

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.

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

Course Description: 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.

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.

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.

1101

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.

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.

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.

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.

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.

12O1

Tips for Toddlers-Best Practices for Pediatric Dispensing

3:45 PM – 4:45 PM

1 Hour

Jacki 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.

12O2

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.

13B1

Frame Board Management

5:00 PM – 6:00 PM

1 Hour

David Friedfeld

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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.

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.

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.

13O2

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.

21B1

Combating Disruptive Forces in Eyecare

7:15 AM – 8:15 AM

1 Hour

Quy Nguyen, OD

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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.

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.

21O1

Climbing Ever Higher: An inspirational story about true vision

7:00 AM – 8:15 AM

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

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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.

22AA

ABO Advanced Exam Review - Domain I: ANALYZE AND INTERPRET VISUAL ASSESSMENT (PART 1)

8:30 AM – 9:30 AM

1 Hour

Brian Thomas, ABOM, NCLC, FNAO

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

22B1

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.

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.

22B3

DISC- The Science of Communicating and Connecting with People

8:30 AM – 9:30 AM

1 Hour

Quy Nguyen, OD

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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.

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.

22B5

Must Have Eyewear Trends for 2019

8:30 AM – 9:30 AM

1 Hour

Joy Gibb, ABOC

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

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

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devices, to custom design systems, this course provides a survey overview of the entire 3D data, design and production ecosystem.

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.

22O3

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.

23AA

ABO Advanced Exam Review - Domain I: ANALYZE AND INTERPRET VISUAL ASSESSMENT (PART 2)

9:45 AM – 10:45 AM

1 Hour

Brian Thomas, ABOM, NCLC, FNAO

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

23B1

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

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understanding of why certain frames are a better choice for some patients and how to present them properly.

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.

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.

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.

23B5

TBD

9:45 AM – 10:45 AM

1 Hour

TBD

TBD

2301

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.

2302

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

2303

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.

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

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utilization of dispensing instrumentation; determine method of fabrication and ordering; distinguish the uses of visual assessment instrumentation; and apply knowledge of legal and professional requirements for equipment maintenance.

24B1

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.

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.

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 it's 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.

24B5

Creative Techniques for Finding Your Next New Team Member

11:00 AM – 12:00 PM

1 Hour

Carol Burns, OD

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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.

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.

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.

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.

25AA

ABO Advanced Exam Review - Domain II: DESIGN, FIT, AND DISPENSE EYEWEAR AND OTHER OPHTHALMIC DEVICES

12:30 PM – 2:30 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

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eyewear; educate customers/patients on products and performance; and 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.

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.

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.

25B4

Innovation Showcase

2:45 PM – 4:45 PM

2 Hours

Mick Kling, OD

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TBD

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.

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.

25O2

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.

25O3

Controversies in Contact Lenses

2:45 PM – 4:45 PM

2 Hours

Mike Ward, MMSc, FAAO

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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.

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.

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.

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.

26B2

The Psychology of the Patient Encounter

5:00 PM – 6:00 PM

1 Hour

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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.

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.

26B5

TBD

5:00 PM – 6:00 PM

1 Hour

TBD

TBD

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.

26O2

Matching Lens Technology to Patient Needs

5:00 PM – 6:00 PM

1 Hour

Michael Vitale, ABOM, LDO, NCLEC

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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.

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.

31A1

UV before Blue, Prioritizing Light Protection's Role in Eye Health

8:30AM – 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?

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.

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

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

taught by experience to be skeptical unless someone 'unknown' has made a recommendation. Just what are we service professionals supposed to do?

31B3

Must Have Eyewear Trends for 2019

8:30 AM – 9:30 AM

1 Hour

Joy Gibb, ABOC

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

31B4

TBD

8:30 AM – 9:30 AM

1 Hour

TBD

TBD

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.

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.

31O1

Innovations in Spectacle Lens Technology

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

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.

3102

Frame Dispensing of the Future

8:30 AM – 9:30 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.

3103

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.

32A1

Clinical Ocular Concepts for Opticians and Technicians

9:45 AM – 11:45 AM

2 Hours

Vince Young, MD

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

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.

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.

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.

32NA

NCLE Advanced Exam Review - Domain I: PREFIT, PREPERATION AND EVALUATION

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

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.

3201

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.

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.

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.

33A1

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

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

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.

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.

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.

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.

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. Well identify the current players in the market and discuss the various models offered to ECPs and other eye care related businesses considering this strategy. Well 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.

33B5

Coding Boot Camp: Basic Training through Advanced Survival Strategies

2:45 PM – 4:45 PM

2 Hours

Richard Soden, OD, FAAO, CPC

Providers continue to find it difficult and challenging to bill and code medical eye care. Billing insurance carriers for services are time intensive and require a thorough knowledge of appropriate and accurate coding. New guidelines and rules regarding CPT-4 and ICDA-10 coding further complicate the process. This course will review basic and advanced coding concepts to enable providers to bill accurately and appropriately in order to survive audits. Guidelines for the proper documentation of medical records will be discussed. Lessons learned from billing and coding over the past few years will be highlighted.

33NA

NCLE Advanced Exam Review - Domain II: DESIGN, FIT AND DISPENSE STANDARD & SPECIALTY LENSES

12:15 PM – 2:15 PM

2 Hours

Robert Russo

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

33O1

Unequal Refractive Errors

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

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.

3302

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.

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.

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.

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.

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.

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.

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.

34O1

Troubleshooting Optical Problems

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

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.

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.

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.

35B1

College Bowl

6:00 PM – 7:00 PM

1 Hour

Robert Russo

Up for a Little Friendly Competition? Come cheer for your favorite NFOS Opticianry School at the College Bowl. Twelve students representing NFOS member Opticianry schools will compete in this fast-paced quiz competition. Come test your Optical knowledge and root on tomorrow's Opticians, Contact Lens Technicians and Ophthalmic Allied professionals!

The winning student will receive a monetary prize as well as bragging rights and their name on the NFOS College Bowl trophy to proudly display at their college for one year - until the next champ is crowned!

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.

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.

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.

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!

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

4201

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.

4202

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.

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.

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.

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

4301

20/20 Vision - A Sacred Cow?

9:45 AM – 10:45 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.

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.

44B1

Inventory Made Easy

11:00 AM – 12:00 PM

1 Hour

Phernell Walker, ABOM, NCLEC

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.

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 its 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

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

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.

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.

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.

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.

Opticianry Course Descriptions – Vision Expo East 2019 Conference Program

4501

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.

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.