

## FREE! GLOBAL CONTACT LENS FORUM | 7:00 AM – 12:15 PM

This informative and highly attended 'meeting within a meeting' at International Vision Expo delivers the latest insights and solutions faced by today's contact lens practitioners with a clear focus on business and growth strategies. Don't miss the illuminating new session on modalities of contact lens practice where practitioners from private practice, academic/hospital based practice, MD/OD practice and co-management center practice as well as those from corporate practice share their career long experiences with our attendees.


7:00 AM–8:00 AM	<b>10L1 — State of the Contact Lens Industry in 2017 - Things to Come...R&amp;D and Developing Technologies</b> Moderator: Scot Morris, OD; Panelists: George L. Grobe III, Ph.D.; David C. Turner, Ph.D.; George Yao Ph.D.; Vic McCray, MD; Neal White FREE C, FL-OP, FL-OD, N
9:00 AM–11:00 AM	<b>10L2 — Evidence Based Eye Care and Clinical Practice: A Review of Research in Clinical Practice</b> Moderator: Rob Davis, OD; Panelists: Jeff Sonsino, OD; Christine Sindt, OD FREE C, FL-OP, FL-OD, N
11:15 AM–12:15 PM	<b>10L3 — Contact Lens Practice Settings - A Spectrum of Opportunity</b> Moderator: Scot Morris, OD; Panelists: Barry Eiden, OD; Clark Chang, OD; Louise Sclafani, OD; Kerry Gelb, OD; Robert Davis, OD FREE C, FL-OP, FL-OD, N

## FREE! OCULAR SURFACE DISEASE AND WELLNESS SYMPOSIUM | 1:30 PM – 5:45 PM

This Symposium teaches you how to take your ocular practice to the next level delivering a totally integrated health care model for patient diagnosis and treatment of ocular surface diseases. Learn and gain expertise in recognizing dry eye diseases and clinical aspects of ocular surface from diagnosis through treatment resulting in expanded quality and consistency of patient care for today's thriving practices.

1:30 PM–2:30 PM	<b>10L4 — The Dry Eye Institute: The "WHY" and the Integrated Health Care Model</b> Jack Schaeffer, OD; Paul Karpecki, OD; Marc Bloomenstein, OD; Richard Adler, MD FREE C, FL-OP, FL-OD, N, O
3:45 PM–5:45 PM	<b>10L5 — Ocular Surface Disease: The Diagnosis, Treatment, and the Clinical Aspects of Ocular Surface Disease</b> Jack Schaeffer, OD; Paul Karpecki, OD; Marc Bloomenstein, OD; Richard Adler, MD FREE C, FL-OP, FL-OD, N, O

	CLINICAL					CONTACT LENS
1:30 PM–3:30 PM	<b>11C1</b> Glaucoma Treatment Decisions Chaglasian C,FL-OD,TPA,T	<b>11C2</b> Update on Oral Medications Pizzimenti C,FL-OD,O,TPA	<b>11C3</b> No Matter How You Slice It: A Primer on the OCT Rafieetary C,FL-OD, T	<b>11C4</b> Grand Rounds A String of Pearls Lighthizer C,FL-OD, TPA	<b>11C5</b> Dermatology 101 Lessons for Eyecare Practitioners Kabat C,FL-OD	<b>11L1</b> Emerging Technologies to Improve Your Success with Hybrids and Sclerals Sonsino C,FL-OD,N,NYS-CL-I
3:45 PM–4:45 PM	<b>12C1</b> Medical Management of Glaucoma Semes This course is 2 hours from 3:45pm – 5:45pm C,FL-OD,TPA	<b>12C2</b> Laser Therapy for the Open Angle Glaucomas ALT / SLT Lighthizer ★ C,FL-OD,TPA	<b>12C3</b> Retinal Grand Rounds Dunbar, Rafieetary This course is 2 hours from 3:45pm – 5:45pm C,FL-OD,TPA	<b>12C4</b> Ocular Complications of Systemic Meds Kabat C,FL-OD,O,TPA	<b>12C5</b> Best of OD's on Facebook: Clinical Tales from the Trenches Moderator: Gaddie Panelist: Pizzimenti, Morgenstern, Glazier This course is 2 hours from 3:45pm – 5:45pm C,FL-OD,N,NYS-CL-I	<b>12L1</b> Easier Than You Think: How to Implement Myopia Prevention and Control (MPC) in Your Practice Sonsino, Sclafani C,FL-OD,N,NYS-CL-I
5:00 PM–6:00 PM	<b>13C1</b> A Systemic and Ocular Approach to Uveitis Lighthizer C,FL-OD,TPA	<b>13C2</b> A Systemic and Ocular Approach to Uveitis Lighthizer C,FL-OD,TPA	<b>13C3</b> A Systemic and Ocular Approach to Uveitis Lighthizer C,FL-OD,TPA	<b>13C4</b> Blepharitis: Inflammation Infection or Infestation? Kabat C,FL-OD,TPA	<b>13C5</b> Blepharitis: Inflammation Infection or Infestation? Kabat C,FL-OD	<b>13L1</b> Stories from the Medically Necessary Contact Lens Vault Eiden C,FL-OD,N,NYS-CL-I

OPTICAL TECHNOLOGY		BUSINESS SOLUTIONS			 <b>DAILY Google DIGITAL MARKETING TALKS FROM 10:00 AM - 3:20 PM!</b> Take part in our free 20 minute learning sessions from Google experts Marketing4ECPs and Google. FOR MORE INFORMATION, TURN TO PAGE 5
<b>1101</b> SPECTACLE LENS EXPERT TRACK Troubleshooting Progressives and Other Multifocals Manso A,FL-T,NYS-D-I	<b>1102</b> Prism Applications A to Z Dennis A,FL-T,NYS-D-I	<b>11B1</b> DISPENSING ESSENTIALS Needs Based Selling Harrison A,FL-OP	<b>11B2</b> Motivation, Delegation, and Prioritization: A Primer for Practice Managers and Business Owners Record A	<b>11B3</b> MACRA - MIPS: An Overview on How To Get Started to Avoid a Penalty Gross, Henry C,FL-OD	
<b>1201</b> SPECTACLE LENS EXPERT TRACK Premium Lens Options for Generational Applications Dennis A,FL-T,NYS-D-B	<b>1202</b> DISPENSING ESSENTIALS Analyzing and Solving Eyewear Fitting Complaints Yoho A,FL-OP,NYS-D-B	<b>12B1</b> 5 Skills That Make You Indispensable Harrison A	<b>12B2</b> Social Media Basics for Optical Wilhelm, Charest A	<b>12B3</b> Creating Memorable Patient Experiences Ziegler A,C,FL-OD	
<b>1301</b> DISPENSING ESSENTIALS An Opticians Guide to Lens Materials Dennis A,FL-T,NYS-D-B	<b>1302</b> SPECTACLE LENS EXPERT TRACK A Systematic Approach to Prescribing and Selling 100% AR Lenses Della Pesca A,FL-T,NYS-D-B	<b>13B1</b> Make Your Website a Sales Tool Wilhelm, Charest A	<b>13B2</b> Let's Have a Meeting! Effective and Efficient Staff Meetings Record A	<b>13B3</b> How to Increase Revenue Per Patient Ziegler A,C,FL-OD	

### ACCREDITATION LEGEND

- A — ABO
- C — COPE
- FL-OD — Florida State Board of Optometry
- FL-OP — Florida State Board of Opticianry
- FL-T — Florida State Board of Opticianry — Technical
- J — JCAHPO
- N — NCLE
- NYS-D/CL — B/I/A — New York State Optician — Dispensing/Contact Lens — Basic/Intermediate/Advanced
- O — Orals
- P — AOA Paraoptometric Commission
- T — TQ/CEE
- TPA — Therapeutic

### LOOKING FOR SPECIFIC SOLUTIONS TO YOUR MOST PRESSING BUSINESS ISSUES?

USE OUR EASY COLOR CODED SYSTEM ON THE DAILY COURSE GRIDS TO GUIDE YOU TO COURSES THAT WILL HELP ZERO IN ON TOPICS YOU NEED

BUSINESS SOLUTIONS CATEGORIES KEY	PROFITABILITY & GROWTH
	FINANCIAL
	CUSTOMER EXPERIENCE
	STAFF MANAGEMENT
	LEADERSHIP

As a part of Vision Expo going green, we have omitted some printed content. Please refer to our website, [VisionExpoWest.com](http://VisionExpoWest.com) for full course descriptions and to register.

LOOK FOR A STAR (★) IN THE DAILY COURSE GRIDS SCHEDULE SIGNIFYING SESSIONS BEING PRESENTED BY A RISING STAR INTREPID SPEAKER.

## CLINICAL

## CONTACT LENS

7:15 AM-8:15 AM	<b>21C1</b> Gaining Control Lifestyle and Gender Concerns of the Glaucoma Patient Sclafani ★ C,FL-OD	<b>21C2</b> 21st Century Grand Rounds Eye Care Analytics: Improving Your Patient's Visual Outcomes Wong C, FL-OD	<b>21C3</b> NSAIDs and Steroids Update Semmes C, FL-OD,0,TPA	<b>21C4</b> Not So Fast The Great RD Imposters Rafieetary C,FL-OD	<b>DAILY Google DIGITAL MARKETING TALKS FROM 10:00 AM - 3:20 PM!</b> Take part in our free 20 minute learning sessions from Google experts Marketing4ECPs and Google. FOR MORE INFORMATION, TURN TO PAGE 5		
8:30 AM-9:30 AM	<b>22C1</b> MORE CAN BE DONE: Uncomplicated Solutions for Vision Loss Shuldiner C,FL-OD	<b>22C2</b> New Developments with OCT Testing in Glaucoma Fingeret C,FL-OD	<b>22C3</b> Ocular Surface Disease - Does the New Technology Replace the Bio Microscope Hom C,FL-OD	<b>22C4</b> Ocular Surface Disease and Wellness: Strategies for Success Devries, Kabat C,FL-OD,0,TPA			
9:45 AM-10:45 AM	<b>23C1</b> How to Optimize Your Patient's Retinal Health Over a Lifetime Dierker C,FL-OD,TPA	<b>23C2</b> Corneal Cross-Linking in the US: What You Need to Know Chang, Sindt C, FL-OD, TPA	<b>23C3</b> Nutritional Strategies for the Digital Age - The Latest in Ocular Protection and Prevention Lahr C,FL-OD,0,TPA	<b>23C4</b> Ocular Surface Disease - The Medical Business of Dry Eye: A Comprehensive Course on OSD Evaluation, Diagnosis and Treatment Strategies Devries, Hom, J. Schaeffer This course is 2 hours from 9:45am - 11:45am C,FL-OD,0,TPA	<b>23C5</b> The Surgical Management of Presbyopia Owen, Tullo C,FL-OD,TPA	<b>23C6</b> In-Office Electrodiagnostics - What Can It Do For You? Lighthizer ★ C,FL-OD	<b>24L1</b> <b>SCLERAL LENS TRACK</b> Troubleshooting Scleral Lenses - Part I Johns, Barnett ★ C,FL-OD,N,NYS-CL-I
11:00 AM-12:00 PM	<b>24C1</b> Creating a Five-Star Patient Experience Karpecki, M. Schaeffer C,FL-OD	<b>24C2</b> Geographic Atrophy - The Next Frontier in Care Singh, Ip, Dunbar C,FL-OD, TPA	<b>24C3</b> Using Technology to Improve Clinical Diagnosis Morris C,FL-OD	<b>24C5</b> Managing the Psychology of Dry Eye Disease - The Role of Diagnostics Adler C,FL-OD	<b>24C6</b> Glaucoma Rick Factors New Considerations Chaglasian C,FL-OD	<b>24L1</b> <b>SCLERAL LENS TRACK</b> Troubleshooting Scleral Lenses - Part I Johns, Barnett ★ C,FL-OD,N,NYS-CL-I	
12:15 PM-2:30 PM	<b>20C1</b> <b>VISION SERIES - SIGHTS OF INNOVATION: A CLINICAL JOURNEY</b> Presented by Bausch & Lomb - Brujic LUNCH PROVIDED 12:15PM - 12:30PM   THIS COURSE IS 1 HOUR FROM 12:30PM - 1:30PM   FREE   NOT FOR CREDIT						
2:45 PM-4:45 PM	<b>25C1</b> Glaucoma Pearls and Grand Rounds Woodridge, Chaglasian, Fingeret C,FL-OD,0,TPA,T	<b>25C2</b> My Favorite Cases Ajamian C,FL-OD,0,TPA	<b>25C3</b> The Greatest Anterior Segment Disease and Medical Management of Contact Lens Complications Course - Ever! Karpecki, Bloomenstein, J. Schaeffer C,FL-OD,0,TPA	<b>25C4</b> Understanding OCT in Retina and Glaucoma Gaddie, Dunbar C,FL-OD,T	<b>25C5</b> Corneal Crosslinking Guide of the Optometrist Owen, Chang, Tullo C,FL-OD,TPA,T	<b>25C6</b> The Latest Wrinkle in Facial and Cosmetic Procedures Whitley, Devries C,FL-OD,TPA,T	<b>25L1</b> <b>SCLERAL LENS TRACK</b> Troubleshooting Scleral Lenses - Part 2 Johns, Barnett This course is only 1 hour from 2:45 PM - 3:45 PM ★ C,FL-OD,N,NYS-CL-I
5:00 PM-6:00 PM		<b>26C2</b> Lower Vision Case Studies: Treating The Common and Not So Common Porter C,FL-OD	<b>26C3</b> The Opportunities of Blue Light Technology Wesley C,FL-OD	<b>26C4</b> The Zen of Dry Eye Maste A Simple System for Clinical and Practice Success Epstein C,FL-OD, TPA	<b>26C5</b> Top 10 Soft Contact Lens Multifocal Tips Hom C,FL-OD	<b>26C6</b> You Make the Call - Interactive Retina Grand Rounds Dierker C,FL-OD	<b>26L1</b> <b>SCLERAL LENS TRACK</b> Scleral Lens Fitting Workshop - It's as Easy as 1, 2, 3 Barnett, Johns, Arnold Limited Attendance, \$186 This workshop is 2 hours from 4:00 PM - 6:00 PM C,FL-OD,N,NYS-CL-I

## OPTICAL TECHNOLOGY

## BUSINESS SOLUTIONS

<b>2101</b> <b>DISPENSING ESSENTIALS</b> Reducing Redo's Della Pesca A,FL-T,NYS-D-B		<b>21B1</b> The 5 Best Business Lessons Binkowitz A,C,FL-OD	<b>BUSINESS SOLUTIONS CATEGORIES KEY</b> PROFITABILITY & GROWTH FINANCIAL CUSTOMER EXPERIENCE STAFF MANAGEMENT LEADERSHIP				<b>21B2</b> <b>PRACTICE OWNER'S &amp; MANAGER'S ESSENTIALS PROGRAM</b> How To Compete in a Digitally-Connected World Moderator: Ziegler Panelist: Morris, Glazier, Charest A,C,FL-OD
<b>2201</b> <b>SPECTACLE LENS EXPERT TRACK</b> A Checklist for Managing Spectacle Complaints Dennis A,FL-T,NYS-D-B	<b>2202</b> MR Material, Strong, Thin with Visual Appeal and Integrity Mattison-Shupnick; Rogers A,FL-T,NYS-D-I	<b>22B1</b> <b>RETAIL TRACK</b> Visual Merchandising Tactics Reed A	<b>22B2</b> <b>FRAME BUYERS CERTIFICATE PROGRAM</b> Communicating Value: How Do You and Your Patient Differentiate \$99 Eyewear from \$999 Eyewear? Pierce A	<b>22B3</b> Front Office Success and Scheduling Strategies Gross, Gibb A, P	<b>22B4</b> Grow Your Eye Care Business with Pinterest & Instagram Charest, Wilhelm A	<b>22B5</b> Double Your Sunglass Sales in One Week Hinton A	<b>22B6</b> <b>PRACTICE OWNER'S &amp; MANAGER'S ESSENTIALS PROGRAM</b> How To Measure Financial Success Moderator: Ziegler Panelist: Binkowitz, Morris, Wright A,C,FL-OD
<b>2301</b> Sight - The Story of Vision Wong A,P,FL-T,NYS-D-B	<b>2302</b> Tools of the Trade - The Lens and The Lensometer Della Pesca A,FL-T,NYS-D-B	<b>23B1</b> <b>RETAIL TRACK</b> Design on a Dime - Simple Changes That Add Revenue and WOW Reed A	<b>23B2</b> <b>RETAIL TRACK</b> The Frames Advisor Smith A	<b>23B3</b> Customer Expectations - Breaking the Mediocre Mindset Vitale A	<b>23B4</b> A Simple Process to Double Your Current Frame Sales Hinton A	<b>23B5</b> What Your Patients are Saying About You Binkowitz A,C,FL-OD	<b>23B6</b> <b>PRACTICE OWNER'S &amp; MANAGER'S ESSENTIALS PROGRAM</b> How To Grow and Transition Your Practice Moderator: Ziegler Panelist: Wright, G. Gerber, Hayes C, FL-OD
<b>2401</b> How the Effective Rx Can Change Acuity Wong A,P,FL-T,NYS-D-I	<b>2402</b> Revitalizing the Established Practice Through Technology Henne C, FL-OD	<b>24B1</b> <b>RETAIL TRACK</b> Coordinating Special Events and Trunk Shows Reed A	<b>24B2</b> The Art of Assortment Planning Baronti A	<b>24B3</b> <b>FRAME BUYERS CERTIFICATE PROGRAM</b> Must Have Eyewear Trends for 2018 Gibb A	<b>24B4</b> Total Recall Carter A	<b>24B5</b> Best of OD's on Facebook: Practice Management Pearls Moderator: Binkowitz Panelist: Glazier, Henry, Burns C,FL-OD	<b>24B6</b> <b>PRACTICE OWNER'S &amp; MANAGER'S ESSENTIALS PROGRAM</b> How To Market Your Practice Moderator: Ziegler Panelist: Charest, G. Gerber, Wright A,C,FL-OD
<b>20C2</b> <b>VISION SERIES - THE WHOLE PICTURE: EVOLVING PARADIGMS IN GLAUCOMA MANAGEMENT</b> Presented by Novartis LUNCH PROVIDED 1:15PM - 1:30PM   THIS COURSE IS 1 HOUR FROM 1:30PM - 2:30PM   FREE   NOT FOR CREDIT							
<b>2501</b> <b>DISPENSING ESSENTIALS</b> Basic Principles of Refraction for Technicians and Assistants Pierce A,P,FL-T,NYS-D-I	<b>2502</b> Frame Adjusting and Repair Workshop Yoho Limited Attendance \$186 A,FL-OP,NYS-D-B	<b>2503</b> Optical Boot Camp - Module 1: The Eye and Optics Walker Not for Credit This course is 3 hours from 2:45 pm - 5:45 pm \$216	<b>25B1</b> The Power of Premium: How to Sell Expensive Stuff Gibb A	<b>25B2</b> <b>RETAIL TRACK</b> Patient Communication and Sales Strategies Manso A,FL-OP	<b>25B3</b> The 7 Habits of Highly Effective Opticians Record A	<b>25B4</b> Profiting With Vision Care Plans Binkowitz A,C,FL-OD	<b>25B5</b> <b>PRACTICE OWNER'S &amp; MANAGER'S ESSENTIALS PROGRAM</b> How To Build a Great Staff Moderator: Ziegler Panelist: Wright, Morris, Burns A,C,FL-OD
<b>2601</b> The Practical Use of an Optical Formula Wong A, FL-OP	<b>2602</b> <b>FRAME BUYERS CERTIFICATE PROGRAM</b> Which Frame Material is Right for My Patient? Della Pesca A,FL-T,NYS-D-B		<b>26B1</b> <b>RETAIL TRACK</b> 2017 Retail Trends You Can Apply Reed A	<b>26B2</b> The Elusive Handoff: Capture More Optical Hinton A,FL-OP	<b>26B3</b> How to Irritate Your Patients Record A	<b>26B4</b> How to Use Surveys to Generate Profits and Improve Service Fishbein, G. Gerber A,C,FL-OD	<b>26B5</b> <b>PRACTICE OWNER'S &amp; MANAGER'S ESSENTIALS PROGRAM</b> How To Build the Ultimate Optical Moderator: Ziegler Panelist: B. Gerber, Binkowitz, Pierce A,C,FL-OD

CLINICAL							CONTACT LENS/ CLINICAL	ALLIED HEALTH
8:30 AM-9:30 AM	<b>31C1</b> Corneal Hysteresis: An Indicator for Glaucoma Progression Schweitzer ★	<b>31C2</b> Dry Eye Diagnosis and Treatments - The Elevator Speecheer Hom	<b>31C3</b> Not So Fast: Some Cases Might Fool You Schmidt	<b>31C4</b> Assault on Diabetes Thomas, Chous	<b>31C5</b> A Simple and Profitable Approach to Visual Impairment Paul	<b>31C6</b> Co-management of Femto-Cataract Surgery Chang, Owen	<b>31L1</b> Be an Expert in Any Setting: Private Practice vs. Hospital Based CL Fitting Arnold, Sindt	<b>31A1</b> Pharmacology for Opticians and Technicians Young, Zeitlin
	C,FL-OD	C,FL-OD,TPA	C,FL-OD	C,FL-OD	C,FL-OD	C,FL-OD,TPA	C,FL-OD,N	P, J, A
9:45 AM-11:45 AM	<b>32C1</b> The Future of Cataract Surgery Ajamian	<b>32C2</b> When 20/20 Just Ain't Enough - Challenging Refractive Grand Rounds Utilizing Advanced Refractive Technologies Eiden	<b>32C3</b> The Hidden Reality of Posterior Segment Disease in a Healthy Patient Practice Wesley ★	<b>32C4</b> New Technologies in Glaucoma Management from ERG to OCT Fingeret, Gaddie	<b>32C5</b> The Greatest Posterior Segment Disease Course - Ever! Semmes, Ferrucci, Dunbar	<b>32C6</b> Refractive Surgery Problem Solving Van Veen, Tullo	<b>32C7</b> Glaucoma Pharmacology A-Z Schmidt	<b>32A1</b> Clinical Ocular Concepts for Opticians, Technicians and Ancillary Staff Zeitlin, Young
	C,FL-OD	C,FL-OD	C,FL-OD, T	C,FL-OD	C,FL-OD, O,TPA,T	C,FL-OD	C,FL-OD,O,TPA,T	A,P,FL-OP,J
12:15 PM-2:30 PM	<b>30C1</b> <b>VISION SERIES - Presented by Shire</b> LUNCH PROVIDED 12:00PM - 12:15PM   THIS COURSE IS 1 HOUR FROM 12:15PM - 1:15PM   FREE   NOT FOR CREDIT							
2:45 PM-4:45 PM	<b>33C1</b> Doctor, Why Can't I See: Evaluation of the Patient Uncorrectable to 20/20 Wooldridge	<b>33C2</b> Hot Topics in Glaucoma Thimons, Schmidt	<b>33C3</b> Oculoplastic and Aesthetic Eye Care in an Optometric Practice - Opportunity Abounds! Moderator: Sclafani Panelist: Whitley, Eiden, Albrecht	<b>33C4</b> The Shifting Sands of Dry Eye and MGD - Expert Perspective Kading, Epstein	<b>33C5</b> Update on AMD Ferrucci	<b>33C6</b> Oral Pharmaceuticals in an Anterior Segment Disease Lonsberry	<b>33L1</b> Scleral Lenses Lens Design, Making Meaningful Changes, and Technology Sindt	<b>33A1</b> Eye Diseases Opticians and Technicians Should Know About Zeitlin, Young
	C,FL-OD	C,FL-OD	C,FL-OD,O,TPA,T	C, FL-OD, O, TPA, T	C,FL-OD, O,TPA,T	C,FL-OD, TPA, O	C,FL-OD, N	A,P, J
5:00 PM-6:00 PM	<b>34C1</b> The Harsh Reality of Posterior Segment Disease in a Healthy Patient Practice Wesley ★	<b>34C2</b> Keeping the Bugs Off and the Contacts On: Microbial Keratitis Sclafani, Schweitzer ★	<b>34C3</b> What Would Larry Do? Gerson, Morris, Semmes	<b>34C4</b> Pearls for Success - Co-Management of Cataract Patients and How to Manage Every Post-Op Complication Possible Johnston ★	<b>34C5</b> Clinical Decisions in the Medical Management of Glaucoma Wooldridge	<b>34C6</b> CSI - Uveitis Using Laboratory Testing for Systemic Associations M. Schaeffer ★	<b>34L1</b> Impression Molding Techniques with Scleral Lenses Arnold	<b>34A1</b> Exam Prep - The 10 Most Important Pieces of Patient Info You Need To Acquire Young, Zeitlin
	C,FL-OD	C,FL-OD,O,TPA	C,FL-OD,O,TPA	C,FL-OD,TPA	C,FL-OD	C,FL-OD	C,FL-OD,N	P, J

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS				
<b>3101</b> <b>DISPENSING ESSENTIALS</b> Why Eyeglasses Fit Badly and What to Do About It De Gennaro	<b>3102</b> Blue Light 2.0 Burt	<b>3103</b> ANSI-Z80.1-2015 What's New? Vitale	<b>3104</b> Optical Boot Camp - Module 2: Lenses, Frames and Troubleshooting Rx Complaints Walker Not for Credit This course is 3 hours from 8:30 am - 11:30 am \$216	<b>31B1</b> <b>RETAIL TRACK</b> Retail Tactics - Differentiating Yourself and Your Business Manso	<b>31B2</b> <b>FRAME BUYERS CERTIFICATE PROGRAM</b> Must Have Eyewear Trends for 2018 Gibb	<b>31B3</b> Dark Clouds or Bright Sky - What Does the Future Hold for Eyecare Friedfeld	<b>31B4</b> Managing Millennials in the Workplace Burns	<b>31B5</b> Refresh Your Office - What You Need to Know Binkowitz
A,FL-OP,NYS-D-B	A,C,FL-T, FL-OD,NYS-D-I	A,FL-T,NYS-D-I	Walker Not for Credit This course is 3 hours from 8:30 am - 11:30 am \$216	A	A	A,C,FL-OD	A,C,FL-OD	A,C,FL-OD
<b>3201</b> <b>SPECTACLE LENS EXPERT TRACK</b> Measurements for Today's Lenses - How and Why Yoho	<b>3202</b> Practical Applications for Spectacle Lens Formulas De Gennaro	<b>3203</b> <b>SPECTACLE LENS EXPERT TRACK</b> Spectacle Lens Update: Everything You Need to Know Vitale		<b>32B1</b> <b>FRAME BUYERS CERTIFICATE PROGRAM</b> Increasing Your Average Sale Gibb	<b>32B2</b> Personalities in the Workplace Carter	<b>32B3</b> How to Create and Manage Profit Centers Wright	<b>32B4</b> The Art and Business of Rimless Eyewear Pierce	<b>32B5</b> MACRA-MIPS: A Detailed Look at the New Scoring System and How To Get A Bonus Gross, Henry
A,FL-T,NYS-D-I	A,FL-T,NYS-D-I	A,FL-T,NYS-D-I		A	A	NOT FOR CREDIT	A,FL-OP	C,FL-OD
<b>30C2</b> <b>VISION SERIES - Presented by Carl Zeiss Meditec</b> LUNCH PROVIDED 1:15PM - 1:30PM   THIS COURSE IS 1 HOUR FROM 1:30PM - 2:30PM   FREE   NOT FOR CREDIT								
<b>3301</b> How Color Lens Technology Improves both Performance & Quality of Life Santini	<b>3302</b> <b>SPECTACLE LENS EXPERT TRACK</b> Handling Prescriptions That Contain Prism Walker	<b>3303</b> Tips for Working with Higher Powered and Larger Spectacle Lenses Pierce	<b>33B6</b> Optical Boot Camp - Module 3: Eyewear Selection Sales and Communication Techniques Harrison Not for Credit This course is 3 hours from 2:45 pm - 5:45 pm \$216	<b>33B1</b> <b>RETAIL TRACK</b> Creating Retail V.I.B.E B. Gerber	<b>33B2</b> 20 Assumptions That ECPs Make Fishbein, G. Gerber	<b>33B3</b> The Greatest Social Media Course Ever Glazier	<b>33B4</b> Staff Management: Creating a Culture of Excellence (Harvard Business Review) Wright	<b>33B5</b> Maximizing Profit Generation from Your Optical Carter
A, FL-T	A,FL-T,NYS-D-I	A,FL-T,NYS-D-I	This course is 3 hours from 2:45 pm - 5:45 pm \$216	A	A,C,FL-OD	A,C,FL-OD	A,C,FL-OD	A
<b>3401</b> The Truth About Optical Myths, Half Truths, and Falsehoods De Gennaro	<b>3402</b> <b>DISPENSING ESSENTIALS</b> Matching Lens Technology to Patient Needs Vitale			<b>34B1</b> <b>RETAIL TRACK</b> Getting the Best Return From Your Discontinued Frames Santini	<b>34B2</b> Who's Going To Train These People? Carter	<b>34B3</b> Selling and Conflict Resolution Hinton	<b>34B4</b> Customer Service 101 +, When That's Not Enough! Drake	<b>34B5</b> Five Steps to Achieve a Healthy Office Culture Burns
A,FL-T	A,FL-OP, NYS-D-B			A	A	A	A	A,C,FL-OD



**DAILY Google DIGITAL MARKETING TALKS FROM 10:00 AM - 3:20 PM!**

Take part in our free 20 minute learning sessions from Google experts Marketing4ECPs and Google.

10:00 AM  
The Digital Opportunity for Your Eyecare Business

11:00 AM  
Search Marketing & The Five Tips You Can't Live Without

12:00 AM  
Brand Your Eyecare Business Through Digital Display Campaigns

1:00 PM  
The Unfair Advantage of YouTube

2:00 PM  
Patients ON The Go - The Mobile Opportunity

3:00 PM  
Re-Engage Your Patients/Customers with Re-Marketing

### ACCREDITATION LEGEND

- A — ABO
- C — COPE
- FL-OD — Florida State Board of Optometry
- FL-OP — Florida State Board of Opticianry
- FL-T — Florida State Board of Opticianry — Technical
- J — JCAHPO
- N — NCLE
- NYS-D/CL — B/I/A — New York State Optician — Dispensing/Contact Lens — Basic/Intermediate/Advanced
- O — Orals
- P — AOA Paraoptometric Commission
- T — TQ/CEE
- TPA — Therapeutic

STAR (★) SIGNIFIES SESSIONS ARE BEING PRESENTED BY A RISING STAR INTREPID SPEAKER.


### BUSINESS SOLUTIONS CATEGORIES KEY

- PROFITABILITY & GROWTH
- FINANCIAL
- CUSTOMER EXPERIENCE
- STAFF MANAGEMENT
- LEADERSHIP



	CLINICAL			CONTACT LENS/CLINICAL	OPTICAL TECHNOLOGY	
8:30 AM–9:30 AM	<b>41C1</b> Anterior Segment Grand Rounds Johnston  C,FL-OD,O,TPA	<b>41C2</b> I'm Right - He's Crazy: Diabetes and AMD from the Trenches - Part 1 Gerson, Chous This course is 2 hours from 8:30am - 10:30am C,FL-OD,O,TPA,T	<b>41C3</b> Interactive Grand Rounds Lonsberry This course is 2 hours from 8:30am - 10:30am C,FL-OD,O,TPA, T	<b>41L1</b> New and Innovative Uses for Contact Lenses Kading C,FL-OD,N	<b>4101</b> Troubleshooting the Difficult Rx Walker A,FL-OP	<b>4102</b> Taking Responsibility for Your Patient's Eyes Drake A,FL-OP,NYS-D-B
9:45 AM–10:45 AM	<b>42C1</b> Glaucoma Update Thimons This course is 2 hours from 9:45am - 11:45am C,FL-OD,O,TPA,T			<b>42L1</b> 7 Steps to Making Multifocals Matter Kading C,FL-OD,N,NYS-CL-I	<b>4201</b> Challenging Pediatric Eyewear Drake A,NYS-D-I	<b>4202</b> SPECTACLE LENS EXPERT TRACK Advanced Optics - Through the Looking Glass Walker A,FL-T,NYS-D-A
11:00 AM–12:00 PM		<b>43C2</b> Pain, Pain Go Away! Oral Pharmaceuticals for Pain Management Brujic C,FL-OD,O,TPA	<b>43C3</b> Uveitis Systemic and Ocular Approaches to Management Lonsberry C,FL-OD,O,TPA	<b>43C4</b> Innovative Innovations for Optometric Practice - DISEASE Kading C,FL-OD	<b>4301</b> Lens Aberrations Drake A,FL-T, NYS-D-B	<b>4302</b> SPECTACLE LENS EXPERT TRACK Near to Intermediate Environment Lenses Pierce A,FL-T,NYS-D-I
12:15 PM–1:30 PM	<b>40C1</b> VISION SERIES - Presented by Regeneron LUNCH PROVIDED 12:15PM – 12:30PM   THIS COURSE IS 1 HOUR FROM 12:30PM – 1:30PM   FREE   NOT FOR CREDIT					
1:45 PM–3:45 PM	<b>44C1</b> Practical Approach to Advanced Anterior Segment Disease Brujic, Kading C,FL-OD,O,TPA,T	<b>44C2</b> I'm Right - He's Crazy: Diabetes and AMD from the Trenches - Part 2 Gerson, Chous C,FL-OD,O,TPA,T	<b>44C3</b> A Room With A View: Medical Management of Glaucoma Schweitzer C,FL-OD	<b>44C4</b> Diagnosing and Managing Ocular Emergencies and Urgencies Lonsberry C,FL-OD,O,TPA,T	<b>4401</b> DISPENSING ESSENTIALS Anatomy & Physiology - How Does the Eye Work Drake A,P	<b>4402</b> DISPENSING ESSENTIALS Needs Based Selling Harrison A,FL-OP
4:00 PM–5:00 PM	<b>45C1</b> What OCT Has Taught Us About The Eye Brujic C,FL-OD	<b>45C2</b> The Multiple Sclerosis: Some Basics Worth Understanding Chous C,FL-OD,O,TPA	<b>45C3</b> Innovations in Cataract Surgery - Where Are We Going? Johnston C,FL-OD,TPA		<b>4501</b> My Top Ten Tips for Excellence Through Optics De Gennaro A,FL-T,NYS-D-I	

BUSINESS SOLUTIONS			
<b>41B1</b> RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Marketing A,C,FL-OD	<b>41B2</b> Just One More Sale: Making Multiple Pairs Happen Every Day Santini A	<b>41B3</b> 3D Printing and the Impact on Eyewear & Eyecare Taveras A	<b>41B4</b> Creative Techniques for Finding Your Next New Team Member Burns A,C,FL-OD
<b>42B1</b> RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Merchandising A	<b>42B2</b> How To Create & Implement Sales Objectives De Gennaro A	<b>42B3</b> FRAME BUYERS CERTIFICATE PROGRAM Communicating Value: How Do You and Your Patient Differentiate \$99 Eyewear from \$999 Eyewear? Pierce A	<b>42B4</b> How To Get the Best Deal on Your Office Space, Whether You Buy or Lease Feitel, G. Gerber A,C,FL-OD
<b>43B1</b> RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Sales A,C,FL-OD	<b>43B2</b> Answering the Challenge of Online Eyewear Santini A	<b>43B3</b> "I Wish This Was Taught in School!" - Essential Career Development Tips for Young Professionals Nguyen C,FL-OD	
<b>44B1</b> RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Management A,C,FL-OD	<b>44B2</b> The Power & Politics of Disrupting Traditional Eyewear Santini A,NYS-D-I,FL-OP	<b>ACCREDITATION LEGEND</b> A — ABO C — COPE FL-OD — Florida State Board of Optometry FL-OP — Florida State Board of Opticianry FL-T — Florida State Board of Opticianry — Technical JCAHPO — Joint Commission of Allied Healthcare Personnel in Ophthalmology N — NCLE NYS-D/CL — B/I/A — New York State Optician — Dispensing/Contact Lens — Basic/Intermediate/Advanced O — Orals P — AOA Paraoptometric Commission T — TQ/CEE TPA — Therapeutic	
<b>45B1</b> RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Customer Service A			



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## EDUCATION REGISTRATION

- Course handouts will be available online prior to the Education Program. They will not be available onsite. After you register for your courses, you will be able to print your own course handouts and bring them to the Education Program. Course handouts will also be available online for one month after the program and on the Vision Expo Mobile App.
- In an effort to improve the Education registration process, badges will not be mailed. Please bring your confirmation letter with barcode onsite to Registration to have your badge and course itinerary printed when you arrive at the conference. This will ensure that you have the most up-to-date course information on your badge barcode and course itinerary, including room numbers.

- Your badge barcode will have all of your registered courses embedded in it, which is required for course entry. If you make any course changes onsite after you have already printed your badge, you will need to get a new badge printed so that your current courses are embedded in your updated badge barcode.
- After the Education Program, you will receive a letter via e-mail verifying your course attendance. Please submit this letter to your state board/national accreditation agency for license renewal. If you did not supply an e-mail address when you registered, please update your registration record by calling Client Services at 1.800.811.7151.

## ACCREDITATION IS PENDING

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

## ABOUT ACCREDITATION

The accreditation designations serve as a guide to assist you with course selections. The courses listed are "pending CE approval." Please refer to [VisionExpoWest.com/learning](http://VisionExpoWest.com/learning) under the Education tab for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151.

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

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	CUSTOMER EXPERIENCE
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	LEADERSHIP