

SECO Daily

Saturday
Issue

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OF OPTOMETRY

Saturday, March 4, 2017

A 'Cornea-copia' of Collaboration

There are opportunities aplenty for ODs and MDs to work together in anterior segment care.

Walt Whitley, OD, started the "Cornea Cornucopia" lecture Friday morning with a question: "When do we refer?" It depends, partly, on knowing how ophthalmologists are going to treat those patients with corneal disease, he said. Luckily, he came prepared to get to the bottom of the question with the help of two surgeons, Preeya Gupta, MD, and Elizabeth Yeu, MD. Dr. Whitley interviewed the pair throughout his lecture, asking them to weigh in on the topics he presented.

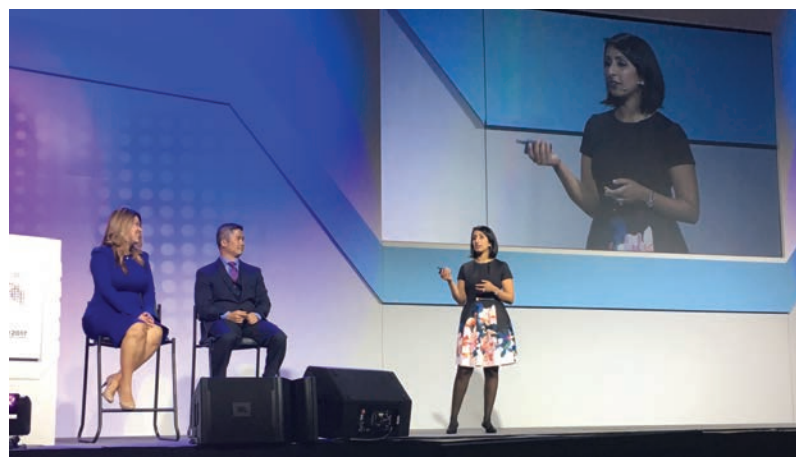
"We're in a really exciting time with dry eye treatment," Dr. Yeu said. "When you look at anti-inflammatory medications, as of one year ago we had literally one steroid-sparing anti-inflammatory option and now it's just booming." In other words, it's a practical cornucopia for corneal specialists, both ODs and MDs.

Amniotic Membranes

Dr. Gupta presented first, focusing on amniotic membrane therapies. "The amniotic membrane really has three functions," Dr. Gupta explained. It can be a barrier, sometimes used after pterygium surgery, for example. It can be a scaffold that provides support for, say, new conjunctival epithelial cells. It can also serve an anti-inflammatory purpose because it "provides a nutrient-rich environment to help cells grow and regenerate," she said.

The two types of membrane currently available, cryopreserved and dehydrated, can act as a scaffold and as a barrier, but only the cryopreserved retains the key extracellular matrix components, which, she says, "are thought to have more of an anti-inflammatory and robust effect." These are commonly used for persistent epithelial defects, neurotrophic keratopathy, stubborn zoster cases, ulcers, corneal melts and severe cases of dry eye disease, as well as in the conjunctiva following conjunctivochalasis and pterygium repair.

Dr. Gupta's case studies demonstrated not only how patients can benefit from these treatments,



Dr. Yeu (far left) weighs in on Dr. Gupta's presentation. Dr. Whitley hosted this collaborative and illuminating Friday morning session.

but how ODs and MDs can coordinate to deliver the best possible care. "There's fewer ophthalmologists—by 10%—graduating. There needs to be a true embracement of the integrative model," added Dr. Yeu. "Eye care is one of the few fields within medicine where an MD can do everything from primary all the way through surgical, but there's just no way that we can do it all well. What I do best is in the operating room. Dr. Whitley gives me the opportunity to do that," she explained.

Preoperative Cataract Patients

Roughly half of Dr. Yeu's cataract patients are looking for a refractive improvement when it comes to their intraocular lenses, she said. But while they're focused on improved acuity, primary eye care doctors also need to focus on underlying corneal diseases that may affect cataract surgery, such as ocular surface disease and ectasia.

She then detailed precisely how to read topography images to be aware of hot spots, flat spots and other abnormalities that may contraindicate cataract surgery until the issue is resolved. But, to achieve this, she needs the help of optometrists. ODs "probably see 10 times more topographies than I do," she said.

Dr. Whitley asked Dr. Yeu about how long an OD should attempt to clear up a patient's ocular

surface disease before, eventually, letting them go forth and have their cataract removed and get a standard IOL. Dr. Yeu advised "setting a patient's expectations on what to expect between intermittent blurring vs. the constant murkiness of a cataract. This is where objective evidence, such as meibography, can be so helpful, because patients can see for themselves what is normal."

Innovations in Drug Delivery

Following another roundtable discussion, Dr. Whitley took center stage with a look at the many modern innovations in drug delivery. "We know that, traditionally, we use site-specific therapy and drops, but, unfortunately, we know that only 5% of the drops we use are likely to reach the ocular structures and tissues. A lot of it is wasted." Some solutions in the pipeline that are getting a lot of attention are the DuraSite sustained-release vehicle (Sun Pharmaceuticals), drug delivering contact lenses and dropless cataract surgery, Dr. Whitley said. Dropless cataract surgery sparked debate between the two ophthalmologists. Dr. Gupta advocated for it, saying it sidestepped the compliance issues, whereas Dr. Yeu said while she uses a "less drops" formulation, breaching the vitreous cavity was unnecessary and the risks unknown.

Lenses and Lens Selection

Dr. Gupta wrapped up the morning with a review of some of the modern lens options. She analyzed the specifics between premium intraocular lenses, their benefits, their glare and halo profiles and how optometrists can talk about these different options. "The biggest thing that you can do when talking to patients is to set realistic expectations," she advises. "Tell them all the fabulous things," but if your patients are type A, or may not be able to cope with some side effects, it's important you give them all that information beforehand.



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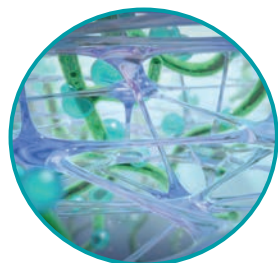


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Optometry's Future: A Vision and a Plan

Shift your patients' focus from price to value, and watch your practice grow.

Attendees crowded into the presentation theater Friday morning to learn how they can ensure the success of their own future—and that of the profession.

Troy Hazard, serial entrepreneur and author of the Amazon Business best-seller *Future-Proofing Your Business* teamed up with Andrew J. Neukirch, OD, owner of Carillon Vision Care in Glenview, IL, to discuss the changes necessary to update optometry. “We all focus on the next patient, the next email, the next thing I have to do just to get the job done,” Mr. Hazard said. You already know how to care for your patients, he continued. So, what you really should be focusing on is your business strategy. And that strategy, Mr. Hazard said, should consist of four shifts.

The first is to shift patient's focus away from the price of the service and toward the value. “You have to make sure your patients know you exist for their health and safety,” he said. Next, a healthy business can avoid cash flow issues by charging for a service upfront instead of chasing the payment. “If you are worried about cash, you aren't focused on the patient,” he said. The third shift should move a practice away from a

one-and-done model to becoming the one and only provider. “You are always looking for the next patient, but they are already here,” Mr. Hazard said. You can do so much more for those existing patients, which benefits the practice as a whole, he added. His final strategy has to do with building patient loyalty. “They aren't going to be loyal to you because you aren't talking to them,” he said. “You have to engage with patients on their level.”

To help ground these business strategies in optometric practice, Dr. Neukirch shared how he incorporated many of these shifts into his own practice. “So, how do you build value into your practice?” Dr. Neukirch asked. “Focus on trust, and educate patients on why you are performing a service or recommending a product. In doing



Dr. Neukirch helped attendees understand how these new business strategies can apply to their own practices.

this, you let the patient know you care about their health and safety.”

One of the biggest shifts for his contact lens practice, in particular, was incorporating a contact lens subscription service for his patients, such as CooperVision's Lensferry S. “The most difficult part of selling a year's supply of daily disposable contact lenses is the cost,” he said. “This subscription service breaks the price up over the year just like your cell phone bill,” ensuring patients get their lenses in a way they can afford. It's also a great way to keep patients coming back to your practice rather than shopping around online for their contacts, Dr. Neukirch added.

He has also started charging up-front for specialty services such as orthokeratology and low vision services. “This accomplishes two things: it solves the cash flow issue, and it has basically eliminated no-shows,” he said. “If they have already paid for the service, you can bet they will be there.”

At the end of the day, Mr. Hazard concluded, shifting your focus will allow you to stop worrying about the money and start caring for your patients. And that's what it's all about.

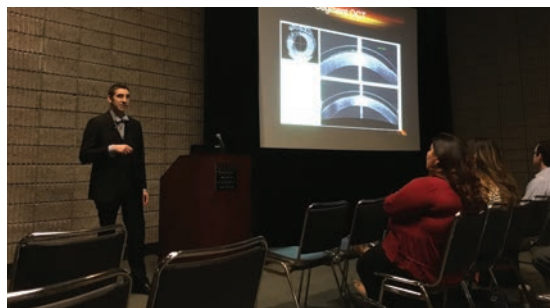
The Secrets of Fitting Sclerals: Tools and Tips

New technologies can have a huge impact on your scleral lens fitting process—and your practice.

Although most optometrists invest in an optical coherence tomographer (OCT) to help diagnose and follow ocular pathology, it can be a huge help for specialty contact lens fitters too. And that goes for many new technologies already gracing your practice space. Thursday afternoon, Jeffrey Sonsino, OD, gave his audience a primer on the new gadgets that have revolutionized scleral lens fitting in “Emerging Technologies to Improve Your Success with Hybrids and Sclerals.”

“I can't imagine practicing in complex contact lenses in this day and age without an anterior segment OCT,” Dr. Sonsino began. “With the new criteria established in the literature, you really cannot use the slit lamp estimation technique anymore.”

Detailed clinical images helped attendees see exactly what an OCT can do when it comes to imaging the ocular surface and a contact lens fit. In addition, you cannot ignore the patient buy-in that comes with using advanced imaging technologies, Dr. Sonsino said.



Dr. Sonsino made clear the benefits of advanced imaging in a specialty contact lens practice at Thursday afternoon's lecture.

Next, he addressed pachymetry and whether an ultrasound or OCT pachymeter is right for your office. While ultrasound is still the standard of care, “the problem with ultrasound is it is highly dependent on the user. Very quickly, OCT is becoming the standard of care,” he said.

Even with all these gadgets at your disposal, “let's not forget about anterior segment photography,” Dr. Sonsino said. It helps document impingement, entrapment and you can even monitor

corneal grafts; it's also a fantastic patient education tool, he added.

After briefly addressing how clinicians can integrate these new technologies into their practice, he moved on to a detailed discussion of new lens designs that have revolutionized scleral lens fits. For example, peripheral curve toricity now provides huge benefits for patients who need better centration and comfort.

But what really piqued the audience's interest was Dr. Sonsino's solution for fitting “train wreck” patients, those with pingueculae, symblepharon, blebs and elevations. “We move on to custom-molded sclerals,” he said. The audience watched a video of the molding process and then participated in a lively back and forth about a patient whose scleral lens was causing the need for a bleb revision. A custom-molded lens fixed the problem, Dr. Sonsino said.

Ultimately, “once you have successfully integrated new technology into your specialty lens practice, it will take your practice to a higher level,” Dr. Sonsino concluded.

Rise and Shine to Glaucoma Clinical Pearls

Yesterday's lecture gave attendees an incentive to get an early start to the day.

Yesterday, early risers had the opportunity to listen to a one-hour discourse on glaucoma filled with the clinical pearls of a glaucoma expert. David Sendrowski, OD, presented the “five Rs” of optic nerve clinical examinations, showed how to use the disc damage likelihood scale (DDLS) and gave clinical pearls on visual fields and OCT. The lecture was capped off with three case studies, and after each Dr. Sendrowski posed a series of questions to the attendees regarding whether to treat, how to treat and the type of glaucoma the patient could be diagnosed with based on the clinical data.

“If you go back and you visually don't see anything, you have to take a look at whether or not the information you're getting is valid.” —David Sendrowski, OD

The Five Rs

According to Dr. Sendrowski, the five elements for the keystone of a good optic nerve clinical exam are as follows:

- (1) Observe the scleral **R**ing.
- (2) ID the size of the **R**im.
- (3) Examine the **R**etinal nerve fiber layer.

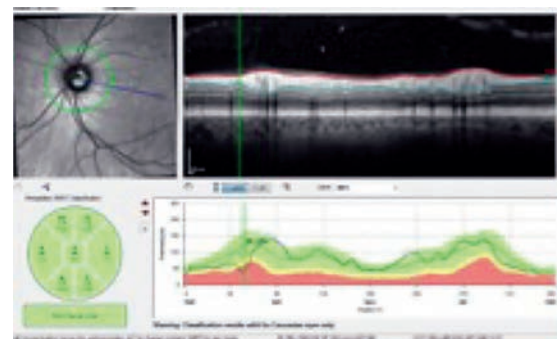
- (4) Examine the **R**egion outside the disc for PPA.
- (5) Watch the **R**etinal and optical disc hemes.

Dr. Sendrowski said to make sure to document the rim tissue, due to the differences in intraobservational cup-to-disc ratios, by looking for features such as circle mobile vessels. “When you're looking at circle mobile vessels, I called that God's pencil,” said Dr. Sendrowski. He said it's incredibly helpful to document these to reevaluate patients for changes down the road. “Taking a look at a .35 cup-to-disc ratio, if you just right away apply ‘inferior, superior, nasal, temporal,’ you would be very suspicious of that optic nerve damage,” said Dr. Sendrowski of a case example. So, in spite of a small cup-to-disc ratio, the patient is still a glaucoma suspect based on the ability to quantify changes in this way.

Avoiding Red and Green Disease

Dr. Sendrowski also gave a review of red and green disease—false negatives and positives—along with some pointers on avoiding them.

Red disease. This forces you to look at the placement of the segmentation line. Sometimes, patients will come in and the segmentation line will be set improperly (e.g., due to myopia, floaters or epiretinal membrane), erroneously recording a lower measurement of the RNFL and the GCC. “If you go back and you visually don't see anything, you have to take a look at



This scan is an example of the opposite of red disease. The Garway-Heath sectors of the optic nerve are all green, implying the absence of disease. But close scrutiny of the RNFL circle scan clearly shows the presence of a deep, but narrow RNFL defect. The defect is not quantitatively large enough to classify the Garway-Heath sector as aberrant.

whether or not the information you're getting is valid,” said Dr. Sendrowski.

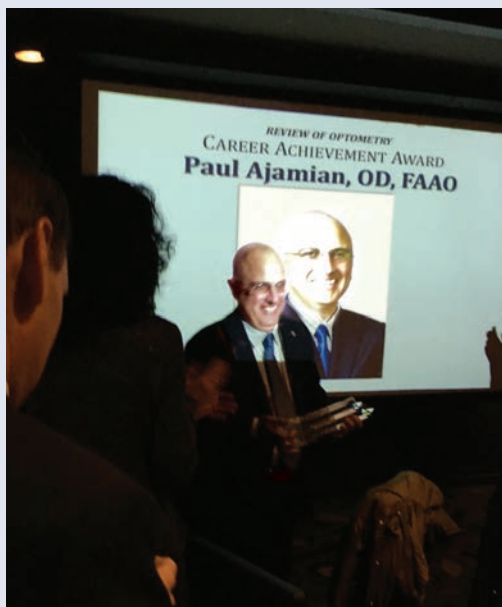
Green disease. “Patients will manifest a robust nerve fiber layer and then finally the disease process begins to erode that, so you're still within the normal parameters of green,” said Dr. Sendrowski. You have to be quantitative—look at the numbers. “It's important to look at a patient who is still in the green but may have lost a significant amount or more than age-matched norms, variances that you would see.”

To Catch a Thief (of Sight)

Dr. Sendrowski said that to catch glaucoma, optometrists should take advantage of the expertise they have as evaluators of the optic nerve head. “I really think that optometry and ophthalmology are the two professions that can really look at an optic nerve head and distinguish what they're looking for.” Additionally, he said to always use any ancillary tests, whether it be a visual field, corneal hysteresis—an important modality to Dr. Sendrowski—or an image. But Dr. Sendrowski emphasized the importance of confirming visual field defects and being able to correlate changes in visual fields and imaging with observed changes in the optic nerve head. “The comparison of the two is so vital; when you can match up corresponding imaging or corresponding visual field loss with the optic nerve head, to me that's confirmative.” And when in doubt, Dr. Sendrowski said that observation would help to garner the correct conclusion. Use time—bring the patient back for what you think is a reasonable monitoring period.

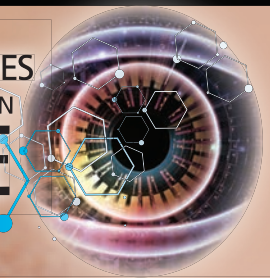
Celebrating a Career

Local hero Paul Ajamian, OD—well-known to the SECO family for his years of service as chair of the education committee—received *Review of Optometry's* Career Achievement Award at the magazine's annual SECO dinner at Morton's on Thursday evening. Dr. Ajamian was celebrated for his many pioneering efforts to advance the cause of optometric education and clinical practice, particularly his role in establishing the first optometric surgical comanagement model in 1982. He was also one of the first optometry fellows to study at the prestigious Bascom Palmer Eye Institute in Miami. A longtime contributor to *Review of Optometry*, he has been a columnist since 1999 and was first featured in a landmark 1984 cover story about the rise of the Omni Eye Centers.



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Paul Karpecki, OD



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San Diego Marriott Del Mar

Program Chair:
Paul Karpecki, OD



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Program Chair:
Paul Karpecki, OD



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8:30PM - MIDNIGHT

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SATURDAY, March 4 — Course Listings

MEETINGS AND EVENTS

8am – 10pm
SECO Member State Executives
 Meeting Omni Sycamore Room

8am – 12pm
ARBO Southern Regional Meeting
 Omni Intl Ballroom AB, Level M2

10:45am – 5pm
Optometry's Marketplace at SECO™
 GWCC Bldg. A Exhibit Hall

10:45am – 5pm
Ticket Exchange for the Saturday Night Fever Party
 GWCC Bldg. A Exhibit Hall, Conversation Café

11am
Fashion Showcase
 GWCC Bldg A Exhibit Hall

11:30am – 1pm
Women In Optometry Lunch
 (By invitation only)

12pm – 2pm
SECO Past Presidents Lunch
 Omni Pecan Room

3:45pm – 5:30pm
SoCO House of Delegates Meeting
 Amphitheater A3

8:30pm – 12am
Saturday Night Fever Party
 Tabernacle

OPTOMETRIST COURSES

6:30am – 7:30am
152 Rosacea Review
 A304
 Pizzimenti

6:30am – 7:30am
153 Corneal Hysteresis
 A305
 Semes

6:30am – 7:30am
154 Digital Dry Eye
 A313
 Hom

6:45am – 8:45am
155 Narcotic Prescribing and Drug Diversion
 A316
 Ensor

7:45am – 8:45am
156 The Eye in Neoplastic Disease
 A304
 Pizzimenti

7:45am – 8:45am
157 Visual Field Interpretation
 A305
 Marrelli

7:45am – 8:45am
158 X-Ray, CT or MRI?
 A312
 Porzukowiak

7:45am – 8:45am
159 Corneal Cross-Linking
 A315
 Karpecki

9am – 11am
062 Skinning Cats: Corneal Transplantation From Front to Back
 Amphitheater A3
 Veldma

11am – 12pm
Patient Handoff – Collaborative Patient Care
 ECP University Presentation Theater
 Parker

12pm – 1pm
Say Hii in Georgia!
 Presentation Theater 3
 Hauswirth, Lee, Whitley
 Not for credit, includes boxed lunch

12pm – 1:15pm
303 Student Lunch Symposium Alcon Update presented by Alcon
 Tom Duchardt, FAAO
 AND
EYE-INSPIRED™. Patient-focused. presented by Johnson & Johnson Vision Care, Inc.
 Charissa Lee, OD, FAAO
 AND
Getting to Know VSP Global presented by VSP Global
 Vernon Dela Cruz

1:15pm – 2:15pm
168 AMD Update
 A304
 Cavallerano

1:15pm – 2:15pm
607 Zeiss Cirrus OCT Learning Lab
 Booth #1113
 Gaddie

1:15pm – 3:15pm
160 Anterior Segment Grand Rounds
 A302
 Lonsberry

1:15pm – 3:15pm
161 Maximizing the OCT in Glaucoma
 A305
 Marrelli

1:15pm – 3:15pm
162 MIPS and More: A Medicare Survival Guide A311
 Michaels, McCarty, Wroten

1:15pm – 3:15pm
163 The Optic Neuropathies
 A312
 Porzukowiak

1:15pm – 3:15pm
164 Rheumatology, Thyroid Dysfunction, and the Eye
 A313
 Caldwell

1:15pm – 3:15pm
165 Examining and Managing Children with Autism Spectrum Disorder
 A314
 Coulter, Hinrichs

1:15pm – 3:15pm
166 Ocular Surface Smackdown: Inflammation vs. Obstruction
 A315
 Hom

1:15pm – 3:15pm
167 Meet the Choroid
 A316
 Pizzimenti

1:15pm – 3:15pm
606 Advanced Procedures Learning Lab
 A310
 Neal, Ensor, Walker

2:15pm – 3:15pm
169 The Vitreous: Everyday Challenges
 A411 / 412b
 Cavallerano

3:15pm – 4:15pm
Leveraging Technology to Get Your Patients in The Door
 Presentation Theater 1
 Bazan

3:15pm – 4:15pm
The Evolution of Lenses, Blocking Blue Light ECP University
 Presentation Theater
 Parker

3:15pm – 4:15pm
Visual Merchandising Tactics
 Presentation Theater 3
 Reed

5pm – 7pm
170 The Best of Paul and Paul
 A305
 Ajamian, Karpecki

5pm – 7pm
171 Lasers in Optometry
 A302
 Lighthizer, Welch

TEAM-CENTERED LEARNING COURSES

6:30am – 7:30am
518 Transient Vision Loss
 A312
 Porzukowiak

6:30am – 7:30am
519 Examining A Problem Child
 A314
 Hinrichs

6:30am – 7:30am
520 HIV and AIDS
 A315
 Sowka

7:45am – 8:45am
521 Squeezing Dollars from Your Technology Center
 A311
 Mayo

7:45am – 8:45am
522 Allergy, Dry Eye or Both?
 A312
 Hom

7:45am – 8:45am
523 Horses or Zebras: Pediatric Cases
 A314
 Coulter

7:45am – 8:45am
524 How to Perform A Basic Exam in Spanish
 A303
 Canizales

2pm – 5pm
525 CPR Learning Lab
 Omni, Dogwood B
 Brown, Brown

5pm – 6pm
527 Rxing For Children with Special Needs
 A314
 Hinrichs

5pm – 7pm
526 Making Vision Therapy Thrive In A Primary Care Practice
 A311
 Davis

5pm – 7pm
528 Everything You Wanted to Know About Diabetes But Were Afraid to Ask
 A411 / 412b
 Cavallerano

6pm – 7pm
529 Pediatric Eye Disease: Differentiation to Medication
 A314
 Coulter

(Continued on p. 9)

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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 ESSLOR
3:00-4:00 PM	Sights of Innovation: Focusing on Astigmatism <i>Dr. Mile Brujic (Capacity 75)</i>		THEATER 1 BAUSCH + LOMB
	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 COOPERVISION
	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 ESSLOR
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 ABBOTT
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 SHIRE
12:00-12:45 PM	Essilor Town Hall		THEATER 2 ESSLOR
3:15-4:15 PM	Leveraging Technology to Get Your Patients in The Door Enter to Win \$100 Amex card		THEATER 1 SR SOLUTIONREACH
	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

SATURDAY, March 4 — Course Listings

(Continued from p. 7)

OPHTHALMIC PROFESSIONALS COURSES

7am – 8am
752 Visual Acuity
A404
Franklin

7am – 8am
753 Optics In Glasses vs. Contact Lenses
A405
Slightom

7am – 8am
755 Dealing With Difficult Patients
Omni, Dogwood B
Suter

7am – 9am
751 Coding and Billing
A402
Carter

7am – 9am
754 Unequal Refractive Errors and the Effects on Vision
A410
Drake

7am – 9am
916 Slit Lamp Learning Lab
A407
Cioni, Graves

7am – 9am
917 Frame Adjustment Learning Lab
A412a
Shwom

8am – 9am
756 There's An Optical App For That
A403
Bazan

8am – 9am
757 Final Front Tear
A404
Lawrence

8am – 9am
758 Medically Necessary Contact Lenses
A405
Gordon

8am – 9am
759 Inter-Generational Team Building
Omni, Dogwood B
Suter

8am – 9am
918 Motility Learning Lab
A406
Pate, Franklin

9am – 10am
760 The Efficient Front Desk
A402
Carter

9am – 10am
761 When Being Too Sweet Isn't So Sweet
A403
Mukkamala

9am – 10am
762 The Anatomy of Glaucoma
A404
Graves

9am – 10am
763 The Importance of Corneal Measurement
A405
Slightom

9am – 10am
920 Goldmann Tonometry Learning Lab
A407
McCullough

9am – 11am
764 It's Time to Embrace Digital Lenses
A410
Manso

9am – 11am
765 How To Implement Organizational Change
Omni, Dogwood B
Lawrence

9am – 11am
919 Lensometry Learning Lab
A406
Coleman, Stevens

9am – 11am
921 Eye Dissection Learning Lab
A412a
Griffith

10am – 11am
766 Help! The Phone is Ringing
A402
Carter

10am – 11am
767 Flashes, Floaters and Tears... Oh My!
A403
Mukkamala

10am – 11am
768 Should I Ask The Doctor First?
A404
Cioni

10am – 11am
769 Contact Lens Complications
A405
Gordon

10am – 11am
922 Alternative Tonometry Learning Lab
A407
Pate, Steele

12:30pm – 1:30pm
770 Hiring Power: Building a Dynamic Team
A402
Roberts

12:30pm – 1:30pm
771 Shingles, Ouch!
A403
Lawrence

12:30pm – 1:30pm
772 Performing A Thorough Visual Field
A404
Graves

12:30pm – 1:30pm
773 Improving Contact Lens Compliance
A405
Gordon

12:30pm – 1:30pm
774 Polarized and Variable Tint Lens Update
A410
Underwood

12:30pm – 1:30pm
775 From Look to Book: The Role of Staff in Marketing Your Practice
A408
Schmidt

12:30pm – 1:30pm
776 Connecting With Patients Through Visual Therapy
A303

12:30pm – 1:30pm
923 Prism Progressive Learning Lab
A406
Coleman, Stevens

12:30pm – 1:30pm
924 Toric Contact Lenses Learning Lab
A407
Smith, Pate

1:30pm – 2:30pm
Documentation & Compliance Requirements For Ophthalmic Techs
Presentation Theater 1
Rumpakis

1:30pm – 2:30pm
Patient Handoff – Collaborative Patient Care ECP University
Presentation Theater
Parker

1:30pm – 2:30pm
2017 Retail Trends
Presentation Theater 3
Reed

3pm – 4pm
777 Motivation for Maximum Potential
A402
Roberts

3pm – 4pm
778 Comprehensive Pretesting for Monofocal and Premium IOLs
A403
Cioni

3pm – 4pm
779 Customer Service: Must Have Skills for Employees
A404
Schmidt

3pm – 4pm
780 Intro to Scleral Contact Lenses
A405
Smith

3pm – 4pm
781 What's New in Wearable Technology Eye Wear?
A410
Underwood

3pm – 6pm
926 Ophthalmic Professional Skills Course
Omni, Dogwood A
Lawrence, Stevens, Franklin

4pm – 5pm
782 Keep Patients In the Express Lane
A402
Roberts

4pm – 5pm
783 Retinal Diagnostic Testing
A403
Mukkamala

4pm – 5pm
784 Common Diseases and Disorders
A404
Schmidt

4pm – 5pm
785 What You Really Don't Know About Contact Lenses
A405
Underwood

4pm – 5pm
786 Understanding the Need For Task Specific Eyewear
A410
Drake

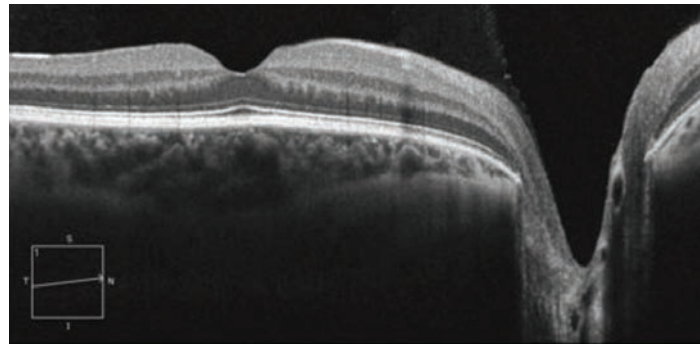
Don't Forget the Choroid

Take advantage of an opportunity to learn about this vital vascular tissue.

Today, 1:15pm – 3:15pm, Room A316

Have some time to familiarize yourself with a critical but often-forgotten portion of the eye? To find out why the choroid should be a focal point in any successful practice, join Joseph Pizzimenti, OD, this afternoon for an in-depth presentation. “Meet the Choroid” will cover clinical findings on the pathobiology and the diagnosis and management of its associated diseases.

The main purpose of this course is to serve as a reminder to practitioners that comprehensive knowledge of the choroid, a high-flow vascular tissue that provides nourishment to the outer portion of the retina, is essential to posterior segment management. If handled incorrectly, the various conditions that affect the choroid can result in blindness or, in extreme cases, death. “When it comes to the eye’s



Advances in OCT imaging allow for a better view—and understanding—of the choroid than ever before.

posterior segment, the retina gets most of the attention, and rightfully so,” says Dr. Pizzimenti. “However, we cannot talk about vitreoretinal disease without an excellent understanding of the underlying choroid.”

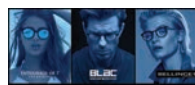
The course will begin with a detailed look at

the structure and function of the choroidal tissue. There will be overviews of both the choroid microstructure and vasculature. After the basics are covered, Dr. Pizzimenti will focus on imaging and evaluation, including some of the newest technological advances available, such as fluorescein angiography and enhanced depth imaging optical coherence tomography.

As with most effective courses, Dr. Pizzimenti will also use clinical case studies to help “highlight the proper diagnosis and management of diseases that involve this overlooked but important part of the eye.” From diagnosis to treatment options, the group will take a deep dive into examples of choroidal neovascularization, pachychoroid neovasculopathy, choroidal melanoma, choroidal metastasis and much more.



Don't miss the most innovative and fashionable frame brands available today in SECO's luxury eyewear pavilion.



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Find Efficiencies in Toric Prescribing

Weslie M. Hamada, OD, FAAO

With a design that is easy to fit and quick to stabilize, ACUVUE® Brand Contact Lenses with BLINK STABILIZED® Design can help your patients consistently see their best.

For the past 10 years, ACUVUE® Brand Contact Lenses for patients with astigmatism, including 1-DAY ACUVUE® MOIST Brand Contact Lenses for ASTIGMATISM and ACUVUE OASYS® Brand Contact Lenses for ASTIGMATISM, have relied on BLINK STABILIZED® Design to satisfy patient needs. It's more than just a catchy marketing term. BLINK STABILIZED® Design was inspired by the anatomy of the eyelids and their dynamic interaction with a contact lens during blinks. Scientists used high speed photography to better understand the lens-lid interaction and figure out how to use it as a force for good—stabilizing and repositioning the lens with every blink.

The result was a completely unique design that has four “active zones” or points of stabilization on the outer central periphery, and a minimal pressure zone under each lid. Symmetrical weighting limits the influence of gravity—and that is critical to how astigmatic patients experience these lenses in their daily activities.

Real-world vision

Prism- or peri-ballasted lenses can perform well in the exam lane when the patient is upright and looking straight ahead, but these gravity-dependent designs are challenged by eye and head movements outside the office. When the head is tilted 90° degrees, for example, to align a golf ball or look under a bed, gravity-dependent lenses rotate about 2.5 times more than BLINK STABILIZED® Design lenses do.¹ BLINK STABILIZED® Design lenses have also been shown to provide greater stability than prism-ballasted lenses for large versional tasks such as looking at the rearview mirror and then back at the road while driving.²

These benefits help patients achieve consistent vision throughout the day, making them less vulnerable to visual discomfort and contact lens dropout.

Avoiding prism

Due to their uneven thickness, toric lens designs that rely on prism- or peri-ballast can have residual prism in the optic zone. My colleagues and I

measured the mean vertical prism in the central 6.0mm zone of eight commercially available soft toric lenses.

Lenses with BLINK STABILIZED® Design had virtually no vertical prism. The other seven lenses had mean vertical prism ranging from 0.5 Δ to 1.2 Δ.³

BLINK STABILIZED® DESIGN

- Quick to settle—in just 3 minutes
- Symmetrical weighting makes lenses quick to settle with each insertion and helps keep them stable during blinking
- Eye/head movements minimally affect rotational stability
- Available in reusable and daily disposable ACUVUE® Brand Lenses for ASTIGMATISM to suit a wide range of patient lifestyle and ocular needs

This may be particularly undesirable for patients who wear a toric lens in only one eye. Practitioners should be aware that an imbalance in vertical prism may create or exacerbate disturbances in binocular vision function.

The doctor experience

Not only can BLINK STABILIZED® Design offer a better patient experience, it also makes it easy to fit astigmats. ACUVUE® Brand lenses with this design are symmetrical, so they are easy to fit and settle quickly, within 3 minutes. With a high first-fit success rate and wide parameter coverage (more than 98% of spherical and astigmatic eyes can be accommodated by the stock prescription ranges of 1-DAY ACUVUE® MOIST Brand and ACUVUE OASYS® Brand), you can be confident that BLINK STABILIZED® Design lenses will help you meet the needs of your astigmatic patients.

1. McIlraith R, Young G, Hunt C. Toric lens orientation and visual acuity in non-standard conditions. CLAE 2010; 33 (1): 23-26.
2. Zikos GA, Kang SS, Ciuffreda KJ, et al. Rotational stability of toric soft contact lenses during natural viewing conditions. Optom Vis Sci 2007; 84:1039-45.
3. Sulley A, Hawke R, Lorenz KO, et al. Resultant vertical prism in toric soft contact lenses. Cont Lens Anterior Eye 2015;38(4):253-7.

Dr. Hamada is Associate Director, Professional Affairs for Johnson & Johnson Vision Care, Inc.

**In 14 clinical trials posted on www.clinicaltrials.gov, a website maintained by the NIH. The 14 clinical studies evaluated subjective comfort as a primary or secondary end point for ACUVUE OASYS® Brand with HYDRACLEAR® PLUS Technology. Review conducted as of April 16, 2016.*

ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020 or by visiting acuvueprofessional.com.

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EXHIBITOR	Booth	EXHIBITOR.....	Booth	EXHIBITOR	Booth	EXHIBITOR.....	Booth
A&A Optical	733	Dyop Vision Associates	345	Lacravera	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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†Rooms limited. ‡Separate registration required. **Additional CE fees if attending both meetings.
Agenda subject to change. See website for details: www.reviewofoptometry.com/sandiego2017

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Course Emulates the Experience of Learning from Larry Alexander, OD

Tomorrow, 7:30am – 9:30am, Bldg. A, Exhibit Hall A3

Few people can be called visionaries in their field, but Larry Alexander, OD, author of the seminal work *Primary Care of the Posterior Segment*, is certainly among them. He's also been called "a quintessential educator," a "hero" and, in the title of a course here at SECO 2017, a "giant."

It's clear that Dr. Alexander, who taught at the University of Birmingham for nearly 20 years, inspired many and that his 2016 death was a blow to the profession. Tomorrow morning's course, "Lessons Learned from Larry: Honoring a Giant" pays reverence to the man,

his approach to ocular disease and his lasting legacy. But this isn't a memorial service. The course will be replete with case studies on conditions such as central serous chorioretinopathy, glaucoma, swollen optic discs, posterior uveitis, diabetic retinopathy and other conditions for which Dr. Alexander was a pioneer. Dr. Alexander applied a four-point approach to all ocular disease:

1. Know the anatomy.
2. Observe for alterations in color and contour.
3. Mark the connections to diagnoses.

4. Proceed with what is best for the patient.

The presenters will detail how to apply those points to a variety of diseases. Presenters Leo Semes, OD, Blair Lonsberry, OD, and Joe Pizzimenti, OD, ultimately aim to offer an approximation of the experience of learning from Dr. Alexander himself.

Dr. Pizzimenti, who succeeded Dr. Alexander as president of the Optometric Retina Society after serving as his vice president, says, "Larry was a truly original thinker and a keen observer of everything. He loved his profession and he loved people."

Energieyes SECO Sunday: Pick Your Path to Success

Expand your practice with a full day of training from Energieyes.

Sunday, 7am – 5pm, Omni Dogwood AB, Level M1

For the second year in a row, Energieyes will be providing a full-day training opportunity during its SECO Sunday event. This year, there will be two in-depth programs for attendees to choose between (or float between): multilocation practice management or dry eye treatment.

During the inaugural launch of the multi-location practice management program, attendees will learn how to quickly turn their single-location practices into multi-location practices. Ninety-three percent of Energieyes members currently have single-location practices, and their average experience level is 17.5 years. "New grads are seeking experienced, successful optometrists to work with and frankly, many are seeking employment, not a lease," says Energieyes Executive Director Michael Pote. "We believe by assisting our very experienced



members to take on additional practice locations, we are creating a winning situation for everyone involved—our members, new grads and our retail partners."

Paul Karpecki, OD, will lead the dry eye treatment training, which offers four hours of COPE-approved continuing education. This will be the fourth group of Energieyes dry eye trainees, a continuation of the success the organization has already had with the program. According to Mr.

Pote, the last group completed their training with over 400% growth over baseline. Also included in the training are monthly webinars and weekly account management.

Another portion of the day will be a two-hour multifocal contact lens program from Bausch + Lomb. During this session, attendees will learn how to better serve their patients with multifocal contact lenses, and why they are an underused vision correction

solution specifically designed to keep up with today's active adult lifestyles.

Other offerings in the program include a surprise trainer, vendor discounts, weekly support calls, monthly conference calls and marketing materials.

Finally, Larry Brown, OD, will finish off the day by providing the credit required to practice in the state with a one-hour Georgia jurisprudence course.

SECO Announces 2017 Award Winners

These prestigious awards will be presented at today's house of delegates meeting.

SECO has announced the recipients of its 2017 awards, recognizing significant contributions to the profession of optometry. Steven Reed, OD, has been named Optometrist of the South, SECO's highest honor; Matthew Jones, OD, received SECO's Young Optometrist of the South award and Curtis Turner, Jr., has been named Paraoptometric of the South. In addition, Lowell H. Gilbert, OD, has been awarded posthumously the President's Award. The awards will be presented to the recipients during the SECO International House of Delegates meeting on March 4, 2017.

"SECO is proud to recognize several outstanding individuals for their significant contributions to the optometry profession, including Dr. Gilbert, who is a past president of SECO and the Virginia Optometric Association and will long be remembered for his contribution and dedication to the profession," said Dr. Ted McElroy, president of SECO International. "This year, we also honor Dr. Reed, Dr. Jones and Mr. Turner not only for their individual achievements in their respective states, but for raising the standard of optometric care that patients throughout the country receive today. They should be applauded for their many accomplishments and unwavering commitment to the optometry profession."

OPTOMETRIST OF THE SOUTH

Steven Reed, OD, of Magee, Mississippi, has been named the 2017 Optometrist of the South, SECO's highest honor. Practicing optometry for over 20 years, Dr. Reed owns Family Vision Clinic of Magee, his first optometry practice, and Family Vision Clinic of Collins. He also is co-owner of Southern Eye Care of Clinton and Southern Eye Care of Forest, as well as president and owner of McRaven Tour Home, a historic property built in 1797 in Vicksburg, Mississippi, and referred



to as "the most haunted house in Mississippi." Dr. Reed graduated from the University of Southern Mississippi with a bachelor's degree in biochemistry in 1991 and earned his OD from Southern College of Optometry (SCO) in Memphis, Tennessee, in 1995. He served as Chair of the Board of Trustees at SCO from 2014 to 2016 and served on the board from 2009 to 2016.

Dr. Reed is a long-time member of the Mississippi Optometric Association (MOA) and has served in a variety of leadership roles, including president. He provided leadership to the MOA during a time of rebuilding, which laid the groundwork for future programs and operations. In addition, he is on the Board of Trustees of the American Optometric Association (AOA) and has served as delegate/alternate to AOA's House of Delegates (2004-2016). In addition to serving on a variety of committees over the years for AOA, he is a Visionary Level Supporter of AOA's Political Action Committee. Dr. Reed also has served as a trustee for the Southern Council of Optometry from 2010 to 2016.

Dr. Reed has given back to his community in many ways throughout his career and has provided service to the visual welfare of the public. As president of the Magee Lions Club, he was the co-coordinator of the club's first annual H.F. "Mac" McCarty Golf Tournament, which raises funds each year for eye examinations and glasses for the underserved of Simpson County. In addition, Dr. Reed is an

InfantSEE® provider and is a coordinator and participant in screenings in schools throughout Simpson County. He also has participated in the statewide Sight Savers Program, providing eye examinations to Magee's underserved. He represented the Forest Lions Club for two years in Costa Rica providing eye examinations as part of Student Volunteers in the Optometric Service to Humanity (SVOSH). He and his wife, Kendra, reside in Magee, Mississippi.

YOUNG OPTOMETRIST OF THE SOUTH

SECO has named Matthew Jones, OD, of Blytheville, Arkansas, the 2017 Young Optometrist of the South. This SECO award recognizes an optometrist in practice for less than 10 years, but who has already made a significant impact in the field of optometry.

Dr. Jones graduated from the University of Evansville in Indiana and earned his OD from



the Southern College of Optometry (SCO) in 2009. He has practiced in Blytheville for the past seven years and is co-owner of the Blytheville Family Eye Care Center. Since beginning private practice, he joined the board of directors of the

Arkansas Optometric Association in 2011. He was awarded the association's Young Optometrist of the Year Award in 2012. After serving on the board for four years, he moved into an officer position as secretary/treasurer and currently serves as president-elect. He will assume

the role of president for the 2017-2018 year.

As a member of the Southern Council of Optometrists, Dr. Jones is serving his third year as a volunteer member of the logistics committee for SECO International. He also is a member of the AOA and has attended several AOA Congressional Advocacy Conferences in Washington, DC, and is a keyperson for one of the US Representatives from Arkansas. At the state level, he serves as legislative keyperson captain for Northeast Arkansas.

Giving back to the community and optometry profession, Dr. Jones has served as a board member of Vision Arkansas, the charitable foundation of the Arkansas Optometric Association, since 2011. As past chairman of a golf tournament, he also helps raise money for scholarships for student doctors. He serves as a reverse-mentor and pioneered the Young OD Mentor Program in Arkansas. The program aligns new doctors with experienced professionals to build strong relationships between them and to assist in the student's transition to practitioner.

Dr. Jones also is an ordained minister. He and his wife, Allison, and daughter, Sutton, reside in Blytheville, Arkansas.

PARAOPTOMETRIC OF THE SOUTH

SECO has awarded Curtis Turner, Jr., of Greenville, SC, with its 2017 Paraoptometric of the South honor. Mr. Turner has worked as a Practice Manager IV for the Eye Institute of Greenville Health System since 2014. In addition to a variety of practice management and training positions, Mr. Turner also has vast military and law enforcement experience.

Mr. Turner is a lifelong learner and has earned an MBA in Health Care Administration and Accounting & Finance, as well as a Master of Education. He also has earned a bachelor's in Management and Public Administration

As a member of the American Optometric



Association (AOA) Paraoptometric Section, Mr. Turner served on numerous Paraoptometric section committees, including the annual meeting committee and education committee with the Commission on Paraoptometric Certification.

He also served several terms with the AOA Paraoptometric Section as the Member-at-Large, Chair Elect and Chair of the section. While continuing to serve his profession, Mr. Turner served as Chair of the Paraoptometric Section of the California Optometric Association (COA).

Mr. Turner has conducted lectures at AOA's Optometry's Meeting for the Certified Paraoptometric Assistant and Technician review courses. He also has authored continuing education articles for the AOA and the COA. His commitment to optometric-related service has also been recognized by the U.S. Army when he was awarded a Meritorious Service medal and a Military Outstanding Volunteer Service Award. He also continues to volunteer his time in the community in which he lives.

PRESIDENT'S AWARD

SECO has posthumously bestowed upon Lowell H. Gilbert, OD, of Colonial Heights, Virginia, the 2017 President's Award, a prestigious honor given by the SECO President.

"The Southern Council of Optometrists wants to recognize Dr. Gilbert with our sincere and heartfelt appreciation for his many years of dedication and service to the profession," said Dr. McElroy. "His perseverance

in support of our profession and commitment to our mission and ideals will be long remembered."

Dr. Gilbert had served the Colonial Heights community and Virginia as an optometrist for more than 40 years. He served as SECO president in 2005-2006 and was first elected as an officer to the SECO International Executive Committee in 2001. He ran a private practice in Colonial Heights and specialized in contact lenses and treatment of disease. After graduating from Bob Jones University, Dr. Gilbert earned his OD in 1965 from the Southern College of Optometry. From 1966 to 1969, Dr. Gilbert served in the U.S. Army Medical Corps. He was the assistant chief of



the Optometry Clinic at the US Army Hospital at Ft. Jackson, S.C. from 1968 to 1969.

Following military service, Dr. Gilbert joined the Virginia Academy of Optometry in 1970 and was both diagnostically and therapeutically certified by the Virginia Board of Optometry.

Professionally, Dr. Gilbert was a long-time member of the Virginia Optometric Association (VOA) since 1965 and served as its president in 1992-1993, after also serving as chairman of the Legislative Committee.

Dr. Gilbert was named VOA's Optometrist of the Year in 1993 and received the Distinguished Achievement Award in 1999. Dr. Gilbert was appointed to the Virginia State Board of Optometry by Governor George Allen and the Virginia Board of Health Professions by Governor James Gilmore.

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Get a FREE additional year of warranty on OCULUS products when you purchase at the SECO 2017 meeting. This offer includes our popular products such as the Pentacam® for Keratoconus screening, Keratograph® 5M for Dry Eye analysis, Easyfield® C for visual field perimetry. Please stop by the OCULUS booth #536 for a free demo and to speak with one of our sales specialists.



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Dynamic Labs will be offering special discounts on Equipment and Lens Cleaner during the first hour of the show every day. Stop by booth 338 for special unpublished deals every day.



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\$10 Starbucks gift card to the first 10 doctors who attend a 10-minute demo of MaximEyes EHR at Booth #836. Free data conversion if you buy MaximEyes at SECO.
Booth 836



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Give your site a makeover and get seen online with iMatrix. Then optimize and automate your patient communications with Demandforce. Ready to grow your practice? We're offering new customers a 2-month free trial for both these powerful marketing platforms. Contact us today to get started: 877-779-2531



SECO Exclusive offers on select frames from Imagewear, Revolution, Nouveau Eyewear and more. Get 5 for \$50, 8 for \$100, 12 for \$175, or 20 for \$300. Plus, special offers available for new customers. Visit us at booth #1205, #1210 and #1212.



Buy 12 frames from any one collection, receive a \$50 visa gift card!
*Vue collection requires a 24 piece purchase to qualify. Cannot be combined with any other offer.



You Could Win an Apple Watch Sport at SECO!
Visit EyePromise® booth #339 March 2nd - 4th to learn about the QuantifEye® MPS II macular pigment optical density (MPOD) measurement instrument and how our nutraceuticals can help protect your patients' eye health. While you are there, get your MPOD tested to be entered to win an Apple Watch Sport.



VeraPlug™ Punctal Occluder (Sterile Preloaded) - \$40/pr.
VeraPlug™ Punctal Occluder (Nonsterile Bulk) - \$250/10 pr. box
Vera90™ Extended Wear Plugs - \$125/20 per box
VeraC7™ Collagen - \$45/60 per box
Stop by booth #645 to register to win an iPad mini 2.



Come See What's New at McGee!
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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Receive 20 FREE "Value Frames" with 20-piece BMEC Purchase
BMEC is Modern's very popular collection for bigger men. With 71 fashionable styles, eye sizes range from 52mm to 62mm. Temple lengths measure up to 160mm. All BMEC frames include a 2-year warranty.



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Do you order contacts? Get rich bonuses for signing up at Booth 404!
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\$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.



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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 Kasperek USA Optical at booth #1337 to see all of our show specials and latest releases!



FREE Countertop Display when you buy 8 Polinelli Reading Glasses with BluePro Technology! Buy 6 of our NEW Visolux Digital HD Video Magnifiers and get the 7th FREE!



\$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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Gain an additional year of warranty with purchase of a new edging system such as the brand new Briot Attitude. Featuring wavefront lens analysis and a smart design shape creation for less potential for human error and additional sources of revenue for your lab.



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.

CE with Examination (CEE) Courses at SECO 2017

Date	Start	End	Course #	Title	COPE	CE Broker
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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SECO International extends its appreciation to the following for their unrestricted educational grant support of the SECO 2017 optometric and ophthalmic professional continuing education programs.

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PRIMARY CARE OPTOMETRY NEWS
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TODAY'S HOURS

10:45am – 5pm

FASHION SHOW TODAY!

Don't miss out on today's frames Fashion Showcase at 11am, where you will see the latest in frame fashion trends while learning tips and tricks to help your bottom line. Be among the first to arrive and take home a fashion show swag bag! Learn even more this afternoon in these Presentation Theater courses with Travis Reed in Presentation Theater 3.

1:30pm – 2:30pm *2017 Retail Trends*

3:15pm – 4:15pm *Visual Merchandising Tactics*

SATURDAY PARTY TICKET EXCHANGE

Today's your last chance to exchange your ticket for an entrance pass to the Saturday Night Fever Party at the Tabernacle with Dennis DeYoung. The ticket exchange counter is located at the Conversation Cafe inside the exhibit hall.

FREE CE IN THE PRESENTATION THEATERS

Today is the last opportunity to learn for free in our Presentation Theaters! Remember, space in each session is limited and participation is on a first-come, first-served basis. Today's schedule includes 9 courses with 3 hours of CE for ODs and 3 other courses as well as 3 hours of CE for Ophthalmic Professionals. Check the SECO 2017 Program or the following page for the full schedule.

Conversation Café

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 adjacent page.

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Ted McElroy, OD, Passes the SECO Torch

As President of the Southern Council of Optometrists, I welcome you to SECO 2017 and Atlanta. It's been an honor and privilege to have served as president of SECO this past year. SECO is more than just a meeting; it is a wonderful family reunion held every year in Atlanta.

Encompassing more than 24,000 members globally, including our state association and associate organization members, SECO is truly an impressive organization that contributes so much to optometry. The theme for our 94th annual meeting is "Your Future in Focus," which emphasizes our goal to focus on the latest issues, trends and medical developments that impact optometry and the care we provide our patients.

This year, as the world's largest conference for optometrists and staff, SECO will deliver more than 100 hours of continuing education during 250 specialized courses. This, combined with our hands-on learning labs, show floor demos and team-centered learning opportunities, ensures attendees receive exactly what they need.

SECO continues to attract impressive student attendance and involvement. SECO 2017 gives optometry students and residents the opportunity to experience the best education in optometry for

free. Students can network with peers, practicing optometrists, potential employers and industry leaders, all while enjoying the perfect mix of social events and education. Our Student Program continues to expand and gives students access to more than any other conference will.



In addition to our world-class optometric educational program, one of the highlights of SECO 2017 is MedPRO360. This innovative, multidisciplinary business educational event is designed to educate, innovate and entertain doctors of all professions to run their businesses better while looking to the future of how health care will develop decades ahead. It shares with participants the challenges ahead with human resources, how to wow patients in the office with stellar service and how to take the pulse of our business health by looking at key metrics like we would gauging the metrics of a patient with glaucoma. I am excited this will be an ongoing event for SECO in future years.

SECO University is another accomplishment this past year that has exceeded our expectations. This online continuing education program was introduced in 2014 and now has

1,500 subscribers. This is a year-round online CE resource center that capitalizes on another trend in continuing education and continues to increase in participation and educational content.

One of the things I set out to accomplish over the last year was to tell the story of "What do you think of when you are here at SECO?" I visited the Virginia Optometric Association at The Homestead in Virginia, the South Carolina Optometric Physicians Association in Hilton Head Island and the West Virginia Association of Optometric Physicians. Everywhere I travelled, I was reminded how much our profession has evolved and how we can better address issues in the future.

We are excited that SECO continues to attract the best and brightest in the profession. We have a legacy of excellence to maintain, while striving to deliver the latest developments in optometry in a fun, engaging and truly innovative environment. As I become past-president of SECO and Dr. Lynn Hammonds assumes leadership, I want to say that it has been my pleasure and I have been blessed to serve as president this past year.

Thank you for attending SECO 2017 and for all you do to support the profession.

Lynn Hammonds, OD, Fills Presidential Role

I will assume the role of president of the Southern Council of Optometrists during SECO's House of Delegates on Saturday. It's an honor and a privilege to accept this role and responsibility. As I prepare for the year ahead, I reflect on SECO's history. You may be surprised to learn that I'm not SECO's first female president. Its first actually served in 1933-1934. Esther "Jiggs" Ingram, OD, led the organization when very few women were in optometry.



Dr. Ingram was from Winter Haven, Florida, and was active in the Optometric Extension Program. She was a trustee for the American Optometric Association (AOA).

As convention chairperson for the AOA, she was instrumental in getting the AOA Congress to meet in Miami in 1935, the same year that she served as vice president of the Florida Optometric Association. It was also under her leadership that SECO made the decision to be a strictly educational organization, not a political one. SECO was leading the way even then.

Jumping ahead, 1957 (the year I was born) was another pivotal year for SECO, as it made the de-

cision to grow to the big meeting we know today. By 1958, attendance grew from 100 to 300.

Today, we attract more than 7,000 optometrists and optometric professionals to SECO annually. We have developed a strategic plan that allows us to meet new challenges for our profession and chart the course for the future. This includes looking at the future location of the meeting and new ways of delivering education, including:

- SECO University, which continues to grow in both content and subscriptions. We have more than 1,500 subscribers, who are taking more hours than ever before. We are also looking at new ways to improve and expand content that will keep SECO University relevant in the face of increasing competition.

- MedPRO 360, a new healthcare business management program, debuted March 1, 2017, at the Georgia World Congress Center. This all-day event, hosted by SECO International, is designed for health care practitioners, representing 27 different medical specialties, who provide first-rate patient care, but may need help with running their practice at the same level of excellence. The program focuses on how practitioners and staff

can boost overall profitability with proven strategies in marketing, management, analytics, human resources and more. We plan to keep growing this event and promote inter-professional networking.

Finally, SECO will continue to identify and develop collaborative relationships with industry and other organizations. We are continuing to partner with Energeyes, an organization whose membership is made up of corporate affiliated optometrists. Last year, the Armed Forces Optometric Society (AFOS), the College of Optometrists in Vision Development and Energeyes all held independent meetings in conjunction with SECO. This year, we have Energeyes and AFOS again, as well as SNAPP, the Society of National Associated Pearle Professionals, hosting events.

I look forward to the months ahead and everything we can accomplish and build upon. It's an exciting time in our field and I'm honored to follow in the footsteps of many outstanding leaders, such as Dr. Esther Ingram and others who have been pioneers in our profession. Thank you again for attending and supporting us throughout the year. We look forward to seeing you for SECO 2018!

Laser Learning Lab Heats Up SECO

ODs are adapting to these modern devices as they become more prevalent.

Currently, 47 states don't permit ODs to perform laser procedures. But Nathan Lighthizer, OD, believes this is soon to change. "I think it's going to follow just like drops and orals and other things. Once you have two, it's easier to get three, once you have three it's easier to get more."

If ODs are soon to be granted these permissions, or for doctors who just want to know what their patients are experiencing in the ophthalmologist's office, this lab offered practical, hands-on lessons with three types of lasers.

Posterior Capsulotomy

Michelle Welch, OD, stepped out to offer "tips and tricks" on the Nd:YAG laser posterior capsulotomy procedures, using several case samples of patients treated with YAG capsulotomies.

First, she warned, "rule out any other pathology before you start using the laser." That means a comprehensive preoperative work-up.

Doctors performing the procedure will also need to learn to brace their patients for the unusual sensations associated with the procedure. "I tell my patients, 'This works a little bit on sound, so you're going to hear some pops and they're going to sound like they're inside your head.' They might see some sparks, and that's normal. They'll see a few floaters that day and probably the next day, but they shouldn't see curtains or flashes of light."

Laser Peripheral Iridotomy

"Forty-nine times out of 50, we do a peripheral iridotomy (PI) prophylactically," Dr. Lighthizer began. "Patients with narrow angles are sent in



Nathan Lighthizer, OD, sits at an SLT laser as doctors huddle around to learn about this exciting new therapy for glaucoma patients.

because the doctor didn't want to dilate them for fear of putting them into angle closure." But it's also used as an alternative to surgical iridectomy to address pigmentary glaucoma, primary angle closure, plateau iris syndrome/configuration and secondary pupillary blocks.

Following an LPI, a patient will require Pred Forte (Allergan) drops for at least a week, Dr. Lighthizer said.

The New Trabeculoplasty

Before splitting into groups and offering doctors the chance to use the lasers themselves, the presenters discussed the advent of selective laser trabeculoplasty.

"SLT is the new trabeculoplasty," said Dr. Lighthizer. "The laser is so quick that the heat can't spread to the surrounding tissue," thereby reducing side effects. "There is no thermal burn," he said.

Following the hour-long lecture, optometrists were afforded the opportunity to gain some hands-on time with the lasers, guided by Drs. Lighthizer and Welch, along with Patricia Walker, OD.

Scholarship Honors Gilbert

Four young optometrists from Virginia were able to attend SECO 2017 for free thanks to a generous donation from the Richmond Optometric Society in memory of Lowell Gilbert, OD.

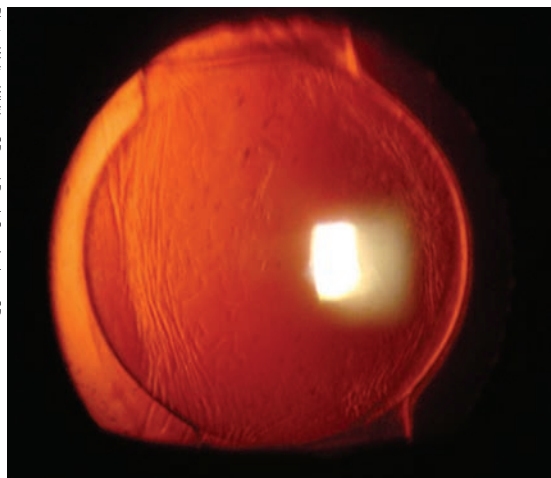


This donation allowed SECO International to create a program that provides young optometrists just getting started with a scholarship that covers the cost of attending SECO's education program as well as travel expenses.

"Dr. Gilbert had been a SECO volunteer since 1993 and was an attendee for over 30 years," said Ted McElroy, OD, SECO president. "During Dr. Gilbert's term as president, we started outreach programs with students, and he was always an advocate of helping students attend our Congress."

This year's recipients were:

- Dr. Vijayata Dham**
- Dr. Michael Polo**
- Dr. Stephanie Matsko**
- Dr. Ashley Parsons**
- Dr. Christine Craig**



Posterior capsular opacification following cataract surgery is relatively simple to correct with a YAG capsulotomy procedure.

Photo: Walter Whitley, OD, and Derek Cunningham, OD

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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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