

10L1

**The Business of Specialty Contact Lenses: How to Start, Grow and Thrive in the 21st Century**

7:00 AM – 8:00 AM

1 Hour

Moderator: Thomas Quinn, OD

Panelists: Brooke Marie Messer, OD; Jason Miller, OD; Chris Smiley, OD; Pam Lowe, OD

Course Description: A panel of respected, highly successful specialty lens fitters will provide practical, timely tips in both clinical and business processes that will take your specialty contact lens practice to the next level.

Learning Objectives:

1. Learn in-office systems vital to providing specialty contact lens care
2. Learn how to establish an in-office culture that promotes quality service to specialty contact lens patients
3. Learn tips on how to be most effective with in-office and external communication

10L2

**Effective and Efficient Use of Technology in Practice: Grand Rounds**

9:15 AM – 11:15 AM

2 Hours

Moderator: Thomas Quinn, OD

Panelists: Brooke Marie Messer, OD; Jason Miller, OD; Chris Smiley, OD; Pam Lowe, OD

This grand rounds style of case presentations will highlight how to integrate advance technology in specialty contact lens practice. Technologies discussed will include auto-refractor, aberrometry, topography, specular microscopy and anterior seg. imaging and OCT.

Learning Objectives:

1. Learn how to integrate technology into office flow for maximum benefit and efficiency
2. Gain an understanding of both how technology can help with case management, as well as its limitations
3. Hear real cases where technology was employed in managing patients with specialty contact lenses.

10L3

**Getting Paid: Billing and Coding in Specialty Contact Lens Practice**

11:30 AM – 12:30 PM

1 Hour

Speaker: Chris Smiley, OD

Are you fitting specialty contact lenses? Do you want to learn how to properly get paid for your advanced services and time? This course will outline the steps to bill and code for specialty contact lenses. Special attention will be given to Vision Service Plan (VSP), Eyemed, and Medical Insurances. This course will take on a “how to” approach and discuss some of the common pitfalls practitioners make when billing and coding specialty contact lenses.

Learning Objectives:

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

1. Understand billing, coding, and claim submission process for Vision Service Plan (VSP).
2. Understand billing, coding, and claim submission process for Eyemed.
3. Understand billing and coding for medical insurance.
4. Understand the differences between billing specialty lenses “vision” and “medical” and impact on practice management between the two.
5. Understand what do when things aren’t covered.

11B1

### **Conflict Avoidance and Resolution**

1:30 PM – 3:30 PM

2 Hours

Sharon Carter

Conflict avoidance is always the best policy. Our hope is that each patient has a good experience and there is no conflict to resolve. This class will cover how to set the patient up to have a good experience; but on the occasion that there is a problem how to handle them so that we save the patient and work out the problem in a way that will be a win-win situation for the patient and the practice.

Learning Objectives:

1. You will learn that providing the best "patient experience" possible is the best way to avoid conflict.
2. You will learn that the "experience" begins with the initial phone contact
3. You will learn that acknowledging their presence and being respectful of their time makes a lasting impression.
4. You will learn that part of conflict avoidance is to take responsibility or ownership of each patient as they pass through your area.
5. You will learn how to hand-off each patient to the next staff so they are never left to wander or be forgotten.
6. You will learn the steps for conflict resolution, number one of which is to listen to the patient.

11O1

### **Managing the Patient's Medical Concerns & the Optical Design**

1:30 PM -3:30 PM

2 Hours

Blair Wong, ABOM; Kyle Beaudet

In this interactive course, attendees will evaluate several patient medical case studies and design a solution involving prescription eyeglasses, or contact lenses, or even in some cases, both used together. Attendees will evaluate how to best address a patient's medical concerns and offer their responses through open discussion collaborative learning and cell phone survey technology.

Learning Objectives:

1. Conduct and record a patient's case history as related to their medical concerns.
2. Ask proper follow up questions in order to identify the specific cause

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

3. Demonstrate knowledge of how to address a patient's acuity and visual medical concerns
4. Demonstrate knowledge of how to address a patient's physiological medical concerns
5. Demonstrate knowledge of proper separate spectacle and contact lens designs that solves the patient's medical concern.
6. Demonstrate knowledge of proper combined spectacle and contact lens designs that solves the patient's medical concern.

1102

### **The DNA of Ophthalmic Lenses**

1:30 PM – 3:30 PM

2 Hours

Jackie O'Keefe, ABOC

Ophthalmic lenses possess unique properties like specific gravity, tensile strength, safety, ABBE Value, thickness, pitch, just to name a few. And each ophthalmic lens material has its own attributes too. This course drills deeply and explores the unique properties of plus, minus, cylinder, multifocal, progressive, prism and a plethora of material choices. We will round out with identification of ophthalmic lenses.

Learning Objectives:

1. Understand the technical properties of ophthalmic lenses.
2. Recognize high power lenses.
3. Closely determine what the lens Rx is.
4. Understand the differences between ophthalmic lens materials.
5. List the indices of refraction and their relation to ABBE Value
6. Identify markings on progressives: Is it back surface or front surface design?
7. Compare impact resistance and specific gravity to various lens materials.
8. Listen to pitch (speaker will demonstrate with microphone) and match to the lens material.
9. Identify tensile strengths and its importance for drilled lenses.

1103

### **Analysis of Corneal Topography**

1:30 PM – 3:30 PM

2 Hours

B.W. Phillips, NCLEM, FCLSA

This course examines different methods to determine corneal curvature from keratometry, placido disc-based systems to corneal mapping. Classification of normal and abnormal topographies will be discussed. Different types of corneal maps will be discussed and how to use them to the fitters advantage.

Learning Objectives:

1. Identify the methods of determining corneal curvature
2. Describe the advantages and disadvantages of instruments to measure corneal shape
3. Explain why certain lens designs provide a more successful outcome

4. Identify regular and irregular astigmatism by corneal topography
5. Explain with the rule vs against the rule astigmatism
6. Identify which corneal topographical map provides the best information for contact lens selection

12B1

**Ten Business Reasons for Prescribing More Daily Disposable Soft Lenses**

3:45 PM – 4:45 PM

1 Hour

Mark Andre, FAAO

Single use soft contact lenses have been around for two decades now, yet this modality has not been embraced by practitioners in North America as much as it has been in other regions around the world. This presentation will provide information that makes a compelling case for prescribing single use lenses to your patients wearing soft contact lenses. I will provide ten reasons that support the decision to make single use soft contact lenses the modality of choice in your practice.

Learning Objectives:

1. Identify several reasons that patients would benefit from wearing daily disposable soft lenses.
2. Describe the advantages of daily disposable soft lenses.
3. Recognize symptoms of patients wearing reusable soft lenses that may be resolved with daily disposable soft lenses.

12B2

**Coding and Billing for Front Office**

3:45 PM – 4:45 PM

1 Hour

Sharon Carter

In today's optometric practice, insurance is a major source of a practice's income, including both government and private company coverage. Each year, it seems that participating provider payments are reduced, or stringent stipulations are implemented that require certain components be included in the exam. Coding and billing is like completing your tax return. You are entitled to every deduction you are qualified for (billing appropriately for every penny for services provided), but do not cheat the tax man (do not over-code, nor short change yourself by under-coding). In this course, will learn the detailed criteria for choosing the proper code and how to build the proper code. This will ensure that you receive the payment to which you are entitled, while also ensuring compliance and remaining audit proof.

Learning Objectives:

1. You will learn what criteria go into choosing the proper code.
2. You will learn the four levels of patient history, eye exam and decision making.
3. You will learn how to build your code by the level of history, eye exam and decision making.

1201

**Tips for Toddlers-Best Practices for Pediatric Dispensing**

3:45 PM – 4:45 PM

1 Hour

Jackie O’Keefe, ABOC

Fitting eyewear to our little patients requires additional patience. These tiny consumers come with a parent or guardian so unique relationships must take place. What indicators/behaviors should the parent/guardian/day care provider look for? What can we, as ECPs, recommend to achieve the best fit and visual experience for the child? This course will demonstrate the best ways to measure the pupillary distance, look at better frame/lens designs for toddlers along with assessing the fit and adjusting techniques. We will round out with tips on dispensing to the toddler.

Learning Objectives:

1. Educate the parent/guardian on key behavioral indicators of poor vision.
2. Recognize the optical needs of a toddler through Rx interpretation
3. List three techniques for accurately measuring the pupillary distance of a toddler.
4. Describe the method for choosing the correct frame fit for toddlers and small children

1202

**Innovations in Lens and Frame Technology**

3:45 PM – 4:45 PM

1 Hour

Phernell Walker, ABOM, NCLEC

We have entered a new era of lens and frame technology. Ophthalmic technology that was once thought to be impossible is now not only possible but a reality. This course keeps you “in the know”, as we review the innovations in lens substrates, treatments and design. Discover how frame manufactures are transforming form, fit and fashion into stunning works of eye candy.

Learning Objectives:

Upon completion of this course the student should be able to:

1. Describe advancements in thin film and photochromic technology (photochromic development, polarized lenses, anti-reflective, dielectric and metallic treatments)
2. Describe new frame materials and processing methods of modern frames
3. Describe the benefits and how laser guided assisted tools for fitting frames and lenses work

13B1

**Frame Board Management**

5:00 PM – 6:00 PM

1 Hour

David Friedfeld

A well-managed frame board is at the heart of every successful optical dispensary. That's why practices that take the initial extra time to carefully review and analyze their frame boards have a decided advantage over those who do not. This course will guide you through frame board

management so you can improve your bottom line while making your everyday business easier to manage.

Learning Objectives:

1. Identify the best frame vendors for your practice
2. Recognize the various methods used in managing your brand assortment
3. Ability to monitor inventory to ultimately increase sales and provide a positive customer experience

13B2

**Who's Going to Train These People?**

5:00 PM – 6:00 PM

1 Hour

Sharon Carter

Our biggest challenge in practices today is staff. Having enough and getting them trained properly. We can't always find staff with experience so we have to train them on the job. This course will give you guidelines on getting new staff trained as quickly as possible with the knowledge they need to be successful. Their success depends on the leadership giving them the tools they need to do their job.

Learning Objectives:

1. Who should be training your new employees?
2. Putting together a system for training new employees.
3. Having accurate expectations for new employees.

13O1

**Blue Light - The Human Factor**

5:00 PM – 6:00 PM

1 Hour

Jackie O'Keefe, ABOC

Our ophthalmic world has been paying closer attention to blue light lately. Whether artificial or from the sun, Blue Violet light rays known as High Energy Visible (HEV) light may cause harm to the human eye and has an effect on our daily rhythms. And with the increasing use of electronics like smart phones, tablets and laptops, our exposure to blue light is intensifying. Discover the mysteries of these powerful light rays and learn how to prevent prolonged exposure for you and your patients.

Learning Objectives:

1. Identify visible light within the Electromagnetic Spectrum.
2. Understand the elements of HEV light.
3. Recognize the importance of reducing harmful blue light.
4. List 3 HEV blocking solutions that benefit the patient.

1302

**Dispensing Fundamentals for Newer Opticians**

5:00 PM – 6:00 PM

1 Hour

Phernell Walker, ABOM, NCLEC

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.

Learning Objectives:

Upon completion of this course, the student should be able to:

1. Describe the fitting triangle and face shape to frame guide
2. Describe the differences in lens material substrates
3. Describe 4-point alignment, bridge, end piece, temple alignment fitting guidelines

21B1

**Combating Disruptive Forces in Eyecare**

7:15 AM – 8:15 AM

1 Hour

Quy Nguyen, OD

There has been a lot of disruption in the world of eyecare between e-commerce and now web applications that deliver patients spectacle and contact lens prescriptions without having to see an eye doctor. These disruptions can be costly to the health of our patients and can have a big impact on our practices. In this course, we'll highlight the biggest players and disruptors in our industry and discuss some strategies attendees can use to mitigate the impact on their businesses.

Learning Objectives:

1. Identify e-commerce's biggest players
2. Better understand the strategies e-commerce's biggest players are using to acquire more customers
3. Understand the commoditization of contact lenses and spectacles
4. Identify services that are marketed and utilized as a means of obtaining a prescription online
5. Examine case studies of successful optometrists and how they are adapting
6. Develop strategies to combat these disruptions, both in the materials space and in the services space

21B2

**Five Steps to Achieve a Healthy Office Culture**

7:15 AM – 8:15 AM

1 Hour

Carol Burns, OD

The goal of a Healthy Office Culture is achievable. If you want your team to work together in harmony, be eager to help each patient and produce incredible practice growth, this course will share the secrets needed to make this happen.

Learning Objectives:

1. Identify what a positive office culture looks like
2. Recognize the 5 areas in your office which make up your office culture
3. Implement an easy fix for the first area of your office culture and secure a step by step plan with timeline to address any additional areas

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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. Analyze and Interpret Visual Assessment which covers 38% of the questions on the exam.
2. 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

**Strategies for Marketing in a Digital World**

8:30 AM – 9:30 AM

1 Hour

Samantha Toth, ABOC

Marketing is fundamentally changing. Never before has it been so important to evaluate the money you're spending on advertising and measure the results you're achieving. While in-office brochures and printed PDFs are important, if you are relying only on these tactics, you're missing out on the excellent opportunities the digital world has presented for connecting with and educating your patients. From email marketing and texting, to social media, websites and a marketing plan, now is the time for eye care professionals to rethink, experiment and innovate the way they market their practices. This course is designed to provide you with proven strategies and tools to help you achieve your practice growth goals.

Learning Objectives:

1. Demonstrate the ability to understand the key differences between traditional and digital marketing.
2. Demonstrate specific strategies to implement digital technology to increase staff efficiency while improving patient satisfaction.



3. Demonstrate the ability to implement effective, patient engagement marketing techniques while respecting patient privacy and not over communicating.

22B2

**Staffing a Winning Practice and Creating a Culture of Success**

8:30 AM – 9:30 AM

1 Hour

David Friedfeld

Staffing and culture are two of the keys to having a successful practice. This course will guide you through choosing the right employees for your team and creating a positive culture that reflects the core values of your practice. By doing so you can increase your productivity, improve customer service, and ultimately – boost sales.

Learning Objectives:

1. Recognize the benefits of a modern business management style
2. Identify the steps to take to hire for competency and cultural fit
3. Describe how to implement efforts that promote a positive, values-based culture

22B3

**DISC- The Science of Communicating and Connecting with People**

8:30 AM – 9:30 AM

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.

Learning Objectives:

1. Understand the concept of “behavior” and become more aware of communication “blind spots”
2. Understand the four behavioral styles of DISC
3. Identify your style
4. Identify, understand, and appreciate people who have a different style
5. Develop a process to communicate with different styles to be more effective professionally and personally

22B4

**Contagious Leadership Spreading Passion and Purpose**

8:30 AM – 9:30 AM

1 Hour

Mick Kling, OD

The behaviors, attitudes, beliefs, actions and perspectives of any leader are contagious to its followers. Like a virus, our words, body language and mood directly impact the attitude, productivity and performance of the teams that we serve. Here we will discuss the concept of social contagion, that is, the impact that we, as leaders, have on those that we lead. By understanding our impact on others, we'll better tend to the needs of the organization, and create an environment that allows our teams to thrive and fulfill their greatest potential. Not happy with the results that you are getting? Understanding that the leader is often both the problem and the solution is the first step toward understanding social contagion. We'll discuss six essential elements of effective leadership that will help create the type of organizational culture you desire.

Learning Objectives:

1. To understand the impact that leaders have on their organizations, both in achieving their goals and creating the type of culture needed for success. The traditional models of “carrot and stick” motivation often fall short in achieving the results that seek. Here we'll analyze why these models don't work as we might expect, and challenge conventional wisdom for how we are motivating our teams.
2. To understand the “contagiousness” of our social existence and how we impact those around us.
3. To understand how “mirror neurons” play a key role in learning and imitation, and how we can use our understanding of the science to further achieve our objectives in our practices.
4. Understand what current research says about the impact of successful leaders on their direct reports, how this affects performance, motivation and health.
5. Learn essential elements of effective leadership including emotional intelligence, effective communication, learning the needs of the “tribe”, motivation, flow, tone and body language.

22B5

### **Must Have Eyewear Trends for 2020**

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.

Learning Objectives:

1. Define color trends in eyewear
2. Define shape trends in eyewear

3. Suggest frame trends based on customer's face shape and style

22O1

**Application of Digital Design and 3D Printing in Custom Eyewear**

8:30 AM – 9:30 AM

1 Hour

Milan Madhavji, OD

Attendees will learn how 3D data acquisition and digital design is enabling the mass customization of optical frames. From 3D printing production process, to data acquisition devices, to custom design systems, this course provides a survey overview of the entire 3D data, design and production ecosystem.

Learning Objectives:

1. Learn common 3D printing technologies and application of these technologies to custom eyewear – capabilities of system determines the properties of the printed eyewear
2. Learn the main limitations of 3D printed eyewear – material, safety, durability, physical properties, process limitations
3. Understand the use 3D facial scanning for eyewear – technique and limitations (accuracy, privacy, esthetic appearance, lighting, anatomic considerations, minimum data requirements to produce eyewear)
4. Understand computer assisted 3D eyewear design – demonstration of adjustable parameters (bridge, temple positions and sizes, frame shape and size in all dimensions, colors, lengths, base curves)
5. Understand requirements and limitations for incorporating digital 3D eyewear in the retail space – Hardware and technical requirements
6. Understand main considerations for lab and frame adjustments – unique handling properties of 3D printed material
7. Case studies – Custom bridge, anatomically correct width & depth

22O2

**Digital Eyestrain - What Every Optician and Technician Needs to Know**

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.

Learning Objectives:

1. Understand UV and HEV radiation and what treatments are available for spectacle lenses.
2. Gain the understanding of how UV and HEV affect the aging eye.

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

3. Become proficient in understanding reflection/glare and its effects on comfortable visual acuity.
4. Learn what items are available to help enhance visual contrast/acuity for their patients.

2203

### **In-office Disinfection of Diagnostic Contact Lenses, and New CDC Recommendations for Lens Care**

8:30 AM – 9:30 AM

1 Hour

Mike Ward, MMSc, FAAO

Contact Lens care instructions and recommendations are changing. How do you maintain your scleral, hybrid and/or custom hydrogel lenses? This course will present the current thinking and the latest CDC recommendations for patient instruction regarding contact lens care. In addition, recommendations for in-office reprocessing of reusable diagnostic lenses will be covered.

Learning Objectives:

1. List the necessary steps for soft lens reprocessing
2. Describe current recommendations regarding water use with CLs
3. List three steps to prevent care system contamination

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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. Analyze and Interpret Visual Assessment which covers 38% of the questions on the exam.
2. 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

### **Every Frame Has a Story-How to Tell it & Sell It!**

9:45 AM – 10:45 AM

1 Hour

Jackie O'Keefe, ABOC

Before you place a frame on the patient, it helps to know the story behind it. Where did the design come from? Why are certain materials and colors chosen? Who should you sell this frame to? How do you position it within your practice? What features and benefits does it offer and what is the big deal when it comes to branding? You will leave this course with a clear understanding of why certain frames are a better choice for some patients and how to present them properly.

**Learning Objectives:**

1. Identify favored frame materials for your patients.
2. Manage frame inventory for profitability.
3. List 3 features and benefits for each frame on the board.
4. Understand the impact of branding effectively.

23B2

**Inventory Made Easy**

9:45 AM – 10:45 AM

1 Hour

Phernell Walker, ABOM, NCLEC; Michele Self, ABOC, FNAO

An essential part of being an optician is the ability to effectively manage an optical dispensary/business. One of the fundamental elements of running a successful optical dispensary is inventory control. This course is perfect for optical managers and practice owners that desire to analyze and effectively manage optical inventory turn-over rates. This course covers tracking tools that can be used to effectively track inventory turn rates and methods of purchasing frame inventory. Topics include: Calculating frame inventory turn rates, contrasting buying methods, and how to increase cash flow that can result in increased bottom line profits.

**Learning Objectives:**

1. Describe how to increase cash flow by altering purchasing methods of frame inventory.
2. Calculate optical frame inventory.
3. Describe how to increase the dispensary's cash flow through proper frame inventory ordering methods.
4. Calculate inventory under-stock (frames, contact lenses, and ophthalmic lenses).
5. Describe a DC or Distribution Center
6. Describe FIFO Vs. LIFO average cost methods and COS or Cost of Goods

23B3

**Building Phenomenal Phone Skills**

9:45 AM – 10:45 AM

1 Hour

Sharon Carter

In this course you will learn that the telephone can be a valuable tool for drawing patients into your practice or a negative that turns people away. This is the biggest sales position in the office. When patients call they are getting a first impression of your office and they are asking you to give them enough information to decide if they want to be a patient in your practice. You will

learn the proper phone etiquette when answering the phone and how to give patients the information that will make them say "yes" to your practice.

Learning Objectives:

1. You will learn that the telephone can be a valuable tool for or a hindrance building the practice.
2. You will learn when, where, and how to answer the telephone.
3. You will learn the importance of answering the telephone properly and the impact you have on the efficiency and perception of the practice.

23B4

**Creating a Simple Business Budget**

9:45 AM – 10:45 AM

1 Hour

Mick 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 needed to create your own simple, straightforward budget, and strategies to help you stick with it.

Learning Objectives:

1. What is a budget and why do I need one? Here we'll discuss the basics elements that make up a budget, common accounting terminology used, and the importance having a budget for your business.
2. Why don't we create budgets or stick with them? We'll discuss the common pitfalls of not creating a budget, identify some of the reasons why we procrastinate about creating a budget, and then discuss why we often don't stick them once we've created them.
3. What does a budget tell us? Here we'll discuss what elements a budget can tell us about our business, and equally as important, what a budget doesn't tell us. We'll identify the most common Income and Expense categories we should be creating, and introduce The Simple Budget, a straightforward approach for those just getting started with the budgeting process.

23O1

**Frame Dispensing of the Future**

9:45 AM – 10:45 AM

1 Hour

David Friedfeld

This course will showcase the current trends and technologies in frame styling. You'll learn how these technologies provide consumers with more options when choosing eyewear. You'll also gain insight on how an optician's responsibilities will change in the future.

Learning Objectives:

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

1. Review traditional frame styling and inform audience of new methodology, technology, and equipment used in frame dispensing today.
2. Explain frame and lens treatments for dispensers and consumers.
3. Educate how to be a frame stylist of the future.

23O2

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

9:45 AM – 10:45 AM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

This course is designed to inform dispensing opticians and laboratory personnel of the latest changes to the ANSI Z80.1 Prescription Lens Standard.

Learning Objectives:

1. Attendees will learn who ANSI is and their members as well as how the standard process occurs.
2. They will walk away with a better understanding as to how standards are created and agreed upon and why it is important stay abreast of the latest standards.
3. Attendees will also receive a copy of the Z80.1-2015 Quick Reference Guide to use in their office.

23O3

### **Amazing Contact Lens Technologies for Today and the Future**

9:45 AM – 10:45 AM

1 Hour

Mike Ward, MMSc, FAAO

A camera in a contact lens? Yes! Cameras, heads-up displays, IOP monitoring, drug delivery, sight for the blind, EMR powered contacts and other amazing technologies will be presented for the thoughtful edutainment of the audience. This is an absorbing and fascinating look into current and future technologies.

Learning Objectives:

1. describe 3 principles associated with CL drug delivery
2. describe how intraocular pressure can be monitored by a contact lens
3. describe potential pathways CL-related for occipital 'vision'

24AA

### **ABO Advanced Exam Review - Domain III: UTILIZE 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.

**Learning Objectives:**

At the conclusion of this session, the participant should be able to:

1. explain the use of ophthalmic instrumentation
2. analyze the utilization of dispensing instrumentation
3. determine method of fabrication and ordering
4. distinguish the uses of visual assessment instrumentation
5. apply knowledge of legal and professional requirements for equipment maintenance

24B1

**Mentoring New Opticians**

11:00 AM – 12:00 PM

1 Hour

William Underwood

Eye care professionals serving in the role of a mentor lack training and references regarding mentoring procedures and the evaluation of competencies performed by mentees. New Opticians learning on the job, participating in a formal apprenticeship program or attending a degree program all need guided hands-on experience in the workplace. This course will provide an overview of a new Mentoring the Mentor program to support mentoring in several competency areas.

**Learning Objectives:**

1. Describe elements of the mentoring process including: Modeling, Coaching/Scaffolding, Reflection, Articulation and Exploration.
2. Describe the keys to successful mentoring including: trust, self-motivation, flexibility, communication skills and technology skills.
3. Describe the four cornerstones of an effective mentoring program: Professional development, effective communication, fostering a balanced life and forming relationships.

24B2

**Using Creativity to Differentiate Yourself from another Practice**

11:00 AM – 12:00 PM

1 Hour

Samantha Toth, ABOC

Differentiating your practice is all about creativity. Will you sit back and rely on your past success, or are you willing to take a hard look at your practice and find creative ways to differentiate yourself from your competition? This course provides proof that creativity produces growth. It dissects each point of patient interaction with the staff, and illustrates how practices can differentiate from their competition and other "me too" practices to create truly remarkable patient experiences. Great for owners, managers, and your entire staff to attend.



Learning Objectives:

1. Identify examples outside of the optical industry where creativity has enabled companies to position themselves outside of a commodity consumer mindset.
2. Demonstrate the ability to create systems and processes for developing and growing creative ideas within an organization.
3. Identify key areas of a patient's visit that can be transformed into a different and remarkable experience.

24B3

**The Optical World of 3D Printing...Frames and Lenses**

11:00 AM – 12:00 PM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

The world of 3D Printing has arrived in ophthalmics. During this course, you will be introduced to the optics of 3D lens printing, including the 'ink' used, and its optical properties like Index of Refraction, Abbe Value, Specific Gravity and more. Processes of Manufacture will be outlined, describing how the lenses are made. In addition, this course will show examples of 3D Lenses, as well as 3D frames. The future of 3D eyewear is vast, and the opportunities are endless.

Learning Objectives:

As a result of taking this course, the attendee will be able to:

1. Identify 3D printing for lenses and frames and outline the opportunities for the ophthalmic market.
2. List the optical properties of the 'ink' used in 3D lenses (i.e. index of refraction, abbe value, specific gravity and more).
3. Cite the multi-purposes of 3D lenses, focusing on specialty lenses, including extremely high amounts of power and prism
4. Identify how 3D printed frames are making their way into the market
5. Identify the future of 3D lenses, including photochromic and electronic capabilities

24B5

**Creative Techniques for Finding Your Next New Team Member**

11:00 AM – 12:00 PM

1 Hour

Carol Burns, OD

When adding to your team it is more important to determine if the new addition will fit into the office culture than for them to have optometric skills. How do you find the best candidate for the position? Where do you find the best candidate for the position available in your office? This course will help you locate, hire and keep the best person for your establishment.

Learning Objectives:

1. Produce written job descriptions that match the personality needed in your office
2. Learn where to post these job descriptions to find the best applicants
3. Interview these candidates

4. Select the best candidate for the position

24B6

**Extraordinary Customer Service Models**

11:00 AM – 12:00 PM

1 Hour

Joy Gibb, ABOC

Customer service can often be the key to retaining loyal customers and increasing word of mouth referrals. This course will explore the business cultures of some well know businesses and how they excel in superior customer service and how eye care professionals can incorporate some of these companies' tips and tricks into their own practices.

Learning Objectives:

Attendees will be able to:

1. Recognize the characteristics of excellent customer service
2. Understand how employee recognition and influence customer service
3. Create a plan to implement customer service from large businesses into their practices

24O1

**Commoditization of Eyewear: Lens Designs That Cannot be a Commodity**

11:00 AM – 12:00 PM

1 Hour

Phernell Walker, ABOM, NCLEC

In today's competitive marketplace, certain lens designs stand above all others. These lens designs cannot be commoditized. This course goes deep into lens design, effects of aspheric, atoric, refractive indices, lens thickness, advances in thin films, and innovations of lens geometry.

Learning Objectives:

1. Upon completion of this course, students should be able to:
2. Describe the differences between commodity type eyewear versus non-commodity eyewear
3. Describe advantages of digital ophthalmic lens designs versus analog lenses
4. Identify lens technologies that require Position-Of-Wear (POW) measurements
5. Calculate thin film thickness by the substrate for multi-layer (substrate matched) treatments

24O2

**Fitting Tips for Improving Your Success with Multifocal Soft Lenses**

11:00 AM – 12:00 PM

1 Hour

Mark Andre, FAAO

This course will discuss the challenges that we face when correcting presbyopia with soft multifocal contact lenses. There will also be a discussion on the various ways we can identify potential problems and provide solutions to resolving them.

Learning Objectives:

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

1. Describe the different bifocal and multifocal lens designs and how they function.
2. Identify anatomical features that may compromise the patient's ability to successfully wear multifocal soft contact lenses.
3. Choose a lens design that best matches the patient's needs and anatomical features.

2001

### **Climbing Ever Higher: An inspirational story about true vision**

12:30 PM – 1:45 PM

1 Hour

Blair Wong, ABOM, Rebecca Alexander

As Ophthalmic professionals, we are dedicated to the art of enhancing, protecting and preserving vision. In cases of profound loss of vision, we are also presented with the added challenges of providing patient care associated with physical and emotional stress. Rebecca Alexander is a psychotherapist, extreme athlete, activist, and author of the memoir "Not Fade Away". Born with Usher's Syndrome type III, a disease that leads to loss of both vision and hearing, Rebecca shares with us her personal story of "senses lost and found", and her ability to cope with the physical, psychosocial, and philosophical challenges that we all face.

No one would blame Rebecca Alexander if she gave up on life. Rebecca has been simultaneously losing both her sight and hearing since she was a teenager. She was told that by age 30, she'd be completely blind. Despite these difficulties, Rebecca refused to lose her drive and zest for life and rose above and beyond every challenge she faced. Day after day, challenge after challenge, Rebecca stresses how important it is to be grateful for every sound, every sight and every sense. Now, with only a sliver of sight and significantly deteriorated hearing, Rebecca is a psychotherapist with two master's degrees from Columbia University. She is a Lululemon Athletica ambassador who teaches cycling/spin and HIIT (high intensity interval training) classes and regularly competes in extreme endurance races. Participating in the 600-mile San Francisco to Los Angeles AIDS Lifecycle ride, summiting Mt. Kilimanjaro (which was highlighted in the documentary "SIGHT – The Story of Vision"), swimming from Alcatraz to shore in the San Francisco bay, skydiving, bungee jumping, and regularly competing in the Civilian Military Combine (CMC) races for extreme athletes are among her extraordinary feats. Consistently upbeat, Rebecca gives encouragement and inspiration to others who are facing their own challenges, whether physical or emotional, and whether in interpersonal relationships or in the workplace. As eye care professionals, Rebecca's story of hope, courage and perseverance serves as an inspiration to all of us.

#### **Learning Objectives:**

Upon completion of this course attendees will be able to:

1. Demonstrate a greater understanding of the symptoms and treatments for Usher's syndrome
2. Demonstrate a greater knowledge and understanding of a patient's perspective when facing a profound diagnosis

3. Develop a revised and renewed vision care approach for their visually impaired patients

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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. evaluate the customer's/patient's needs and wants
2. evaluate the parameters of new and old eyewear
3. design and market ophthalmic instrumentation and eyewear
4. educate customers/patients on products and performance
5. apply ophthalmic professional and legal guidelines.

25B1

**Eyewear Trends & Selection Techniques**

2:45 PM – 4:45 PM

2 Hours

Laurie Pierce, LDO, ABOM, NCLC

There is a growing awareness that business strategies used in the fashion industry can carry over into the ophthalmic market. Optical businesses with fashion savvy are gaining momentum in the optical dispensing arena. Ophthalmic frames have finally been recognized by the fashion world, presenting added opportunities for multiple sales and business growth. During this course we will discuss growing fashion trends, and how to translate fashion patterns into optical trends. Fashion concepts such as the Fashion Pyramid will be presented to gain insight into what makes consumers purchase fashion items. In addition, we will go over the concepts of cool tone and warm tone, and face shapes and the lines that create an oval. This course will round out with special fitting considerations and closing the sale.

Learning Objectives:

As a result of completing this course, the student should be able to:

1. Identify fashion looks such as Chanel, Brooks Brothers, Prada, Tahari and more.
2. Match fashion looks with frame styles (i.e. 'Geek-Chic, Preppy Business, etc.)
3. Understand the concept of the Fashion Pyramid: Trend Setters, Early Adopters, Followers, Majority and Laggards, and how these groups disseminate new fashion trends.

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

4. List reasons why consumers purchase fashion items.
5. Identify fashion trends in frame designs and follow European and America/North American trends in eyewear.
6. Review concepts of face shape and color tone commonly used in optical dispensing.
7. Identify today's frame fashion trends to meet consumers' growing desire for fashion-forward eyewear.
8. Identify cool tone vs. warm tone.
9. Identify face shapes and list frame lines that will create an oval.

25B2

### **Methods of Leading and Managing Your Business**

2:45 PM – 4:45 PM

2 Hours

Phernell Walker, ABOM, NCLEC

Today's owners, managers, and practice administrators have unique challenges operating a modern optical dispensary and practice. Learn how to leverage key MBA concepts of Six Sigma, Root Cause Analysis, leadership, motivation, P&L ratiocination, and business SWOT analysis. This is a must course for optical managers, owners, and operators.

#### **Learning Objectives:**

1. Upon completion of this course, the student should be able to:
2. Understand the differences in leadership style
3. Describe the differences in motivation tools
4. Calculate key performance initiatives average sale per team member
5. Describe SWOT analysis for business enhancements
6. Describe Profit & Loss categories affecting an optical business
7. Describe MBA concepts of Root Cause Analysis Six Sigma in decision making

25B3

### **The Secrets of Hiring Right**

2:45 PM – 4:45 PM

2 Hours

Valerie Manso

The choice about who to hire may be the single most important decision leaders make. Evidence shows that hiring skilled, motivated staff dramatically increases productivity, innovation, and customer service quality. Yet most practices make systematic errors in the selection and hiring process. This seminar gives practical examples on how to avoid common hiring mistakes and execute hiring best practices.

#### **Learning Objectives:**

1. At the conclusion of this session the participants should be able to:
2. Write realistic job previews when posting job opportunities
3. Identify common mistakes when interviewing applicants
4. Develop structured interview questions

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

5. Distinguish between behavioral and situational interview questions
6. Understand the value of scientific assessments
7. Identify ways to reduce personal bias when selecting employees

25B5

### **Perception of Value**

2:45 PM – 4:45 PM

2 Hours

Jenny Smith, ABOC

Every business, transaction, and even personal interaction creates a perception of value in the mind of the consumer/patient. This sub-conscious evaluation of our experiences is created by a defined set of components (specifically: quality, service, level of need, convenience, and price). This course explains each component, and provides concrete examples of how Optometric practices can leverage each to increase the perception of value patients place on products and services. This course also dives into the minds of the average everyday consumer by doing a deep analysis of Consumer Reports and how the Optometric practice can combat these theories.

Learning Objectives:

1. Identify the 5 components of perceived value
2. Understand how each component can be leveraged to differentiate an Optometric practice.
3. Explore each component of perceived value and how it pertains to the mission of your optometric practice
4. Demonstrate actionable concepts related to each component of perceived value.
5. An overview and study in Consumer Reports on eyeglass purchasing
6. Demonstrate actionable concepts related to managing consumer objections

25O1

### **Eye Diseases 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.

Learning Objectives:

1. To become familiar with the range of ophthalmic disorders that may present to their office on a daily basis
2. To become familiar with the management concepts of these disorders
3. To improve the technician's ability to present findings to the to the doctor

2502

**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.

Learning Objectives:

1. Describe the lens products that are currently available
2. Cite and compare differences in specific product categories
3. List why Opticians should be offering premium lens products to their customers/patients
4. Describe features and associated benefits of AR, photochromic, polarized, high index, PAL's and digital lens products
5. List how to differentiate yourself from the competition by offering these premium products
6. Describe a process for troubleshooting fitting issues related to a patient not being able to see clearly

2503

**Controversies in Contact Lenses**

2:45 PM – 4:45 PM

2 Hours

Mike Ward, MMSc, FAAO

We do not all agree on how to manage a solution reaction, keratoconus or GPC. Which is better MPS or peroxide? We will provide personal perspectives on a wide range of issues that routinely present in the contact lens practice. Participant interaction is encouraged.

Learning Objectives:

1. Explain two methods of managing GPC
2. Identify PMD vs KC by cylinder axis and topo
3. List two attributes of peroxide and two attributes of MPS
4. List two types of in-office hydrogel lens diagnostic lens maintenance
5. Explain plasma surfacing of GP lenses
6. Explain 'feather touch' vs apical clearance

2504

**Ocular Dissection: Anatomy of the Eye**

2:45 PM – 4:45 PM

2 Hours

William Underwood; Joseph Sollecito

Understanding ocular anatomy is a prerequisite for learning physiology and diseases. This course will feature careful dissection of cow eyes. Anatomic findings will be correlated with common

disease entities. Participants in this course will perform a guided dissection of a cow eye. Working from the outside to the inside, they will gain a greater understanding of the ocular muscles, conjunctiva, sclera, cornea, iris, crystalline lens, vitreous and retina. Relevant human eye conditions will be discussed as each part is examined.

Learning Objectives:

1. Upon completion of this course, the attendee should be able to (among other things)
2. Understand basic anatomy of the cow eye
3. Recognize the relative relationships between the various structures of the anterior and posterior segments.

26AA

**ABO Advanced Exam Review - Domain III: UTILIZE 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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. explain the use of ophthalmic instrumentation
2. analyze the utilization of dispensing instrumentation
3. determine method of fabrication and ordering
4. distinguish the uses of visual assessment instrumentation
5. apply knowledge of legal and professional requirements for equipment maintenance

26B1

**Secrets to Generating New Patients Online**

5:00 PM – 6:00 PM

1 Hour

Samantha Toth, ABOC

Websites that generate new patients require more than putting up a few pages of text and pictures and hoping people visit. Knowing what your website should include and how to interact online with your patients and prospective patients is critical to your practice's growth. This course will provide an introduction to website features designed to enhance communication with existing patients and generate new ones.

Learning Objectives:



## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

1. Demonstrate the ability to identify elements of an effective practice website that will generate new patients.
2. Demonstrate the ability to utilize a practice website to strategically market and evoke a response from new patients.
3. Demonstrate the ability to create value-added benefits of signing up to become a member of a practice website, or for a newsletter.

26B2

### **The Psychology of the Patient Encounter**

5:00 PM – 6:00 PM

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.

Learning Objectives:

Attendees will be able to

1. Differentiate between emotionally and non-emotionally driven sales
2. List ways to connect with customers
3. Create a list of questions to discover customer wants and needs
4. Select and present products to fit customer wants and needs
5. Distinguish and define features, advantages, and benefits of products
6. List ways to gain the customer's commitment for the sale

26B4

### **The Importance of Staff Development**

5:00 PM – 6:00 PM

1 Hour

Jenny Smith, ABOC

Staff development is one of the most important, and sometimes the most neglected, fundamentals of a strong and vital practice. Eye practice owners and managers who understand business realize the need to train their staff. One of their top priorities is to provide staff with the skills and knowledge necessary to successfully communicate the value of their practice from the services through to the dispensary's premium eyewear solutions. The employees are the face and voice of the practice, and they play a critical role in the many touch points along the patient's journey. Improving the skills and knowledge of your staff impacts the patient experience and can directly affect the practice's financial bottom line in many ways.

Learning Objectives:

1. Understand the benefits of an employee focused culture
2. Classify the business' needs and align the "fit"

3. Identify the direction necessary to build and/or maintain a healthy and productive staff

26O1

**Implementing a Blue Light Practice**

5:00 PM – 6:00 PM

1 Hour

Val Manso

Many segments of the medical community have known for several years that exposure to blue light is a contributing factor to the development of Macular Degeneration; has a negative impact on our daily vision; and impacts our overall health and wellbeing. Our patients have heard the news and we must respond. This session provides a road map of tips to develop and implement a first class blue light practice.

Learning Objectives:

At the conclusion of this session the participants will:

1. Understand the impact of high energy blue light
2. Have several implementation tips to create a successful blue light practice
3. Be aware of the current blue light filtering solutions

26O2

**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.

Learning Objectives:

1. Choose the most appropriate lens design to meet their patients' needs
2. Guide their patient in making the best choice for lens materials based on their lifestyle
3. Present the coatings/lens treatments that will maximize their visual comfort and needs

26O3

**Astigmatism and Soft Contact Lenses**

5:00 PM – 6:00 PM

1 Hour

Mark Andre, FAAO

This course will examine the issue of how the astigmatic patient is managed with soft contact lenses today compared to the past. We will discuss new lens options and fitting techniques that allow for a more precise fitting of toric soft lenses on the astigmatic patient.

Learning Objectives:

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

1. Choose the appropriate toric soft lens design based on the patient's corneal topography and refractive error.
2. Explain the importance of lens stability with toric soft lenses and the possible ways to resolve rotation problems.
3. Describe the methods used for improving the performance of a less than desirable toric soft lens fit.

31A1

### **UV Before Blue, Prioritizing Light Protection's Role in Eye Health**

8:30 AM – 9:30 AM

1 Hour

Brent McCardle

Health concerns related to blue light exposure are increasing within the eye care community among consumers but with 4 out of 5 lenses not providing sunglass level UV protection, should we be focusing on giving everyone proper UV protection since there is no debate about the issues associated with UV?

Learning Objectives:

1. Scientific evidence of the UV radiation threat
2. Learn why most lenses do not protect against the total UV spectrum
3. Learn the current threat of blue light in everyday life
4. Understand the blue light hype and why UV protection is more important

31B1

### **Secrets to Effective Optical Marketing**

8:30 AM – 9:30 AM

1 Hour

Samantha Toth, ABOC

More than 90% of local business owners are disappointed with the results they get from their marketing. Yet close to the same amount of business owners do the same thing over and over and expect a different result. This course is designed to convert marketing skeptics into believers by teaching them easy-to-implement marketing secrets that will provide optical professionals with a competitive edge.

Learning Objectives:

1. Identify the primary elements of successful private practice marketing for optometrists.
2. Identify techniques to properly train an optometric staff to achieve practice growth.
3. Demonstrate the ability to implement effective marketing techniques in an optometric practice.

31B2

### **Patient Communication and Sales Strategies**

8:30 AM – 9:30 AM

1 Hour

Val 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?

Learning Objectives:

At the conclusion of this session the participant should:

1. Comprehend the importance of exceeding the patient's expectations
2. Understand the importance of creating and delivering an experience rather than simply an eye exam and product sale
3. Have reviewed several examples of sales strategies that point the patient in the right direction

31B3

**Must Have Eyewear Trends for 2020**

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.

Learning Objectives:

1. Define color trends in eyewear
2. Define shape trends in eyewear
3. Suggest frame trends based on customer's face shape and style

31B5

**How to build a great staff**

8:30 AM – 9:30 AM

1 Hour

Carol Burns, 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.

Learning Objectives:

1. How to attract and retain great staff
2. How to screen applicants with personality surveys
3. How to incentivize your staff
4. How to create meaningful performance goals
5. How to do staff reviews
6. How to build culture with staff meetings

31NA

**NCLE Advanced Exam Review - Domain IV: ROUTINE AND EMERGENCY FOLLOW-UP VISITS**

8:30 AM – 9:30 AM

1 Hour

Robert Russo

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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. Understand Routine and Emergency Follow-up visits
2. Evaluate lens fit and performance, including complex designs
3. Implement and evaluate modifications to lens design
4. Review patient compliance
5. Determine follow-up appointments to monitor lens fit and ocular integrity
6. Recognize and triage patients with acute contact lens complications

31O1

**Innovations in Spectacle Lens Technology**

8:30 AM – 9:30 AM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

This course will provide attendees a top-level view of what the future has in store for us for Spectacle Lens Technologies. We will discuss substrates, lens design, manufacturing processes and specialty coatings/filters. The discussion in these areas will also relate to how these new technologies will provide the patient/consumer better vision.

Learning Objectives:

Upon completion of this CE course:

1. Attendees will have a better understanding of what the future holds for Spectacle Lenses
2. Attendees will have a better understanding of how these new technologies will assist them in providing better vision to their consumers/patients.

31O2

**20/20 Vision - A Sacred Cow?**

8:30 AM – 9:30 AM

1 Hour

Charles Saccarelli

Gain a basic understanding of Peripheral Vision, Color Vision, and other aspects of vision that can't be measured by a traditional acuity chart.

Learning Objectives:

1. Describe various ways how vision is more than just acuity and field
2. Patients should be able to explain the basics of visual processing

31O3

**Beyond the Limbus: An Introduction to Scleral Lenses**

8:30 AM – 9:30 AM

1 Hour

Ledonna Buckner, FCLSA, NCLEM

This course will introduce the attendee to scleral lenses. It will review the history and evolution of the design while educating the participant about current applications. An emphasis will be put on proper patient selection empowering the practitioner with the knowledge to choose patients who will benefit from the design, while also benefiting the practice.

Learning Objectives:

The attendee of this course:

1. Will be able to describe the difference in a corneo-scleral lens versus a scleral lens.
2. Will understand the advantages and challenges of fitting a large scleral versus a small scleral.
3. Will have the knowledge to choose the best scleral lens candidates.

32B1

**Future Business Trends Happening Now**

9:45 AM – 11:45 AM

2 Hours

David Friedfeld

Megatrends- what are they? Megatrends are powerful, irreversible changes within our society that are redefining our everyday lives, from how we work to what we buy. In order to maintain the upper hand against the competition, optical business owners must be aware of these shifts and begin integrating them into their practices. This course identifies imminent trends within the industry, the business environment, and our culture that are influencing your optical practice today.

Learning Objectives:

Upon completion of this course attendees should be able to:

1. Recognize changes within the optical industry.
2. Use cutting-edge technology to make business operations faster, easier, and cheaper.
3. Reach consumers through new marketing, advertising, and social media techniques.
4. Rethink their practice's competitive advantage and strategies.
5. Determine ways to cater to the needs of rapidly growing demographic groups.

32B2

**Learning the Critical Building Blocks of Your Business**

9:45 AM – 11:45 AM

2 Hours

Jay Binkowitz

This workshop is intended for those who are thinking about opening a new practice, buying a practice and for those that are trying to grow their current practice. Every business requires certain considerations, planning, resources and experience. Most of us were not taught the fine art of business management while in school and as such we walk blindly through the woods trying to run our businesses. Going from one bad decision to another without realizing till it's too late. Then we wonder why our business is not growing profitably, why it's so difficult to manage our teams, how to handle relationships with vendors, how to design and set up our practices, how to communicate with our patients and worse yet how to know if our business is growing healthy versus whether or not we have enough money each month to pay our bills. Join us as we take you through the critical building blocks of your business and expose the many learning outcomes for both the clinic and optical, I have experienced over the last 30 years of optometric business development and operations.

Learning Objectives:

1. How do we know if our business is growing healthy and profitably?
2. How do we manage our teams and relationships with vendors?
3. What should our priorities be when we design and set up our practices?
4. How will we communicate with our patients both personally and electronically?
5. What financial information is critical to understand and track?
6. Should we be a concierge service-oriented business and or how do we compete in a managed vision care world.

32B4

**The Profitable Owner: Eradicating Poverty**

9:45 AM – 11:45 AM

2 Hours

Mick Kling, OD; Eric Levenhagen

The number one financial challenge facing most optometric practice owners today is poor cash flow. Doctor owners often fall prey to focusing too much on top line revenue growth, ignoring the increasing expenses and debt that often accompanies that growth. Without a plan, practice owners often find themselves living insurance check to insurance check, wondering how they're going to make payroll, financially overwhelmed and stressed out. This course presents a revolutionary new cash flow management system designed to immediately improve practice profitability, eradicate unnecessary business expenses and assist practice owners with managing their business debt.

Learning Objectives:

1. Gain an understanding of the most common financial challenges facing optometric practice owners
2. Understanding the importance of working with our human tendencies when managing money
3. Understand the damaging effects of business debt on cash flow

4. Learn a proven method for eliminating unnecessary business expenses
5. Learn the steps required to implement The Profit First Accounting Method

32NA

**NCLE Advanced Exam Review - Domain I: PREFIT, PREPERATION 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.

**Learning Objectives:**

At the conclusion of this session, the participant should be able to:

1. Understand Prefit, Preparation, and Evaluation (Including patients with complex conditions)
2. Assess the technical aspects of the patient's complex ocular status to determine contact lens options
3. Discuss with the patient his or her needs, expectations, and limitations
4. Analyze to meet patient needs.

32O1

**Game-changing Vision Solutions for Stroke, Tumor and Head Trauma Patients**

9:45 AM – 11:45 AM

2 Hours

Charles Saccarelli

Gain an understanding of visual field loss from homonymous hemianopia (HH), a traumatic condition that affects 1 in 3 stroke patients. You'll learn what it's like to have HH, what difficulties patients with HH face, what types of lenses may be prescribed for this condition, how those lenses work, and what role you as an optician can play in the patient's care plan.

**Learning Objectives:**

1. Describe homonymous hemianopia(HH)
2. Describe the HH patient's primary quality of life concerns
3. Identify the various types of lenses used for HH
4. Explain the visual pitfalls of each type of lens for HH
5. Simulate HH for themselves and concerned family members and caregivers.
6. Identify the role of an optician in an HH patient's care plan.



3202

**Principles of Refraction for Opticians and Technicians**

9:45 AM – 11:45 AM

2 Hours

Laurie Pierce, LDO, ABOM, NCLC

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.

Learning Objectives:

1. Upon completion of this course, the student should be able to:
2. Identify with and against motion in regard to lenses.
3. Match with and against motion to the eye's vergence, both for myopia and Hyperopia.
4. Identify the principles of retinoscopy and how they relate to the eye's vergence.
5. Identify the relationship between 20/20 vision and one minute of arc angle of resolution.
6. List the criteria for a Snellen letter to resolve a one-minute angle.
7. Identify Duochrome, and its usefulness in focusing yellow light on the retina.
8. Identify Binocular Balance, and its usefulness in achieving balanced vision between the OD and OS
9. Understand how near add power is found objectively
10. Identify how near add power is measured subjectively

3203

**Fitting Beyond the Limbus: Insertion and Removal Techniques for Scleral Lenses**

9:45 AM – 11:45 AM

2 Hours

Ledonna Buckner, FCLSA, NCLEM

This course will provide the information necessary for the contact lens practitioner to implement scleral lenses into their practice. Fitting goals necessary for a proper fit will be discussed as well as troubleshooting tips for solving the most common complications. Attendees will be able to choose diagnostic lenses and perform proper evaluation and follow up care for a scleral lens patient.

Learning Objectives:

The attendee of this course:

1. Will understand the advantages and challenges of scleral lenses.
2. Will know how to evaluate and troubleshoot a scleral lens fit.
3. Will be able to identify the various design options available on scleral lenses.
4. Will be able to communicate effectively with the scleral lens patient.
5. Will be able to apply and remove a scleral lens on his eye.
6. Will be able to apply and remove a scleral lens on a patient.

7. Will know how to care for a scleral lens and be able to explain this to a patient.
8. Will be able to set up a proper optic section and use it to evaluate tear film depth.
9. Will know how to perform a push up/push in test.

33A1

**Diagnostic Testing, What Opticians and Technicians Need to Know to Get the Best Result**

2:45 PM – 4:45 PM

2 Hours

Shana Zeitlin, OD

This two-hour course will cover anterior and posterior segment OCT, visual field testing, fundus photography, and color, stereo, and Amsler testing, and common disease entities for which they are performed. The student will gain an understanding of the purpose of each test and what information the doctor hopes to gain from performing it. Additionally, the student will learn tricks and tips to obtain higher quality scans and learn how to mitigate factors that may complicate the quality of the test results.

**Learning Objectives:**

1. Understand basic ocular anatomy.
2. Understand the purpose of testing, the techniques for testing, and the disease entities tested using OCT technology.
3. Understand the purpose of testing, the techniques for testing, and the disease entities tested using visual field testing.
4. Understand the purpose of testing, the techniques for testing, and the disease entities tested using fundus photography.
5. Understand the purpose of testing, the techniques for testing, and the disease entities tested using color vision testing.
6. Understand the purpose of testing, the techniques for testing, and the disease entities tested using Amsler testing.
7. Understand the purpose of testing, the techniques for testing, and the disease entities tested using stereopsis testing.

33B1

**The Science, Art, and Attitude of Frame and Lens Selection**

2:45 PM – 4:45 PM

2 Hours

Laurie Pierce, LDO, ABOM, NCLC

Every day we experience the challenge and opportunity to communicate value differences in frames and lenses with our clientele. How do we communicate the differences in value in a \$79.00 frame and a \$479.00 frame? How about a \$200.00 PAL and a \$600.00 PAL? This course will outline the variables of frame construction and lens design, including materials used and methods of fabrication. Samples will be demonstrated showing the details in construction and design that can make all of the difference in the value of the frames and lenses. Helpful tips in communicating frame and lens features and benefits will round out this session. Don't play a guessing game- present the best with confidence, and watch your business grow.

Learning Objectives:

1. As a result of taking this course, the attendee should be able to:
2. Identify various materials used in today's frames
3. Differentiate between metals (gold plate/gold filled, titanium/beta titanium, cellulose acetate, etc.)
4. Identify various methods of manufacture (high volume, hand-made, machine tooling/human element)
5. List fashion trends today ' current clothing and eyewear designs included
6. Match fashion trends with construction/technologies
7. Communicate FAB (Features and Benefits) for specific technology/design trends and lens designs
8. Identify and differentiate between wants and needs in regard to a consumer purchase
9. Match frame and lens benefits with wants and needs and explain these benefits to the client
10. Describe various categories of lenses including digital and freeform SV and PAL lenses

33B2

**It's Your Optical, So What Would You Do Next?**

2:45 PM – 4:45 PM

2 Hours

Blair Wong, ABOM; Kyle Beaudet

In this interactive course, attendees will serve as business advisers and decision makers at each step of an evolving and unfolding case study. Attendees will evaluate how to best react to business challenges facing "their" optical and contact lens business. Attendees will be able to participate through open discussion collaborative learning and cell phone survey technology.

Learning Objectives:

1. Demonstrate knowledge of basic optical business principles
2. Demonstrate knowledge of basic optical marketing and promotional principles
3. Demonstrate knowledge and use of conducting a "SWOT" business situation analysis
4. Demonstrate knowledge and use of a decision tree mode as a means to making business decisions
5. Demonstrate knowledge related to situational and sales forecasting
6. Develop relations with local and national resources and organizations for business related consultation and support

33B3

**The Business of Myopia Control: Everyone Wins**

2:45 PM – 4:45 PM

2 Hours

Caroline Cauchi, OD

The myopia epidemic is a serious public health issue. Joining the fight will set you apart from other doctors providing you with practice independence. There is a right and wrong way to

implement this business strategy. Come learn how others have avoided the pitfalls and created a winning business model.

Learning Objectives:

1. Learn about the scope of the epidemic and number of people affected.
2. How does the epidemic affect our nation and world-wide economy?
3. What are the costs to implement a myopia control practice protocol?
4. How do you schedule consults, exams, and follow ups to maximize revenue and reduce disruption to your schedule.
5. How do you determine fees? What is the bottom line?

33B4

**Private Equity and Eyecare - Should I Stay or Should I Go?**

2:45 PM – 4:45 PM

2 Hours

Mick Kling, OD; Jay Binkowitz

The eye care industry has recently seen a significant interest from private equity PE firms to capitalize on the future projected growth opportunities of the eye care market. Historically, larger, well established regional optometry and ophthalmology practices have been the target of these investors due to their existing operating infrastructure and significant market share. More recently, however, smaller independent practices have become of interest for aggregation from multiple private equity investors offering various models of acquisition, depending on the long-range objectives of the investors. We will discuss the current state of the private equity market and its potential impact on practice owners who may be considering a partnership or exit strategy with PE. We'll identify the current players in the market and discuss the various models offered to ECPs and other eye care related businesses considering this strategy. We'll also discuss the risks and opportunities of an acquisition, the various valuation methods utilized, and ways of improving your cash flow to enhance the value of your business.

Learning Objectives:

1. To understand the differences and similarities between private equity, venture capital and angel investors.
2. Address the recent interest in eye care and timing of the investment community.
3. Become familiar with some of the most prominent PE investors and their various models of partnership with ECPs.
4. We'll discuss the various advantages and disadvantages of partnering with a PE firm, and the potential impact on long term income and investment opportunities. We'll also consider how your professional timeline may impact your decision to sell.
5. We'll discuss the importance of strong cash flow in your business, various valuation methods used to determine its worth, and explore strategies to increase its long-term value.

33NA

**NCLE Advanced Exam Review - Domain II: DESIGN, FIT AND DISPENSE STANDARD & 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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. Design, Fit and Dispense Standard and Specialty Lenses,
2. Evaluate diagnostic lenses to determine initial fit
3. Order lenses, including specialty and customized lenses, by specifying lens parameters

33O1

**Unequal Refractive Errors**

2:45 PM – 4:45 PM

2 Hours

Diane Drake, LDO, ABOM, NCLEM

Patients want to know what their glasses will look like and we spend time discussing that with them. But...how will they see with their glasses? That's an even more important question. Unequal refractive errors not only have an effect on how glasses will look, but how a person sees or even "IF" they see WELL. This course will present answers to these questions presenting both spectacle and contact lens options in the discussion.

Learning Objectives:

At the completion of this course the participant should:

1. Have a clearer understanding of the properties of spectacle lenses and their effect on image size on the retina
2. Identify spectacle characteristics that cause changes in magnification/minification
3. Discuss how vertical imbalance affects patients vision at the reading level
4. List ways to correct vertical imbalance at the reading level
5. Be able to identify anisometropia/magnification/minification conditions.
6. Discuss the complications including loss of vision that can occur resulting from unequal refractive errors
7. List ways of minimizing the visual complications of aniseikonia, using both spectacles and contact lenses

33O2

**Fundamentals of Soft Contact Lens Fitting**

2:45 PM – 4:45 PM

2 Hours

Carri Russell, FCLSA, NCLEM, COT

This course will cover the process of fitting soft contact lenses from lens selection, patient wearing schedule, evaluation of fit, selection of care regimen and what to evaluate at the follow-up visit. Toric soft lens fitting will also be covered.

Learning Objectives:

1. Learn how to select the appropriate contact lens modality based on refractive error, patient's daily visual demands, and financial resources.
2. Learn how to choose the appropriate contact lens material for the patient.
3. Learn how to choose the appropriate care regimen for the patient.
4. Learn how to evaluate the contact lens fit.
5. Learn when to use a toric contact lens, how to evaluate the lens fit and troubleshoot if there is lens rotation.
6. Learn how to evaluate complications at follow-up.

3303

**What Are All These Adjustments Tools?**

2:45 PM – 4:45 PM

2 Hours

Liliana Mejia Rodriguez

The course will provide theory and practice on identifying which adjustment tools are appropriate for alignments and repairs. The course also explains the various misalignments that usually occur on patient's glasses.

Learning Objectives:

1. Learn to explain and identify the various types of misalignments
2. Learn to identify and manipulate the tools used in the optical industry to adjust and repair broken eyewear
3. Learn to recognize which tool is necessary for the repair needed
4. Learn to adjust glasses with the appropriate tool for the misalignments identified

34A1

**The Invisible Truth about UV and the Visible Impact on the Eyes**

5:00 PM – 6:00 PM

1 Hour

Brent McCardle

UV light is the most harmful challenge to long term eye health. It is always around and invisible, but the harmful effects are cumulating over time. Many lenses claim to protect against UV, but in reality they do not. Some clear ophthalmic lenses can miss 40% of the harmful UV radiation.

Learning Objectives:

1. Learn the segments of UV radiation and visible light
2. Understand the damage created by UV light
3. Learn where the gap between UV radiation and visible light occur
4. What can be done to protect the eye against all UV exposure

34B1

**How to Maximize Revenue and Profits with Vision Care Plans**

5:00 PM – 6:00 PM

1 Hour

Val Manso

Accepting Vision Care Plans is a double-edged sword. On the one hand many patients have Vision Care Insurance and their business contributes to the overall health and well-being of your practice. On the other-hand the discounts we provide because of the Vision Care Plan can result in work for little or no profit. Each practice must take the time to analyze in a fact-based manner the benefits and drawbacks of each Vision Care Plan based on the needs and situation of the individual practice.

Learning Objectives:

At the conclusion of this session the participants should:

1. Have the tools to better understand Vision Care plans, reimbursements, and options
2. Fully understand how to maximize lens and lens enhancement revenue and profit
3. Fully understand how to maximize frame revenue and profit

34B2

**Motivation for an Exceptional Performance**

5:00 PM – 6:00 PM

1 Hour

Mohamed Ganem, LDO, ABOC, NCLE

The role of a motivator, mentor or leader is a very important role to every organization and every team. A team devoid of leadership, gaudiness, inspiration and motivation, may find success to be very elusive. As the leader you have to have a clear vision of the end results. You have to identify the stages of team's development. You have to utilize the unique talents of the individuals within the team. Once you have mastered the skills required, only then you and your team would have achieved exceptional performance.

Learning Objectives:

1. Understand how to identify the goals and expectations of yourself as a leader.
2. Gain an understanding of implementing the knowledge in a results driven way.
3. Be able to see the challenges ahead and proactively prepare your team for it.
4. Understand how to challenge yourself and your team with ambitious yet attainable goals.

34B3

**Cash is King: Understanding How Your Cash Flows**

5:00 PM – 6:00 PM

1 Hour

Mick Kling, OD

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 running a private practice, managing your cash flow can have a significant impact, not only on your business, but also your personal happiness and well-being. Learn about 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.

Learning Objectives:

1. To understand what cash flow is, and how it impacts the health of your business. We'll discuss what happens to businesses that operate without a plan for managing their cash flow, and the unfortunate results that can occur
2. We'll learn the three basic sources of cash flow: from operations, financing and investing, and discuss each in detail as it pertains to operating an optometric practice
3. We'll discuss The Statement of Cash Flows report, a financial tool used by accountants to manage and measure where your cash is derived and where it's going
4. We'll learn what some of the most financially stable companies in the world do to improve their cash flow
5. We'll discuss some of the most common cash flow culprits in an optometric practice, and provide strategies for achieving good cash flow including measuring your "cash flow amplitude" and monitoring the highs and lows in your bank account to strategically determine the best time to pay your bills
6. We'll discuss the importance of carefully monitoring your Accounts Receivable and the impact of slow paying customers on your business

34NA

**NCLE Advanced Exam Review - Domain III: PATIENT INSTRUCTIONS 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.

Learning Objectives:

At the conclusion of this session, the participant should be able to:

1. Discuss Patient Instruction and Delivery Procedures (Including those with specialty lenses
2. Educate the patient on lens wear and care (e.g., piggyback, hybrid, scleral) by providing verbal and written instructions
3. Provide hands-on lens application and removal, including scleral and hybrid lenses
4. Schedule appointments for follow-up assessment of lens wear
5. Maintain a safe contact lens environment



6. Comply with professional, ethical, and legal guidelines and maintain patient records

34O1

**Troubleshooting Optical Problems**

5:00 PM – 6:00 PM

1 Hour

Laurie Pierce, LDO, ABOM, NCLC

There is nothing more frustrating (and expensive!) than when a patient is scheduled to see the doctor for a recheck when the problem was in the eyeglasses needing a specific adjustment. A typical scenario is a patient who complains that she can see in the distance and in the near of her new progressives, but has difficulty seeing at intermediate range. Because the assistant identified a visual complaint (poor intermediate vision), it is tempting to automatically book the patient for a recheck with the doctor. The result is wasted chair time (a luxury most practices cannot afford) when the solution could have been handled by the optician. We will look at some "case studies" where optical problems are hidden in the prescription, and it is up to us to find solutions BEFORE we order the lenses or book for a refraction recheck. Using the Optical Approach to Excellence will help eliminate wasted time and resources and limit optical errors.

Learning Objectives:

1. Identify "hidden" optical problems like vertex compensation or slab off prism in prescriptions.
2. Investigate the differences between a complaint, which is adaptive from one, which is optically induced.
3. Discuss example "case studies" and see if the solution can be found outside the doctor's room.
4. Go through an "optical checklist" before deciding if the complaint is adaptive or optically based.
5. Review troubleshooting adjustment techniques to alleviate optical aberrations.

34O2

**Don't Think It Cancels - Yoked Prism Matters**

5:00 PM – 6:00 PM

1 Hour

Charles Saccarelli

Describe the clinical uses of yoked prism to improve posture and gait, explain the importance of making the glasses as the doctor prescribes.

Learning Objectives:

1. Describe the clinical applications of yoked prism.
2. Explain the importance of manufacturing yoked prism glasses to the RX specifications.

34O3

**Magnify Your Profits**

5:00 PM – 6:00 PM

1 Hour

Liliana Mejia Rodriguez

The course will provide theory to gain knowledge on low vision. The course will also allow the participant to experience low vision, calculate magnification power, select the proper magnifier based on need, and teach the steps needed to successfully dispense a magnifier.

Learning Objectives:

1. Learn to define: legally blind, blindness, low vision, and low vision care.
2. Learn to define and experience: Macular Degeneration, Diabetic Retinopathy, Retinitis Pigmentosa, and Glaucoma.
3. The student will learn to calculate the magnification power of a handheld device to assist patients during the purchase of magnifiers.
4. The student will learn to select the best magnifier for a low vision patient based on need.
5. Learn the 7 Steps to Dispensing Low Vision Aids successfully.

41B1

**Spectacle Lens Material Decision Tree**

7:15 AM – 8:15 AM

1 Hour

Val Manso

Once upon a time the only lens material available to the ophthalmic professional was glass. Then along came resin lenses in the form of CR-39 and polycarbonate. Today we can add 1.56 index, 1.60 index, 1.67 index, 1.70 index and more. Now throw into the mix a variety of photochromic materials and we have a resultant maze. This session will assist in unraveling this complex maze of options. Every lens material has its uses. In order to best assist the eyewear consumer, it is essential that optical professionals understand the features or characteristics of a given lens material and be able to translate these characteristics into customer benefits.

Learning Objectives:

At the conclusion of this session the participants should:

1. Understand the trade-offs between Index of Refraction, ABBE and Density of lens materials
2. Comprehend why the highest index may not be the best choice for you or your customer
3. Be able to make informed choices regarding spectacle lens materials

41O1

**Myopia Control Lenses**

7:15 AM – 8:15 AM

1 Hour

Brent McCardle

Myopia has increased over 17% over the past 40 years in the US and has almost doubled in Asian countries. The cause of myopia is not well known, but there are some factors point its cause. We will explore different risk factors and some options to help reduce the increase of myopia.

Learning Objectives:

## Opticianry Course Descriptions – Vision Expo West 2019 Conference Program

1. Learn how myopia progresses
2. Understand peripheral Defocus theory
3. Understand accommodative lag theory
4. Solutions for myopia control

42B1

### **Creating Customers for Life**

8:30 AM – 9:30 AM

1 Hour

Mohamed Ganem, LDO, ABOC, NCLE

You will gain an insight of the importance of creating a fully engaged customer culture. You will understand the steps required to create an environment that is customer and employee friendly. You will understand how to successfully and effectively manage customer concerns with a win-win mindset.

Learning Objectives:

1. Understand the meaning of customer engagement
2. Understand that meeting the customer's expectations is the key to success
3. Understand that the quality of your growth is a product of your quality

42B2

### **Let's Have a Meeting! Effective and Efficient Staff Meetings at Last**

8:30 AM – 9:30 AM

1 Hour

Anthony Record, LDO, FNAO, ABO

According to a recent survey posted on officebroker.com, most employees waste more than a year of their lives attending useless business meetings. After attending this seminar, you will create and conduct necessary, efficient, productive staff meetings. Meetings that your staff will look forward to attending and participate in enthusiastically. You will learn what to avoid, as well as the 3 criteria for an effective meeting, and 10 essential rules that must not be broken.

Interactive and informative!

Learning Objectives:

1. Define the criteria for an effective meeting.
2. Demonstrate effectiveness in determining whether or not a meeting should be held or not, who should attend, and who should not attend.
3. Apply the 10 rules of an effective staff meeting, and be aware of the 3 criteria for a successful meeting.
4. Make use of the presented tools to maintain and retain control of your meetings.
5. Analyze the results of your team meetings to make improvements for future events.

42O1

### **Advanced Prism**

8:30 AM – 9:30 AM

1 Hour

Diane Drake, LDO, ABOM, NCLEM

This course will present information including splitting prism, compounding prism, prism notation, resultant prism, and resolving prism. An understanding of basic prism would be helpful for the learner to comprehend the more advanced knowledge in this course. This course will be a more advanced level regarding prism.

Learning Objectives:

At the completion of this subsection, the student should have:

1. An understanding of splitting prism
2. An understanding of compounding prism
3. An understanding of prism notation
4. An understanding of resultant prism
5. An understanding of resolving prism

42O2

**Computer Vision Syndrome: Signs, Symptoms and Management**

8:30 AM – 9:30 AM

1 Hour

Mike Gzik

Almost everyone uses computers in one way or another in our current society. The participant will be able to recognize various forms of computer vision syndrome, and how to manage or decrease the special strain computer usage causes. This will include, but is not limited to, the computers and workstation themselves, spectacle and contact lens designs, and patient training.

Learning Objectives:

Upon completion of this course the student should be able to:

1. Identify three contributing factors causing Computer Vision Syndrome
2. Identify three symptoms of Computer Vision Syndrome
3. Describe three behavioral changes can ease the CV problem
4. Describe 3 spectacle lens designs that provide better correction for computer users

43B1

**Leadership DNA or Learned Skill?**

9:45 AM – 10:45 AM

1 Hour

Mohamed Ganem, LDO, ABOC, NCLE

Every eye care professional strives to provide exceptional service to all their customers all the time. One of the most important ways to achieve this goal is to have a strong management team in place. Having strong management skills is a key. Understanding the diverse associate base and the way they learn and respond to authority is a key to building a successful practice. Having a great team in place will help eye care professionals build and maintain a loyal customer base that will grow with their business.

Learning Objectives:

The purpose of this program is to give managers the tools they need to:

1. Identify and develop personal management styles.

2. Uncovering the challenges they are facing in the workplace.
3. Build an effective team.
4. Resolve conflicts efficiently.
5. Fully comprehend the responsibilities, expectations and priorities of the practice.
6. Operate the office at its maximum potential.
7. Help improve communication skills.

43B2

**Competing with Internet Eyeglass Sellers**

9:45 AM – 10:45 AM

1 Hour

Anthony Record, LDO, FNAO, ABO

"I saw them way cheaper on line." We've all heard something like that at least a hundred times. After attending this highly interactive, dynamic session, you will be able to more professionally and in a more persuasive way, answer that concern. You'll know what the expectations of on-line shoppers are, and how to exceed them. More importantly, you'll learn at least 25 best practices on what to do to level the playing field - and maybe even tip it in your favor. A must for any business owner or dispensary manager.

**Learning Objectives:**

1. Outline and explain the nature and depth of the on-line competition and the threat (if any) it poses.
2. Compare and contrast the different levels of satisfaction expected by a cyber vs. bricks-and-mortar customer.
3. Choose the most effective approach in combating the threat for your particular practice.
4. Select specific techniques best suited by you and your practice.
5. Create an educational environment for your patients.
6. Participate in active education through outside media sources.

43O1

**Pupil Testing Abnormalities and Their Health Significance**

9:45 AM – 10:45 AM

1 Hour

Vince Young, MD

A complete ophthalmic examination requires evaluation of both the anterior and posterior segments. Thorough examination of the posterior segment requires pharmacologic dilation of the pupil. In many ophthalmic practices this is performed by the technician prior to the patient being seen by the physician. There are many neurologic disorders that can be diagnosed by observing abnormalities of pupil function. However, once the pupil is pharmacologically dilated, any ability to detect these disorders is lost. It is therefore critical that technicians be competent in their ability to perform a pupil examination. This class will provide a detailed review of pupil testing and how to recognize abnormalities. There will also be a discussion of the health significance of abnormalities once they are discovered.

Learning Objectives:

1. Anatomic and physiologic fundamentals of the pupillary system
2. Systematic examination of the pupils
3. Examination of pathologic findings
4. Further clinical testing when abnormal pupil response is found

4302

**Fifty is the New Thirty: Management of Presbyopia**

9:45 AM – 10:45 AM

1 Hour

Mike Gzik

This course will enable a practitioner to evaluate a presbyopic prescription to determine what lens system will suit the patient's needs. You will learn about contact lens options for the "over 40" patient, how to determine whether patients are good monovision or multifocal candidates, current soft and GP multifocal designs, fitting pearls, disposable lenses, custom options, and how to solve problems with near vision, distance vision, intermediate vision, comfort, and handling.

Learning Objectives:

At the end of this course the attendee will be able to:

1. evaluate a presbyopic prescription and properly discuss with a patient what can be and what is needed to achieve the best correction
2. differentiate the methods of correcting presbyopia to meet these needs
3. determine a proper GP contact lens design and correct presbyopia
4. determine a proper Soft Lens design and material to correct presbyopia

44B1

**Inventory Made Easy**

11:00 AM – 12:00 PM

1 Hour

Phernell Walker, ABOM, NCLEC; Michele Self, ABOC, FNAO

An essential part of being an optician is the ability to effectively manage an optical dispensary/business. One of the fundamental elements of running a successful optical dispensary is inventory control. This course is perfect for optical managers and practice owners that desire to analyze and effectively manage optical inventory turn-over rates. This course covers tracking tools that can be used to effectively track inventory turn rates and methods of purchasing frame inventory. Topics include: Calculating frame inventory turn rates, contrasting buying methods, and how to increase cash flow that can result in increased bottom line profits.

Learning Objectives:

1. Describe how to increase cash flow by altering purchasing methods of frame inventory
2. Calculate optical frame inventory
3. Describe how to increase the dispensary's cash flow through proper frame inventory ordering methods
4. Calculate inventory under-stock (frames, contact lenses, and ophthalmic lenses)

5. Describe a DC or Distribution Center
6. Describe FIFO Vs. LIFO average cost methods and COS or Cost of Goods

44B2

**How to Irritate Your Patients**

11:00 AM – 12:00 PM

1 Hour

Anthony Record, LDO, FNAO, ABO

Sometimes the best way to understand something is to identify and understand it's opposite. After attending this tongue-in-cheek-yet-serious one-hour, dynamic session, ECPs will have a deeper insight into all the things that are most likely to irritate and eventually alienate your clientele. Through a facilitator-led group discussion you will identify as many "irritants" as you can in the first 10 minutes of the class. You will learn some specific guidelines and policies to enact to avoid those irritants that are avoidable, as well as those which appear "unavoidable." You will learn to identify which team members are most adept at handling irritants, as well as walk away with a list of the Top 25 Patient Irritants.

Learning Objectives:

1. Identify specific irritants that are present on his/her practice.
2. Develop policies and guidelines to eliminate avoidable irritants.
3. Choose the most appropriate response when dealing with "unavoidable" irritants.
4. Evaluate individual team member's effectiveness in dealing with these events.
5. Utilize the list of The Top 25 Most Common Patient Irritants to make improvements.
6. Train team members more efficiently with regard to the curriculum.

44O1

**Case Study in Avoiding Dispensing Mistakes- How to Dispense Perfect Eyewear**

11:00 AM – 12:00 PM

1 Hour

Mohamed Ganem, LDO, ABOC, NCLE

As an Opticians we strive to deliver the perfect eyewear. While we all unequivocally have the expertise, intention and desire to deliver the perfect pair. Oftentimes mistakes happened. By attending this class you will gain an understanding of how to manage the dispensing process from start to end. You will gain an understanding of how to avoid the landmines along the way to achieving your goal of delivering the perfect eyewear. You will gain an understanding of all factors controlling the process. The emotional, logical and scientific factors. You will gain an understanding of how to be able to guide the patient towards a favorable outcome that will strengthen a trusting and profitable relationship.

Learning Objectives:

1. Understanding the importance of delivering the perfect eyewear
2. Understanding the importance of getting it correct the first time around
3. Understanding the importance of ovoid despising mistakes

4. Understanding the impact of incorrectly dispensed eyewear can have on patient's trust of the provider and the long term relationship

44O2

**Mastering Lens Measurements**

11:00 AM – 12:00 PM

1 Hour

Liliana Mejia Rodriguez

The course will provide theory and practice to gain knowledge and understanding of the process and tools needed to perform properly lens measurements on patients. Participants will also practice measuring heights, vertex distances, pantoscopic and wrap angles. The progressive layout chart and lens clock will also be used.

Learning Objectives:

1. Learn to recognize and identify the tools necessary for lens measurements.
2. Learn where to measure heights for single vision, bifocals, trifocals, round segments, progressives, and occupational lenses (reference to pupil, lid, lower lid, and limbus).
3. Learn the effects of inducing prism for the patient.

45A1

**Clinical Ocular Concepts for Opticians and Technicians**

1:45 PM – 3:45 PM

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.

Learning Objectives:

1. Basic anatomy and physiology - ophthalmic structures - where they are, what they do
2. Basic examination techniques - what takes place in the exam room
3. Ocular pathology - what can go wrong
4. Symptoms and signs of pathology - what the patient experiences when things go wrong
5. Understanding of ocular emergencies - when vision is threatened
6. Understanding triage concepts from front desk to exam room - how to handle phone calls, where to direct the patient
7. Treatment of disease and early management of emergencies - how ophthalmic problems are handled by the physician
8. Ocular pharmacology - ophthalmic and systemic drugs, their uses and potential side effects



45B1

**The 7 Habits of Highly Effective Opticians**

1:45 PM – 3:45 PM

2 Hours

Anthony Record, LDO, FNAO, ABO

This two-hour course was developed around the framework of Dr. Stephen R. Covey's bestselling masterwork, *The 7 Habits of Highly Effective People*. It is neither an endorsement nor a "sales pitch" for the book. Having sold over 15 million copies in 38 languages, it needs neither. But the number of ECPs who have never been exposed to its timeless wisdom is appalling. Informal surveys put that number at fewer than 5 percent! The day-to-day practice of opticianry is framed around the major concepts of the work: being proactive, putting first things first, beginning with the end in mind, thinking win/win, seeking first to understand...then be understood, the importance of synergy, and taking time to "sharpen the saw" in our practice – all designed to "kick it up a notch" and make us the best...most effective ECPs we can be.

**Learning Objectives:**

After attending this class, ECPs will be able to:

1. Practice opticianry in a more proactive, as opposed to reactive, mode.
2. Begin with the end in mind - prioritizing work in a more efficient manner.
3. Set more appropriate goals for themselves and their fellow staff members, making sure they are comprised of five critical criteria, and creating an appropriate way of monitoring the goals.
4. Develop a win-win attitude between themselves and their patients.
5. Differentiate among four general personality types, so that they can better relate to their patients.
6. Synergize with other ECPs, optometrists, ophthalmologists, and lab personnel to be more effective in their practice.
7. Embrace the importance of "Sharpening Their Saws," learning the importance of rejuvenation and renewal.

45O1

**Prentice's Rule and Finding the Power of a Lens in Any Meridian**

1:45 PM – 3:45 PM

2 Hours

Diane Drake, LDO, ABOM, NCLEM

This course will go beyond the basic information on Prism. This course will include unwanted prism, prism by decentration, Prentice's Rule, prism imbalance and finding the power of a lens in any meridian.

**Learning Objectives:**

1. At the conclusion of this course, the participant should be able to:
2. Identify unwanted prism
3. Induce prism by decentration
4. Utilize Prentice's Rule

5. Find the power of a lens in any meridian
6. Explain vertical imbalance
7. Describe ways of correcting vertical imbalance

4502

**Compression Mounting Adjustments, Repairs and Assembly**

1:45 PM – 3:45 PM

2 Hours

Liliana Mejia Rodriguez

The course will provide theory and practice of adjustment while using compression mounts. The course will also teach to repair compression mounts while taking into consideration the tools needed, the lens thickness, material, and care not to scratch a patients lens.

**Learning Objectives:**

1. Learn to identify the different tools necessary to work with compression mountings for assembling and disassembling.
2. Learn the different material used for compression mountings.
3. Learn to assemble, disassemble, and manipulate a compression mounting to enhance adjustment skills and assist patients in a retail setting.
4. Learn and practice bridge adjustments.
5. Learn and practice endpiece adjustments.
6. Learn and practice temple adjustments.