization

3:45 PM – 4:45 PM

1 Hour

Jennifer Lyerly, OD; Darryl Glover, OD

In today's world, if your business doesn't have an online presence, it's almost as if it doesn't exist. But simply having a website for your practice isn't enough anymore; a large segment of the population relies on search engines like Google to help them find everything from restaurants to the best health care providers in their local area. Being on the first page of search engine returns is essential to these patients finding your office. We discuss strategies to maximize the chance for you to bring front page search engine returns and improve new patient capture.

12B3

The New Customer Experience: Staying Relevant

3:45 PM – 4:45 PM

1 Hour

Michael Kling, OD

With the exception of new medical technology, the process of delivering eye care has remained relatively unchanged for the past 50 years. Our profession has recently seen a disruptive challenge to the way we deliver eye care with virtual, online and mobile eye exams. While these new controversial delivery models are being evaluated in the legal arena, what is not being questioned is how we as consumers are shopping. For our practices to compete for this new economy, and for the next generations' business, it becomes imperative that we become relevant, creative, and efficient, while offering a unique shopping experience. Here, we present a vision for the future of eye care delivery including how we design, build, and operate our practices.

We'll discuss the power of branding and storytelling, the impact of the millennial shopper, how the new interactive retail experience might look, and what the most innovative companies in the world are doing today to stay at the forefront of offering an engaging customer experience.

12L1

Modern Hybrid Fitting: The Next Generation

3:45 PM – 4:45 PM

1 Hour

Ryan McKinnis, OD

Hybrid contact lenses have long been billed as easy to fit. So, why do so many practitioners report a great deal of difficulties in regards to patient comfort and satisfaction? This course will aim to allow the eye care provider to understand the nuances related to hybrid lenses. Proper patient selection, proper troubleshooting, as well as advanced fitting philosophies will be introduced and discussed. Recent advancements to hybrid lens designs will also be expounded upon.

12O1

Dispensing to the Generations

3:45 PM – 4:45 PM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

For the first time in modern history, six generations are now alive at the same time. The largest demographics today are the Baby Boomers and the Millennials. Soon the Millennials will outnumber Baby Boomers which gives us great opportunities to care for their visual needs.

12O2

Clinical Applications for Press on Optics

3:45 PM – 4:45 PM

1 Hour

Blair Wong, ABOM, NCLEC

Patients with muscle disorders, high power prescriptions, visual field loss and unique recreational and leisure vision requirements can benefit from the many advantages offered by the use of press-on optics. In this course, attendees will learn the clinical applications for both press on prisms and optical spherical power lenses.

13B1

Customer Service vs. Customer Experience

5:00 PM – 6:00 PM

1 Hour

Joy Gibb, ABOC

There's a lot of talk about the differences between customer service and a customer experience. This course will focus on creating an experience based culture and generate ideas that can be implemented in your practice. In addition, attendees will be able to understand that not customer

experience efforts are beneficial to the practice and how to differentiate and decide upon ways that will impress the patient/customer as well as provide positive results for the practice.

13L1

Medically Necessary Contact Lens: Why It Makes \$ense in Private Practice

5:00 PM – 6:00 PM

1 Hour

Louise Sclafani, OD; Robert Steinmetz, OD

As contact lens specialists, there are many new diagnostic tools and treatment options available. By demonstrating with several case examples utilizing specialty designs, this course will help the practitioner implement these lenses in our practices as well properly code for our work and expertise.

13O1

Grand Rounds for Opticians and Technicians

5:00 PM – 6:00 PM

1 Hour

Phernell Walker, ABOM, NCLEC

Opticians and technicians must be able to identify, compare and contrast eyewear and contact lens challenges. This course will review and apply CC/HPI, SOAP to problem solve eyeglasses and contact lens case studies. Put on your critical thinking caps and join Phernell Walker, as we explore optical case studies.

13O2

How the Effective Rx Can Change Visual Acuity

5:00 PM – 6:00 PM

1 Hour

Blair Wong, ABOM, NCLEC

In this course, you will explore the possibility that in cases of higher prescriptions, wearers could be experiencing very different effective Rx's due to improper fitting of the frame. This course reviews advanced optical formulas and theory in order to calculate the variation of prescriptions due to excessive pantoscopic tilting, changes in vertex distance, and optical center placement relative to the wearer's pupil center.

21B1

Creating a Culture of Trust

7:15 AM – 8:15 AM

1 Hour

Michael Kling, OD

It all starts with a vision in your mind. But it doesn't stop there. Where you go from here will greatly influence your chances of seeing your vision become reality. Well discuss why your vision is so important to your success, how to create that vision in a few simple steps, and how to effectively communicate to those that will implement the vision, your team. Ever wonder why some patients always take your advice without question, while others question everything you

recommend or suggest. Often, it simply comes down to trust. We'll dig into what trust really is, what's required to earn someone's trust, and how we can utilize these principles in our practice to create a culture of trust with our patients and staff.

21B2

How to Compete in a Digitally-Connected World

7:15 AM – 8:15 AM

1 Hour

Dave Ziegler, OD; Trudi Charest; Justin Bazan, OD, Scot Morris, OD

As consumers find more information and locate professional services online, the eye care practice has to have a strategy to compete.

21L1

SCLERAL LENSES 101: Basic Fitting

7:15 AM – 8:15 AM

1 Hour

Melissa Barnett, OD; Stephanie Woo, OD

Scleral lenses improve the lives of patients and practitioners who fit them. Scleral lens selection and follow-up care is reviewed by identifying key areas of concern. Common scleral lens problems and troubleshooting techniques are discussed. The scleral lens fitting process along with problem-solving are discussed at length. Specific care and handling of scleral lenses including solutions and advanced techniques are described. In-office management tips for scleral lens practitioners are discussed.

21O1

Back to the Future: Why Our Past Matters

7:00 AM – 8:15 AM

1 Hour

David Fleischman, MD

Join Dr. David Fleischman as he takes a look at how past and current leaders have profoundly impacted the eyecare profession. You'll get a look at history and a peek into the future as you get inspired to explore the possibilities of how you can make a difference and create your own memorable past.

21O2

A Discovery Between Neurology & Optometry Reveals Eye Misalignment May Be a Source of Headaches & Eyestrain

7:15 AM – 8:15 AM

1 Hour

Paul Karpecki, OD; Carol Nelson, MD; Jeffrey Krall, OD

After years of in-depth clinical research conducted at neurology centers nationwide, a new link between optometry and neurology has been discovered. Results from a series of clinical studies on headache patients revealed that symptomatic patients shared a common trait: a misalignment in their vision that caused specific symptoms when using digital devices, reading or doing near

work. Symptomatic patients studied were found to share a common trait: a misalignment in their vision that was believed to put continual stress on the trigeminal nerve – the largest and most complex nerve connected to the brain, and the one responsible for head, eye and neck sensations. A further review of optometric literature revealed complaints of similar symptoms documented throughout history, predating the use of digital devices. You will gain an understanding of the optical neurological mechanism triggering headaches and how it relates to neck pain/tension and eye fatigue. You will also gain new insights into how to identify and treat patients suffering from a misalignment in their vision.

22AA

ABO Advanced Exam Review - Domain I: Analyze and Interpret Visual Assessment (Part 1)

8:30 AM – 9:30 AM

1 Hour

Brian Thomas, ABOM, NCLC, FNAO

This course will review and prepare the candidate for the ABO Advanced Exam. This ABO Advanced Exam Review course will cover Domain I which covers 38% of the questions on the exam. Participants in the course will analyze customer's/patient's prescription; recognize limitations of the prescription; and assess medical abnormalities of customer's/patient's vision.

22B1

Coding and Billing for Front Office

8:30 AM – 9:30 AM

1 Hour

Sharon Carter

When you charge out a patient at the front desk you are creating the insurance claim form, so it is very important that all coding is correct. You will learn in this course the criteria for choosing the proper code and what goes into building that code. This is important so that you receive the payment in which you are entitled. You will learn what is and is not your responsibility in the coding process. Your doctor is counting on your follow through at check-out to make sure each patient is billed for maximum reimbursement for the procedure that was performed.

22B2

Retail Tactics: Differentiating Yourself and Your Practice

8:30 AM – 9:30 AM

1 Hour

Valerie Manso

It is extremely difficult for Independent practices to compete on price with big box stores and online retailers. So how do you differentiate yourself and your business? This session will provide you with several strategies and tactics to grow your business; develop loyal customers and capture additional market-share.

22B3

Ch...Ch...Ch...Changes: Overcoming Resistance

8:30 AM – 9:30 AM

1 Hour

Anthony Record, LDO, FNAO, ABO

With apologies to David Bowie, this fast-paced, one-hour class will look at reasons why change is resisted by most employees. Using this insight, you will become aware of the specific reasons why individuals resist change, and learn innovative ways to overcome them. Additionally, you will learn why most organizational changes initially fail, and take away five specific ways to effectively deal with that. Upbeat, real-world solutions to an age-old problem – all in one hour.

22B4

Must Have Eyewear Trends for 2019

8:30 AM – 9:30 AM

1 Hour

Joy Gibb, ABOC

The runways of Paris and Fashion Week in New York are huge indicators of the fashion that lies ahead for the year. The influence of those fashion trends can be seen in not just clothing, but also eyewear. If you want to know what you will be seeing on frame boards in the near future, this class will not only give you a sneak peek, but also suggestions for matching a customer's fashion style with their eyewear.

22B5

How To Measure Financial Success

8:30 AM – 9:30 AM

1 Hour

Dave Ziegler, OD; Jay Binkowitz; Scot Morris, OD; Mark Wright, OD

There are many ways to evaluate the financial viability of a practice and to assess the monetary health of the business. This course outlines the important steps needed to assure financial success.

22B6

Building Loyalty with Millennials

8:30 AM – 9:30 AM

1 Hour

Jennifer Lyerly, OD; Darryl Glover, OD

Millennials are consuming health care in far different ways than their predecessors, and as eye care providers we are seeing drastic changes in competition from online sources that are gaining traction in this age group. We discuss the changing landscape of healthcare, and how we can capture millennials by utilizing technology and the power of our prescriptions that are specifically designed to cater to millennial lifestyles and preferences. Topics include prescribing for dry eye, and both contact lens and lens prescriptions designed for digital eye fatigue.

22L1

Scleral Lenses: Advanced Fitting

8:30 AM – 9:30 AM

1 Hour

Melissa Barnett, OD; Stephanie Woo, OD

Scleral lenses have become a widespread option for the treatment of distorted corneas and ocular surface disease. However, optimal scleral lens fitting and management can be challenging. Scleral lens selection and follow-up care is reviewed by identifying key areas of concern. Common scleral lens problems and troubleshooting techniques are reviewed. Modification of the scleral lens fit including front toric, peripheral toric, peripheral elevation and new surface technologies of scleral lenses along with problem-solving are discussed at length. Specific care and handling of lenses is described. The importance of establishing a close relationship with the lens manufacturing laboratory and consultants and in-office management tips for scleral lens practitioners is discussed.

22O1

How Dry Eye Disease Impacts Vision and Refraction

8:30 AM – 9:30 AM

1 Hour

Lynn Lawrence, CPOT, ABOC

This course is designed to discover the disease and complexities of dry eyes and its impact upon the refractive status of the eye. This course will discover the anatomy and physiology of the eye and tear film. It will also cover symptoms, diagnosing, testing, and current available treatments for the dry eye disease.

22O2

The Invisible Truth about UV

8:30 AM – 9:30 AM

1 Hour

Brent McCardle, Robert Spirito

TBD

23AA

ABO Advanced Exam Review - Domain I: Analyze and Interpret Visual Assessment (Part 2)

9:45 AM – 10:45 AM

1 Hour

Brian Thomas, ABOM, NCLC, FNAO

This course will review and prepare the candidate for the ABO Advanced Exam. This ABO Advanced Exam Review course will cover Domain I which covers 38% of the questions on the exam. Participants in the course will analyze customer's/patient's prescription; recognize limitations of the prescription; and assess medical abnormalities of customer's/patient's vision.

23B1

What Does An Audit Look Like?

9:45 AM – 10:45 AM

1 Hour

Sharon Carter

When a practice signs up as a participating provider with an insurance company they are agreeing to follow the rules that company has in place. That includes billing, coding and documentation that is set forth by each insurance company. The problem is they did not look at the rules. This class will address the number one reasons practices get chosen for an audit and what the companies look for in documentation and coding. This will help you create a checklist for your practice to do regular self-audits to show intent to be complaint.

23B2

My Best Business Lessons

9:45 AM – 10:45 AM

1 Hour

Jay Binkowitz

All too often we spend a lot of time on initiatives that have very little benefit to our overall business goals. Using the strategies of our 5 senses this course will assess the strategic and organizational thought processes necessary to get the most out of your efforts by concentrating on initiatives that will bring you the best results. We all know it is better to succeed at less than to fail at more so let's grab the low hanging fruit from within.

23B3

How To Respond to the 64 Million Dollar Question - Why Do Glasses Cost So Much?

9:45 AM – 10:45 AM

1 Hour

Anthony Record, LDO, FNAO, ABO

This one-hour class offers effective answers to the universally challenging question front-line dispensers hear every day: Why do these glasses cost so darn much money? You will gain insight into some of the questions behind that question, so that a dispenser can answer them before it is ever asked! Beyond that, more than a dozen useful responses will be shared by your instructor – a dispensing eye-care professional who has answered many versions of that most challenging question for more than 30 years.

23B4

Intro to Social Media Marketing

9:45 AM – 10:45 AM

1 Hour

Jennifer Lyerly, OD; Darryl Glover, OD

Marketing is the key business activity to driving traffic to your practice. We've all used word of mouth as our single most important advertising strategy, but social media has allowed word of mouth marketing to make an impact larger than ever on your business. We discuss how to get

started in social media for your optometric business and tips for maximizing the return on investment.

23B6

Creating a Practice Budget: The Foundation for Financial Success

9:45 AM – 10:45 AM

1 Hour

Michael Kling, OD

Successful businesses follow a structured financial plan for both projecting income and anticipating expenses, yet many small businesses, and most independent optometric practices, don't utilize a budget to manage their finances. We'll explore the importance of creating a budget, why most ODs don't follow or even create a budget, the steps to create your own budget, and strategies to help you stick with it.

23L1

SCLERAL LENS: Trouble Shooting

9:45 AM – 10:45 AM

1 Hour

Stephanie Woo, OD; John Gelles, OD

Scleral lens selection and follow-up care is reviewed by identifying key areas of concern. Common problems of scleral lenses are discussed. Modification of the scleral lens fit along with problem-solving are discussed at length. Specific care and handling of lenses is described. In-office management tips for scleral lens practitioners are discussed.

23O1

ANSI-Z80.1-2015 What's New?

9:45 AM – 10:45 AM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

This seminar is designed to review the current ANSI Z80.1-2015 standard and what has changed from the previous (2010) version. Participants will walk away understanding the amount of work that goes into updating a standard, the importance of standards and how standards effect their business. At the conclusion of the seminar, each participant will receive a "ANSI Z80.1-2015 Quick Reference Guide" and will be encouraged to obtain a copy of the standard.

23O2

My Top Tips for Excellence in Dispensing

9:45 AM – 10:45 AM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC; Edward De Gennaro, MEd, ABOM

Have you ever had a client/patient with a visual complaint that leaves you scratching your head? Or, have a “wish I knew then what I know now” moment? This course will cover favorite optical tips that add excellence to the dispensing experience. Topics covered include high powered prescriptions, prism, dispensing to the elderly, dispensing to the millennials and more.

24AA

ABO Advanced Exam Review - Domain III: Use of Ophthalmic Instrumentation (Part 1)

11:00 AM – 12:00 PM

1 Hour

Brian Thomas, ABOM, NCLC, FNAO

This course will review and prepare the candidate for the ABO Advanced Exam. This ABO Advanced Exam Review course will cover Domain III which covers 23% of the questions on the exam. Participants in the course will explain the use of ophthalmic instrumentation; analyze the utilization of dispensing instrumentation; determine method of fabrication and ordering; distinguish the uses of visual assessment instrumentation; and apply knowledge of legal and professional requirements for equipment maintenance.

24B1

Customer Expectations - Breaking the Mediocre Mindset

11:00 AM – 12:00 PM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

This seminar is designed to give participants the tools needed for providing world class customer service. At the conclusion of the seminar, each participant will understand that excellent customer service must be a part of their company's culture.

24B2

Profiting With Vision Care Plans

11:00 AM – 12:00 PM

1 Hour

Jay Binkowitz

Vision care plans are confusing and frustrating. Understanding how plans work and how to maximize profitability continues to elude us. Profiting with managed care is not just about knowing the plans. It is about the combination of products, pricing, knowledge and how we present it to our patients.

24B3

Dynamic Dispensing

11:00 AM – 12:00 PM

1 Hour

Sharon Carter

The purchase of a new frame and lenses can be a sizeable investment. When a patient comes to pick-up new glasses is one of the most important times you will spend with them. The sale of the glasses is not the end of the relationship with the patient, but the beginning. Learn how to "WOW" them with service. Remember, "The lowest of prices is long forgotten after the bitterness of poor service."

24B5

How To Market Your Practice

11:00 AM – 12:00 PM

1 Hour

Dave Ziegler, OD; Trudi Charest; Mark Wright, OD

This course teaches the basic knowledge needed to effectively plan and execute a marketing program in your practice.

24B6

DISC - The Science of Communicating and Connecting with People

11:00 AM – 12:00 PM

1 Hour

Quy Nguyen, OD

From kindergarten through college there is much emphasis on our grades and technical abilities and we sometimes lose sight of a very important skill -- how to communicate. Communication can be the difference between getting a job or a raise, making a sale or not, and can have tremendous impact on your ability to understand and relate to a variety of people. It could be the difference maker in your career development as well as personal and professional relationships. Attendees will get a chance to take a free DISC behavior assessment, learn what style they are, what styles others are, and more importantly, how to apply what they learn to communicate more effectively with co-workers, patients, peers and pretty much anybody!

24L1

EVERYTHING BUT SCLERAL LENSES

11:00 AM – 12:00 PM

1 Hour

Melissa Barnett, OD; Stephanie Woo, OD

Although scleral lenses are widely used in clinical practice, there are other specialty contact lenses that can differentiate your contact lens practice. Factors such as ocular disease type, corneal/scleral shape, patient apprehension, and financial limitations can prevent patients from wearing scleral lenses. This course provides practitioners a review of corneal topography and fluorescein patterns to fit gas permeable contact lenses. Spherical, bitoric and multifocal gas permeable contact lens fitting and solutions will be reviewed. Evaluation, fitting and troubleshooting of hybrid lenses for irregular corneas and normal eyes will be discussed. Case examples describing specialty soft contact lenses will be covered. Myopia control methods such as orthokeratology are reviewed. Additionally, selection of candidates for each specialty contact lens design and practice marketing is addressed.

24O1

Basic Dispensing Skills for the New Optician

11:00 AM – 12:00 PM

1 Hour

Phernell Walker, ABOM, NCLEC

Opticianry Course Descriptions – Vision Expo West 2018 Conference Program

Ophthalmic optics is both a science and an art. Opticians must be able to properly fit, measure, and understand how different lenses will perform. This fun course explores selecting the right frame for your patient, characteristics of different lens material and dispensing tips.

24O2

Don't Sacrifice Excellent Vision for Fashion

11:00 AM – 12:00PM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

As frames fashions increase in size we must review the optical concepts that ensue. The majority of optical aberrations occur in the periphery of the lens. When we dispense smaller eyesizes, this is not as urgent. However, as eyesizes increase, so do optical aberrations. This course will focus on the major optical aberrations and prismatic effects that occur in larger lenses, and their optical solutions.

IS1L

Blue Light

11:45 AM – 12:45 PM

1 Hour

Pete Hanlin, ABOM

This course describes the effects of blue light upon the body, sources of blue light, and various types of ophthalmic products designed to reduce exposure to blue light.

25AA

ABO Advanced Exam Review - Domain II: Design, Fit and Dispense Eyewear and Other Ophthalmic Devices

2:45 PM – 4:45 PM

2 Hours

Brian Thomas, ABOM, NCLC, FNAO

This course will review and prepare the candidate for the ABO Advanced Exam. This ABO Advanced Exam Review course will cover Domain II which covers 39% of the questions on the exam. Participants in the course will evaluate the customer's/patient's needs and wants; evaluate the parameters of new and old eyewear; design and market ophthalmic instrumentation and eyewear; educate customers/patients on products and performance; and apply ophthalmic professional and legal guidelines.

25B1

Coordinating Special Events and Trunk Shows

2:45 PM – 4:45 PM

2 Hours

Travis Reed

If you are going to host a grand opening or a trunk show or even a holiday party it's time you meet Travis Reed, visual merchandising, store designer and event coordinator. Travis has so

many helpful hints and ideas on how to improve the caliber of your events and interior to get you the brand image you desire as well as the social media attention you deserve!

25B2

Know Your Digital Score - The Secret to Attracting New Patients

2:45 PM – 4:45 PM

2 Hours

Sharon Carter

Do you clearly understand how patients search and select their eye care and eyewear providers today? We may be missing the mark on how we allocate funds to attract new patients. Practices are spending money on advertising but are not seeing the return on their money like we have seen in the past. One of the reasons for this is most savvy patients search online and have several things that motivate them to make their decision. This course will show you how to measure your digital impact and reveal what key things you need to focus on to make your advertising dollars produce more results in this digital world.

25B3

Patient Sales and Communication Techniques

2:45 PM – 4:45 PM

2 Hours

Valerie Manso

Today's patients are more demanding and have higher expectations than ever before. The Baby Boomers are accustomed to getting what they want when they want it. The Millennials have been taught by experience to be skeptical unless someone 'unknown' has made a recommendation. Just what are we service professionals supposed to do?

25B5

How To Build A Great Staff

2:45 PM – 4:45 PM

2 Hours

Dave Ziegler, OD; Mark Wright, OD; Scot Morris, OD

The most difficult aspect of running a practice is the management of the staff. This course examines how to acquire great staff, to motivate them, and to build a culture within the office that builds staff loyalty.

25B6

Combatting Disruptive Forces in Eyecare

2:45 PM – 4:45 PM

2 Hours

Quy Nguyen, OD; Antonio Chirumbolo, OD

The internet has changed the way we buy things, eyewear and contact lenses are no exception. We'll examine some of e-commerce's biggest players in the ophthalmic product space, and address growing concerns about how these companies market these products as commodities.

Technology has been increasingly utilized and marketed as a means of obtaining a prescription online using mobile or web applications. We will examine a few emerging companies and what they have attempted to do in the space of online “eye exams.” We’ll highlight some communication avenues as a way to combat this disruption, as well as utilizing technology and other strategies to help.

25L1

Scleral Lens Workshop

2:45 PM – 4:45 PM

2 Hours

Melissa Barnett, OD; Clark Chang, OD; John Gelles, OD; Clarke Newman, OD;

This two hour interactive workshop is designed to discuss basic to advanced techniques of scleral lenses. A didactic portion including scleral lens indications, diagnostic lens selection and lens handling is followed by hands-on practice with application, removal, and fitting of scleral lenses. Instructors who are members of the Scleral Lens Education Society will provide hands on fitting experience using scleral lenses from many different lens manufacturers.

25O1

Spectacle Lens Update: Everything You Need to Know

2:45 PM – 4:45 PM

2 Hours

Michael Vitale, ABOM, LDO, NCLEC

This seminar is designed to give participants the tools needed for dispensing today's premium lens products. At the conclusion of the seminar, each participant will understand that having knowledge and expertise in the premium lenses products available today will ensure they are offering their patients/customers the best possible lens choices.

25O2

Eye Diseases That Opticians and Technicians Should Know About

2:45 PM – 4:45 PM

2 Hours

Shana Zeitlin, OD

Technicians and opticians often encounter patients' questions about a variety of ocular conditions. It's in the best interest of quality of patient care that technicians and other office staff understand the basics of these conditions in order to provide accurate information. This two hour talk will provide an important and essential understanding of a number of anterior segment, posterior segment, and neuro-ophthalmologic conditions in order to better prepare the listener for answering these questions.

26AA

ABO Advanced Exam Review - Domain III: Use of Ophthalmic Instrumentation (Part 2)

5:00 PM – 6:00 PM

1 Hour

Brian Thomas, ABOM, NCLC, FNAO

This course will review and prepare the candidate for the ABO Advanced Exam. This ABO Advanced Exam Review course will cover Domain III which covers 23% of the questions on the exam. Participants in the course will explain the use of ophthalmic instrumentation; analyze the utilization of dispensing instrumentation; determine method of fabrication and ordering; distinguish the uses of visual assessment instrumentation; and apply knowledge of legal and professional requirements for equipment maintenance.

26B1

Design On A Dime - Simple Changes That Add Revenue and Wow

5:00 PM – 6:00 PM

1 Hour

Travis Reed

Do you have a clue where to even begin when it comes to interior design? Do you have a budget to hire a pro or do you have to do this yourself? Interior Designer and Visual Merchandiser Travis Reed designs and updates optical practices all over the world and is coming to share some basic ideas to refresh your practice at minimum costs with maximum impact.

26B2

Just One More Sale: Making Multiple Pairs Happen Every Day

5:00 PM – 6:00 PM

1 Hour

Barry Santini, ABOM

Between vision care plans, an unrelentingly tough economy and a lack of understanding of the benefits of having an eyewear wardrobe, it's no wonder consumers still see their eyeglass purchases in single pair terms. You'll learn how both fragmented (no doctor) and unfragmented offices can begin to reap the profits, increased customer satisfaction and outright joy that accompanies showing eyewear buyers how to build an eyewear wardrobe of multiple pairs for both fashion and function.

26B3

Why Cash Matters: Understanding Your Cash Flow

5:00 PM – 6:00 PM

1 Hour

Michael Kling, OD

Cash is King and understanding where your cash is going is essential to keeping yourself and your practice out of hot water. Clearly one of the most challenging aspects of private practice, managing your cash flow can have an impact not only on your business, but also your personal happiness and well-being. Here we'll address the many aspects of managing your cash flow, how the most successful companies use positive cash flow to their advantage, and strategies to ensure you are taking the right steps to protect your cash flow.

26B5

How To Build the Ultimate Optical

5:00 PM – 6:00 PM

1 Hour

Dave Ziegler, OD; Laurie Pierce, LDO, ABOM, NCLC; Bill Gerber; Jay Binkowitz

The optical dispensary is the biggest profit center in most optometric practices but is often not up-to-date in its layout, design, product selection, and merchandising. This course will give the attendee a method to manage all the different aspects of an effective retail space.

26L1

Specialty Lens Workshop

5:00 PM – 6:00 PM

1 Hour

Melissa Barnett, OD; Stephanie Woo, OD, Clarke Newman, OD; Ryan McKinnis, OD

Managing irregular corneas with specialty contact lenses can sometimes be a challenging process. This one hour interactive workshop is comprised of corneal gas permeable, hybrid and impression based scleral lens technology. New diagnostic and lens design technology is reviewed to optimize specialty contact lens complications. The practitioner will leave this workshop with a strong foundation to evaluate and manage complex contact lens patients.

26O1

Matching Lens Technology to Patient Needs

5:00 PM – 6:00 PM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

This session is a follow up to the spectacle lens update course. Once you understand what's available in today's lens technologies, the next step is knowing when to use what. There are a plethora of design, treatment, and material options and your role as a lens specialist is to guide your patient to the correct options. This seminar will give participants the expertise to match their patients' needs, with the proper lens technology.

26O2

Multifocal IOL's - How Do They Work, How Do They Affect Refraction

5:00 PM – 6:00 PM

1 Hour

Lynn Lawrence, CPOT, ABOC

This lecture is designed to assist attendees on how to identify patients with cataracts that have been selected for surgery. A good case history, what to look for doing an encounter and efficient testing procedures will be discussed. You will learn techniques on how to establish a dialog with patients nervous about the procedure, and how to put them at ease about the process.

31A1

Ocular History Taking - The Ten Most Important Pieces of Information You Need to Provide Your Doctor

8:30 AM – 9:30 AM

1 Hour

Shana Zeitlin, OD

Taking a good history is the keystone of all medical evaluations. As the initial contact with the patient, the ophthalmic technician is responsible for obtaining accurate information that allows the doctor to arrive at a proper diagnosis and management approach virtually immediately. The history the doctor is presented with by you needs to be complete yet concise. In this course, we will review the 10 most important, but often overlooked, history components the technician needs to obtain for the doctor.

31B1

Getting the Best Return From Your Slow Moving Frames

8:30 AM – 9:30 AM

1 Hour

Barry Santini, ABOM

Most optical people will return or exchange a frame when they discover it has been discontinued. But is this really the best way to leverage your precious inventory-investment dollars? You'll learn how to properly curate and display the styles you carry. You will understand the current dynamics behind a consumer's decision to make a purchase. You will learn how to price obsolete inventory to obtain maximum profit and raise your perceived value added.

31B2

Lost Revenue Opportunities and How to Reclaim Them

8:30 AM – 9:30 AM

1 Hour

Jay Binkowitz

All too often we spend a lot of time on initiatives that have very little benefit to our overall business goals. This course will assess the strategic and organizational thought processes necessary to get the most out of your efforts by concentrating on those initiatives that will bring you the best results. We all know it is better to succeed at less than to fail at more so let's grab the low hanging fruit from within. This course will take a close look at those areas of your business that are most important to embrace.

31B3

Demystify Managed Vision Care

8:30 AM – 9:30 AM

1 Hour

Mark Hinton, ABO

Managed Vision Care Plans are just that, vision care plans unlike health insurance plans, which actually insure the at-risk patient, managed care savings plans provide contributing benefits for annual eye health determination, refraction, and contribution toward eyewear or contact lenses. This course will demystify many myths and unknowns regarding the most popular of these plans and shed light on opportunities for eye care professionals to provide for patient needs and wants, while adding significant revenue.

31B4

Must Have Eyewear Trends for 2019

8:30 AM – 9:30 AM

1 Hour

Joy Gibb, ABOC

The runways of Paris and Fashion Week in New York are huge indicators of the fashion that lies ahead for the year. The influence of those fashion trends can be seen in not just clothing, but also eyewear. If you want to know what you will be seeing on frame boards in the near future, this class will not only give you a sneak peek, but also suggestions for matching a customer's fashion style with their eyewear.

31B5

How To Achieve 50%+ Multiple Pair Sales!

8:30 AM – 9:30 AM

1 Hour

Bill Gerber

Progressive practices have learned from dentistry that a written treatment plan from the Dr. will go very far in serving the patients true visual needs. The majority of opticians and OD's surveyed indicate that 3 pairs are what's needed to satisfy the average patients' optical needs. Why is it that only 1 out of 8 are buying what they need? The lack of a written optical treatment plan combined with ineffective supporting merchandising in the optical space is largely to blame. This represents the largest opportunity for growth in our industry. Learn how to implement a proven system that will make buying a variety of visual solutions including eyewear, contact lenses and accessories the norm instead of the exception.

31L1

PEDS in CLS: "I Can Wear Contacts, Too!"

8:30 AM – 9:30 AM

1 Hour

Brooke Messer, OD

This course will introduce attendees to both basic and advanced contact lens fittings for pediatric patients. We will begin by discussing ways to efficiently assess a child's refraction and corneal findings to allow the prescriber to make decisions about contact lens therapies. We will then cover types of contact lenses suitable for kids, including specialty contact lenses, and ocular disease that may be present in our pediatric patients. Finally, we will review some of the major studies on children and the use of contact lenses.

31NA

1 Hour

NCLE Advanced Exam Review - Domain IV: Routine and Emergency Follow-up Visits

8:30 AM – 9:30 AM

Robert Russo

Opticianry Course Descriptions – Vision Expo West 2018 Conference Program

This course will review and prepare the candidate for the NCLE Advanced Exam. Topics will include: Domain IV - Routine and Emergency Follow-up visits, evaluate lens fit and performance, including complex designs, implement and evaluate modifications to lens design, review patient compliance, and determine follow-up appointments to monitor lens fit and ocular integrity, and recognize and triage patients with acute contact lens complications.

3101

Digital Eyestrain

8:30 AM – 9:30 AM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

This course will provide you with the knowledge and understanding of the adverse effects of Digital Eye Strain. You will gain a better understanding of the common symptoms associated with Digital Eye Strain. We will provide you with statistical data that quantifies the issue and also share with you the products available to reduce or eliminate this condition.

3102

No Wonder You Don't See Well - How Eye Diseases Affect Vision

8:30 AM – 9:30 AM

1 Hour

Lynn Lawrence, CPOT, ABOC

This lecture will focus on 20 common eye diseases and their impact on vision. It will identify the disease, characteristics of the disease and the effects of the disease on a patient's vision. The course will also discuss clinical presentations and testing associated with the disease.

3103

Sight - The Story of Vision

8:30 AM – 9:30 AM

1 Hour

Blair Wong, ABOM, NCLEC

"Sight - The Story of Vision" educates the attendee about the importance of vision in our lives and how vision-related issues world-wide impact the quality of life and the productivity of society on a global level. "Sight" will educate the attendee as to the different areas of specialization between eyecare professionals with a focus on Ophthalmology, Optometry, and Opticianry. "Sight" explores the world-wide need for the correction of refractive errors in vision needy populations of society and the roles that eyecare professionals serve in solving these issues. "Sight" provides a history of the origin of prescription spectacles and the current and future application of glasses and contact lenses in the world.

32A1

Screening for Diabetic Eye Diseases - What Every Optician and Technician Should Know

9:45 AM – 11:45 AM

2 Hours

Lynn Lawrence, CPOT, ABOC

This lecture will focus on what happens when a diabetic patient comes into an ophthalmic practice. Signs and symptoms, things that are important to document for a complete ocular assessment and what to listen for during the visit. How the staff should prepare the patient for the doctors examination. The different test, documentation and results for diabetics will be discussed. Considerations for diabetic patients from check-in to check-out.

32B1

Visual Merchandising Tactics

9:45 AM – 11:45 AM

2 Hours

Travis Reed

Travis Reed comes from a vast background of working with over 20 major retailers from around the world. Learn the merchandising unspoken rules and see visual examples to elevate the beauty of your practice and increase capture rate. Creating and improving your displays and interior will not only make you more competitive but also pulls the eye to something specific you want to sell. Nearly 60-65% of your revenue comes from the retail side of your business, a retail education is a must for the future!

32B2

10 Ways to Increase Profitability

9:45 AM – 11:45 AM

2 Hours

Mark Wright, OD

Every business can be thought of as an engine that creates profit. How well the practice creates profit is a function of how well the practice is being managed. This course teaches you how to manage the 10 most important ways to increase profitability in the practice.

32B3

Goals: A Guide to Setting, Keeping Track, and REALLY Achieving Them

9:45 AM – 11:45 AM

2 Hours

Anthony Record, LDO, FNAO, ABO

This two-hour, highly interactive session will reveal the steps necessary to set, adjust, and truly achieve your most critical individual, family, and most importantly, you professional and practice goals. You will be introduced to the Cool CAT approach to goal setting – an approach that has been used by some practices to not only achieve its goals, but in some cases actually double them. CAT is an acronym that stands for Commitment, Actions, and Tracking. This session will provide specific steps to inspire and ensure commitment from staff members, determine best actions to achieve the stated goal(s), and a unique and proven way to keep track of it all. This session will use polling, discussions, video, and outside resource suggestions to get you on your way to finally achieving your most elusive goals.

32L1

Contact Lens Fitting for the Ever Growing Market: The Presbyopic Patient

9:45 AM – 11:45 AM

2 Hours

Brooke Messer, OD

This course will teach attendees about the multifocal contact lens market. It will cover the market opportunity, patient selection and education, optimizing the patient experience, as well as the initial fitting process. The latter part of the program will cover lens troubleshooting in the soft, gas permeable, hybrid and scleral lens designs. Lastly, available technology that can be utilized to improve lens performance and design will be covered.

32NA

NCLE Advanced Exam Review - Domain I: Prefit, Preparation and Evaluation

9:45 AM – 11:45 AM

2 Hours

Robert Russo

This course will review and prepare the candidate for the NCLE Advanced Exam. Topics will include: Domain I - Prefit, Preparation, and Evaluation (Including patients with complex conditions), Assess the technical aspects of the patient's complex ocular status to determine contact lens options, discuss with the patient his or her needs, expectations, and limitations and analyze to meet patient needs.

32O1

Innovation, Technology and The Patient Experience

9:45 AM - 11:45 AM

2 Hours

Mark Mattison-Shupnick, ABOM

Business and practice growth are dependent on products, sales, communication and satisfaction both for the patient and for the ECP. We can conveniently describe that as the patient experience. However, the details are not that simple. One must consistently deliver innovative products, consistent with new, preferred retail experiences, using the latest technologies that immerse the patient in a benefit rich result. Why... because that's what will make you and your office different from another. After all, today, it's not about the transaction; it's all about the experience, the practice experience.

32O2

Clinical Ocular Concepts for Opticians, Technicians and Ancillary Staff

9:45 AM – 11:45 AM

2 Hours

Vince Young, MD

This course is an overview of ocular anatomy, ophthalmic terminology, and clinical scenarios where understanding of these concepts allows for proper triage and management of common problems that arise in patients. We will attempt to provide broad knowledge that is critical to all staff working in an ophthalmic setting. The course will be organized into sections of the eye and

surrounding tissues, from front to back, with examples of clinical problems that occur within each section.

32O3

What Features Should Your Freeform Progressive Have?

9:45 AM – 11:45 AM

2 Hours

Edward De Gennaro, MEd, ABOM

With hundreds of designs and an increasing list of design elements, it's pretty easy to be confused about the features free-form progressive lenses have. More importantly, which features do your patients really need? This session explores the features found in today's free-form progressive lenses and explains the value of each and how they work. With this information, you'll be able to assess any free-form progressive lens to ensure you're offering your patients what you want them to have.

IS2L

Driving Profitability for Your Practice

1:00 PM – 2:00 PM

2 Hours

Ryan Parker, OD; Frank Pigneri

TBD

33A1

The Optician's and Technician's Role in Cataract Surgery Co-Management

2:45 PM – 4:45 PM

2 Hours

Vincent Young, MD

Co-management of the cataract surgical patient is common in optometric practices. It is important that every member of the practice be aware of issues regarding the preoperative patient in order to assure a smooth pathway to surgery, as well as being aware of the complications that can occur postoperatively and may require speedy intervention. This course will attempt to address these concerns as well as discuss the refractive issues that the preop patient may need to address and the postoperative refractive solutions that may contribute to a happy cataract surgical patient.

33B1

Double Your Sales in One Week

2:45 PM – 4:45 PM

2 Hours

Mark Hinton, ABO

Understand a simple process to improve your patient purchase percentage. Learn a simple non-salesy strategy to help patients understand the benefits of protecting and preserving their sight. You'll also leave understanding how to implement a simple plan to engage and capture more patient sales, using a simple, strategic, and consistent plan.

33B2

Optical Merchandising Secrets: The New Rules Of Optical Retailing for 2019

2:45 PM – 4:45 PM

2 Hours

Bill Gerber

Why is most optical presentation outdated and what to do about it? Without effective in-store branding and a sales structure to support it, most messaging is lost. Maximize the business' potential by organizing the space and product presentation to capitalize on "hot spots."

Learn how to merchandise based patients lifestyle needs. Connect the dots! The Doctor's RX must be supported visually in optical. Develop the skills necessary to reinvigorate your space based on the success of true retailers to stimulate purchasing between exams!

33B3

12 Common Practice Management Mistakes and How To Fix Them Fast!

2:45 PM – 4:45 PM

2 Hours

Anthony Record, LDO, FNAO, ABO

Someone once said that the problem with some practices is that they do the wrong things really well...and wonder why they don't move forward. This no-nonsense, two-hour session will help you uncover some of the mistakes that are unique to your practice, and offer some suggestions on how to get back on the right track. Then your instructor (who has more than 30 years of optical management experience) will reveal what he has found to be the 12 most common mistakes practices, practice managers, and practice owners make, and provide specific, real-world, quick fixes for each. Bring your iPad, voice recorder, or just the old-fashioned pen and paper, because you're not going to want to miss a thing.

33L1

Myopia Control: Strategies, Science, Success

2:45 PM – 4:45 PM

2 Hours

Alan Glazier, OD; Mike Lipson, OD

Correcting myopia in children has been a mainstay in eyecare. But, controlling myopia progression is the future. This two-hour course will describe myopia control research, patient selection, individualized prescribing and strategies to implement a myopia control program into your practice.

33NA

NCLE Advanced Exam Review - Domain II: Design, Fit and Dispense Standard and Specialty Lenses

2:45 PM – 4:45 PM

2 Hours

Robert Russo

This course will review and prepare the candidate for the NCLE Advanced Exam. Topics will include: Domain II - Design, Fit and Dispense Standard and Specialty Lenses, evaluate diagnostic lenses to determine initial fit and order lenses, including specialty and customized lenses, by specifying lens parameters.

33O1

Basic Principles of Refraction for Opticians and Technicians

2:45 PM – 4:45 PM

2 Hours

Laurie Pierce, LDO, FNAO, ABOM

This course brings together the theories of refraction and how the refracting procedures tie in with the patients Rx. We will begin with a brief overview of the objective refraction process, comparing retinoscopy and vergences of the eye. Participants will compare refractive errors with vergences and relate this to the objective refractive process. Continuing with the subjective refraction, we will look at the concept of visual resolution and the order of cylinder refinement. Duochrome, Binocular Balance and measuring Add Power will round out the course.

33O2

Prism Applications A to Z

2:45 PM – 4:45 PM

2 Hours

Phernell Walker, ABOM, NCLEC

The effects of prism seem to be a source of confusion for many eye care personnel. In some practices, unwanted, unneeded prism is a frequent source of patient dissatisfaction and complaints when prism exists in a pair of eyeglasses and has not been prescribed. The potential for prism-related problems needs to be considered with every patient, especially those that we want to fit with progressive or other multifocal lenses. This course is designed to provide an overview of prism, its optical effects and the symptoms described by patients experiencing prism problems. It will provide an overview of prismatic effect, how to calculate prism, understanding base direction, how prism is used to achieve binocular vision and how errors in the placement of lens optical centers may result in prism and potentially a loss of binocular vision.

33O3

The Truth About Optical Myths, Half Truths, and Falsehoods

2:45 PM – 4:45 PM

2 Hours

Edward De Gennaro, MEd, ABOM

This is an interesting and informative session that looks at a variety of optical situations that are commonly misunderstood. Have you ever wondered WHY you have to turn a bifocal around to get the proper add power? Did you know that with most of today's frames you can't measure the effective diameter of the frame with a ruler? If you're using the target of the lensometer to focus the eyepiece, you're doing it wrong! These and other interesting and useful topics will expose the truth about some of the most misunderstood issues in the profession.

PERC3

Answering the Challenge of Online Eyewear

3:30 PM – 4:30PM

1 Hour

Barry Santini, ABOM

Discover the fundamentals behind why consumers increasingly look to purchase eyewear online. You'll learn how to reposition your practice to thrive against online's trifecta of variety, convenience and low price. Audience participation will be greatly encouraged, so come to both learn and share what's been proven successful to making your clients feel they wouldn't go anywhere else.

34A1

This Is Your Eye - This Is Your Eye on Drugs: Pharmacology for Opticians and Techs

5:00 PM – 6:00 PM

1 Hour

Vince Young, MD

In this course we will examine common ophthalmic medications and what technicians need to be aware of relative to correct and safe usage.

34B1

Answering the Challenge of Online Eyewear

5:00 PM – 6:00 PM

1 Hour

Barry Santini, ABOM

Discover the fundamentals behind why consumers increasingly look to purchase eyewear online. You'll learn how to reposition your practice to thrive against online's trifecta of variety, convenience and low price. Audience participation will be greatly encouraged, so come to both learn and share what's been proven successful to making your clients feel they wouldn't go anywhere else.

34B2

Building Sales Without Selling

5:00 PM – 6:00 PM

1 Hour

Jay Binkowitz

TMI is a selling strategy that doesn't sell, yet we all do it. We do not have to be salespeople to sell, we must be credible and trusted. Our patients want a special journey of interactions, information and engagements that excite their desire to make a purchase. What are you saying and doing to deliver it? This course will look at the many ways we communicate with our patients and how we talk our way out of sales.

34B3

Overcoming Patient Objections

5:00 PM – 6:00 PM

1 Hour

Mark Hinton, ABO

Attendees will learn how connecting personally through a patient's "Preferred Name" relaxes the patient, leading to trust, quickly and naturally. Understand how the "Feel, Felt, Found" method of overcoming objections and pushback more often reverses negative patient perception to service, product or price, leading to increased patient loyalty, sales of needed services and products, provide for an improved patient experience.

34L1

RGP 123 Corneal Re-Shaping, Sclerals and Multifocals: Incorporating GPS Into Your Practice

5:00 PM – 6:00 PM

1 Hour

Mike Lipson, OD

New developments in soft lenses allow us to solve many fitting challenges for our patients. But some situations require the benefits provided by specialty GP lenses. This course will focus on how you can prescribe OrthoK, Scleral lenses and GP multifocals to satisfy more patients and build your practice.

34NA

NCLE Advanced Exam Review - Domain III: Patient Instruction and Delivery Procedures; Domain V: Administrative Procedures

5:00 PM – 6:00 PM

1 Hour

Robert Russo

This course will review and prepare the candidate for the NCLE Advanced Exam. Topics will include: Domain III - Patient Instruction and Delivery Procedures (Including those with specialty lenses, educate the patient on lens wear and care (e.g., piggyback, hybrid, scleral) by providing verbal and written instructions, provide hands-on lens application and removal, including scleral and hybrid lenses, and schedule appointments for follow-up assessment of lens wear. Domain V - Administrative Procedures, maintain a safe contact lens environment, and comply with professional, ethical, and legal guidelines and maintain patient records.

34O1

Light Filtering Lenses

5:00 PM – 6:00 PM

1 Hour

Valerie Manso

Science and research continues to better understand the human eye and the impacts of visible and non-visible light. While light is essential to sight, some components of light can inflict cellular damage; alter our sleep patterns; cause cancer and so much more. Ophthalmic lens manufacturers

and lens coating developers have taken up the gauntlet and developed solutions to filter many of the negative impacts of visible and non-visible light. This session will discuss potential problems caused by light and the ophthalmic lens solutions.

34O2

Why Eyeglasses Fit Badly and What To Do About It

5:00 PM – 6:00 PM

1 Hour

Edward De Gennaro, MEd, ABOM

Poor fitting, uncomfortable eyeglasses may deliver sharp, crisp vision to the patient but their discomfort often makes them unwearable. Even the most ideal medical eyecare and refraction can't overcome the intense discomfort that ill-fitting deliver. That's why it's so important to ensure a proper and comfortable fit with each pair of eyeglasses you dispense. What makes eyeglasses fit badly? This session will explore the major factors that cause ill-fitting eyeglasses and explain how to overcome them so the eyeglasses you dispense are comfortable.

41B1

My Top Tips for Excellence in Dispensing

8:30 AM – 9:30 AM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC; Edward De Gennaro, MEd, ABOM

Have you ever had a client/patient with a visual complaint that leaves you scratching your head? Or, have a "wish I knew then what I know now" moment? This course will cover favorite optical tips that add excellence to the dispensing experience. Topics covered include high powered prescriptions, prism, dispensing to the elderly, dispensing to the millennials and more.

41B2

Customer Service vs. Customer Experience

8:30 AM – 9:30 AM

1 Hour

Joy Gibb, ABOC

There's a lot of talk about the differences between customer service and a customer experience. This course will focus on creating an experience based culture and generate ideas that can be implemented in your practice. In addition, attendees will be able to understand that not customer experience efforts are beneficial to the practice and how to differentiate and decide upon ways that will impress the patient/customer as well as provide positive results for the practice.

41C3

New Apps for the iLid

8:30 AM – 9:30 AM

1 Hour

Seema Nanda, OD

This course discusses the latest advances and technologies in diagnosis, management and treatment of lid margin disease. Initially, anterior, posterior, and Demodex blepharitis will be

discussed. Then traditional options of treatment, including lids scrubs and doxycycline will lead to a conversation on the new treatment choices with tea-tree oil lid scrubs.

41L1

What an OD Can Learn from an Allergist

8:30 AM – 9:30 AM

1 Hour

Milton Hom

Both allergists and ODs see numerous patients with ocular allergy. We can make our diagnosis and treatments more effective with lessons learned from an allergist. Lessons include why immunotherapy matters, pay attention to plant life, hidden dangers of make-up, vaping - safe or sorry, myth - ice and snow means no allergy, and the caruncle conundrum.

41O1

Eyewear Fitting, Measuring and Adjusting

8:30 AM – 9:30 AM

1 Hour

Alex Yoho, ABOM

You will learn theory of a comfortable frame fit and the adjustments needed to achieve it. Understanding the “why” of various measurements will help lock in the patient’s visual comfort and clarity.

41O2

Grand Rounds for Opticians and Technicians

8:30 AM – 9:30 AM

1 Hour

Phernell Walker, ABOM, NCLEC

Opticians and technicians must be able to identify, compare and contrast eyewear and contact lens challenges. This course will review and apply CC/HPI, SOAP to problem solve eyeglasses and contact lens case studies. Put on your critical thinking caps and join Phernell Walker, as we explore optical case studies.

42B1

Sell More Eyewear

9:45 AM – 10:45 AM

1 Hour

Mark Hinton, ABO

Explore how to quickly captivate patients during the exam, leading to an increased capture in optical and contact lenses. Examine non-threatening, non-salesy questions and catch-phrases that engage patient attention and interest. Discover new ways to communicate and capture using retinal imaging/posters, including questions you haven't considered or incorporated previously; learn tried and winning ways to increase sunwear capture.

42B2

The Psychology of the Patient Encounter

9:45 AM – 10:45 AM

1 Hour

Joy Gibb, ABOC

Today's practice is a mix of medical knowledge, technical information and retail salesmanship. Being able to blend the medical and technical aspects of eye care with the ability to sell means increased revenue without compromising customer satisfaction. This course will help eye care professionals understand what the patient may expect during their experience and how to address their wants and needs using better communication and sales skills.

42L1

Keratoconus Management Grand Rounds: How would you treat this patient?

9:45 AM – 10:45 AM

1 Hour

John Gelles, OD

TBD

42O1

At Arm's Length - Near to Intermediate Solutions

9:45 AM – 10:45 AM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

This course will inform the attendees of the concept, challenges, and the optimum management and the importance of good optics and ergonomics while working in a near to intermediate environment. We will discuss how visual environments have changed, causing us to need new optical solutions. At the conclusion of this course, all attendees will be educated on the lens options available and the correct fitting procedures.

42O2

Contact Lenses: Building on the Fundamentals

9:45 AM – 10:45 AM

1 Hour

Phernell Walker, ABOM, NCLEC

Today's contact lens opticians must be able to understand contact lens nomenclature, optics and complications of contact lens wear. This course will review how each of these factors contributes to successful versus unsuccessful contact lens wear.

43B1

Simplify Pricing - Increase Revenue

11:00 AM – 12:00 PM

1 Hour

Mark Hinton, ABO

Opticianry Course Descriptions – Vision Expo West 2018 Conference Program

Attendees will learn WHY “Integrated Price Packaging” alleviates patient sticker shock, while providing a more efficient and effective way to gain patient ‘buy-in’ to your prescribed advice; this connects to the way consumers buy in today’s competitive market environment.

43B2

The 5 Things You MUST Do in Marketing

11:00 AM – 12:00 PM

1 Hour

Kevin Wilhelm

Learn the 5 most important aspects of marketing that your business must be embarking upon in order to stay competitive in today's ever changing, consumer driven market. This list includes digital, traditional and out-of-the-box solutions that are easy to understand, implement and benefit from right away.

43L1

Custom Soft Lenses for Keratoconus and Beyond

11:00 AM – 12:00 PM

1 Hour

John Gelles, OD

TBD

43O1

Sports and Safety

11:00 AM – 12:00 PM

1 Hour

Alex Yoho, ABOM

You will learn what it takes to think through the best sport safety options for both frame comfort and vision. You will learn statistics pertaining to the most common eye injuries in various sports. You will also gain knowledge that will help you design the proper eyewear for the patient’s lifestyle that will make them more competitive.

43O2

How the Eye Works

11:00 AM – 12:00 PM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

The eye is an amazing thing...all of the parts working together, to get light to the retina, and to control light, and to help organize the visual information to the brain, to then 'see' the images. This course will give general knowledge about how the eye works, common ocular conditions and pathologies, and how lenses help bend light to correct errors in refraction.

44B1

Key Performance Indicators That Drive Profits

12:30 PM – 1:30 PM

1 Hour

Jay Binkowitz

KPIs are the heartbeat of your practice. Trying to measure your practice success without considering KPIs is like expecting your primary doctor to assess your health without checking your heartrate, your blood pressure, or your bloodwork. You could be a heart attack in the making and not know it until it's too late. Or, you can be running hard and fast, but never getting anywhere since you are not diagnosing/ understanding and impacting the Key Drivers of your business.

44O1

Don't Sacrifice Excellent Vision for Fashion

12:30 PM – 1:30PM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

As frames fashions increase in size we must review the optical concepts that ensue. The majority of optical aberrations occur in the periphery of the lens. When we dispense smaller eyesizes, this is not as urgent. However, as eyesizes increase, so do optical aberrations. This course will focus on the major optical aberrations and prismatic effects that occur in larger lenses, and their optical solutions.

44O2

Advanced Optics - Through the Looking Glass

12:30 PM – 1:30PM

1 Hour

Phernell Walker, ABOM, NCLEC

Ophthalmic Optics encompasses geometric, applied, and physiological optics. Optical formulae plays a vital role in understanding these lens arrays. Join Master Optician, Phernell Walker in this fun course as he shares his own latest formulae combination to identify the refractive index of the unknown material, explore ramifications of lens horizontal and vertical tilt, advanced resolving and resultant prism, and prism of focal lens designs and more.

45B1

Frame Board Management

1:45 PM – 3:45 PM

2 Hours

Joy Gibb, ABOC

The frames in a dispensary can work for or against the business cash flow, profitability, selection and customer satisfaction. This course will help you understand how to better select frames that will give you the potential for success, how to get the most of your relationship with manufactures and help you build a frame inventory that works well for you.

45B2

Learn to Digitally Dominate

1:45 PM – 3:45 PM

2 Hours

Kevin Wilhem

Learn the various components necessary to build a tactful digital strategy to drive new patient/consumer growth and revenue for your eye care business. We will determine marketing objectives, discuss budgets, review digital products and understand ROI evaluation.

45L1

Forget Facebook These Contacts Really Matter

1:45 PM – 3:45 PM

2 Hours

Seema Nanda, OD

A series of cases progressing in difficulty will be presented in a Jeopardy Game style format. From 100 to 500 options will discuss soft torics contact lenses, spherical and aspheric gas permeables, bitorics, and aphakic lens options. In Double Jeopardy the questions range from 200 to 1000 options which will discuss gas permeable bifocals, including translating and simultaneous designs, soft toric multifocals, keratoconic lens choices, and finally contact lens options for patients with aniridia. The audience will be given choices to deliberate and suggest as treatment options.

45O1

Eyeglass Repair Hacks You Need to Know!

1:45 PM – 3:45 PM

2 Hours

Alex Yoho, ABOM

You will learn tips and techniques for eyewear repair from basic to the more complex. We will cover replacing difficult screws, rimless frame mounting techniques, customizing frames from basic temple modifications to complex ptosis crutches.

45O2

Hey PAL, Trouble Shooting and Matching Tasks

1:45 PM – 3:45 PM

2 Hours

Valerie Manso

Hey pal, do you live in an ideal world where every PAL (Progressive Addition Lens) patient will put on their new eyewear and love them? Some patients will immediately reject the new eyewear, and at other times patients will return after a few days of struggling with their new eyewear. How we handle patient complaints, troubleshoot the offending eyewear and subsequently resolve the problems are important skills. This program will look at matching PAL design to the patients' tasks, the physical and psychological steps to uncover the source of the problems and ultimately resolve the situation to the patient's satisfaction.