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International Vision Expo Presents Two Free Keynote Addresses in the Medical and Scientific Theater

Sessions Focus on Business Savvy and Health Care Reform

Norwalk, CT (January 21, 2010) – Two free keynote addresses at International Vision Expo East, to be held March 19-21, 2010, at the Jacob K. Javits Center in New York City, will explore the fundamentals of successful business management and dissect the pieces of health care reform legislation as it relates to providing vision care.

“International Vision Expo proudly offers these timely and relevant keynotes to help people capitalize on the economic recovery and make sense of health care reform,” said Tom Loughran, vice president for Reed Exhibitions. “We have carefully crafted this year’s course offering to include up-to-the-minute information that will help attendees navigate their practices through this unprecedented time.”

Visionomics® Address; Friday, March 18, 2010; 5:00 to 6:00 p.m.: Neil Gailmard, OD, presents course #24MS, “Become the CEO of Your Practice: Manage People, Process and Expenses.” This session offers expert strategy on analyzing the eye care practice as a business, designing a staff management plan and benchmarking practice expenses against national norms. Dr. Gailmard owns and manages the Gailmard Eye Center in Muncie, IN and is the editor of the *Management Tip of the Week* e-newsletter, which has a distribution of over 14,000 eye care professionals worldwide.

Health Care Reform Keynote Address; March 20, 2010; 1:00 – 2:00 p.m.: Bill Applegate presents course # 30MS, “Obama’s Health Care Plan: Making Sense of New Reforms,” which goes beneath the headlines to outline the key components of the new legislation and how it affects vision care. Applegate is a senior policy advisor with Bryan Cave Strategies, LLP. He has over 18 years of political and national health care policy experience.

Both keynote addresses will be held in the Medical and Scientific Theater, booth # MS1274 inside the exhibit hall. These keynote sessions are free of charge, but attendees must register.

“This year’s free keynote addresses will bring attendees face-to-face with experts in practice management and health care reform,” said Kirk Smick, OD, FAAO, chairman of International

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Vision Expo's Conference Advisory Board. "Whether you manage a busy optometric practice, ophthalmology clinic or opticianry, it's always important to take time out to think about the big picture."

For more information on International Vision Expo or to register, visit www.visionexpoeast.com.

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International Vision Expos, the worldwide conference and exhibition for eye care and eyewear, are trade-only events which draw more than 30,000 eye care professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo gives back to the entire ophthalmic community. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2009, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships.