

Friday, March 23, 2012

10:30 am – 11:30 am – MS11
Sponsored by MaximEyes by First Insight



Utilizing a Certified EHR in Everyday Clinical Practice

Dr. Henry will present everyday clinical cases while using advanced EHR features within MaximEyes® SQL, a fully certified EHR, to highlight and present the findings. He will show how new technology and MaximEyes SQL can help doctors achieve the proper diagnosis and treatment plans for each case. Dr. Henry will also discuss how a certified EHR can help you achieve and attest for meaningful use so you can qualify for federal EHR incentives.

Speaker: Jay W. Henry, OD, MS
NOT FOR CREDIT

12:00pm – 1:00pm – By Invitation Only – Power Lunch – MS12
Sponsored by Essilor Visiooffice

** Luncheon by Invitation Only*
ABO Approval # ST12R161-2



1:30 pm – 2:30 pm – MS13
Sponsored by Diopsys



Objective Assessment of macula and optic nerve function with office based VEPs

Visual evoked potentials (VEPs) are the single best objective test to assess the function of the macula and related visual pathway up to the occipital lobe. Commercially available systems with a built-in database which test at two difference contrast levels now allow the detection of subtle optic neuropathies (including early glaucoma) and retinopathies. Myriad case presentations highlight the clinical utility of VEPs and comparisons to other technologies such as SD OCT.

Speaker: Jerry Sherman, OD
NOT FOR CREDIT

Friday, March 23, 2012 (cont.)

3:00 pm – 4:00 pm – MS14
Sponsored by CareCredit

CareCredit®

CareCredit Made Simple – Benefits to Enhance Your Practice

With 6 and 12 month payment options and 7 million cardholders, CareCredit, a healthcare credit card, can help eye care providers increase sales and patient satisfaction. This presentation will review the benefits of integrating CareCredit into your practice. Attendees will learn proven techniques to help their practices get the most out of offering CareCredit.

Speaker: TBD

NOT FOR CREDIT

4:30 pm – 5:30 pm – MS15 – Power Cocktail
Sponsored by Essilor Market Builder

essilor Labs
Making it Better™

Differentiating and Marketing Your Practice to Achieve Growth

During this one hour session we will cover many topics essential to marketing and growing your practice. We will discuss retail marketing trends in consumer healthcare, importance of practice branding, marketing planning, plus social media, search engine optimization, Google and other business listings. Join us for this Power Hour to explore marketing your practice at a new level in 2012!

Speaker: Kathy McCuskey, also featuring an experienced ECP panel

NOT FOR CREDIT

Saturday, March 24, 2012

10:00 am – 11:00 am – MS21
Sponsored by Diopsys

DIOPSYS®
Advancing the Science of Vision Testing

Visual Evoked Potential Testing in Clinical Practice

This course presents information on clinical neurophysiology, specifically visual evoked potential testing. Emphasis is placed on interpretation of the VEP waveform and how to utilize the test results in your medical decision-making.

Speaker: Craig Thomas, OD

COPE #31655-NO

11:30 am – 12:30 pm – Power Lunch - MS22
Sponsored by Optos

optos®
Building *The* Retina Company

Optos Daytona and Optos OCT: The Dream team for Retinal Imaging and Managing Diabetic Patients A
discussion on discovery with optomap®, and management of DR / DME with OCT.

Not for credit

Speakers: Jeffry D. Gerson, O.D., F.A.A.O., WestGlen Eyecare & Omni Eye Center of Kansas City

NOT FOR CREDIT

3/14/2012 6:01:43 PM

Saturday, March 24, 2012 (cont.)

1:00 pm – 2:00 pm – Power Lunch - MS23

Sponsored by Solution Reach



Are You Keeping up With the New Age of Patient Communication?

In today's fast paced, instant gratification era our patients are becoming more and more demanding. However, at the same time they want service to be held to the highest without intrusion or interruption. Patients are influenced by non-traditional internet media and social networking more than ever. Are you keeping up?

Speaker: Kevin L. Gee, OD, FAAO

COPE 27479-PM

2:30 pm – 3:30 pm – MS24

Sponsored by VSP



In-Office Finishing: Advancing Your Practice

In-office finishing empowers your practice with the opportunity to deliver glasses faster, increase patient satisfaction, and bring quality control in-house. Learn how an in-office finishing lab can benefit your practice and wow your patients, and find out about the latest advances in technology. Join industry experts and your peers to hear about and discuss the benefits an in-office finishing lab and th VSP In-Office Finishing Program can provide.

Speakers:

Don Oakley, President, VSP Optics Group

Steve Kodey, Senior Director of Industry Research, The Vision Council

Mark Mattison-Shupnick, Director of Education and Training, Jobson Medical Information

Private-practice: Dr. Todd M. Clark

Moderator: Ed Morris, Vice President, VSP Optics Group

NOT FOR CREDIT

4:00 pm – 5:00 pm – Power Cocktail – MS25

Sponsored by Essilor Crizal



UV Radiation and the Eye

The course "UV Radiation and the Eye" covers the risks and hazards of UV exposure to the eye, as well as covering the concept of UV transmission vs reflection, and will introduce the new Crizal UV generation of No-Glare lenses.

Speaker: Dr. Justin Bazan, O.D.

ABO Approval # ST12R162-2

