

AFOS Goes to Outer Space

This year's Armed Forces Optometric Society (AFOS) meeting at SECO kicked off Monday evening with a trip to the final frontier. Tyson Brunstetter, OD, PhD, MBA, captain of the Medical Service Corps, US Navy, presented "Long-Duration Space Flight and the Microgravity Ocular Syndrome (MOS)," during which he dug into the details of space travel and how that environment can wreak havoc on the human body—and the eyes.

"We are just entering, relatively speaking, the long-duration phase of space exposure," Dr. Brunstetter said in his slides, and understanding the long-term side effects will be key to keeping astronauts safe and healthy.

The session detailed the significant physiological challenges of space travel, and one NASA survey found 29% of short- and 60% of long-duration crewmembers experienced "degradation" of distance or near visual acuity, Dr. Brunstetter said.

He went on to highlight the clinical findings associated with MOS, such as hyperopic shift, globe flattening, choroidal folds, cotton wool spots, optic disc edema, optic nerve sheath distention and mildly elevated post-flight intracranial pressure. He ended the session with some speculation into why MOS happens and outlined in-flight testing techniques that help to detect potential problems.

All About Neuro

Tuesday morning's sessions zeroed in on neuro-ophthalmic disorders with two presentations by Kelly Malloy, OD. She began with a question: "Is this a CN III palsy/aneurysm?" After walking attendees through the ins and outs of diagnosing CN III palsy, it was clear why the answer was "yes" for the 11 case examples that followed.

In her second presentation, focused on neuro-ophthalmic manifestations of primary cancer, she interspersed case examples with important clinical pearls for diagnosing primary cancers based on ocular symptoms.

"It's all about the anatomy, knowing the pathway and where things are," Dr. Malloy said. Following the path of the affected nerve can reveal the location of the tumor—which is key for targeted imaging, she said. "We ordered a scan and it was



Ocular examination can prove challenging in space, but it garners important information about MOS. Here, astronauts perform OCT testing on-orbit.

read as normal," she said of one patient diagnosed with a grade IV astrocytoma. "If you didn't know enough to localize the tumor, you might miss the tract lesion."

Beyond following the anatomy, Dr. Malloy emphasized the importance of several crucial testing strategies, including pupil and color vision testing.

"Checking for a relative afferent pupillary defect (APD) is a very important test, because if you can pick up on it early, you can do something about it before it's too late," she said.

In addition to checking pupils, clinicians should rethink the utility of color vision testing. "What's really good about color vision is the optic nerve is very sensitive to colors, especially red, so if there starts to be damage to the optic nerve, you will start to see a decrease in color vision. So this can be very helpful in a neuro workup."

Rapid Fire

In the afternoon, AFOS members enjoyed a rapid fire grand rounds. Kate Allen, OD, led off with a severe case of iritis, followed by Chris Bugajski, OD, who discussed a patient diagnosed with a conjunctival intraepithelial neoplasia. Oscar Corredor, OD, presented two cases of penetrat-

ing injury—one of which returned to 20/20 vision after proper care, while the other's eye was enucleated. "The key is prevention, prevention, prevention," Dr. Corredor said. "And to the people in the field, just use protection and never use a pressure patch!" Kelly Steele, OD, wrapped up the session with a discussion and case about the use of tinted contact lenses to help with migraines.

Expand Your Turf: Skin

The final session, "Dermatology 101 Lessons for Eye Care Practitioners," gave attendees plenty of practical knowledge from Alan Kabat, OD. Why learn about dermatology? "Because we often have to refer patients, or even handle it ourselves," Dr. Kabat said. He went on to emphasize the importance of saying something about a suspicious dermatological issue, even if it's not exactly related to the eye. "If I can reach it with my slit lamp, it's my turf, and I will say something," he said. And why not? It may have a huge positive impact on the patient's quality of life.

The lecture was chock-full of clinical images of everything from benign "skin tags" to severe cases of nodular melanoma, viral papilloma and contact dermatitis. "If you are not sure, biopsy and make sure you aren't dealing with something that's not benign," he emphasized.

Dr. Kabat not only shared clinical pearls for diagnosis, but also the best management strategies, rounding out the session with a comprehensive look at both benign and malignant skin lesions. The lecture was peppered with personal anecdotes to drive home the message: skin matters.



Dr. Kabat provided clinical images—such as this one of viral papilloma—to illustrate the importance of addressing dermatologic issues with your patients.



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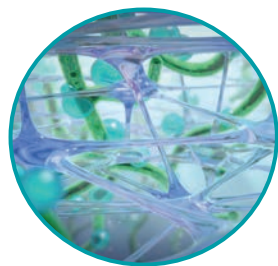


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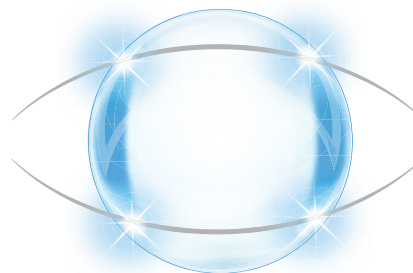
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Business Speakers Say Data Will Drive Future Eye Care Practice

Eye care practices must leverage actionable data to stay competitive, meet government requirements, participate in incentive programs and satisfy patient expectations, said speakers at yesterday's MedPRO 360 program. New to SECO, the course took a closer look at health care practice management in the United States.

Morning sessions brought together health care and technology experts with diverse backgrounds to share the latest information on the status of health care reimbursement in the United States, along with new and developing technologies designed to improve the profitability and patient outcomes of private eye care practices.

Health Care Reform—Reformed

Thomas Sullivan, president and founder of Rockpointe Corp., and editor and author of the Policy and Medicine website, spoke about the evolution of health care reform in "The Future of Medical

Payment Reform and Obama-care...Where Do We Go From Here?"

He discussed the 2010 Patient Protection and Affordable Care Act, nicknamed Obamacare, intended to drive better health outcomes, lower costs and improve access. And he suggested that Speaker of the House Paul Ryan's Patients' Choice Act gives the best look at what the new administration's health care reforms may look like.

Sullivan expects to see changes in Medicare payment requirements along with a trend toward prior authorization requirements by insurance companies to cut costs. As well, he said the government and private insurers will move toward value-based payment structures for reimbursement.

"Payment reform is here to stay," Sullivan said. "Paying for quality is a bipartisan deal."

Eye care providers need to be aware of the bipartisan-supported Medicare Access and CHIP Reauthorization Act of 2015 (MACRA), which takes effect this year and requires, among other things, a merit-based incentive payment system to begin in 2019. MACRA offers \$500 million in incentive payments along with penalties for providers who don't meet certain benchmarks.

Sullivan speculated that an example of a merit-based incentive payment system quality measure might be that all patients in an eye care practice must receive annual eye exams. Eye care providers will need to capture essential data points that are descriptive, diagnostic and predictive to generate money for the practice, he said. The best data for this purpose is often claims submissions data, Sullivan added.

Medicaid performance scores are now available on the government website Physician Compare, so patients can view provider rankings.

Proactive Medicine

Daniel Kraft, MD, faculty chair for Medicine & Neuroscience for Singularity University, and founder and chair of Exponential Medicine, spoke about the need for disruptive technology to move health care away from intermittent and reactive medicine to continuous and proactive medical care



Speakers answered questions during part of MedPRO 360, SECO's inaugural one-day business program focusing on health care practice management in the United States and offering tools to improve the profitability and patient outcomes of private eye care practices.

across organ systems, during "Future of Health & Medicine: Where Can Technology Take Us."

Across an impressive span of more than 300 slides, Dr. Kraft highlighted the latest technologies—an array of software, virtual reality, gaming and robotics applications—with the potential to exponentially speed up the pace of health care advancement.

These new technologies will generate huge amounts of data, so the challenges for eye care providers will be deciding how to quantify and harness the data so it is clinically meaningful.

The Cost of Doing Business

Owen J. Dahl, MBA, FACHE, LSSMBB, an independent Medical Group Management Association consultant, stressed that eye care practice owners need to analyze more than the financial statement to determine the health of the practice, during "Assessing Your Practice's Financial Health." Eye care practice owners need to know the cost of doing business, Dahl said. He offered a variety of metrics to determine some of those costs.

"It's great to know [you need] to get X dollars," Dahl said. "It's better to know what those dollars are going to cost you to be able to bring in the bottom line." Reliable and repeatable data are the way to achieve that intelligence, Dahl said.

Afternoon sessions focused on improving employee attitudes and how to avoid practice missteps that can have costly legal ramifications. Dennis Snow, president of Snow & Associates, and John Slavich, director of human resources for Landrum Human Resources, presented.

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ODs to Shape the Future of Cataract Surgery

We're living in an era of unprecedented surgical technology and it's redefining the OD's role.

When Medicare and optometry finally partnered in 1986, it not only changed the profession's trajectory—it reordered the entire eye care landscape. “We were so excited that we could actually legitimately set up a program so that we could get paid for comanagement services,” Paul Ajamian, OD, said at yesterday morning's course “The Future of Cataract Surgery.” That legislation set up a chain of events leading to a 2016 position paper from the American Academy of Ophthalmology approving optometry's comanagement role.

With more and more ODs partnering with ophthalmology to manage patients postoperatively, the course provided a glimpse at the specifics of preoperative evaluation, education on surgical options and postoperative care. “We're going to take care of these patients' eyes and not dump it on the lap of the surgeon,” Dr. Ajamian said.

Evaluation

A cataract evaluation should start with the optometrist deciding who should—and should not—be sent to surgery based on glare testing, slit lamp evaluation and a dilated fundus exam, among other

factors, said Dr. Ajamian. He emphasized that, although many new technologies exist, dilation remains standard of care.

Referring ODs should also consider ocular surface diseases, chalazia, retinal conditions and other contraindications before sending patients to the MD.

Education

The OD—not the surgeon—needs to quarterback every detail of a patient's eye health, from explaining simple astigmatism to describing all the patient's surgical options, Dr. Ajamian emphasized. Now, with 10,000 baby boomers turning 65 each day and entering the Medicare market, patients are demanding that education, according to Dr. Ajamian.

Primarily, he said, they want to know about femtosecond laser surgery—and that's an avenue with a lot of options. By employing technology such as optical coherence tomography guidance, these lasers can create precise incisions, setting the stage for “clear, crisp distance vision,” he said. He also outlined the options available with different brands.

Referring optometrists must be able to respond to patients inquiring about this option by ex-

plaining who makes the best candidates for laser cataract surgery and working with the patient to determine whether they fit the mold.

As the point person, ODs must be able to educate patients about the financial side of cataract surgery too. This means explaining which aspects of surgery are covered under insurance (cataract removal), which aren't (toric and multifocal lenses) and what each lens option means.

Embrace Post-op Care

“Don't let the patient be with the surgeon too much or else they're going to stay with the surgeon,” Dr. Ajamian warned. This means disposing with excuses for avoiding post-op care, such as “I'm not on Medicare,” “I'm not set up for post-op care” and “it takes too much time.” These excuses provide an opportunity for ophthalmologists to “do what they've been doing for 40 years: steal our patients,” Dr. Ajamian said.

With an eye to the future, Dr. Ajamian said, postoperative care will soon be changing to embrace cutting-edge technologies such as dropless cataract procedures and the implantation of glaucoma drainage devices during cataract surgery.

“What's My Beef?” Series Gives ODs a Sounding Board

Tonight, 6pm – 7pm, Rooms A311-A315, Level 3

Business Insider has ranked optometry as a top profession for job satisfaction; but that doesn't mean optometrists don't occasionally have a beef with aspects of their career.¹ When losing patients to referral, optometrists may have a bone to pick with ophthalmologists. ODs can get a little cheesed off when glaucoma patients fail to comply with their medications. The local pharmacy or vision plans may even have ODs foaming at the mouth!

Whatever your grievance, SECO's new “What's My Beef?” lecture series offers a chance to vent and get advice on dealing with any number of practice problem—all while knocking back a cold brew and enjoying some complimentary beef jerky. Get it?

“Common problems doctors face with referrals, speakers, vision plans, glaucoma and pharmacies will all be discussed,” says Paul Ajamian, OD. Attendees can choose one of the following five courses, each scheduled for 6pm tonight, and receive one hour of CE credit:

Vision Plans. Carl Spear, OD, will address cur-

rent trends in vision plan audits and how to avoid them—or prepare if it does happen. He will also touch on ways to profit from frames and lenses, followed by a group discussing during which attendees can share their own beefs with vision plans.

Pharmacists. Bruce Onofrey, OD, RPh, will discuss his beef with his fellow pharmacists and how ODs can reconcile problems that arise during interactions.

Referrals. Walt Whitley, OD, will ask attendees to take a closer look at their referral relationships, and whether the ophthalmology practices get all the information they need to properly take care of patients. Attendees will have time to air their grievances about comanagement and referral and evaluate methods to improve communications.

Glaucoma Meds. While newer glaucoma medications offer improved patient care, the biggest clinical hurdle remains patient compliance. David Sendrowski, OD, will evaluate why patients continue to struggle with drop schedules, and then

discuss how to achieve the best outcomes.

Speakers. Dr. Ajamian and Thomas Griffith, OD, offer a presentation for aspiring SECO presenters. They will analyze where mediocre presenters go wrong and offer valuable tips on how to get onto the optometry talk circuit.

1. American Optometric Association. Optometry: perfect balance of high pay and low stress? Available at www.aoa.org/news/inside-optometry/optometry-perfect-balance-of-high-pay-and-low-stress?ss=y. Accessed February 23, 2017.

All “Beef” Courses
6pm – 7pm

Course #118
What's My Beef With Pharmacists?
Bruce Onofrey, OD, RPh
Room A311, Level 3

Course #119
What's My Beef With Referrals?
Walter O. Whitley, OD
Room A313, Level 3

Course #120
What's My Beef With

Glaucoma Meds?

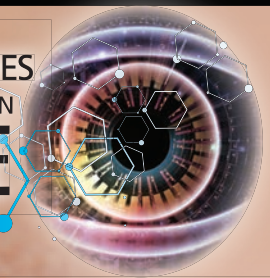
David P. Sendrowski, OD
Room A314, Level 3

Course #510
What's My Beef With Vision Plans?
Carl H. Spear, OD, MBA
Room A312, Level 3

Course #511
What's My Beef With Speakers?
Paul C. Ajamian, OD, and
Thomas Griffith, OD
Room A315, Level 3

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Charleston Marriott

Program Chair:
Paul Karpecki, OD



San Diego, CA
April 20-23, 2017**
Joint Meeting: NT&T/OCCRS
San Diego Marriott Del Mar

Program Chair:
Paul Karpecki, OD



Orlando, FL
June 8-11, 2017**
Disney's Yacht & Beach Club

Program Chair:
Paul Karpecki, OD



Philadelphia, PA
November 3-5, 2017*
Loews Philadelphia Hotel

Program Chair:
Paul Karpecki, OD

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The Future Starts Now at SECO 2017



Here at SECO 2017, you can focus on learning with our full slate of top-notch continuing education courses just for optometrists.

“Our theme this year, ‘Your Future in Focus,’ says it all,” says Paul C. Ajamian, OD, SECO CE Committee chair. “SECO’s CE committee works year-round to provide a slate of select speakers who will discuss not only what is relevant today, but how we prepare for tomorrow. From custom-crafted special sessions and hourly breakout courses to high-level staff training, there is no other meeting that raises the bar like SECO does, year after year.”

We are offering five of our renowned Special Sessions this year, showcasing the cutting-edge of optometry with the best speakers in the profession. In addition to yesterday’s one-of-a-kind MedPro360 event (*see p. 3 of this issue for details*), four more Special Sessions are still available for you to attend:

- **Retina Roundup, Today, 8:30am-10:30am in Ampitheater A3.** Mohammad Rafieetary, OD, of the Charles Retina Institute in Tennessee—one

of optometry’s foremost retinal authorities—will moderate a panel with John Randolph, MD, and Eric Sigler, MD, two of the nation’s most skilled retinal surgeons, about the modern-day retinal practice, new surgery techniques and the many uses for anti-VEGF therapy.

- **Cornea Cornucopia, Tomorrow, 9am-11am in Ampitheater A3.** This special session will feature ophthalmologists Elizabeth Yeu, MD, and Preeya Gupta, MD, and the discussion will be moderated by Walter Whitley, OD. Attendees will hear updates on what’s hot in corneal and external disease. Don’t miss this chance to hear candid OD-MD conversations on emerging trends and comanagement strategies.

- **Skinning Cats: Corneal Transplantation from Front to Back, Saturday, 9am-11am in Ampitheater A3.** Transplants aren’t dead—but they are on life support. Peter Veldman, MD, a national expert from Harvard, shares his surgical expertise regarding all the new corneal surgeries, with emphasis on pre-op selection and post-op management. Be prepared for some stunning videos.

- **Lessons Learned From Larry, Sunday, 7:30am-9:30am in Ampitheater A3.** This special session honors a giant in optometric retina education: Larry Alexander, OD, who was a mentor to many. Presenters will highlight many of his “Eye Lessons” that have been a source of instruction and inspiration to the profession that he loved. Leo Semes, OD, Joseph Pizzimenti, OD, and Blair Lonsberry, OD, MS, MEd, will present.

Plus, SECO 2017 gives you the chance to get some practical, hands-on experience with our nine Learning Labs, including these highlights:

- **Laser Learning Lab, Today, 2pm-5pm in Room A310.** Demystify the various laser procedures in eye care.

- **MGD Learning Lab, Tomorrow, 1:45pm-3:45pm in Room A303.** Get a hands-on look at the diagnostic and therapeutic modalities for dry eye.

Other Learning Labs will focus on scleral/hybrid lenses, therapeutic injections, OCT technology, advanced corneal procedures and more! See the daily schedule for full details.

You also don’t want to miss **MIPS and More:**

A Medicare Survival Guide with Jeff Michaels, OD, Zachary McCarty, OD, and Christopher Wroten, OD, which covers the OD's expanded role in the changing health care paradigm while exploring disease prevention measures, population-based outcomes, existing federal quality initiatives and upcoming federal policies that affect ODs. *Saturday, 1:15-3:15pm in room A311.*

The **Symposium Series** lunch courses are being held Thursday and Friday in Amphitheater A3, noon to 1pm. Optometrists are invited to enjoy a free lunch while listening to industry leaders highlight the latest developments in optometry. These courses are not for COPE credit, but do count at Category 2C education toward initial qualification and maintenance of certification for the American Board of Optometry.

Other courses of interest this year include **Maximizing Profits in a Competitive Market**, (*Friday, 1:45-3:45pm, Room A315*) where you will learn strategies to improve the financial health of your practice, and **The Optic Neuropathies** (*Saturday, 1:15-3:15pm, Room A312*), which will review the clinical presentations of optic neuropathies and explore advances in treatment and management.

SECO 2017 Schedule of Events

Many exciting educational and social events are planned.

THURSDAY, MARCH 2, 2017

Ophthalmic Professionals Continuing Education Program

7am – 7pm
GWCC Bldg. A

Optometrist Continuing Education Program

7:15am – 7pm
GWCC Bldg. A

Ophthalmic Professionals Symposium

11am – 12pm
GWCC Bldg. A

OD Lunch Symposium

12pm – 1pm
GWCC, Exhibit Hall A3

Optometry's Marketplace at SECO™

12:45pm – 6pm
GWCC, Bldg A Exhibit Hall

Food Tasting Tour

4:30pm – 6pm
GWCC, Bldg A Exhibit Hall

ODs on Facebook Party

9pm – 11pm
Game-X, 275 Baker Street

FRIDAY, MARCH 3, 2017

Ophthalmic Professionals Continuing Education Program

6:30am – 5pm
GWCC Bldg. A

Optometrist Continuing Education Program

6:30am – 7pm
GWCC Bldg. A

Optometry's Marketplace at SECO™

10:45am – 5pm
GWCC, Bldg A Exhibit Hall

OD Lunch Symposium

12pm – 1pm
GWCC, Exhibit Hall A3

Ophthalmic Professionals General Session

3pm – 5pm
GWCC, Bldg A

Ophthalmic Professionals Party

5pm – 7pm
Omni Hotel

NSUCO Alumni & Friends Reception

6pm – 7:30pm
Omni Magnolia Room, Level M2

Pennsylvania College of Optometry Alumni and Friends Reception

6pm – 7:30pm
Omni Grand Ballroom B, Level M4

UABSO Alumni Reception

6:30pm – 8pm
Omni Grand Ballroom E, Level M4

Southern College of Optometry Reception for Alumni & Friends

6:30pm – 8:30pm
Omni Atrium Terrace S. Tower

IU School of Optometry Alumni & Friends Reception

7:30pm – 9pm
Omni, Grand Ballroom A, Level M4

Bad Habits: Eye Docs of Rock Party

9pm – 12am
Ventanas, 275 Baker St.

The NEXT Party for Students & Recent Grads (Sponsored in part by Hoya)

9pm – 12am
Omni Hotel

SATURDAY, MARCH 4, 2017

Ophthalmic Professionals Continuing Education Program

6:30am – 7pm
GWCC Bldg. A

Optometrist Continuing Education Program

6:30am – 7pm
GWCC Bldg. A

Optometry's Marketplace at SECO™

10:45am – 5pm
GWCC, Bldg A Exhibit Hall

Student Lunch Symposium

12pm – 1:15pm
GWCC, Exhibit Hall A3

SoCO House of Delegates Meeting

3:45pm – 5:30pm
GWCC Bldg. A

Ophthalmic Professionals Party

5pm – 7pm
Omni Hotel

Saturday Night Fever Party

8:30pm – 12am
The Tabernacle

SUNDAY, MARCH 5, 2017

Ophthalmic Professionals Continuing Education Program

7:15am – 11:45am
GWCC Bldg. A









Optometrist Continuing Education Program

7:30am – 2pm
GWCC Bldg. A

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OPTOMETRIST PRESENTATIONS

THURSDAY OD		ACCREDITATION	LOCATION
1:00-2:00 PM	Revitalizing the Established Practice Through Technology <i>Kevin Henne, OD (Capacity 75)</i>	COVE PM ✓ CE BROKER FL	THEATER 1 MARCO
	Ophthalmic Merchandising 101 <i>Pete Hanlin, LDO (Capacity 75)</i>	COVE PM ✓ CE BROKER FL	THEATER 2 ESSLOR
	Geographic Atrophy - The Next Frontier In Care <i>Rishi Singh, MD; Mark Dunbar, OD (Capacity 75)</i>	COVE PS ✓ CE BROKER FL	THEATER 3 PENTAVISION
2:00-2:45 PM	Essilor Town Hall		THEATER 2 
3:00-4:00 PM	Sights of Innovation: Focusing on Astigmatism <i>Dr. Mile Brujic (Capacity 75)</i>		THEATER 1 
	The Practice of the Future <i>Howard Purcell, OD FAAO (Capacity 75)</i>	COVE PM ✓ CE BROKER FL	THEATER 2 ESSLOR
	Winning the Online Game - Any Practice Can Be #1 Online <i>Dr. Chad Fleming, OD, FAAO (Capacity 50)</i>	COVE PM ✓ CE BROKER FL	THEATER 3 IMATRIX
5:00-6:00 PM	Perception of Value <i>Pete Hanlin, LDO (Capacity 75)</i>	COVE PM ✓ CE BROKER FL	THEATER 2 ESSLOR
	Electrophysiology in Vision How VEP and ERG Can Impact Your Treatment Decisions <i>J. James Thimons, OD (Capacity 50)</i>	COVE PD ✓ CE BROKER FL	THEATER 3 DIOPSY
FRIDAY OD			
11:00 AM-12:00 PM	A Different POV: New Perspectives on Optometry's Future <i>Andrew Neukirch, OD; Mr. Troy Hazard (Capacity 50)</i>		THEATER 1 
	Broadened Options: An optometrist's guide to new lens technologies and biologics options <i>Paul Karpecki, OD, FAAO (Capacity 50)</i>	COVE AS ✓ CE BROKER FL	THEATER 3 KATENA
1:00-1:45 PM	Essilor Town Hall		THEATER 2 
4:00-5:00 PM	Position of Wear and Compensated Rx's <i>Anne Marie Lahr, OD; Greg Hicks, OD (Capacity 75)</i>	COVE GO ✓ CE BROKER FL	THEATER 1 HOYA
	Keeping up with the Millennials <i>Ryan Parker, OD (Capacity 75)</i>	COVE GO ✓ CE BROKER FL	THEATER 2 ESSLOR
	Best Practices for Patient Satisfaction with New Extended Depth of Focus IOLs <i>Paul Karpecki, OD, FAAO; Douglas Devries, OD; Eric Schmidt, OD, FAAO (Capacity 75)</i>		THEATER 3 
SATURDAY OD			
11:00 AM-12:00 PM	Patient Handoff - Collaborative Patient Care <i>Ryan Parker, OD (Capacity 75)</i>	COVE PM ✓ CE BROKER FL	THEATER 2 ESSLOR
12:00-1:00 PM	Say Hii in Georgia! <i>Scott Hauswirth, OD, FAAO; Bridgitte Shen Lee, OD; Walter Whitley, OD, MBA, FAAO (Capacity 75, boxed lunch provided)</i>		THEATER 3 
12:00-12:45 PM	Essilor Town Hall		THEATER 2 
3:15-4:15 PM	Leveraging Technology to Get Your Patients in The Door Enter to Win \$100 Amex card		THEATER 1 
	The Evolution of Lenses, Blocking Blue Light <i>Ryan Parker, OD (Capacity 75)</i>	COVE GO ✓ CE BROKER FL	THEATER 2 ESSLOR
	Visual Merchandising Tactics <i>Travis Reed (Capacity 75)</i>	COVE PM ✓ CE BROKER FL	THEATER 3

OPHTHALMIC PROFESSIONALS PRESENTATIONS

FRIDAY OP			
11:00 AM-12:00 PM	Ophthalmic Merchandising 101 <i>Pete Hanlin, LDO (Capacity 75)</i>	AOA PARA ABO	THEATER 1 ESSLOR
	Team Health Care - What's Your Role In The Practice Of The Future? <i>John Rumpakis, OD, MBA (Capacity 75)</i>	ABO	THEATER 2
12:00-1:00PM	Special Events Ideas and Best Practices <i>Travis Reed (Capacity 75)</i>	ABO	THEATER 3
	Front Desk Triage - Understanding Vision Visits vs. Medical Encounters <i>John Rumpakis, OD, MBA (Capacity 75)</i>	ABO	THEATER 1
2:00-3:00PM	Perception of Value <i>Pete Hanlin, LDO (Capacity 75)</i>	AOA PARA ABO	THEATER 2 ESSLOR
SATURDAY OP			
1:30-2:30PM	Documentation & Compliance Requirements For Ophthalmic Techs <i>John Rumpakis, OD, MBA (Capacity 75)</i>	ABO	THEATER 1
	Patient Handoff - Collaborative Patient Care <i>Ryan Parker, OD (Capacity 75)</i>	AOA PARA ABO	THEATER 2 ESSLOR
	2017 Retail Trends <i>Travis Reed (Capacity 75)</i>	ABO	THEATER 3

SECO Welcomes Ophthalmic Professionals

Welcome to SECO 2017. We are thrilled that you are taking the time to focus on yourself and your future. Our ophthalmic professionals program helps grow your knowledge, expand your professional circle and move your career forward. SECO, the world's largest optometric conference, offers a superlative program tailored specifically for paraoptometrics, opticians, business/practice managers, optometric technicians and ophthalmic medical personnel—and it's where you'll build the skills you need to excel at your job and advance your career.

SECO is especially proud to introduce its new **Ophthalmic Professional Certificate Program** this year—the only hands-on certificate program for ophthalmic professionals. This two-year program covers key areas necessary to become a complete technician. If you are serious about becoming the best ophthalmic professional you can become, it will put you on the right path. Choose from a specific selection of our unmatched courses and labs, then—when you are ready—sit for a comprehensive, hands-on skills examination. You must enroll in the program in order for your courses to count toward the certificate. You can still enroll this year by emailing education@secostaff.com or visiting the Registration Services during the conference.

Also new for 2017 is the **Ophthalmic Professionals Lunch Symposium** sponsored in part by Alcon. At this exciting session exclusively available to allied optometric professionals, you can enjoy a free lunch and hear the talk, “Introducing AIR OPTIX® plus HydraGlyde Contact Lenses” presented by Alcon with Kris Kerestan-Garbig, OD. The lunch will take place Thursday, March 2 from 11am to 12pm in Room A411/412b.

More Advanced Courses

If you've been on the job for a while, SECO has technical and administrative advanced courses including CLs for the Next Generation, Blepharitis, MGD and OSD, Dealing with Difficult Patients, and much more.

Learning Labs

Get hands-on training in our learning labs. Topics include Tear Evaluation, Slit Lamp, Lensometry, Eye Dissection, Refractometry, Prism Progressive, and Preliminary Skills for the Beginner.

OP Party

Don't miss the **Ophthalmic Professionals Party**, sponsored in part by Essilor, Friday night in the Omni Hotel International Ballroom ABC, 5-7pm, immediately following the general session “*I Speak Your Language: Understanding Personality Dynamics.*”



Should You Earn the Ophthalmic Professional Certificate?

Demonstrate a commitment to your profession and continued learning by enrolling in SECO's new **Ophthalmic Professional Certificate Program**. This one-of-a-kind program includes the hands-on skills testing that you will find nowhere else in the country. Choose from a variety of courses and learning labs that will expand your knowledge and even challenge the veteran ophthalmic professional.

Who should take this program?

Any ophthalmic professional that is either a veteran or new to the profession who is interested in furthering your education and commitment to your profession.

How does it work?

To receive SECO's Ophthalmic Professional Certificate, participants must:

- 1. Declare your participation in the Ophthalmic Professional Certificate Program**
You must declare that you are participating in the program beginning in year one. You will find a simple checkbox prominently displayed during online registration. We must have this information in advance in order to track your progress and point accumulation.
- 2. Take courses and earn a minimum of 80 course value points over two years**
We have identified courses within our ophthalmic professional education program that provide the necessary training for a successful career. These select courses have been assigned value points, which count towards the required total of 80 points. You must earn the 80 points over the next two years.
- 3. Pass the Hands-on Ophthalmic Professional Skills Course (course #926)**
You must pass three performance stations while being assessed on 15 skills required for the prescreening of patients during an eye exam. These skills are based on national standards and will be graded as pass/fail. Participants have up to four years from program enrollment to pass the Ophthalmic Professional Skills Course.

NOTE: You may take the Ophthalmic Professional Skills course before completing the required coursework in order to assess your skills, plan for next year's courses, familiarize yourself with the testing format, and receive feedback on your skill level. You will be required to complete all three steps in order to receive a certificate of completion.

Key Faculty at SECO 2017

Optometric thought leaders in many critical areas of care—plus noteworthy invited guests—look to make this year's program another standout.

As always, the SECO conference is honored to showcase an outstanding educational faculty with diverse expertise in day-to-day clinical care as well as scientific research and professional education. Among the dozens of experts generous enough to share their time and talent with the SECO audience are these notable presenters for 2017:

Mohammad Rafieetary, OD



Having been in practice at the Charles Retina Institute and the Diabetic Eye Center in Memphis since 1996, Dr. Rafieetary is a graduate of Boston University and received his Doctor of Optometry from the University of Missouri-St. Louis. He completed a

residency in Primary Care Optometry and Ocular Disease at the Southern College of Optometry and the Memphis Health Center. Dr. Rafieetary served as the chief of Ocular Disease Service and at the Southern College of Optometry until 1996.

Among the accolades he has received from the optometric community, Dr. Rafieetary was named Optometrist of the Year by the Tennessee Optometric Association and received the

National ADA Award of the Achievement of Distinction by the American Diabetic Association. He is a diplomate of the American Board of Optometry as well as the American Board of Certification in Medical Optometry.

Where to hear Dr. Rafieetary at SECO 2017:

- **Retina Roundup**—Thursday 8:30-10:30am in Ampitheater A3.
- **Not So Fast! The Great RD Imposters**—Thursday, 4-5pm, Room A305.
- **Morning Retinal Rounds**—Friday 7:45-8:45am, Room A313.
- **No Matter How You Slice It: A Primer on the OCT**—Friday 5-7pm, Room A313.

Peter Veldman, MD



Dr. Veldman is a full-time member of the Cornea and Refractive Surgery Service at Mass. Eye and Ear with specialized expertise in lamellar (partial-thickness) corneal transplantation, including Descemet membrane endothelial keratoplasty (DMEK),

Descemet stripping automated endothelial keratoplasty (DSAEK), deep anterior lamellar keratoplasty (DALK) and penetrating keratoplasty (PK). In addi-

tion to practicing at Mass. Eye and Ear's main Boston campus and Longwood locations, Dr. Veldman sees patients at the hospital's One Montvale Avenue, Stoneham office location.

Dr. Veldman obtained his medical degree from the Perelman School of Medicine at the University of Pennsylvania, where he received the Jeffrey W. Berger Research in Ophthalmology Award and the Charles A. Oliver Memorial Prize, recognizing the highest academic performance of Penn medical students entering ophthalmology. He then completed his ophthalmology residency at Harvard Medical School and served as chief resident and director of the Ocular Trauma Service at Mass. Eye and Ear for the 2012-2013 academic year. Subsequently, he pursued specialized training in the lamellar (partial-thickness) corneal procedures—including DMEK, the thinnest corneal transplant available—as a cornea fellow at Devers Eye Institute in Portland, Oregon, under the direction of Drs. Mark Terry and Michael Straiko.

As a result of this training, Dr. Veldman is able to offer corneal transplantation options that specifically treat his patients' diseases without sacrificing otherwise healthy corneal tissues. This approach offers a number of advantages, including faster and better visual recovery as well as decreased risk of graft rejection.

*Be sure to mark your calendar for Dr. Veldman's presentation **Skimming Cats: Corneal Transplantation from Front to Back**, Saturday 9-11am in Ampitheater A3.*

Bruce Onofrey, OD, RPh, FAAO



Well known within the optometric field for his command of ocular therapeutics, Dr. Onofrey received his Doctor of Optometry degree from Illinois College of Optometry. He also has degrees in chemistry and pharmacology.

Dr. Onofrey recently retired from Lovelace Medical

Center after 25 years, where he served as chief of Optometry and vice-chairman of eye services. He currently serves as a clinical professor and executive director of continuing education programs at the University of Houston.

Dr. Onofrey is a frequent contributor to ophthalmic literature. He is the current editor of *Clinical Optometric Pharmacology and Therapeutics* and the author of "The Ocular Therapeutics Handbook—A Clinical Manual." Dr. Onofrey frequently lectures on ocular disease management and the use of pharmaceutical agents.

Dr. Onofrey's SECO course schedule includes the following:

- **Everything You Wanted to Know About Therapeutics, But Were Afraid to Ask**—Wednesday 1:45-3:45pm, Room A305.
- **AREDS II**—Thursday 7:15-8:15am, Room A316.
- **What's My Beef With Pharmaceuticals?**—Thursday 6-7pm, Room A311.
- **Infection Control**—Thursday 10:45-11:45am, Room A313.

Sharon Carter, BS



Ms. Carter is the owner of Eye Care Optometric Consulting (ECOC), a consulting company based in Arkansas. With more than 22 years of experience related to the optometric industry, she has worked with many offices to improve

staff efficiency and training.

She has spent the last five years speaking at state and national meetings on topics ranging

from staff motivation to improving patient care.

Check the educational program for numerous appearances by Ms. Carter.

Diane Drake, LDO, ABOM, FCLSA



A licensed optician in Georgia with more than 30 years of experience in the optical business, Ms. Drake had previously been owner and president of All About Eyes Vision center for 19 years. She received her Masters in Ophthalmic Optics Certification by the

ABO. Ms. Drake is a Fellow of the Contact Lens Society of America and Fellow of the National Academy of Optician, serves as vice president for the National Academy of Opticianry and is past president of the Opticians Association of Georgia and the SouthEastern Opticians Conference. She is the vice chair of the Commission on Opticianry Accreditation. Ms. Drake is also an ABO and NCLE-approved advanced certified speaker.

Check the educational program for numerous appearances by Ms. Drake.

William Underwood, PhD, ABOM, FCLSA, FNAO



The Program Director for the Opticianry program at Hillsborough Community College, Tampa, Florida, Dr. Underwood, received his associate degree in Opticianry from Erie Community College, Buffalo, New York. He earned his PhD in

Education from the University of South Florida. Dr. Underwood is an ABO Master Optician, NCLE certified and licensed in the states of New York and Florida. He is a Fellow of the National Academy of Opticianry, an honored fellow of the Contact Lens Society of America and a past president of the National Federation of Opticianry Schools. Dr. Underwood lectures frequently at state and national meetings.

Check the educational program for numerous appearances by Mr. Underwood.

Up to
10 CE
Credits

COPE approved

14TH ANNUAL EDUCATION SYMPOSIUM

Optometric Cornea, Cataract
and Refractive Society

April 22-23, 2017
Marriott Del Mar
San Diego, CA

The meeting of the year for ODs involved and interested in advanced ocular disease management, refractive surgery, cataract surgery and innovative technologies.

Interactive Workshops:**

- Therapeutics and Post-Op Complications
- Pre-Operative Diagnostics

Up to 10 hours of COPE CE will be provided to attendees. See registration website for more details.

REGISTER ONLINE:

www.reviewofoptometry.com/sandiego2017

For more information contact:

Andrew Morgenstern, OD,
andrewmorgenstern@gmail.com

Clark Chang, OD
clark.chang@tlcvision.com

Visit www.OCCRS.org



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**Separate registration required. Agenda is subject to change.

Optometry's Marketplace™ Hosts the Top Industry Companies (as of February 1, 2017)

Attendees can visit **Optometry's Marketplace** at **SECO™** for free just by mentioning an exhibiting company they intend to visit during **SECO 2017**.

EXHIBITOR	Booth	EXHIBITOR.....	Booth	EXHIBITOR	Booth	EXHIBITOR.....	Booth
A&A Optical	733	Dyop Vision Associates	345	Lacrivera	645	Primary Care Optometry News	
ABB Optical Group	328	E-Dr. Network/New Era	404	Lafont	1231	and Healio.com by Slack, Inc.	221
ABS Smart Mirror	1416	Eastern Ophthalmic Supply & Repair	600	LasikPlus	211	ProDesign Denmark	1523
Abbott Medical Optics	1427	Edison Optics	1238	LiquidEHR, Inc.	1524	Professional Eye Care Associates	
Acuity Pro/VisionScience		Encore Vision, Inc.	1343	Lombart Instruments	1301	of America (PECAA)	1515
Software	1406	Eschenbach Optik	708	Luneau Technology USA/		Proof Eyewear	545
Advanced Ocular Care/		Eske	1540	AIT/Briot	426	RAM Mobile Clinic	1445
Bryn Mawr Communications	1404	Essilor Instruments	420	Luneau Technology USA/		Reichert, Inc.	1137
AIT Industries/Briot USA	426	Essilor of America	419	Visionix/LPO	424	Remote Area Medical	1538
Akorn (TheraTears)	501	Europa International/State Optical ..	1200	Luxtotta Group	537	Review of Optometry	601
Alcon	429	Eye Designs, LLC	921	M&S Technologies	739	RevolutionEHR	1338
Allergan	1311	Eyecare Business (Pentavision)	309	MacuLogix	235	Robertson Optical Lab	611
Allied Powers, LLC	1614	EyeCare Partners, LLC	323	Marchon/Altair	1119	Santinelli International	737
Alternative & Plan "B" Eyewear	1241	EyeCare Prime	713	Marco Ophthalmic	927	ScienceBased Health	314
American Academy of Optometry	1720	Eyefficient, LLC	300	Marcolin USA Eyewear Corp.	1330	SECO Photo Booth	1600
American Academy of Orthokeratology		Eyefunc	1539	Maui Jim Sunglasses	1133	Shanghai Conant Optics CO., Ltd.	245
and Myopia Control	1722	EyeMed Vision Care	533	MaximEyes by First Insight	836	Shire	1419
American Board of Opticianry/		EyePromise/ZeaVision	339	MaxiVision (MedOp Health, Inc.)	233	Signet Armorlite	814
National Contact Lens Examiners		Eyes of Faith Optical	1521	Mid-Gulf Instruments	345	SingleCare	439
(ABO/NCLE)	1613	Face à Face/Woow Eyewear	1330	Miraflex	215	Solutionreach	538
American Board of Optometry	1718	Fashion Optical Displays	727	Modern Design Architects	210	Southern College of Optometry	1307
Applied Medical Systems	1513	Fast Pay (First Insight)	840	Modern Optical International	406	State Optical Co.	1223
Aspex Eyewear Group	1300	FCI Ophthalmics	304	Morel Eyewear	1533	Sun Ophthalmics	203
Avalon Eyewear	1239	First Vision Media Group	1441	My Vision Express	1141	Suppleyes, Inc.	223
B&B Protector Plans, Inc.	1501	Forus Health	303	MyEyeDr	1528	TC Charton Asian Fit Eyewear	1638
Bank of America Practice Solutions ..	410	FoxFire Systems Group	219	National Academy of Opticianry	1611	TearLab Corp.	401
Baumvision	1322	Fresnel Prism and Lens Co.	441	National Optometric Association	1615	TearScience	330
Bausch + Lomb	818	Georgia Acuity Systems	1500	National Recalls	231	TelScreen	322
Beaver Visitec International	315	Georgia Lions Lighthouse		National Vision Retail	504	The McGee Group	1411
Bellinger	1424	Foundation	1710	National Vision, Inc.	503	The View Lounge	1330
Beye, LLC	1402	Good-Lite	227	Natural Ophthalmics	743	Thema Optical	1240
Binocleuses	1221	GPN/The Edge	423	NCI Vision Systems	325	Tifosi Optics	310
Bio-Tissue	400	Gramercy Eyewear	1243	Nerdwax	544	TLC Laser Eye Centers	639
BioD, LLC	744	Haag Streit USA/Reliance	711	Nidek, Inc.	1215	Topcon Medical Systems	827
BlephEx	326	Hai Laboratories	800	Nordic Naturals	1628	US Optical	1401
Bruder Healthcare Company	1437	Healthtec Industries	313	Nouveau	1212	UAB School of Optometry	1619
Capri Optics	209	Heidelberg Engineering	500	Nova Southeastern University		Villa Eyewear	1326
CareCredit	301	Heine USA	318	College of Optometry	1621	Vision Ease	234
CatarActive3	222	Hoya Vision Care	1013	NovaBay Pharmaceuticals	433	Vision Rehabilitation Services	1714
ClearLens	1236	Hoya Vision Care	1013	Novartis	714	Visioneering Technologies, Inc.	226
ClearVision Optical	805	i-dealoptics	1310	Oasis Medical	437	Vmax Vision, Inc.	405
Coburn Technologies	321	Icare USA	432	OcuHub	1620	Volk Optical	329
College of Optometrists in Vision		Imagewear	1210	Oculus	536	VOSH International	1622
Development (COVD)	1624	iMatrix/DemandForce	1019	Ocusoft	1530	VSI/Vision Systems, Inc.	1005
Compliancy Group	341	Innexus by Innereactive	212	Ocutech, Inc.	305	VSP Global/VSP Vision Care &	
Compulink Business Systems	1201	Interstate Optical	808	Ogi Frames	1433	VSP Optics Group	1027
Computer Zone	232	Invision Magazine	1626	Optek International	308	Wal-Mart Health and Wellness	412
Conant Lens, Inc.	245	Italia Independent USA	1306	Opticwash	445	Walman Instruments	1109
Contact Lens Spectrum		Johnson & Johnson		Optikam Tech, Inc.	842	Walman Optical	1205
(Pentavision)	307	Vision Care, Inc.	409	Opto Multimedia	1612	Weave	201
Contemporary Concepts, Inc.	218	Kasperek USA Optical	1337	Optometric Management		WestGroupe	1405
Continental Optical Imports	1442	Katena	438	(Pentavision)	311	Williams Group	633
CooperVision	621	Keeler Instruments, Inc.	329	Optometry Giving Sight	1627	Winston Salem Industries for	
Costa Sunglasses	627	Kenmark Group	1507	Optometry Times	1503	the Blind	1712
Crystal Practice Management	1536	Kentucky College of Optometry	1623	Optos, Inc.	813	Wolters Kluwer	609
DGH Technology, Inc.	320	Kering Eyewear USA, Inc.	230	Optovue	810	X-Cel Specialty Contacts	1214
Digital Heat Corporation	241	Kingdom Eyewear	1327	Orgreen + Goldsmith	1225	Zeiss	1113
Diopsys	913	Kio Yamato Optics	1143	Otto Trading, Inc.	444		
Dynamic Labs	338	Konan Medical	1400	Presenta Nova	741		
		LA Eyeworks	1227				

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**Separate registration required. †Rooms limited. See event website for complete details.

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SYMPOSIUM SERIES

FREE SESSIONS **DYNAMIC SPEAKERS**
CUTTING-EDGE TOPICS **FREE MEALS**

OD SYMPOSIUM SERIES

Thursday, March 2 12:00 PM - 1:00 PM

Contact Lens Innovation: Improving Patient Outcomes
Rick Weisbarth, OD, FAAO; JeanMarie Davis, OD, FAAO

Presented by **Alcon** A Novartis Division

Bringing EYE-INSPIRED™ Design to Life
Weslie Hamada, OD, FAAO

Presented by **Johnson & Johnson**
VISION CARE, INC.

Friday, March 3 12:00 PM - 1:00 PM

Sights of Innovation
Brian Rosenblatt, OD

Presented by **BAUSCH+LOMB**

Dry Eye – A Complex Disease with Potential Consequences
Paul Karpecki, OD, FAAO

Presented by **Allergan**

OPHTHALMIC PROFESSIONALS SYMPOSIUM

Enjoy a free lunch, exhibit hall giveaways, and presentations from industry, exclusively designed for ophthalmic professionals.

Thursday, March 2 11:00 AM - 12:00 PM

Introducing AIR OPTIX® plus HydraGlyde Contact Lenses
Kris Kerestan-Garbig, OD

Presented by **Alcon** A Novartis Division



STUDENT SYMPOSIUM

Saturday, March 4 12:00 PM - 1:15 PM

You could win a **\$1,000 scholarship** from SECO International just by attending the Student Symposium on Saturday. You must be present to win.

Alcon Update
Tom Duchardt, FAAO

Presented by **Alcon** A Novartis Division

EYE-INSPIRED™ Patient-focused
Charissa Lee, OD, FAAO

Presented by **Johnson & Johnson**
VISION CARE, INC.

Getting to Know VSP Global
Vernon Dela Cruz, University & Student Relations Manager

Presented by **vsp** Global

The SECO Symposium Series is supported by the SECO 2017 Champion Program Premier Partners. As part of SECO's commitment to complying with relevant legal requirements, we regret that meals cannot be provided to healthcare professionals licensed in the states of Massachusetts, Minnesota or Vermont, or who are affiliated with any state or federal institution that prohibits the acceptance of meals at industry-sponsored events. Alternative options are available to attendees that are licensed in one of these states, affiliated with any such institution or simply prefer not to accept a reportable meal during the Symposium Series. Please contact 770-451-8206 for more information regarding how SECO International, LLC complies with the Sunshine Act.

SECO2017
WHERE SIGHT MEETS VISION™
MARCH 1-5 | ATLANTA, GA

Thursday, March 2 — Course Listings

MEETINGS AND EVENTS

8am – 5pm

SNAPP East Meeting

Omni Maple A/Maple BC/Spruce (S Tower)

8am – 5:30pm

ECP University Management Development Program, brought to you by Essilor

Omni Magnolia Room, Level M2

12:45pm – 6pm

Optometry's Marketplace at SECO™

Grand opening 12:45pm
GWCC Bldg. A Exhibit Hall

Ticket Exchange for the Saturday Night Fever Party

GWCC Bldg. A Exhibit Hall, Conversation Café

4:30pm – 6pm

FREE Food Tasting Tour

GWCC Bldg. A Exhibit Hall

6:30pm – 9pm

SNAPP Reception

Omni Atrium Terrace

7pm – 9pm

RevolutionEHR User Meeting

Omni Dogwood B Room, Level M1

7pm – 10pm

Alcon AirOptix plus HydraGlyde Experience

Omni Intl Ballroom F, Level M2

9pm – 12am

ODs on Facebook Party

Game-X

OPTOMETRIST COURSES

7:15am – 8:15am

100 Refractive Surgery ABCs

A313
Spindel

101 Tackle Those Tough Corneal Ulcers
A302

Schweitzer

102 The Presbyopic Puzzle

A315
Quinn

103 AREDS II

A316
Onofrey

8:30am – 10:30am

060 Retina Roundup Amphitheater-A3

Rafieetary, Randolph, Sigler

10:45am – 11:45am

104 Ocular Surface and Lid Cookbook

A311
Spindel

105 Red Eyes in the Contact Lens Patient

A314
Quinn

106 A Different View: Using OCT to Evaluate CLs

A316
Sonsino

12pm – 1pm

301 Lunch Symposium Contact Lens Innovation: Improving Patient Outcomes presented by Alcon

Rick Weisbarth, OD, FAAO,
JeanMarie Davis, OD, FAAO
AND

Bringing EYE-INSPIRED™ Design to Life presented by Johnson & Johnson Vision Care

Weslie Hamada, OD, FAAO
Amphitheater-A3

1pm – 2pm

Revitalizing the Established Practice Through Technology
Presentation Theater 1

Henne

Ophthalmic Merchandising 101 ECP University

Presentation Theater
Hanlin

Geographic Atrophy – The Next Frontier In Care

Presentation Theater 3
Singh, Dunbar

2pm – 3pm

107 Daily Disposables: What's The Buzz?

A312
Quinn

108 Pediatric Contact Fitting Demystified

A316
Walline

109 Contact Lenses for Presbyopes

A314
Nguyen

110 Gas Permeable Grand Rounds

A315
Bennett

111 Emerging Technologies in Sclerals and Hybrids

A302
Sonsino

2pm – 5pm

600 Laser Learning Lab

A310
Lighthizer, Welch, Walker

3pm – 4pm

Sights of Innovation: Focusing on Astigmatism

Presentation Theater 1
Brujic

The Practice of the Future ECP University

Presentation Theater
Purcell

Winning the Online Game – Any Practice Can Be #1 Online

Presentation Theater 3
Fleming

4pm – 5pm

112 Not So Fast! The Great RD Imposters

A305
Rafieetary

113 Tackling Toricity in Cataract Surgery

A312
Schweitzer

114 Mite it Be Demodex?

A313
Kabat

115 The New Social Media

A316
Bazan

116 Multifocal Gas Permeable Update

A315
Bennett

117 Specialty Contact Lenses

A314
Nguyen

5pm – 6pm

Perception of Value ECP University

Presentation Theater
Hanlin

Electrophysiology in Vision How VEP and ERG Can Impact Your Treatment Decisions

Presentation Theater 3
Thimons

6pm – 7pm

118 What's My Beef With Pharmacists?

A311
Onofrey

119 What's My Beef With Referrals?

A313
Whitley

120 What's My Beef With Glaucoma Meds?

A314
Sendrowski

TEAM-CENTERED LEARNING COURSES

7:15am – 8:15am

504 Caring for the Pregnant Patient

A312
Pate

(Continued on p. 16)

THURSDAY, March 2 — Course Listings

(Continued from p. 15)

505 Under Pressure: Know the Hypertensive Guidelines

A314
Steele

10:45am – 11:45am

506 Managing Millennials

A304
Nguyen

507 In-Office Emergencies

A302
Pate, Steele

508 Current Concepts in Orthokeratology

A315
Bennett

509 Infection Control

A313
Onofrey

6pm – 7pm

510 What's My Beef With Vision Plans?

A312
Spear

511 What's My Beef With Speakers?

A315
Ajamian, Griffith

OPHTHALMIC PROFESSIONALS COURSES

7am – 8am

700 Preventing Burnout

A402
Lawrence

702 Remakes, Warranties, and Common Sense

A410
Hagemeyer

7am – 9am

701 How to Be a Better Contact Lens Technician

A405
Rakow

8am – 9am

704 Slit Lamp Lecture

A403
Stevens

705 Lensometry Lecture

A404
Coleman

706 The Art and Science of Frame Styling Your Patients

A410
Gibb

8am – 10am

703 Effective Coding and Billing

A402
McCarty

9am – 10am

707 Ocular Infections

A403
Stewart

708 Eye Was Made This Way

A404
Lane

709 Focus on Presbyopia: Keeping Patients in Contact Lenses

A405
Drake

710 Dispensing With the Stars

A410
Hagemeyer

9am – 11am

900 Lensometry Learning Lab

A406
Coleman, Stevens

901 Slit Lamp Learning Lab

A407
Stevens, Travis

902 Frame Adjustment Learning Lab

A412a
Shwom

10am – 11am

711 E-Prescribing and PQRS

A402
Carter

712 OCT

A403
Stewart

713 Pupil Testing

A404
Lonsberry

714 Multifocals vs. Monovision: The Dilemma

A405
Rakow

715 Task Specific Eyewear and Who Needs It

A410
Hagemeyer

11am – 12pm

300 Ophthalmic Professionals Lunch Symposium Presentations from Alcon, Johnson & Johnson Vision Care, Inc., and VSP Global

A411/412b

12pm – 1pm

717 Macular Degeneration from A to Z

A403
Stewart

903 Prism Progressive Learning Lab

A406
Coleman, Stevens

904 Tear Evaluation Learning Lab

A407
Pate, Steele

12pm – 2pm

716 The Ultimate Practice

A402
Lawrence, Carter

718 Red Eye: What Do You See?

A404
Kerestan-Garbig

719 Patient Education: The Contact Lens Dispenser's Responsibility

A405
Drake

720 Optical Talk for Techs and Team Members

A410
Gibb

905 Eye Dissection Learning Lab

A412a
Griffith

1pm – 2pm

721 Tonometry and Pachymetry A403

Pate

3pm – 4pm

722 How to Earn More 5 Star Reviews

A402
Bazan

723 Eyelid Lumps and Bumps

A403
Lonsberry

724 Questions Your Glaucoma Patients Want to Know

A404
Smith

725 Myopia Control with Contact Lenses

A405
Walline

726 Kid Care: Successfully Dispensing Children's Eyewear

A410
Gibb

5pm – 6pm

727 Eyes On The Game

A404
Coberly

Electrophysiology in Vision How VEP and ERG Can Impact Your Treatment Decisions

Presentation Theater 3
Thimons

728 Breakthrough Technologies on the Horizon

A405
Kerestan-Garbig

729 Frame Inventory Management and Visual Merchandising

A410
Gibb

SECO 2017
WHERE SIGHT MEETS VISION™

1970s

Saturday Night Fever Party

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Purchase 24 Vera Bradley, Trina Turk or Badgley Mischka frames and receive your choice of 6 FREE frames from the McGee Group's other fashionable collections, including our newest brand Life is Good! Purchase 36 frames and receive 10 FREE frames! Offer valid only at SECO Booth #1411, March 2-4.



Do you want to learn first-hand how the first step in a LASIK procedure is performed? Now you can!
You are invited by TLC Laser Eye Centers® to participate in a wet lab at our TLC Booth # 639 on Thursday, March 2nd through Saturday, March 4th.



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Do you order contacts? Get rich bonuses for signing up at Booth 404!
Become a New Era/e-dr. member at the show and earn:
• 5% rebate on your first full month's orders, then 2% for the rest of '17, or...
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Ask for full details at Booth 404.



\$250 AMEX Gift Card Drawing
Visit booth #840 for a 5 minute Fast Pay Billing Services consultation and be entered in a raffle to win a \$250 American Express gift card. Drawing will occur on Saturday, March 4th, 3pm. You do not need to be present to win.



Receive an iPad Air when you purchase 20 frames. Leave the booth with your premium in hand!
Mix and match any 20 frames from the following collections to receive an iPad Air: Glen Lane, Pure-T, Pure-T Max, Camelot, Pure Color, Cc: Two is One or Pure Comfort. Visit Kasperек USA Optical at booth #1337 to see all of our show specials and latest releases!



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\$500 Gift Certificate Drawing
Be sure to stop by booth #727 and enter our drawing for a chance to win a \$500 gift certificate to use toward any of our quality products!



COMPLIMENTARY Reference Guide – Booth 400
Stop by Bio-Tissue's booth to receive your complimentary copy of: Why Intervene with PROKERA – Five "D's" Reference Guide. This handy laminated guide provides you with ocular surface indications where treatment with PROKERA may be the ideal option. Additionally it provides corresponding ICD10 codes, clinical guidance and supporting literature citations.



TOWER SHOWCASE GIVE-AWAY! Booth 218
Beautiful Individually Tailored Tower Showcase.
This beautiful Tower Showcase will be a wonderful addition to any vision center or office! So don't lose sight of this valuable opportunity! Visit us and register for this beautiful showcase, drawing will be held Saturday, March 4th. Barbara Wright Design, Contemporary Concepts craftsmanship...Building Your Vision!



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GIVEAWAY at OCUTECH Low Vision Booth 305 - SightScope Flip Clip-On Patient Demo!
A Galilean telescope, the SightScope Flip provides the sharpest optics and widest field of view possible in low vision aids. It's easy to prescribe and natural for patients to use. Special slip-on reading attachments are available to make reading, using the computer and playing cards easiest as possible.

Continuing Education with Examination (CEE) Courses at SECO 2017

Date	Start	End	Course #	Title	COPE	CE Broker
3/1/17	10:30am	12:30pm	500	OSD is Not a Four Letter Word	51319-AS	20-561885
3/1/17	10:30am	12:30am	501	The Future of Cataract Surgery	46635-AS	20-561887
3/1/17	1:45pm	3:45pm	503	Everything You Wanted to Know About Therapeutics, But Were Afraid to Ask	43745-PH	20-578510
3/1/17	1:45pm	3:45pm	502	Ask the Coding Experts	51261-PM	20-561889
3/3/17	6:30am	8:30am	124	Pharmacology of Injectable Meds	42759-PH	20-589396
3/3/17	1:45pm	3:45pm	134	Rules and Exceptions in Neuro-Ophthalmic Disease	49232-NO	20-578506
3/3/17	1:45pm	3:45pm	133	Treating with Oral Meds: From Dry Eye to Dendrites	51343-OP	20-578070
3/3/17	1:45pm	3:45pm	131	Next Generation Glaucoma Meds and Delivery	51264-GL	20-578060
3/3/17	1:45pm	3:45pm	135	State of the Art Cataract Care	50997-PO	20-552251
3/3/17	5pm	7pm	147	No Matter How You Slice It: A Primer on the OCT	51025-PD	20-552247
3/3/17	5pm	7pm	146	Covering the Cornea from A(BMD) to Z(oster)	51265-AS	20-578082
3/3/17	5pm	7pm	515	A Guide to Diabetic Disease and Pharmacology	51026-SD	20-561891
3/3/17	5pm	7pm	143	The Devil is in the Diagnosis	51027-GL	20-552243
3/4/17	1:15pm	3:15pm	166	Ocular Surface Smackdown: Inflammation vs. Obstruction	51028-AS	20-586238
3/4/17	1:15pm	3:15pm	164	Rheumatology, Thyroid Dysfunction, and the Eye	46119-SD	20-578512
3/4/17	1:15pm	3:15pm	163	The Optic Neuropathies	51031-NO	20-552189
3/4/17	1:15pm	3:15pm	161	Maximizing the OCT in Glaucoma	51389-GL	20-560045
3/4/17	1:15pm	3:15pm	160	Anterior Segment Grand Rounds	42155-AS	20-574174
3/4/17	5pm	7pm	526	Making Vision Therapy Thrive In A Primary Care Practice	51705-FV	20-561893
3/4/17	5pm	7pm	171	Lasers in Optometry	51266-LP	20-561883
3/4/17	5pm	7pm	170	The Best of Paul and Paul	51310-AS	20-561881



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TOMORROW

"What's Brewing?" Courses*All courses take begin at 6:30am***121 Stem Cell Technology in Glaucoma**

Room A302, Level 3

The application of stem cell therapy has penetrated to the eye. Ganglion cell rescue and regeneration are two possible areas of exploration in glaucomatous optic atrophy. This course explores the history of, and future directions in, stem-cell therapy.

Leo Semes, OD**122 Zeiss Cirrus OCT**

Room A313, Level 3

This course reviews OCT's utility in monitoring glaucoma, among other disease types, using a plethora of case samples. The presentation will teach doctors how to recognize fluid and differentiate disease types using this technology. Dr. Gaddie will describe in detail many of the common imaging problems doctors experience with OCT—such as "red disease"—and how to combat them.

I. Ben Gaddie, OD**123 Lid Lesions**

Room A312, Level 3

Dr. Lonsberry reviews the ups and downs of bumps and lumps. The talk will help differentiate between presentations that can be monitored, dealt with in office and ones that must be referred. Using a wide variety of clinical images, the course includes a review of benign lesions such as squamous papilloma, seborrheic keratosis, chalazia, hordeola, epidermal inclusion cysts, capillary hemangioma, eccrine hidrocystoma and more. But it also takes a look at pre-malignant conditions, such as keratoacanthoma and actinic keratosis as well as malignant ones such as basal cell carcinoma, squamous cell carcinoma, and melanoma.

Blair Lonsberry, OD**124 Pharmacology of Injectable Meds**

Room A314, Level 3

Get to know your drugs with this course about the use of injectable medications in optometry. Topics will include FDA regulations, local anesthetics (and their various classifications), how injectable drugs are absorbed, their systemic effects, allergies and other contraindications. The course will also review topical steroid use and antibiotic agents as well as diagnostic injections, such as fluorescein angiography.

Tammy Than, OD**125 Do You Understand Your Practice's Financial Health?**

Room A315, Level 3

ODs spend their days taking care of their patients' health; but are they doing enough to monitor their practices' financial health? This course offers a detailed explanation of the financial metrics necessary to help optometrists stay in control of their business from opening day to retirement. Topics include strategically setting prices, understanding practice valuation and the basics of accounting.

Bryan Rogoff, OD**156 Take Control of Myopia**

Room A411, Level 3

This lecture on myopia control aims to impart the tools necessary for doctors to talk to parents about myopia control options for their children, understand how ODs can slow myopia progression and maximize myopia control. It will also offer helpful hints for fitting a variety of contact lenses for patients of any age.

Jeffrey Walline, OD, PhD**EXHIBIT HALL HIGHLIGHTS***TODAY'S HOURS 10:45am – 5pm***FREE CE IN THE PRESENTATION THEATERS**

Free CE will be available throughout SECO 2017 in our three Presentation Theaters! Space in each session is limited and participation is on a first-come, first-served basis. Today's schedule includes 7 hours of CE for ODs, plus 2 other courses packed with information you don't want to miss. Check the SECO 2017 Program or the SECO Daily for the full schedule.

FREE FOOD TASTING TOUR

Don't miss the delicious Food Tasting Tour, honoring our SECO Champion Partners, in the Exhibit Hall today from 4:30pm to 6pm. It's a fun end to your day with free food and drinks throughout the exhibit hall.

CONVERSATION CAFE

Recharge in the Conversation Café. It's the place to relax, chat with friends and colleagues, and view outstanding clinical images submitted to our first SECO Ophthalmic Imaging Challenge. Plus, you'll find coffee, charging stations, a bar and snacks.

SHOW SPECIALS

Many exhibitors are offering special deals during SECO 2017. Check out the list in the mobile app or on the following page.

THE VIEW

See some of the world's most exclusive frames in THE VIEW, SECO's Luxury Eyewear Pavilion, in Booth #1330.

Friday, March 3*12pm – 1pm Special Events Ideas and Best Practices***Saturday, March 4***1:30pm – 2:30pm 2017 Retail Trends**3:15pm – 4:15pm Visual Merchandising Tactics*

OSD: Not a Four-letter Word

Yesterday's lecture outlined a plan to conquer ocular surface disease.

Early-birds at this year's SECO were treated yesterday to a two-hour discourse on dry eye packed with the clinical insights of two expert clinicians, Alan Kabat, OD, and Whitney Hauser, OD. Dr. Kabat kicked off the lecture by asking what ocular surface disease (OSD) really is and addressing the apprehension that exists among optometrists around getting involved in treatment. The problem: not having a clinical plan. Drs. Kabat and Hauser explained that they try to divide and conquer by classifying patients into what they call the four "OSD buckets"—aqueous deficient, evaporative, mechanical, "other"—and having a tailored plan for each.

The course offered a sense of how to proceed methodically when working up a dry eye patient and devising a management strategy.

Know Your Onion

OSD is a complex disorder with numerous, often overlapping etiological factors. The terminology is confusing and, while ODs have numerous diagnostic strategies, no single confirmatory test exists. Despite a plethora of treatment options, clinicians are only able to attain variable or partial suc-

cess. "OSD is a very complex disorder and, like an onion, when you peel it back and think you've moved ahead, you find that there's something else underlying," said Dr. Kabat. When a patient complains of chronic discomfort, "there's a lot to do," given the many facets of the disease, and ODs can find the prospect intimidating.

Diagnostic Considerations

For a thorough evaluation of a patient with OSD, Dr. Kabat said to take these five considerations into account:

Eyelids. Do a thorough evaluation; not just anteriorly at the lash margin, but posteriorly looking at the meibomian glands, their openings and the contouring of the lid margins, even to the point of using vital dye staining, looking for lid wiper epitheliopathy.

Blink dynamics. A lack of complete blink can contribute to a patient's symptoms.

Tears. Evaluate the tear film, its quantity, the presence of debris, and perhaps use vital dye stains to check for adequate distribution. ODs can evaluate several metrics, noninvasively (e.g., TBUT, tear chemistry), helping to elicit the correct diagnosis

and the appropriate therapy. "Looking at the tears helps make more sense of the clinical situation for us as clinicians and for the patient," said Dr. Kabat.

Cornea. Check the corneal integrity using vital dye staining and topography to look for masqueraders. "Dry eye disease isn't necessarily a corneal disease, but keratitis sicca is," said Dr. Hauser.

The entire ocular surface landscape. "Don't just look at the cornea but also the conjunctiva," said Dr. Kabat. "I can't overemphasize—conjunctivochalasis is an extremely important component here, it's very commonly missed."

Technologies

Dr. Hauser went into detail on both staple and emerging technologies. In some cases, the price points for certain tests seemed steep. In others, the reimbursement didn't seem worth it for clinicians. But "you don't do testing to get rich, you do testing to get information," said Dr. Hauser. "The reason you get information is to arrive at the correct diagnosis. When you arrive at the correct diagnosis, you treat the patient correctly; the patient is satisfied, and that patient stays in your practice."

Fire Up the OCT for CL Evaluations

Fitting specialty lenses is easier than you think if you use the right imaging tools.

Today, 10:45am – 11:45am, Room A316, Level 3

Fitting specialty contact lenses, such as sclerals and hybrids, has never been easy; but, newer, more complex designs have made fitting these lenses a particularly daunting task for many optometrists. Luckily, equally newer and complex imaging modalities, such as anterior segment optical coherence tomography (OCT), can help. In fact, tools to assess corneal shape have become integral to designing specialty contact lenses.

Join Jeffrey Sonsino, OD, this morning at 10:45am in Room A316, Level 3, for a primer on OCT technology and its applications for scleral and hybrid contact lens fittings. During "A Different View: Using OCT to Evaluate CLs,"—which will be packed

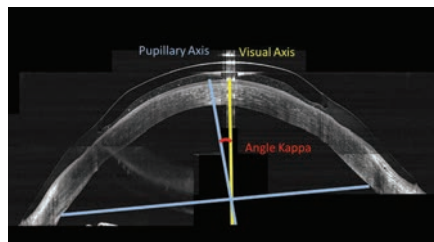
with clinical images and examples—Dr. Sonsino will show attendees the value of using anterior segment OCT when fitting specialty lenses.

For example, clinicians can use this imaging technique to accurately assess central vault of a scleral lens, allowing the prescriber to follow the newly delineated Michaud criteria for corneal oxygenation through a scleral lens.¹ Researchers looked at theoretical oxygen estimates of various vault fittings and found that a lens vault of 200 μ m provided 30% greater corneal oxygenation than a lens fit with vault of 400 μ m.² Such precision in vault measurement is only possible by using anterior segment OCT. One study found estimation of central corneal

clearance by experienced clinicians using a slit lamp differed from OCT measurement by as much as 128 μ m.³

Dr. Sonsino will discuss how, armed with a cross-sectional image of the contact lens on the eye in real time, clinicians can see exactly how the lens fits and what may need to change to ensure the best possible fit. OCT images also provide a close look at corneal health to ensure contact lens wear isn't causing any corneal irregularities.

By the end of the session, attendees will be confident specialty lens fitters with their new-found knowledge of anterior segment OCT imaging.



Using sodium fluorescein to evaluate your scleral lenses was appropriate 10 years ago. Now, says Dr. Sonsino, this technique is inadequate. Find out why during this morning's session on anterior segment OCT applications in contact lens evaluations.

1. Michaud L, van der Worp E, Brazeau D, et al. Predicting estimates of oxygen transmissibility for scleral lenses. *Cont Lens Anterior Eye*. 2012;35(6):266-71.

2. Giasson CJ, Morency J, Melillo M, Michaud L. Oxygen tension beneath scleral lenses of different clearances. *Optom Vis Sci*. Dec 23, 2016. [Epub ahead of print].

3. Bruijic M. Estimating scleral lens clearance and comparing it to OCT measured clearance. Poster presented at the Global Specialty Lens Symposium. 2016. Available at www.pentavisionevents.com/ckfinder/userfiles/files/Bruijic%20-%20Estimating%20Scleral%20Lens%20Clearance%20and%20Comparing%20it%20to%20OCT%20Measured%20Clearance.pdf. Accessed February 21, 2017.

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1 After 1 week of wear; data on file.

2 The Vision Council. Eyes overexposed: the digital device dilemma: 2016 digital eye strain report.

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