

Don't Get Flustered by Oddball Cases

An ace clinician laid out his optometric philosophies and backed them up with a wealth of experience.

Paul Ajamian, OD, can attract a morning crowd of a few hundred based on his reputation alone. He's the cofounder of the first optometric comanagement center in the United States, SECO's general chairman, an author and a member of the National Optometry Hall of Fame. So, when he says he's sharing his latest favorite cases, optometry shows up to listen. That's exactly how many attendees chose to start SECO 20/20 yesterday morning.

With decades of experience and energy to spare, Dr. Ajamian took the opportunity to pass down some life lessons, such as "not being afraid to add new things." These may include allowing patients to explain diseases you haven't heard of, embracing lacrimal procedures, taking on vision-threatening diseases (such as glaucoma, which Dr.

Dr. Ajamian's Rules to Live By

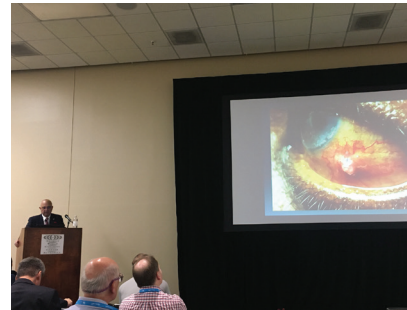
1. Be observant and curious.
2. Never panic before you exam.
3. Don't be afraid to tackle new things.
4. Always explain visual acuity loss less than 20/20 or have a plan to do so.
5. Do a thorough exam on every patient and record your findings carefully, neatly and thoroughly.

Ajamian said "is a disease we should own and not send away") and having a plan for patients who cannot be corrected to 20/20.

Even after decades, Dr. Ajamian is still exploring new tricks. In this session, he opened his files and shared what he's found.

Can't Handle the Tooth

Dr. Ajamian's philosophies come to life when he introduces his cases. The first was an unexplained prese-



Dr. Ajamian explains this patient's pyogenic granuloma that developed following vitrectomy.

ptal cellulitis. The patient's face was completely swollen and he had been hospitalized for five days with IV antibiotics. Normally, a patient like this will respond to Keflex (cephalexin, Lilly) 500mg BID or QID. But when all else failed, Dr. Ajamian pointed him to a dentist. Having recently undergone a CT scan himself,

Dr. Ajamian had a hunch that his patient could benefit from a cone beam CT.

Even though the patient's teeth weren't in any pain, Dr. Ajamian was right on the money. An infected tooth can underlie preseptal cellulitis, and this patient's swelling was completely relieved within three days of his infected tooth being pulled. So, "if you see a preseptal, get it checked by a dentist," Dr. Ajamian told the crowd.

"I had never seen this before," he said. "That's why it's fun to keep practicing after all these years."

50 Shades of Pink

Several cases show Dr. Ajamian grappling with a somewhat amorphous term patient's seem to apply to everything: pink eye.

See CASES, Page 21

WHAT'S INSIDE

Welcome to SECO 20/20.....	3
MedPRO360 gets down to business.....	4
Doctors' courses.....	6
AHPs' courses.....	8
How to hear myopia control do's and don'ts.....	15
Schedule of events for SECO 20/20.....	16
Get the lowdown on low vision.....	17
Journey to the peripheral retina.....	19
Want to earn some CEE? Find out how here.....	21

AFOS Celebrates Its Semicentennial in Atlanta

With 50 years under its belt, the organization turned to the future during its annual pre-SECO conference.

2020 marks a special year for optometry but holds particular significance for the Armed Forces Optometric Society (AFOS): it's their anniversary.

"AFOS Past, Present, Future" is the theme for our 50th Anniversary Year," says Chris Cordes (CDR, USPHS), OD, AFOS president. "We will honor our past and work together on present challenges while creating a future that is united in vision, making the next 50 years of AFOS just as successful—if not more."

Members gathered at the Ritz-Carlton in Atlanta for the annual meeting, which kicked off Monday with CE courses and a reception.

An Eye on the Future

Tuesday morning, attendees joined speaker Chris Wroten, OD, of the Bond-Wroten Eye Clinic in Louisiana, to learn about what the next few years might bring to the profession.

Pharmaceuticals and drug delivery. Dr. Wroten shared a quick overview of the newest drugs, starting with a sublingual sedative. "It can be used in place of IV sedation in 80% of cataract surgeries," he explained. "In-office, we can use it for a host of procedures, and it's a nice little tool."

He also touched on new dry eye options and the slew of recent glaucoma advances, including the triple-action rho-kinase inhibitor that promises to provide IOP-lowering ef-



The meeting held a festive air this year, with several events celebrating the society's 50th anniversary. Pictured here are (left to right) AFOS Immediate Past President Jason Hales (MAJ, USA), OD, John Wright and Chris Cordes (CDR, USPHS), OD, AFOS President.

fects even for patients already on two other medications.

Poised to hit the market in the next few years, Zian (Stowe Pharma) is a new antimicrobial agent under investigation to treat the worst bacterial, fungal and viral infections, according to Dr. Wroten. "This molecule is almost a nuclear bomb on the ocular surface," he joked. "Forget having to perform a culture; we could use

See AFOS, Page 22

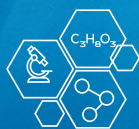
THERE'S RELIEF AND THEN THERE'S

RELIEVA™

FOR DRY, IRRITATED EYES



THE ONLY FAMILY OF PRODUCTS IN THE U.S. WITH CMC, HA[†], AND HYDROCELL™ TECHNOLOGY.



Welcome to REFRESH® RELIEVA™—the innovative family of products specially formulated to relieve discomfort due to eye dryness and prevent further irritation. We do it with HydroCell™ technology—our proprietary NaCl-free, glycerin-based solution that enables hydration and maintains the volume of cells on the ocular surface.

[†]HA is an inactive ingredient.

Stop by Allergan booth #729

refreshbrand.com/doc

© 2020 Allergan. All rights reserved. All trademarks are the property of their respective owners. REF127467 08/19

Allergan

A Perfect View of What's Ahead at SECO 20/20!

With more than 400 hours of education, 900 leading brands and countless opportunities to connect with colleagues, you'll be equipped to see the future of eye care clearly.

Welcome back to Atlanta—we're thrilled to have you join us for SECO 20/20! We're kicking off the year with experiential learning, emerging eye care trends, technologies and opportunities to connect with peers and so much more!

Discover new ways to keep your patients happy and healthy at Optometry's Marketplace™, where you can learn about the latest products and solutions from more than 900 leading brands that will help you create an exceptional experience for your patients and run a more profitable practice.

Each year, the SECO Education Committee works to create a diverse and compelling world-class curriculum of courses taught by the most sought-after speakers in the profession, and this year will be no different. With hundreds of hours of education to choose from, SECO 20/20 kicks off the education season with innovative and practical instruction from some of the most talented and well-known speakers in the profession. Highlights include these exciting events.

The popular *Special Session* and *General Session* programs:

- Cutting Edge Cornea
 - MedPRO360—Distinction or Extinction, the Choice is Yours!
 - Surgical Retina & Beyond
 - Glaucoma: What Do We Know & How Do We Know It, Which Should It Be?
 - Diabetes 2020 and Beyond: Today's Advances and Future Possibilities
 - Ocular Neoplasias: Don't Miss Them!
 - Myopia Management: What's All the Hype?
- Learn, earn and have fun with the *interactive edutainment* sessions that provide educational sessions in a variety of novel settings.

The *Symposium Series* courses—held Wednesday, Thursday, Friday and Saturday for both ODs and allied healthcare professionals and students. These unique sessions allow you to learn from industry leaders who take the stage to highlight the latest developments in their companies and in optometry—all while you enjoy a complimentary lunch or dinner.

Strengthen your business skills in sales, marketing, billing and HR with SECO's *MedPRO360* practice management program held throughout SECO 20/20, where you'll cover an expanded



range of topics. If you haven't already registered, head over to any registration desk.

And don't forget to have a little fun while you're here—the popular *social events* scheduled throughout the conference, from alumni receptions to themed parties, make it easy to build meaningful connections with eye care professionals from all over the world! ■

SPEAKER SPOTLIGHT



Dr. Gurwood's SECO 20/20 course schedule includes:

- **Ocular Anatomy: How and Why the Eye Works**
Thursday 10–11am, Room A410
- **Recognizing the Red Eye**
Thursday 12–1pm, Room A410
- **The Modern Management of Ocular Occlusive Disease**
Thursday 4–6pm, Room A313
- **Differential Diagnosis of the Red Eye**
Friday 2–4pm, Room A312
- **SECO Student Optometry Board Review: Part 1**
Saturday 9am–4pm, Room A303

Andrew Gurwood, OD

Professor, Pennsylvania College of Optometry at Salus University

In addition to his roles as an educator at Salus and a member of the attending staff at the Department of Ophthalmology at Albert Einstein Medical Center in Philadelphia, Dr. Gurwood also finds time to contribute to numerous publications and lectures throughout North America on ocular disease.

SPEAKER SPOTLIGHT



Dr. Rafieetary's SECO 20/20 course schedule includes:

- **Top 10 Grand Round Cases for Retina**
Thursday 1–2pm, Room A302
- **Journey to the Peripheral Retina**
Thursday 4–6pm, Room A312
- **Anti-VEGF for Breakfast, Lunch and Dinner [DINNER COURSE]**
Thursday 7–8:20pm, Der Biergarten

Mohammad Rafieetary, OD

Optometrist, Charles Retina Institute

Dr. Rafieetary is a consultative optometric physician at the Charles Retina Institute (CRI) in Germantown, TN. Prior to joining CRI in 1996, he served as Chief of Advanced Ocular Disease at the Southern College of Optometry.

He is a Fellow of the American Academy of Optometry and Optometric Retina Society. He is published in numerous professional publications and lectures extensively on the subject of diseases of the eye with emphasis on conditions of the retina and vitreous.

MedPRO360 Opens Opportunities for All

This ambitious series of 33 courses is a “meeting within a meeting” devoted to strategies for helping you build your business acumen—and success.

The healthcare management advisors at MedPRO360 are returning to SECO with a greatly expanded buffet of business education programs. This year’s slate of 33 courses offers insight into topics pertinent to managing a practice, such as leadership, customer experience, billing and coding, staff training and retention, sales and marketing, financials and profitability and revenue streams. The MedPRO360 program began yesterday (see below) and will run until noon Sunday. Courses will also happen on the show floor in the MedPRO360 Theater, sponsored by Premier Academy360.

“As our program started to grow, we were able to take these educational opportunities and put them in the hands of individuals who deal with these topics a lot more often,” says Ted McElroy, OD. “Doing that gives us a better focus on the topics that are important to practitioners and teams and helps them identify the areas that are important to their practices and how they run their businesses.” According to Dr. McElroy, all doctors need to know how to run a small business—a focus that is not given enough attention while practitioners are in school. “Not a lot of us end up going into practice because we think we’re great business owners,” he notes. “Running a practice is not exactly the same skill set as doing an eye exam.”

One aspect that Dr. McElroy highlighted for this year’s courses was the facilitated learning labs. These five workshops will have attendees work in groups to discuss and develop solutions to presented scenarios. The learning labs will touch on practice profitability, strategies to make your practice stand out to potential patients, legal and financial ramifications of certain HR issues and insurance payment models. “The environment around our practices continues to change on a regular basis, and we feel these topics can be processed better in a forum where attendees share what they feel is working well in their practice with the entire group,” Dr. McElroy says.

One of SECO’s Special Sessions this year under the MedPRO360 program is “Distinction or Extinction: The Choice is Yours!,” a panel discussion moderated by Dr. McElroy with Michael Kling, OD, CEO of Invision Optometry, Susan Keene, OD, of Envision Eye Care and Tamara Franklin, CPOT, director of staff development at Vision Source. The panel will share their unique experiences and impart how to spot business opportunities that will differentiate a practice and how to recover from common missteps doctors make along the way.

According to Dr. McElroy, being open about mistakes will help shape how practices grow. He notes that one common problem is committing to a budget. “The majority of us tend to go by gut feeling, hoping that the money’s going to be there,” Dr. McElroy says. “Trying to manage a practice by hope is not necessarily the best strategy.”

Dr. McElroy is hopeful that SECO 20/20 attendees who take advantage of the MedPRO360 program will then be able to take concrete steps toward becoming better business people and making better decisions for the benefit of their practices. Nevertheless, he understands that these attendees won’t be receptive to what the numerous presenters have to say without coming in with an open mind. “Instead of focusing on why that strategy won’t work in their practice and being black and white about it, maybe take a step back and try to find other opportunities in places you haven’t considered before.”

MedPRO360 continues to grow and include many different resources that all members of the eye care team can explore and learn from. The business management program is designed to ensure participants leave SECO with a few actionable strategies that they can implement immediately and use to boost their practice’s overall profitability. ■

Kickoff Lecture Offers Digital Marketing Tips Any OD Can Employ

Today, you have endless avenues available to promote your practice, and it can be challenging to know how to take advantage of each for the best results. Yesterday, in the first session of this year’s MedPRO360 series, Andrea Knouff, OD, helped her audience get savvy about marketing tactics and decide what’s best for independent practice owners.

Dr. Knouff opened the practice management discussion by emphasizing that you don’t need to be an expert in marketing to apply different strategies that will ultimately benefit your practice. You do, however, need to learn the lingo. “It’s its own language,” she admitted. While getting up to speed on marketing and advertising can be intimidating at first, she noted that it’s worth it,



especially concerning digital communications outlets. Dr. Knouff pointed out that 97% of people do their research before trying something new, 75% judge a business based on its website and \$0.56 of every \$1 spent is influenced by digital interaction.

Among the key terms associated with digital marketing are search engine optimization (SEO), pay-per-click and reputation management. Dr. Knouff suggested paying close attention to website design, social media presence and ad placement, as all three shape a potential patient’s first impression of your practice. She recommended creating a valuable, personal and interactive online experience for patients that conveys why your practice is different and worth visiting. To do this, she advised attendees to focus on SEO—the process of peppering your content with search-friendly terms that will send traffic to the site—to make sure patients are clear on what you have to offer and are able to find you in the first place.

Yesterday, Dr. Knouff helped demystify marketing lingo and concepts for attendees.

Don’t underestimate email campaigns and online reviews, Dr. Knouff added. They are how you gain patient feedback, which reveals where to make improvements and gives others confidence in your services. She concluded the lecture by stressing the importance of trying a wide range of marketing tactics to find what works and then honing them to build your practice and reputation. ■

Consider this

Are you wondering why you should pay attention to your digital marketing strategy? Consider these 3 big numbers.

97%

Of consumers go to online sources to research local business

75%

Of consumers admit to judging business credibility based on website design

\$0.56

Of every dollar spent in an offline location is influenced by a digital interaction

Make sure prospective patients can find you online—and like what they see.

Remaining MedPRO360 Courses Available During SECO 20/20

Thursday, March 5

Facilitated Learning Lab: Whose Exam Is It Anyway?, <i>Gregory Caldwell, OD; Christopher, Wolfe, OD; James Herman, OD</i>	8–10am	Room A408
Disrupting the Eyewear Selection Process, <i>Michael Kling, OD</i>	11am–12pm	MedPRO360 Theater
21st Century Networking – Top 5 Message Boards and Social Media Groups, <i>Darryl Glover, OD</i>	1–2pm	MedPRO360 Theater
Distinction or Extinction: The Choice is Yours!, <i>Ted McElroy, OD; Michael Kling, OD; Susan Keene, OD; Tamara Franklin, CPOT</i>	2–3pm	Amphitheater A3
Workplace Dynamics – Constructive Criticism Doesn't Cut it, <i>Charlie Sacarelli</i>	3–4pm	Room A302
Staff Retention – Building Your Dream Team!, <i>Lynn Lawrence; Allison Thompson</i>	4–5pm	MedPRO360 Theater
Every Frame Has a Story – How to Tell It & Sell It, <i>Jackie O'Keefe</i>	5–6pm	Room A404
You Can't Improve What You Don't Measure – Implementing Practice Metrics, <i>Christopher, Wolfe, OD</i>	5–6pm	MedPRO360 Theater

Friday, March 6

Social Media – The Secret to Creating Influencers to Promote Your Practice For You, <i>Darryl Glover, OD</i>	7–8am	Room A302
Facilitated Learning Lab: The Five Zones of Practice Profitability, <i>Mike Rothschild, OD</i>	8–10am	Room A404
Facilitated Learning Lab: Leadership and Differentiation – How to Make Your Practice Stand Out in a Crowd, <i>Michael Kling, OD</i>	10am–12pm	Room A408
The Current and Future State of the Healthcare System and Payors, <i>John Rumpakis, OD</i>	11am–12pm	MedPRO360 Theater
Buyer's Tips for Vendor Selection, <i>Sharon Carter</i>	12–1pm	Room A408
Eyewear Trends and Selection Techniques, <i>Laurie Pierce</i>	1–2pm	MedPRO360 Theater
5 Steps to Go From Manager to Leader, <i>Michael Kling, OD</i>	2–3pm	Room A404
Facilitated Learning Lab: HR Landmines That Put You at Risk and How to Navigate Through Them, <i>Jason DeMayo</i>	2–4pm	MedPRO360 Theater
Why I Decided to Create a Telemedicine Optometric Practice and How I Did It, <i>Mike Rothschild, OD</i>	3–4pm	Room A408

Saturday, March 7

HIPAA Compliance and Communications in Your Office, <i>Adam Parker, OD</i>	7–8am	Room A316
Facilitated Learning Lab: Pay Me Less Please – The Future of Payment Models, <i>Jeff Michaels, OD</i>	8–10am	Room A411/412b
Communicating Value – How Do You and Your Patient Differentiate \$99 From \$999 Eyewear?, <i>Laurie Pierce</i>	11am–12pm	MedPRO360 Theater
Why Can't We All Just Get Along?, <i>Jeff Michaels, OD</i>	12–1pm	MedPRO360 Theater
Coding and Billing, <i>Sharon Carter</i>	1–2pm	Room A302
Board Management and Merchandising, <i>Jay Binkowitz</i>	2–3pm	MedPRO360 Theater
Take My Data, Please!, <i>Adam Parker, OD</i>	2–3pm	Room A316
21st Century Scheduling – Strategies for Keeping the Book Full and the Pace You Want!, <i>Sharon Carter</i>	3–4pm	Room A404
Five Things You Can Do Now to Increase Your Bottom Line, <i>Jeff Michaels, OD</i>	4–5pm	Room A316
What Your Patients are Saying About You and Why, <i>Jay Binkowitz</i>	4–5pm	Room A403
Key Performance Indicators That Drive Profits, <i>Jay Binkowitz</i>	5–6pm	Room A402

Sunday, March 8

Communicating at Different Touchpoints Throughout the Patient Experience, <i>Jill Luebbert</i>	11am–12pm	Room A403
--	-----------	-----------

ALLIED HEALTHCARE PROFESSIONALS PARTY
FRIDAY, MARCH 6 | 5–7 PM
 THE OMNI - INTERNATIONAL BALLROOM A, B, C

Sponsored in part by 

STUDENT PARTY
SILENT DISCO: DANCE TO YOUR OWN BEAT
FRIDAY, MARCH 6 | 9 PM-MIDNIGHT
 THE OMNI - INTERNATIONAL BALLROOM A, B, C


Sponsored in part by 

ALUMNI RECEPTIONS
FRIDAY, MARCH 6 | 7-11 PM
 LOCATION NEEDED

SATURDAY NIGHT PARTY
"BACK WHERE YOU BELONG"
SATURDAY, MARCH 7 | 8:30 PM-MIDNIGHT
 THE TABERNACLE ATLANTA


Sponsored in part by   




THE VIEW
 LUXURY EYEWEAR



Learn what's new and what's next and how to solve the most difficult challenges. Mix and mingle with your peers and share ideas and strategies for creating the most dynamic inventory mix while increasing patient satisfaction and practice revenue.

Find us in Optometry's Marketplace™
 Booths 1420 to 1720



 **LEARNING**  **SHOPPING**  **CONNECTING**

THURSDAY, MARCH 5 DOCTOR EDUCATION

SECO's comprehensive program offers more than 250 educational courses throughout the conference. Here are today's courses for **optometrists, ophthalmologists and PhDs.**

For course descriptions and the entire five-day education program, visit attendseco.com/education.

Missed a course at SECO 2020? Log on to secouniversity.com throughout the year to access all courses.

- A** ABO
- P** AOA Paraoptometric
- AS** Treatment & Management of Ocular Disease: Anterior Segment
- CE** Florida CE Broker
- CEE** CEE/TQ Course
- CL** Contact Lenses
- EJ** Ethics/Jurisprudence
- GL** Glaucoma
- GO** General Optometry
- IS** Injection Skills
- J** JCAHPO
- LP** Laser Procedures
- N** NCLE
- NO** Neuro-Optometry
- OP** Oral Pharmaceutical
- PD** Principles of Diagnosis
- PH** Pharmacology
- PM** Practice Management
- PO** Peri-Operative Management of Ophthalmic Surgery
- PS** Treatment & Management of Ocular Disease: Posterior Segment
- RS** Refractive Surgery Management
- SD** Systemic/Ocular Disease
- SP** Surgical Procedures
- FV** Functional Vision/Pediatrics
- LV** Low Vision/Vision Impairment & Rehabilitation
- PB** Public Health
- LW** Learning Lab/Workshop
- DC** Dinner Course
- EC** Edutainment Course

7:00 AM	105 Glaucoma, OCT and Black Coffee 7:00AM-8:00AM Room A311 65437-GL Eric Schmidt, OD GL CE	106 Marginal Lids and the Ocular Surface: A Cookbook Approach 7:00AM-8:00AM Room A316 65438-AS Gilbert Spindel, OD AS CE		
8:00 AM	60 Special Session: Cutting Edge Cornea 8:00AM-10:00AM Room Amphitheater A3 65750-AS Jack Parker, MD, PhD AS N P J CE			
10:00 AM	FREE CE 200 Eight Steps To Hiring Excellence 10:00AM-11:00AM MedPRO360 Theater brought to you by Premier Academy360 65721-PM Rebecca Johnson, CPOT PM CE A			
11:00 AM	507 Not So Fast, Some Cases Might Fool You 11:00AM-12:00PM Room A302 65608-GO Eric Schmidt, OD GO CE P J	508 Emerging Contact Lens Technologies 11:00AM-12:00PM Room A311 65664-CL Kris Kerestan Garbig, OD CL CE N P J	509 Intense Pulsed Light: IPL Ophthalmic Applications 11:00AM-12:00PM Room A312 65609-AS Selina McGee, OD AS CE N P A J	108 What to Expect When Your Patient is Expecting 11:00AM-12:00PM Room A315 66049-PH Cecelia Koetting, OD PH CE
12:00 PM	303 FREE OD Lunch Symposium presented by Alcon and Johnson & Johnson Vision Care 12:00PM-1:00PM Amphitheater A3 			
1:00 PM	510 Safely Prescribing Pain Meds 1:00PM-2:00PM Room A311 65632-PH Blair Lonsberry, OD PH CE N P A	113 Cataracts 2020: Premium IOL's 1:00PM-2:00PM Room A316 65586-PO Eric Schmidt, OD PO CE	114 Top 10 Grand Round Cases for Retina 1:00PM-2:00PM Room A302 65441-PS Mohammad Rafieetary, OD PS CE	
2:00 PM	408 MedPRO360 Special Session: Distinction or Extinction: The Choice is Yours! 2:00PM-3:00PM Room Amphitheater A3 65590-PM Ted A McElroy, OD; Michael Kling, OD; Susan Keene, OD; Tamara Franklin, CPOT PM A P CE			
3:00 PM	409 MedPRO360: Workplace Dynamics - Constructive Criticism Doesn't Cut it 3:00PM-4:00PM Room A302 65689-PM Charlie Saccarelli, ABOM PM CE P A	600 Amniotic Membrane Learning Lab 3:00PM-5:00PM Room A405 65540-AS Alan Kabat, OD AS CE	FREE CE 201 Creating the Optimum Frame Planogram 3:00PM-4:00PM MedPRO360 Theater brought to you by Premier Academy360 65583-PM Sherrie Rogerson PM A CE	
4:00 PM			512 Top 10 Countdown: Glaucoma Controversies 4:00PM-6:00PM Room A315 65883-GL Anthony Litwak, OD Danica Marrelli, OD GL CE N P A	513 Pharm Grand Rounds 4:00PM-6:00PM Room A311 65811-PH Tammy Than, OD PH CE N P A
4:15 PM				
4:30 PM				
4:45 PM				
5:00 PM	123 Pitstop with Paul: CE and Sports Car Experience at the Porsche Center with SECO's CE Chairman, Paul C. Ajamian, O.D. 4:00PM-6:00PM OFFSITE: Porsche Experience Center Atlanta 65958-EJ 1 HOUR CE Paul C. Ajamian, OD EJ CE	411 MedPRO360: Every Frame Has a Story - How to Tell It & Sell It 5:00PM-6:00PM Room A404 65662-PM Jackie O'Keefe, ABOC PM CE P A		
5:15 PM				
5:30 PM				
5:45 PM				
6:00 PM				
6:15 PM				
6:30 PM				
6:45 PM				
7:00 PM				
7:15 PM				
7:30 PM				
7:45 PM				
8:00 PM				
8:15 PM				
8:30 PM				
8:45 PM				
9:00 PM				
			125 Anti-VEGF for Breakfast, Lunch and Dinner 7:00PM-8:20PM OFFSITE: Der Biergarten 65599-PS 1 HOUR CE Mohammad Rafieetary, OD PS CE	

107 Casting an Eye Towards Biologic Medications
7:00AM-8:00AM | Room A312 | 65439-PH
Alan Kabat, OD

COVE PH CE

505 Low Dose Atropine for Myopia Control
7:00AM-8:00AM | Room A313 | 65528-GO
Paula Johns OD, MPH, FFAO

COVE GO CE N P A

506 Dry Eye Disease: Know Your Comorbidities
7:00AM-8:00AM | Room A315 | 65607-SD
Cecelia Koetting, OD

COVE SD A N P CE

405 MedPRO360 Facilitated Learning Lab: Whose Exam Is It Anyway?
8:00AM-10:00AM
Room A408 | 65506-PM
Gregory Caldwell, OD
James Herman, OD
Christopher Wolfe, OD

COVE PM A P CE

109 Lid Lesions: Relax or Refer?
11:00AM-12:00PM | Room A305 | 63455-AS
Blair Lonsberry, OD

COVE AS CE

110 Hemianopsia: When It's Not a Stroke
11:00AM-12:00PM | Room A313 | 66135-NO
Paula Johns OD, MPH, FFAO

COVE NO CE

111 Laser K's: Keratectomy to Keratomileusis
11:00AM-12:00PM | Room A316 | 65598-RS
Mitchel Ibach, OD

COVE RS CE

112 Sleep Apnea and the Eye
11:00AM-12:00PM | Room A314 | 64307-SD
Lindsay Elkins, OD, FFAO

COVE SD CE

406 MedPRO360: Disrupting the Eyewear Selection Process
11:00AM-12:00PM | MedPRO360 Theater brought to you by Premier Academy360 | 65507-PM
Michael Kling, OD

COVE PM A P CE

115 Thick, Thin, and Thinner: An Update on Endothelial Disease
1:00PM-2:00PM | Room A313 | 61893-PO
Mitchel Ibach, OD

COVE PO CE

116 Rheumatology, Thyroid Dysfunction, and the Eye
1:00PM-2:00PM | Room A312 | 65671-SD
Gregory Caldwell, OD

COVE SD CE

117 Papilledema vs. Pseudopapilledema
1:00PM-2:00PM | Room A305 | 65444-NO
Leonard Messner, OD

COVE NO CE

118 Injecting Injections into Your Practice
1:00PM-2:00PM | Room A314 | 65633-IS
Scott Moscow, OD

COVE IS CE

407 MedPRO360: 21st Century Networking - Top 5 Message Boards and Social Media Groups to Follow
1:00PM-2:00PM | MedPRO360 Theater brought to you by Premier Academy360 | 65690-PM
Darryl Glover, OD

COVE PM A P CE

511 Dry Eye Disease: Facts vs. Fallacies
2:00PM-3:00PM | Room A305 | 65529-AS
Alan Kabat, OD

COVE AS CE N P J



FREE CE 213 Sexual Harassment 101
3:00PM-4:00PM | Presentation Theater | 65583-PM
Jason DeMayo, MBA

COVE EJ CE

514 Bringing Low Vision to Your Office
4:00PM-6:00PM
Room A302 | 65849-LV
Maria Richman, OD

COVE CE LV CE P A J

119 Game of Codes: Common Sense Approach to Coding
4:00PM-6:00PM
Room A314 | 65445-PM
Scott Moscow, OD

COVE PM CE

120 Mind-Bending Neuro Grand Rounds
4:00PM-6:00PM
Room A305 | 65447-NO
Leonard Messner, OD

COVE NO CE

121 The Modern Management of Ocular Occlusive Disease
4:00PM-6:00PM
Room A313 | 65553-PS
Andrew Gurwood, OD
Marc Myers, OD

COVE PS CE

122 Journey to the Peripheral Retina
4:00PM-6:00PM
Room A312 | 65808-PS
Mohammad Rafieetary, OD

COVE CE PS CE

410 MedPRO360: Staff Retention - Building Your Dream Team!
4:00PM-5:00PM | MedPRO360 Theater brought to you by Premier Academy360 | 65635-PM
Lynn Lawrence, MS
Allison Thompson

COVE PM CE P A

412 MedPRO360: You Can't Improve What You Don't Measure - Implementing Practice Metrics
5:00PM-6:00PM | MedPRO360 Theater brought to you by Premier Academy360 | 65510-PM
Christopher Wolfe, OD

COVE PM CE P A

124 Aesthetically Pleasing: Incorporating Oculoplastics Into Your Practice
6:30PM-9:00PM | OFFSITE: STATS Brewpub
65884-GO | 2 HOUR CE
Selina McGee, OD

COVE CE GO CE X

907 Myopia Control Update
7:00PM-9:00PM
OFFSITE: Dantanna's Morgan Room
64820-GO | 1 HOUR CE
Alan Glazier, OD

COVE GO A N CE

CO-LOCATED EVENTS

SECO 20/20 is excited to host affiliate and associated organizations during this year's annual meeting. A continued build of the professions most valuable education offering, SECO 20/20 provides a synergy of more learning and more variety in one meeting place!




THURSDAY, MARCH 5 AHP EDUCATION

SECO's comprehensive program offers more than 250 educational courses throughout the conference. Here are today's courses for allied health professionals—**opticians, paraoptometric, technicians and administrators.**

For course descriptions and the entire five-day education program, visit attendseco.com/education.

Missed a course at SECO 2020? Log on to secouniversity.com throughout the year to access all courses.

- A** ABO
- P** AOA Paraoptometric
- AS** Treatment & Management of Ocular Disease: Anterior Segment
- CE** Florida CE Broker
- CEE** CEE/TQ Course
- CL** Contact Lenses
- EJ** Ethics/Jurisprudence
- GL** Glaucoma
- GO** General Optometry
- IS** Injection Skills
- J** JCAHPO
- LP** Laser Procedures
- N** NCLE
- NO** Neuro-Optometry
- OP** Oral Pharmaceutical
- PD** Principles of Diagnosis
- PH** Pharmacology
- PM** Practice Management
- PO** Peri-Operative Management of Ophthalmic Surgery
- PS** Treatment & Management of Ocular Disease: Posterior Segment
- RS** Refractive Surgery Management
- SD** Systemic/Ocular Disease
- SP** Surgical Procedures
- FV** Functional Vision/Pediatrics
- LV** Low Vision/Vision Impairment & Rehabilitation
- PB** Public Health
- W** Learning Lab/Workshop
- D** Dinner Course

7:00 AM	706 Eye Care Jeopardy: A Through Z 7:00AM-8:00AM Room A402 Kris Kerestan Garbig, OD A P J CE	707 Murphy's Law in the Optical Field 7:00AM-8:00AM Room A410 Roy Ferguson, PhD A P CE	708 What's New: A Contact Lens Update 7:00AM-8:00AM Room A412a B.W. Phillips, FCLSA, NCLEM N P J CE
8:00 AM	60 Special Session: Cutting Edge Cornea 8:00AM-10:00AM Room Amphitheater A3 65750-AS Jack Parker, MD, PhD AS N P J CE		
8:15 AM			
8:30 AM			
8:45 AM			
9:00 AM			
9:15 AM			
9:30 AM			
9:45 AM			
10:00 AM	FREE CE 200 Eight Steps To Hiring Excellence 10:00AM-11:00AM MedPRO360 Theater brought to you by Premier Academy360 65721-PM Rebecca Johnson, CPOT PM CE A		
10:15 AM			
10:30 AM			
10:45 AM			
11:00 AM	302 FREE Opticians, Technicians, Administrators Symposium Lunch presented by Novartis 11:00AM-12:00PM Room A411/412b 		
11:15 AM			
11:30 AM			
11:45 AM			
12:00 PM	800 Amniotic Membrane Learning Lab 12:00PM-2:00PM Room A405 Alan Kabat, OD PH P CE	714 Game-Changing Solutions for Patients with Visual Field Loss 12:00PM-1:00PM Room A404 Charlie Saccarelli, ABOM A P J	715 The Visually Impaired Patient 12:00PM-1:00PM Room A403 B.W. Phillips, FCLSA, NCLEM A N P J CE
12:15 PM			
12:30 PM			
12:45 PM			
1:00 PM		510 Safely Prescribing Pain Meds 1:00PM-2:00PM Room A311 65632-PH Blair Lonsberry, OD PH CE N P A	
1:15 PM			
1:30 PM			
1:45 PM			
2:00 PM	408 MedPRO360 Special Session: Distinction or Extinction: The Choice is Yours! 2:00PM-3:00PM Room Amphitheater A3 65590-PM Ted A McElroy, OD; Michael Kling, OD; Susan Keene, OD; Tamara Franklin, CPOT PM A P CE		
2:15 PM			
2:30 PM			
2:45 PM			
3:00 PM	FREE CE 201 Creating the Optimum Frame Planogram 3:00PM-4:00PM MedPRO360 Theater brought to you by Premier Academy360 65583-PM Sherrie Rogerson PM A CE		
3:15 PM			
3:30 PM			
3:45 PM			
4:00 PM	512 Top 10 Countdown: Glaucoma Controversies 4:00PM-6:00PM Room A315 65883-GL Anthony Litwak, OD Danica Marrelli, OD CE GL CE N P A	513 Pharm Grand Rounds 4:00PM-6:00PM Room A311 65811-PH Brad Sutton, OD CE PH CE N P A	514 Bringing Low Vision to Your Office 4:00PM-6:00PM Room A302 65849-LV Maria Richman, OD CE LV CE P A J
4:15 PM			
4:30 PM			
4:45 PM			
5:00 PM			410 MedPRO360: Staff Retention - Building Your Dream Team! 4:00PM-5:00PM MedPRO360 Theater brought to you by Premier Academy360 65635-PM Lynn Lawrence, MS Allison Thompson PM CE P A
5:15 PM			
5:30 PM			
5:45 PM			
6:00 PM			
6:15 PM			
6:30 PM			
6:45 PM			
7:00 PM	907 Myopia Control Update 7:00PM-9:00PM OFFSITE: Dantanna's Morgan Room 64820-GO 1 HOUR CE Alan Glazier, OD GO A N CE		
7:15 PM			
7:30 PM			
7:45 PM			
8:00 PM			
8:15 PM			
8:30 PM			
8:45 PM			
9:00 PM			

OPTOMETRY'S MARKETPLACE™

Discover efficiency-enhancing solutions, state-of-the-art equipment, fashionable eyewear styles, and interactive educational events as far as the eye can see — all on the show floor.

505 Low Dose Atropine for Myopia Control 7:00AM-8:00AM Room A313 65528-G0 Paula Johns OD, MPH, FAAO GO CE N P A		506 Dry Eye Disease: Know Your Comorbidities 7:00AM-8:00AM Room A315 65607-SD Cecelia Koetting, OD SD A N P CE		7:00 AM
710 Eat Well, See Well! 10:00AM-11:00AM Room A402 Kris Kerestan Garbig, OD P CE		711 Ocular Anatomy: How and Why the Eye Works 10:00AM-11:00AM Room A410 Andrew Gurwood, OD; Marc Myers, OD A P CE		7:15 AM
507 Not So Fast, Some Cases Might Fool You 11:00AM-12:00P		508 Emerging Contact Lens Technologies 11:00AM-12:00PM Room A311 65664-CL Kris Kerestan Garbig, OD CL CE N P J		7:30 AM
509 Intense Pulsed Light: IPL Ophthalmic Applications 11:00AM-12:00PM Room A312 65609-AS Selina McGee, OD AS CE N P A J		509 Intense Pulsed Light: IPL Ophthalmic Applications 11:00AM-12:00PM Room A312 65609-AS Selina McGee, OD AS CE N P A J		7:45 AM
712 Hybrid Contact Lenses: Past, Present and Future 10:00AM-11:00AM Room A403 B.W. Phillips, FCLSA, NCLEM N P J CE		713 What's New in Spectacle Lens Technology for 2020 10:00AM-11:00AM Room A404 Charlie Saccarelli, ABOM A P J CE		8:00 AM
716 Recognizing the Red Eye 12:00PM-1:00PM Room A410 Andrew Gurwood, OD Marc Myers, OD N P CE		717 Optometric Exam Room 101 12:00PM-1:00PM Room A402 Kris Kerestan Garbig, OD P CE		8:15 AM
407 MedPRO360: 21st Century Networking - Top 5 Message Boards and Social Media Groups to Follow 1:00PM-2:00PM MedPRO360 Theater brought to you by Premier Academy360 65690-PM Darryl Glover, OD PM A P CE		902 Working with Luxury Frame Materials: Care, Handling, and Adjustments 1:00PM-2:00PM Exhibit Hall - The VIEW Saeed Andy Tabrizipour A P CE		8:30 AM
718 Optical Tic Tac Toe 2:00PM-3:00PM Room A404 Jackie O'Keefe, ABOC A P J CE		511 Dry Eye Disease: Facts vs. Fallacies 2:00PM-3:00PM Room A305 65529-AS Alan Kabat, OD AS CE N P J		8:45 AM
719 Tips for Toddlers: Best Practices for Pediatric Dispensing 3:00PM-4:00PM Room A412a Jackie O'Keefe, ABOC A P CE		720 Emergency vs. Urgency 3:00PM-4:00PM Room A410 Cecelia Koetting, OD P J CE		9:00 AM
721 Analysis of Corneal Topography 3:00PM-4:00PM Room A403 B.W. Phillips, FCLSA, NCLEM N P J CE		722 Refractive Errors and the Retina 3:00PM-4:00PM Room A402 Michael Stewart, MD P J CE		9:15 AM
903 Bring Sexy Back In Your Optical 4:00PM-5:00PM Exhibit Hall - The VIEW Mary Lanning, ABOC A P CE		409 MedPRO360: Workplace Dynamics - Constructive Criticism Doesn't Cut it 3:00PM-4:00PM Room A302 65689-PM Charlie Saccarelli, ABOM PM CE P A		9:30 AM
724 Seeing Is More Than 20/20 5:00PM-6:00PM Room A410 Charlie Saccarelli, ABOM A P J CE		725 Guide Dogs: What Regulations You Need to Know 5:00PM-6:00PM Room A412a Roy Ferguson, PhD A P J CE		9:45 AM
726 Soft Contact Lens Fitting: What Could Be Simpler? 5:00PM-6:00PM Room A403 Michael Gzik N CE		411 MedPRO360: Every Frame Has a Story - How to Tell It & Sell It 5:00PM-6:00PM Room A404 65662-PM Jackie O'Keefe, ABOC PM CE P A		10:00 AM
412 MedPRO360: You Can't Improve What You Don't Measure - Implementing Practice Metrics 5:00PM-6:00PM MedPRO360 Theater brought to you by Premier Academy360 65510-PM Christopher Wolfe, OD PM CE P A		412 MedPRO360: You Can't Improve What You Don't Measure - Implementing Practice Metrics 5:00PM-6:00PM MedPRO360 Theater brought to you by Premier Academy360 65510-PM Christopher Wolfe, OD PM CE P A		10:15 AM
405 MedPRO360 Facilitated Learning Lab: Whose Exam Is It Anyway? 8:00AM-10:00AM Room A408 65506-PM Gregory Caldwell, OD James Herman, OD Christopher Wolfe, OD PM A P CE		405 MedPRO360 Facilitated Learning Lab: Whose Exam Is It Anyway? 8:00AM-10:00AM Room A408 65506-PM Gregory Caldwell, OD James Herman, OD Christopher Wolfe, OD PM A P CE		10:30 AM
709 This Is Us: Teamwork Makes The Dream Work 8:00AM-10:00AM Room A412a Lynn Lawrence, MS A P CE		709 This Is Us: Teamwork Makes The Dream Work 8:00AM-10:00AM Room A412a Lynn Lawrence, MS A P CE		10:45 AM
710 Eat Well, See Well! 10:00AM-11:00AM Room A402 Kris Kerestan Garbig, OD P CE		710 Eat Well, See Well! 10:00AM-11:00AM Room A402 Kris Kerestan Garbig, OD P CE		11:00 AM
711 Ocular Anatomy: How and Why the Eye Works 10:00AM-11:00AM Room A410 Andrew Gurwood, OD; Marc Myers, OD A P CE		711 Ocular Anatomy: How and Why the Eye Works 10:00AM-11:00AM Room A410 Andrew Gurwood, OD; Marc Myers, OD A P CE		11:15 AM
712 Hybrid Contact Lenses: Past, Present and Future 10:00AM-11:00AM Room A403 B.W. Phillips, FCLSA, NCLEM N P J CE		712 Hybrid Contact Lenses: Past, Present and Future 10:00AM-11:00AM Room A403 B.W. Phillips, FCLSA, NCLEM N P J CE		11:30 AM
713 What's New in Spectacle Lens Technology for 2020 10:00AM-11:00AM Room A404 Charlie Saccarelli, ABOM A P J CE		713 What's New in Spectacle Lens Technology for 2020 10:00AM-11:00AM Room A404 Charlie Saccarelli, ABOM A P J CE		11:45 AM
716 Recognizing the Red Eye 12:00PM-1:00PM Room A410 Andrew Gurwood, OD Marc Myers, OD N P CE		716 Recognizing the Red Eye 12:00PM-1:00PM Room A410 Andrew Gurwood, OD Marc Myers, OD N P CE		12:00 PM
717 Optometric Exam Room 101 12:00PM-1:00PM Room A402 Kris Kerestan Garbig, OD P CE		717 Optometric Exam Room 101 12:00PM-1:00PM Room A402 Kris Kerestan Garbig, OD P CE		12:15 PM
407 MedPRO360: 21st Century Networking - Top 5 Message Boards and Social Media Groups to Follow 1:00PM-2:00PM MedPRO360 Theater brought to you by Premier Academy360 65690-PM Darryl Glover, OD PM A P CE		407 MedPRO360: 21st Century Networking - Top 5 Message Boards and Social Media Groups to Follow 1:00PM-2:00PM MedPRO360 Theater brought to you by Premier Academy360 65690-PM Darryl Glover, OD PM A P CE		12:30 PM
902 Working with Luxury Frame Materials: Care, Handling, and Adjustments 1:00PM-2:00PM Exhibit Hall - The VIEW Saeed Andy Tabrizipour A P CE		902 Working with Luxury Frame Materials: Care, Handling, and Adjustments 1:00PM-2:00PM Exhibit Hall - The VIEW Saeed Andy Tabrizipour A P CE		12:45 PM
718 Optical Tic Tac Toe 2:00PM-3:00PM Room A404 Jackie O'Keefe, ABOC A P J CE		718 Optical Tic Tac Toe 2:00PM-3:00PM Room A404 Jackie O'Keefe, ABOC A P J CE		1:00 PM
511 Dry Eye Disease: Facts vs. Fallacies 2:00PM-3:00PM Room A305 65529-AS Alan Kabat, OD AS CE N P J		511 Dry Eye Disease: Facts vs. Fallacies 2:00PM-3:00PM Room A305 65529-AS Alan Kabat, OD AS CE N P J		1:15 PM
719 Tips for Toddlers: Best Practices for Pediatric Dispensing 3:00PM-4:00PM Room A412a Jackie O'Keefe, ABOC A P CE		719 Tips for Toddlers: Best Practices for Pediatric Dispensing 3:00PM-4:00PM Room A412a Jackie O'Keefe, ABOC A P CE		1:30 PM
720 Emergency vs. Urgency 3:00PM-4:00PM Room A410 Cecelia Koetting, OD P J CE		720 Emergency vs. Urgency 3:00PM-4:00PM Room A410 Cecelia Koetting, OD P J CE		1:45 PM
721 Analysis of Corneal Topography 3:00PM-4:00PM Room A403 B.W. Phillips, FCLSA, NCLEM N P J CE		721 Analysis of Corneal Topography 3:00PM-4:00PM Room A403 B.W. Phillips, FCLSA, NCLEM N P J CE		2:00 PM
722 Refractive Errors and the Retina 3:00PM-4:00PM Room A402 Michael Stewart, MD P J CE		722 Refractive Errors and the Retina 3:00PM-4:00PM Room A402 Michael Stewart, MD P J CE		2:15 PM
409 MedPRO360: Workplace Dynamics - Constructive Criticism Doesn't Cut it 3:00PM-4:00PM Room A302 65689-PM Charlie Saccarelli, ABOM PM CE P A		409 MedPRO360: Workplace Dynamics - Constructive Criticism Doesn't Cut it 3:00PM-4:00PM Room A302 65689-PM Charlie Saccarelli, ABOM PM CE P A		2:30 PM
903 Bring Sexy Back In Your Optical 4:00PM-5:00PM Exhibit Hall - The VIEW Mary Lanning, ABOC A P CE		903 Bring Sexy Back In Your Optical 4:00PM-5:00PM Exhibit Hall - The VIEW Mary Lanning, ABOC A P CE		2:45 PM
724 Seeing Is More Than 20/20 5:00PM-6:00PM Room A410 Charlie Saccarelli, ABOM A P J CE		724 Seeing Is More Than 20/20 5:00PM-6:00PM Room A410 Charlie Saccarelli, ABOM A P J CE		3:00 PM
725 Guide Dogs: What Regulations You Need to Know 5:00PM-6:00PM Room A412a Roy Ferguson, PhD A P J CE		725 Guide Dogs: What Regulations You Need to Know 5:00PM-6:00PM Room A412a Roy Ferguson, PhD A P J CE		3:15 PM
726 Soft Contact Lens Fitting: What Could Be Simpler? 5:00PM-6:00PM Room A403 Michael Gzik N CE		726 Soft Contact Lens Fitting: What Could Be Simpler? 5:00PM-6:00PM Room A403 Michael Gzik N CE		3:30 PM
411 MedPRO360: Every Frame Has a Story - How to Tell It & Sell It 5:00PM-6:00PM Room A404 65662-PM Jackie O'Keefe, ABOC PM CE P A		411 MedPRO360: Every Frame Has a Story - How to Tell It & Sell It 5:00PM-6:00PM Room A404 65662-PM Jackie O'Keefe, ABOC PM CE P A		3:45 PM
412 MedPRO360: You Can't Improve What You Don't Measure - Implementing Practice Metrics 5:00PM-6:00PM MedPRO360 Theater brought to you by Premier Academy360 65510-PM Christopher Wolfe, OD PM CE P A		412 MedPRO360: You Can't Improve What You Don't Measure - Implementing Practice Metrics 5:00PM-6:00PM MedPRO360 Theater brought to you by Premier Academy360 65510-PM Christopher Wolfe, OD PM CE P A		4:00 PM
3/5 10am-5pm		3/5 10am-5pm		4:15 PM
3/6 10am-5pm		3/6 10am-5pm		4:30 PM
3/7 10am-4pm		3/7 10am-4pm		4:45 PM

MedPRO360
Presentation Theater
OD Lounge
The View
Optix Lounge
User Groups



Earn up to
19 CE
Credits*

NEW TECHNOLOGIES
& TREATMENTS IN
2020 EYE CARE
REVIEW
EDUCATION GROUP

San Diego

May 29-31, 2020 - Manchester Grand Hyatt

A Medscape **LIVE!** CONFERENCE

EARN UP TO 19* CE CREDITS!

Join *Review's* New Technologies & Treatments in Eye Care in San Diego for three days of education detailing the latest ideas and innovations in eye care.

WHEN:

Friday, May 29, 2020 - Sunday, May 31, 2020

WHERE:

Manchester Grand Hyatt

1 Market Place, San Diego CA 92101

Discounted room rate: \$269/night† + tax and resort fee.

Registration Cost: \$495 Early Bird Special: \$420

TO REGISTER: www.ReviewEducationGroup.com/SanDiego2020

Call: 866-658-1772 or E-mail: ReviewMeetings@MedscapeLIVE.com

PROGRAM CHAIR:



Paul M. Karpecki, OD, FFAO

Director of Cornea,
Kentucky Eye Institute

Director of OSD,
Gaddie Eye Centers

**Register by April 6, 2020
for Early Bird Pricing**

REGISTER: WWW.REVIEWEDUCATIONGROUP.COM/SANDIEGO2020

Administered by:

REVIEW
EDUCATION GROUP

cose

*Approval pending

SALUS
UNIVERSITY

Pennsylvania College of Optometry

Review Education Group partners with Salus University for those ODs who are licensed in states that require university credit.
†Rooms limited. See website for additional details.



EXHIBITOR BOOTH LISTINGS FOR SECO 20/20

TITLE PARTNER: ALCON — VISIT BOOTH 1015

Featured Supporters

Bausch + Lomb 715	Johnson & Johnson Vision 1325
Novartis Pharmaceuticals..... 1527	CooperVision 927
VSP Global 823	

Contributing Supporters

Essilor of America..... 1123	Allergan 729
------------------------------	--------------------

Promotional Supporters

Regeneron 1029	MacuLogix 838
Hoya Vision Care 1414	Luxottica Group 637

The View Luxury Pavillion

Baumvision 13V	Henau 17V
Davette's Lunettes & Casanova Eyewear ... 15V	L.A. Eyeworks 2 V
Design Eyewear Group 1 V	Orgreen + Goldsmith 14V
Etnia Barcelona 12V	Poets Eyewear 4V
Faniel Eyewear 3 V	Salt 6V
Gazal Eyewear 16V	Studio Optyx 10V

360care 1447
A&A Optical 1300
ABS Smart Mirror 843
ABB Optical Group 1247
Acculens 1023
Acuity Pro 1101
Aerie Pharmaceuticals 948
AI Care 514
Alcon 1015
Allergan 729
Allied Powers 1049
Amazing Stim 1749
American Board of Opticianry
—National Contact Lens Examiners 443
American Board of Optometry 529
American Society of Optometric Surgeons ... 653
Arbor Eyewear 1607
Armed Forces Optometric Society 528
Aspex Eyewear Group 1307
Av sis (a Guardian Company) 531
Baumvision 13V
Bausch + Lomb 715
BioPhotonic Scanner 608
Bio-Tissue 1209
BlephEx 1240
BQ Ergonomics 1547
Bruder Healthcare Company 625
Bryn Mawr Communications 1600
CareCredit 1439
Centervue 701
ClearVision Optical/BluTech 807
Clerio Vision—Extreme H2O 1546
Coburn Technologies 510
Compulink Healthcare Solutions 909
CooperVision 927
Corporate Optometry 1211
Costa Sunglasses 1237
Davette's Lunettes & Casanova Eyewear ... 15V
Design Eyewear Group 1V
Designer Drugs Pharmacy 1347
DGH Technology 1437
Diaton Tonometer 1701
Digital Healthcare Professionals 646
Diopsys 524
Doctor Multimedia 1537
Dry Eye Institute 601
Eastern Ophthalmic Supply & Repair 1109
EdgePro by GPN Technologies 1231
E-dr. Network/New Era 1443

Energieyes, the Association of
Corporate-Affiliated Optometrists 1252
Eschenbach Optik 842
eSee Acuity 522
Essilor of America 1123
Etnia Barcelona 12V
Europa Eyewear 741
EventSphere 710
Eye Cloud Pro 1406
Eye Designs 723
EyecareLive 1149
Eyefficient 1643
Eyefunc—Sightique Optical 1613
EyeQuest 1646
Eyes of Faith Optical 632
Eyevance Pharmaceuticals 1446
Faniel Eyewear 3 V
FCI Ophthalmic 1647
For Eyes 1542
Fortifye Vitamins 720
Frey 947
Gazal Eyewear 16V
Good-Lite 501
Health-Advance 1506
Heidelberg Engineering 1203
Heine USA 606
Henau 17V
Hoya Vision Care 1414
Icare USA/Centervue 701
i-dealoptics 525
IDOC 1034
iMatrix 1137
Invision Magazine 1709
Jeunesse Innovations 1508
Johnson & Johnson Vision 1325
Kala Pharmaceuticals 847
Kasperek USA Optical 518
Kentucky College of Optometry 549
Kids Bright Eyes 628
Konan Medical 1217
L.A. Eyeworks 2 V
Lacriviera 746
Lafont 1612
LasikPlus 716
Liquid EHR 1211
Lombart Instrument 610
Lumenis Vision 626
Luneau Technology USA
(AIT, Briot, Weco, LPO, Visionix) 702

Luxottica Group 637
M&S Technologies 1242
MacuHealth 939
MacuLogix 838
Marco Ophthalmic 515
MaximEyes by First Insight 600
MaxiVision (MedOp Health) 1602
Medi Lazer 1201
Mediknox 507
MedPhoto Manager 1540
MEI System 1122
Miraflex 1706
MNY Innovations 1246
Modern Optical International 1409
Mondottica USA 935
Morganton Eye Physicians PA 1449
Myco Industries 1639
MyEyeDr 709
National Academy of Opticianry 441
National Board of Examiners in Optometry ... 753
Natural Ophthalmics 503
Nidek 1510
Notal Vision 647
Nova Southeastern University
College of Optometry 530
Novartis Pharmaceuticals 1527
NuSight Medical 1509
Oasis Medical 532
Ocular Innovations 1348
Oculus 1047
Opusoft 1408
Ophthalmic Concepts 1441
Ophthalmic World 516
Ophthalmogix 1038
Optikam Tech 1415
OptiLanes 1146
OptiUSA/BK Frames/
Rodenstock Instruments 1225
Optometric Architects 630
Optometric Extension Program Fdn 1747
Optometry Times 512
Optos 401
Optovue 506
Orgreen + Goldsmith 14V
Patch 1248
PentaVision 852
Pharmanex 1046
Plusoptix 1147
Poets Eyewear 4V

Premier Ophthalmic Services 1638
Primary Care Optometry News
and Healio.com By Slack 1745
Professional Eye Care Associates
of America 1346
Quantel Medical 700
Quidel Corporation 1503
Regeneron 1029
Reichert 1536
Remote Area Medical 1655
Review of Optometry 1553
RevolutionEHR 1400
RightEye 1043
Robertson Optical Laboratories 1401
Roya.com 1402
Salt Optics 6V
Santinelli International 1143
ScienceBased Health 1533
Scleral Lens Education Society 739
Scratchpay 1148
Sight Sciences 631
Signet Armorlite 737
Solutionreach 1153
Southern College of Optometry 1611
Studio Optyx 10V
Sun Ophthalmics 1035
TelScreen 1303
The Dry Eye Doctor 547
TLC Laser Eye Centers 747
Topcon Medical Systems 1007
TRP Company 603
Twenty200 Optical Lab 1740
US Optical 1301
Valley Contax 946
Vertical Pharmaceuticals 1636
Vision Associates 447
Vision Trends 509
Vital Tears 748
VSP Global 823
Walman 914
Wal-Mart Health and Wellness 1539
Weave 1141
Wiley X 615
Wolters Kluwer 1407
Zeiss 1215
Zyloware Eyewear 1713

OPENS: 10am

User Groups

The SECO User Groups allow you to learn best practices, experiences and provide input into product road maps back to the supplier.

MedPRO360 Theater

New for 20/20! SECO's business intel and strategy resources for eyecare providers, MedPRO360 will now encompass practice management and business content in the exhibit hall! Eleven of the 33 courses delivered in the MedPRO360 Theater are brought to you in part by Premier Academy360. These courses require separate registrations. Today's sessions:

10-11am: *Eight Steps to Hiring Excellence*, by Rebecca Johnson

3-4pm: *Creating the Optimum Frame Planogram*, by Sherrie Rogerson

Check back Friday and Saturday for more!

Optix Lounge

Calling all AHPs! Take a break between sessions, network with other allied healthcare professionals—opticians, paraoptometric, technicians and administrators—and utilize the resources to grow personally and professionally. The Optix Lounge features pop-up CE presentations, career coaching and daily giveaways. Sponsored by Essilor.

SECO Instagram Contest



The SECO 'See Yourself' Instagram Competition rewards you when you take a selfie in front of designated stations, upload the image(s) and tag the image(s) with #SEEYOURSELFATSECO. Hit all six stations and be entered to win daily prizes! Look for the Instagram logo on this map to find the stations.



MedPRO360 THEATER
 BROUGHT TO YOU BY
 VSD PREMIER PROGRAM Premier Academy360

Lounge

OPTIX LOUNGE

Sun Ophthalmics

MAIN ENTRANCE

Grand Opening: Join us today at 9:50am for the ribbon cutting ceremony that officially opens Optometry's Marketplace™.

CLOSES: 5pm

Multimedia Poster Program

See the latest optometric research and case reports through these posters from students, residents, and faculty that take advantage of technology to deliver a dynamic presentation that is far beyond the posters of old.

OD Lounge

Network, connect, and recharge directly on the exhibit hall floor with exciting daily giveaways and interactive opportunities!

Entrance to Amphitheater

The View

Visit SECO's Luxury Eyewear Pavilion, which brings some of the world's most exclusive frame companies and brands to Atlanta. Mix and mingle with your peers. Share ideas and strategies for creating the most dynamic inventory mix for your unique environment while increasing patient satisfaction and practice revenue.

Presentation Theater—Free CE

Attend COPE and CE broker accredited presentations. Courses are free to attend on a first come, first served basis and don't conflict with other continuing education courses outside of the hall. Today's session:

3-4pm: Sexual Harassment 101, Jason DeMayo

Check back Friday and Saturday for more!

Presentation Theater



Show Specials & Product Launches

Make the most of your time at Optometry's Marketplace™ with these great offerings in the exhibit hall.



Alcon, Booth #1015

Precision1 is the lens for new wearers to start in and stay in because they were designed to combat new wearer dropout by delivering precise vision, dependable comfort and easy handling. These lenses feature a permanent micro-thin layer of moisture that helps support a stable tear film and deliver long-lasting lens surface moisture.

Allergan, Booth #729

Refresh Direct eCommerce lets you create your own online store. You can email or text patients recommendations, and they'll be able to purchase directly from you. Also, the new Refresh Relieva will be available in multidose and multidose preservative-free. Relieva for Contacts is specifically designed for contact lens wearers.

Bausch + Lomb, Booth #715

Ultra Multifocal for Astigmatism—the first and only multifocal toric lens available as a standard offering.

Bruder Healthcare, Booth #625

The Bruder Hygienic Eyelid Care Kit provides a simple yet comprehensive lid hygiene regimen. Three easy steps—wipe, spray and warm—are all that's needed. The kit features Bruder's moist heat eye compress, hygienic eyelid sheets, lid cleansing wipes and hygienic eyelid solution.

Eyes of Faith Optical, Booth #632

For every frame sold from the Delilah collaboration, Eyes of Faith will donate \$10 to help build homes that give refuge to orphans at the Point Hope Village in Ghana. Products include Soar, Shelter, Refuge and Shadow.

Face A Face, Booth 1V

Bocca Lemon frames combine positive energy with a twist of tangy flavors. They feature an abundance of curvature, color, slender legs and are finished with the iconic Bocca stiletto.

First Insight Corp., Booth #600

Looking for a unified EHR and practice management system that simplifies business functions, is easy to learn and offers many shortcuts for speedy documentation? See the new, completely rewritten MaximEyes software. Access your data, anywhere, anytime, from any device.

Good-Lite Company, Booth #501

The QuikVue Adapter smartphone accessory is designed for anterior segment imaging.

Hoya Vision Care, Booth #1414

You put your time and care towards your patients. We put ours towards you. Our products, pricing and support programs are all designed with the eye care professional in mind. Discover the difference it makes when you partner with an optical supplier who simply has your back.

iMatrix, Booth #1137

Find out your practice's marketing score and see how well you rank against your top local competitors with a free competitor analysis from iMatrix. With our reputation management service, your practice can keep track of top competitors in your area, control your reputation management and update your business information.

Kasperek USA Optical, Booth #518

A bold adaptation on a vintage style, the Brush offers a sleek, tailored look. The Calumet is handcrafted with wood temples of solid walnut and a premium acetate front. A protective coating reduces warping and water damage. The Ronan has a slim rectangular profile and premium barrel hinges with a built-in magnet to allow a polarized sun clip to be attached.

Kids Bright Eyes, Booth #628

The Glitter Series uses surgical-grade TR90 material, allowing these frames to be bent in unimaginable ways. The simple yet sophisticated design allows your patients to shine bright like a diamond in any environment.

LA Eyeworks, Booth #2v

The Beat 40th anniversary ultra-limited edition is a revival of LA Eyeworks' first frame design presented in striking colors and a custom-engraved finish.

Lacrivera, Booth #746

Vera180 absorbable lacrimal plugs provide extended temporary occlusion (approximately six months). The Vera180, made of poly-p-dioxanone, is available in 0.2mm, 0.3mm, 0.4mm and 0.5mm sizes, packaged in single- and 10-pair boxes (20 plugs). Lacrivera continues to offer a comprehensive line of dry eye products.

Lafont, Booth #1612

Discover the new Francesca sunglasses, inspired by artisanal jewelry designs, featuring Swarovski crystal accents and luxury resin details.

LiquidEHR, Booth #1211

Communicate with your patients anytime and every time, through text, email and online scheduling.

M&S Technologies, Booth #1242

Melbourne Rapid Fields is a comprehensive, space-saving visual field test, done right from a high-resolution tablet. Full threshold and screening tests are done quickly and accurately.

Mediknox, Booth #507

Mediknox works with the most advanced medical devices to simplify professional medical technology for home use.

Mondottica USA, Booth #935

Benetton is the Italian lifestyle brand designed for men, women and children wherever they live, whatever the color of their skin and whichever language they speak. The eyewear features handmade Mazzucchelli acetate, adjustable metal non-slip nose pads, universal fit, tonal lamination, printed temple tip stitch logo in pop colors with subtle logo placement on temple.

Myc Industries, Booth #1639

The Ab Max provides advanced functionality for treating anterior blepharitis. It uses the same forward and reverse features as competitive devices plus a pulse mode to remove even the most tenacious debris, while massaging the anterior eyelid margins for a more comfortable patient experience at less than half the cost.

Nidek, Booth #1510

Nidek introduces the advanced YAG and SLT combination laser, YC-200 S plus, and the enhanced YC-200 YAG laser, with improvements in function and precision. Features for targeting pathology, accurate energy delivery and operative assist functions allow the surgeon to deliver treatments "right on the mark."

Notal Vision, Booth #647

The home-based ForeseeHome AMD Monitoring Program supports earlier detection of wet AMD in intermediate dry AMD patients, allowing doctors to help preserve patients' functional vision with earlier treatment.

Oasis Medical, Booth #532

Oasis Tears Vision has a unique formulation made from key sources like maqui berry and astaxanthin for general eye health. Tears Omega 3 offers 3,000mg of combined DHA and EPA in a triglyceride form with a serving size of three standard softgels. Its omega uses two unique processes for purification and potency.

OptiUSA/BK Frames/Rodenstock, Booth #1225

The Alino Multifunction Refractometer is easy operating (auto alignment), space saving (six systems in one), time saving (change modes in three seconds) and highly accurate (combines

different measurements for precise results). It also offers friendly air puff control, enhanced refraction function and dry eye analysis.



Orgreen + Goldsmith, Booth #14V

Introducing Tamara, Nicolas and Bob. Tamara is a smaller female style in acetate with an oval shape enhanced by a cat-eye finish and a wavy topline. Nicolas is a classic style for men in one mono and five combination colors, with an industrial, modern aesthetic. Bob is a modern square style for men, ideal for mid-size faces.

Quidel Corp., Booth #1503

QuickVue Adenoviral Conjunctivitis Test (formerly AdenoPlus) detects all known serotypes of adenoviral conjunctivitis. With QuickVue, you can make a rapid, accurate diagnosis before the patient leaves your office, allowing you to isolate contagious patients, prevent spread of infection and reduce unnecessary prescriptions.

Roya, Booth #1402

Canvas Studio lets you create custom social posts to increase brand awareness. We are also partnering with other vendors and uploading their content to our library. We will be offering a free 30-day trial for anyone who attends SECO.

Sight Sciences, Booth #631

TearCare applies targeted heat to the eyelids to remove blockage associated with MGD. The SmartLids contour to fit the shape of the lid. Patients can open and close their eyes during the procedure, taking advantage of the built-in expression mechanism of the blink. Maintains heat at a therapeutic temperature (41° to 45° C).

The Dry Eye Doctor, Booth #547

These antimicrobial dry eye compress masks have a machine washable/dryable cover and can be heated in the microwave or oven for moist heat. Can be used for cold treatments also. Designed to fit all size faces comfortably.

Weave, Booth #1141

Weave Payments eliminates phone tag, mailing invoices and the forced and uncomfortable conversations around collecting. Collect payments with a simple text message, take a payment by Apple Pay with the in-office terminal or use one of many other payment features.

Wiley X, Booth #615

Tell Monday through Friday to hit the bricks! The WX Weekender combines fashion and functionality in one stylish pair of eyewear. The ANSI Z87.1-rated frames and lenses provide premium optical clarity and protection from high mass/high velocity impact.

Friday: 11am-12pm ROOM A315

Myopia: A Disease Hiding in Plain Sight

A look at the latest research will inform you about the dangers of the growing prevalence and help you embrace the latest management strategies.

By now, everyone knows myopia prevalence is skyrocketing, jumping from 25% in the 1970s to 46% in the US as of 2002—and researchers speculate the prevalence here will reach 60% by 2050. In East Asia, nearly 80% of the population has myopia. Clinicians must realize that myopia is a disease and manage it as such, according to Melissa Barnett, OD, who practices at the UC Davis Eye Center. During her Friday morning lecture, “The Disease of Myopia and Strategies for Myopia Control,” Dr. Barnett will unpack the latest research documenting the prevalence, epidemiology, risk factors and management options for this growing problem.

Dr. Barnett will start with a comprehensive definition of the three types—pathologic, school-aged and adult—and the risk factors to watch out for. Although research shows genetics play a part, East Asian studies indicate environmental factors such as time spent outdoors and near work are driving forces as well.

No matter the cause, myopia of any level is not a safe finding, according to Dr. Barnett, who will go over the increased risk of glaucoma, cataract, retinal detachment and, of course, myopic maculopathy. A June 2019 paper analyzed five different population-based studies and found that a 1D increase in myopia came with a 67% increase in the prevalence of myopic maculopathy.



Don't be afraid to suggest contact lenses to kids, Dr. Barnett says. Studies show children are successful and have minimal complications with contact lens wear.

Treatment Do's and Don'ts

For the second half of the course, attendees will finally get answers to questions regarding what does, and doesn't, work for myopia correction. “Undercorrection of myopia does not work,” Dr. Barnett emphasizes. “In fact, research shows an increase in myopia and axial length when undercorrected.”

Dr. Barnett will review intervention with atropine, orthokeratology (ortho-K) and multifocal/peripheral defocus optical interventions. She will help the audience understand what atropine is, how it works and how to implement its use. The good news for newbies to this method is that it

doesn't have serious adverse effects, she says. Still, clinicians should be prepared to handle a number of issues, such as low compliance and possible rebound myopia with treatment cessation. Studies on various concentrations of atropine will be reviewed. Luckily, research shows low-dose atropine cuts down on these concerns while remaining effective.

Dr. Barnett will also review the benefits of contact lenses for myopia control and a new FDA approval. For example, depending on the research you are looking at, multifocals can reduce myopia progression by as much as 50%, she says. Clinicians can be successful with contact lenses—whether using soft multifocals or ortho-K—as long as they focus on patient selection first, as these tend to be better for low myopes. Dr. Barnett will impart myriad other clinical pearls to help attendees properly prescribe contact lenses for myopia control, including a look at the lens designs available, fitting concerns and follow-up schedules.

She will wrap up the lecture with a few case examples to drive home the value—and necessity—of myopia management.

Attendees leaving the lecture “should be well-prepared to initiate myopia management and communicate the importance of myopia management for every patient who is at risk of developing progressive myopia,” Dr. Barnett says. ■

SECO INTERNATIONAL WOULD LIKE TO THANK OUR 2020 SUPPORTERS

TITLE PARTNER

Alcon
SEE BRILLIANTLY

FEATURED SUPPORTERS

BAUSCH+LOMB **NOVARTIS** PREMIER PROGRAM BY VSP GLOBAL Premier Academy360

Johnson & Johnson VISION **CooperVision®**

CONTRIBUTING SUPPORTERS

SEE MORE. DO MORE. **essilor** **Allergan**

PROMOTIONAL SUPPORTERS

REGENERON **HOYA VISION CARE** **maculogix** **LXOTTICA**

HOYA | SEIKO | PENYAK | VISION CARE

SECO 20/20
WHERE SIGHT MEETS VISION™
MARCH 4-8 | ATLANTA, GA

TITLE PARTNER **Alcon**
SEE BRILLIANTLY

DOWNLOAD THE SECO APP

Download the SECO 20/20 Mobile App for course details, personalized schedule, exhibitor information and more!

Available on the iPhone **App Store** ANDROID APP ON **Google play**

Supported in part by **BAUSCH+LOMB**

SCHEDULE OF EVENTS

THURSDAY, MARCH 5

SECO Shuttle Bus Hours

5:30am–11:30am, GWCC, Marriott & Westin

Registration Services

6am–6pm, GWCC, across from Sidney Marcus Auditorium

Education/Show Office Hours

6am–6:30pm, GWCC, Room A307

First Aid

6am–8pm, GWCC, Point AB

SECO Kids (day care services)

6am–8:30pm, GWCC

Coat & Baggage Check Services

6:30am–5pm, GWCC, Hall A, Registration

AHP Education Program

7am–6pm, GWCC, Bldg. A Rooms

SNAPP Registration

7am–6pm, Omni, M2 Pre-function

OD Education Program

7am–8pm, GWCC, Bldg. A Rooms

OD Special Session:

Cutting Edge Cornea

8–10am, GWCC, Amphitheater A3

SNAPP General Session

8am–6pm, Omni, Int'l Ballroom D

ECPU Mgmt. Development Program

8:30am–5:30pm, Omni, Magnolia

Optometry's Marketplace™ at SECO

Grand Opening

9:50–10am, GWCC, Bldg. A Exhibit Hall

Optometry's Marketplace™ at SECO

10am–5pm, GWCC, Bldg. A Exhibit Hall

Ticket Exchange for Saturday Night Party

10am–5pm, GWCC, Bldg. A Exhibit Hall

Free AHP Lunch Symposium

11am–12pm, GWCC, Room A411/412b

Free OD Lunch Symposium

12–1pm, GWCC, Amphitheater A3

MedPRO360 Special Session: Distinction or Extinction: The Choice is Yours!

2–3pm, GWCC, Amphitheater A3

SECO Shuttle Bus Hours

4–9pm, GWCC, Marriott & Westin

Free OD Dinner Symposium

6–7pm, GWCC, Amphitheater A3

FRIDAY, MARCH 6

SECO Shuttle Bus Hours

5:30–11:30am, GWCC, Marriott & Westin

Registration Services

6am–5pm, GWCC, across from Sidney Marcus Auditorium

Education/Show Office Hours

6am–6:30pm, GWCC, Room A307

SECO Kids (day care services)

6am–7:30pm, GWCC

First Aid

6am–8pm, GWCC, Point AB

Coat & Baggage Check Services

6:30am–5pm, GWCC, Hall A, Registration

AHP Education Program

7am–5pm, GWCC, Bldg. A Rooms

SNAPP Registration

7am–6pm, Omni, M2 Pre-function

OD Education Program

7am–7pm, GWCC, Bldg. A Rooms

OD Special Session:

Surgical Retina & Beyond

8–10am, GWCC, Amphitheater A3

SNAPP General Session

8am–2pm, Omni, Int'l Ballroom D

Optometry's Marketplace™ at SECO

10am–5pm, GWCC, Bldg. A Exhibit Hall

Ticket Exchange for Saturday Night Party

10am–5pm, GWCC, Bldg. A Exhibit Hall

Free AHP Lunch Symposium

11am–12pm, GWCC, Room A411/412b

Free OD Lunch Symposium

12–1pm, GWCC, Amphitheater A3

AHP General Session

3–5pm, Room 411/412

SECO Shuttle Bus Hours

3:30–8pm, GWCC, the Marriott & Westin Hotels

AHP Party

5–7pm, Omni, Int'l Ballroom A–C

Alumni & Friends Receptions

All at Omni Hotel, 7–8:30pm:

- IU School of Optometry
Room TBD
- Salus Univ. PA College of Optometry
Grand Ballroom A
- Kentucky College of Optometry
Room TBD
- UABSO
Grand Ballroom E
- Southern College of Optometry
Atrium Terrace
- NSUCO
Magnolia Room

SECO Event Shuttle Bus Hours

7:30pm–12:45am, GWCC, Marriott & Westin

Student Party

9pm–12am, Omni, Int'l Ballroom A–C

SATURDAY, MARCH 7

SECO Shuttle Bus Hours

5:30–11:30am, GWCC, Marriott & Westin

Registration Services

6am–5pm, GWCC, across from Sidney Marcus Auditorium

Education/Show Office Hours

6am–6pm, GWCC, Room A307

SECO Kids (day care services)

6am–8:30pm, GWCC

First Aid

6am–10:30pm, GWCC, Point AB

Coat & Baggage Check Services

6:30am–5pm, GWCC, Hall A, Registration

AHP Education Program

7am–7pm, GWCC, Bldg. A Rooms

OD Education Program

7am–8pm, GWCC, Bldg. A Rooms

OD Special Session: Glaucoma: What

Do We Know & How Do We Know It

8am–10am, GWCC, Amphitheater A3

ARBO Southern Regional Meeting

8am–12pm, Omni, Dogwood B

Optometry's Marketplace™ at SECO

10am–4pm GWCC, Bldg. A Exhibit Hall

Ticket Exchange for Saturday Night Party

10am–4pm, GWCC, Bldg. A Exhibit Hall

Free OD Lunch Symposium

12–1pm, GWCC, Amphitheater A3

Free Student Lunch Symposia

12–1:15pm, GWCC, Room A411 / 412b

SoCO House of Delegates

3:15–5pm, GWCC, Amphitheater A3

SECO Shuttle Bus Hours

3:30–9pm, GWCC, Marriott & Westin

SECO Event Shuttle Bus Hours

8pm–12:45am, GWCC, Marriott & Westin

SECO Saturday Night Party

8:30–11:55pm, the Tabernacle Atlanta

SUNDAY, MARCH 8

SECO Shuttle Bus Hours

6–10am, GWCC, Marriott & Westin

Registration Services

7am–12pm, GWCC, across from Sidney Marcus Auditorium

Education/Show Office Hours

6am–2:30pm, GWCC, Room A307

SECO Kids (day care services)

6am–2:30pm, GWCC

Coat & Baggage Check Services

6:30am–2:30pm, GWCC, Hall A, Registration

First Aid

6:30am–5pm, GWCC, Point AB

AHP Education Program

7am–12pm, GWCC, Bldg. A Rooms

OD Special Session:

Diabetes 2020 and Beyond: Today's

Advances and Future Possibilities

8–10am, GWCC, Amphitheater A3

Today: 4–6pm ROOM A306

The Lowdown on Low Vision

Attendees will learn about technologies that can better serve their vision rehabilitation patients.

Optometrists need to have confidence to evaluate and treat the visually impaired population. Many believe vision rehab is now the standard of care for these patients. In her course, “Bringing Low Vision to Your Office,” Maria Richman, OD of Manasquan, NJ, will expand on this notion to assist ODs interested in adding low vision services to their practice.

With Dr. Richman’s help, attendees will learn how to identify a low vision patient and conduct a comprehensive eye exam.

The course will also highlight devices, ranging from entry level to sophisticated, that can improve a patient’s quality of life. All optometrists can assist visually impaired patients with simple low vision intervention techniques. According to Dr. Richman, numerous magnification, lighting, glare-control, electronic systems and non-optical choices are available.

Dr. Richman will address the classification of vision loss and common conditions causing low vision. As visual impairment progresses and worsens, complications—especially central and periph-

eral field loss that occurs from ocular conditions—have even greater impact on the patients’ daily activities, making intervention imperative.

“Optometrists should make sure that the patient understands what low vision care is,” Dr. Richman says. “Patients should also be able to communicate that they are ready to be helped and to work at it.”

While the mismatch of time and reimbursement may intimidate doctors interested in providing low vision services, Dr. Richman believes that those who are willing to engage with this patient population should consider adding at least one additional patient with low vision a week or a month as an attainable goal. In her talk, she will discuss how to best carve out regular time in a practice’s schedule just for these patients. “Doctors don’t always take into account the extra time needed when adjusting their regular eye exam for patients with low vision,” she notes. “The doctor



Photo: David Lewenz, OD

ODs can make a dramatic improvement in the lives of patients with severe—or even not-so-severe—visual deficits. Learn how today.

has to feel comfortable spending the time talking to the low vision patient.”

Attendees will learn how to broaden their practice’s patient base and enhance the quality of care by keeping up with the latest advancements in the low vision and vision rehabilitation field. Being aware of these considerations will allow practitioners to guide their patients toward a more functional and independent lifestyle. ■

SYMPOSIUM SERIES

Pre-registration is required to attend all symposiums at SECO 2020. Once registration has reached its maximum, registration will close. A limited amount of open seats may become available onsite on a first come first serve basis. **Entrance is not guaranteed but we encourage attendees to stand in the queue outside of each symposium to gain access.** Plated food and beverages will be provided.

OD SYMPOSIUM SERIES

Lunch Symposium
3/4 12pm-1pm

BAUSCH + LOMB

Dinner Symposium
3/4 5pm-6pm

HOYA
VISION CARE

HOYA | SEIKO | PENTAX | VISION CARE

Allergan

Lunch Symposium
3/5 12pm-1pm

Alcon

A Novartis Division
Johnson & Johnson VISION

Dinner Symposium
3/5 6pm-7pm

NOVARTIS

Lunch Symposium
3/6 12pm-1pm

BAUSCH + LOMB



CooperVision®

Lunch Symposium
3/7 12pm-1pm

Alcon

A Novartis Division

ALLIED HEALTHCARE PROFESSIONALS SYMPOSIUM SERIES

Dinner Symposium
3/4 5pm-6pm

HOYA
VISION CARE

HOYA | SEIKO | PENTAX | VISION CARE

Allergan

Lunch Symposium
3/5 11am-12pm

NOVARTIS

Lunch Symposium
3/6 11am-12pm



CooperVision®

Allergan

STUDENT SYMPOSIUM SERIES

Lunch Symposium
3/7 12pm-1:15pm

Johnson & Johnson VISION



CooperVision®

Alcon

A Novartis Division

The SECO Symposium Series is supported by SECO 2020 Title Partners and Featured Supporters. 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.

All Events Tonight

That's Edutainment!

Learning shouldn't be this much fun! SECO 20/20 presents education in novel and enjoyable settings.

Steering Clear of Malpractice

Speaker: Paul C. Ajamian, OD

Time: CE course 4:30–5:30pm; demo laps 5:45–6:45pm

Location: Porsche Center, One Porsche Dr, Atlanta, GA 30354

COPE: General Optometry (GO) 1 Hour CE

In an era of increasing litigation for anything against anyone, optometrists are skating on thin ice. This course will cover practical reminders on avoiding malpractice using actual court cases. Each participant will get to experience the thrill of a Porsche from the passenger seat, while the professional drivers take them around the course. Demonstration laps last two to three minutes.

Aesthetically Pleasing: Incorporating Oculoplastics Into Your Practice

Speaker: Selina McGee, OD

Time: casual dining 6:30–7pm; CE course 7:15–9pm

Location: STATS Brewpub, 300 Marietta St NW, Atlanta, GA 30313

COPE: General Optometry (GO) 2 hour CE

This course will help increase awareness of what's available in the aesthetic marketplace today and how ODs can incorporate aesthetics into their own practice. Resources will be provided to better equip doctors to talk to their patients about such procedures. Fee includes dinner and two drink tickets.

Anti-VEGF for Breakfast, Lunch and Dinner

Speaker: Mohammad Rafieetary, OD

Time: casual dining 6:30–7:15pm; CE course 7:15–8:15pm

Location: Der Biergarten, 300 Marietta St NW, Atlanta, GA 30313

COPE: Anterior Segment (AS) 1 Hour CE

In the last two decades, anti-VEGF therapy has significantly transformed management and visual outcome of many retinal conditions. This course will probe the indications, risks and benefits of these drugs. The economic impact of these therapies is also discussed.

Myopia Control Update

Speaker: Alan Glazier, OD

Time: casual dining 6:30–7pm; CE course 7:15–8:15pm

Location: Dantanna's, One CNN Center Ste. 269, Atlanta, GA 30303

COPE: General Optometry (GO) 1 Hour CE

Join Alan Glazier, OD for casual dining, one hour of outstanding CE topped off with an evening of whisky tasting. Discover what makes whisky unique in taste and how changes to the distilling process can and will change the taste of every batch. Today's parents are looking for doctors who can provide real answers when it comes to preventing and controlling myopia. Don't miss this special offsite opportunity to learn everything you need to know. This course will review the history of and basis for the science of myopia control, methods of myopia control backed by peer-reviewed research and how to apply the treatments in clinical settings.

SPEAKER SPOTLIGHT



Mr. Saccarelli's SECO 20/20 course schedule includes:

- **What's New in Spectacle Lens Technology for 2020**
Thursday 10–11am, Room A404
- **Game-Changing Solutions for Patients with Visual Field Loss**
Thursday 12–1pm, Room A404
- **MedPRO360: Workplace Dynamics—Constructive Criticism Doesn't Cut it**
Thursday 3–4pm, Room 302
- **Seeing is More Than 20/20**
Thursday 5–6pm, Room 410
- **Designing Spectacle Lenses for Your Toughest Patient**
Friday 12–1pm, Room 403

Charlie Saccarelli

Optician, President, Chadwick Optical

Charlie Saccarelli is a master optician and the president of Chadwick Optical, an optical lab that specializes in solutions for visual field loss and precision filters for various forms of photosensitivity. He has lectured worldwide on visual field loss and ophthalmic optics and authored articles in 20/20 Magazine. He has patent licenses for two visual field loss solutions and patents pending for a custom lens design that will offer simplified and customized field loss and low vision solutions worldwide.

SPEAKER SPOTLIGHT



Dr. Myers's SECO 20/20 course schedule includes:

- **Ocular Anatomy: How and Why the Eye Works**
Thursday 10–11am, Room A410
- **Recognizing the Red Eye**
Thursday 12–1pm, Room A410
- **The Modern Management of Ocular Occlusive Disease**
Thursday 4–6pm, Room A313
- **Differential Diagnosis of the Red Eye**
Friday 2–4pm, Room A312
- **SECO Student Optometry Board Review: Part 1**
Saturday 9am–4pm, Room A303

Marc Myers, OD

Senior Staff Optometrist, Coatesville Veterans Affairs Medical Center

In addition to serving at the VA in Coatesville, Pennsylvania, Dr. Myers is a guest lecturer and adjunct clinical faculty at the Pennsylvania College of Optometry. He contributes to numerous publications and lectures throughout North America on the topic of ocular disease.

Today: 4–6pm ROOM A312

Retinal Disease: Get a Guided Tour of the Periphery

Come on the amazing journey and learn all you should know.

For some patients, developing retinal disease may be identifiable by observing the center retina; but for others, those important biomarkers could be hiding in the periphery. That’s why Mohammad Rafeetary, OD, of the Charles Retina Institute, wants to take SECO attendees on a tour of the periphery in his course this afternoon, “Journey to the Peripheral Retina.”

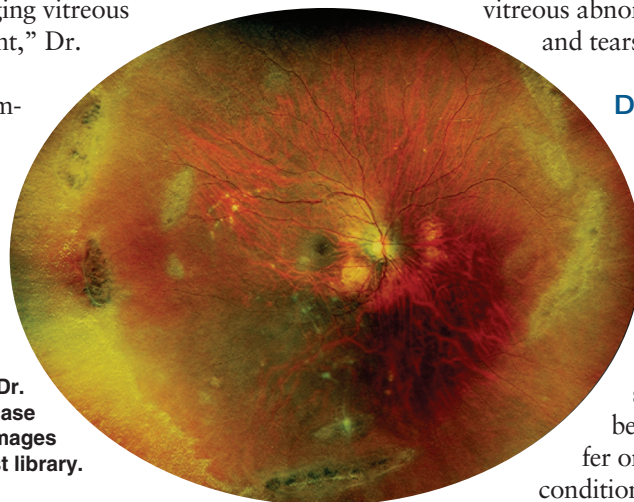
The course will focus on seven main areas of peripheral retinal abnormalities: peripheral lesions, degenerative disorders, vitreous and vitreoretinal interface-caused abnormalities, retinal vascular, inflammatory and infectious disease, pigmented lesions and trauma-associated issues.

“The lecture will be covering some primary peripheral retinal lesions, but primarily peripheral

retinal degenerative disease and association of these, as well as the aging vitreous with retinal detachment,” Dr. Rafeetary explains.

“There are also comparisons made with peripheral retinal disease and those conditions affecting the central retina, particularly macular disease.”

This afternoon, Dr. Rafeetary will showcase a multitude of vivid images from his practice’s vast library.



thies can be seen in the periphery, as well as other vitreous abnormalities, tufts, holes and tears.

Don’t Miss the Signs

One thing no optometrist wants to miss is the early stages of systemic, and potentially deadly, disease. Even if you’re not a retina specialist, knowing how tumors, sickle cell disease, diabetes and melanomas differ on imaging from vascular conditions such as telangiectasia and Coats’ disease can help save a life,

and identifying infectious inflammatory diseases (pars planitis, acute retinal necrosis, cytomegalovirus) can bring your patients much-needed relief.

Many of these conditions can have a cascading effect. Retinal breaks, holes and tears, for instance, can—but don’t always—present alongside rhegmatogenous retinal detachment. Remember Hickam’s dictum: a patient can have as many diseases as they please.

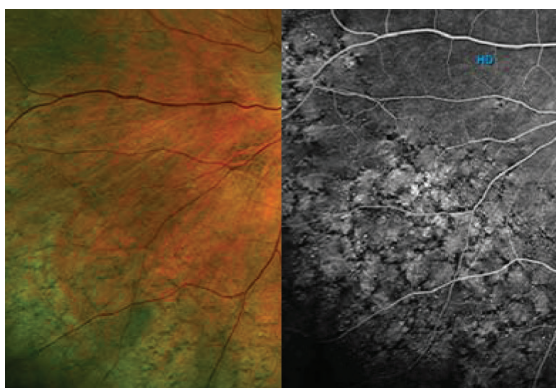
Dr. Rafeetary will rely on his vast library of clinical images and present case studies from his many years of experience at one of the nation’s leading retina centers. ■

Imaging the Edges

Dr. Rafeetary will explain the technical aspects of imaging the retina through a dilated fundus exam as well as the use of auxiliary widefield imaging technology.

He’ll parse the differences in presentation between three types of peripheral lesions: meridional folds, pars plana cysts and ora serrata pearls.

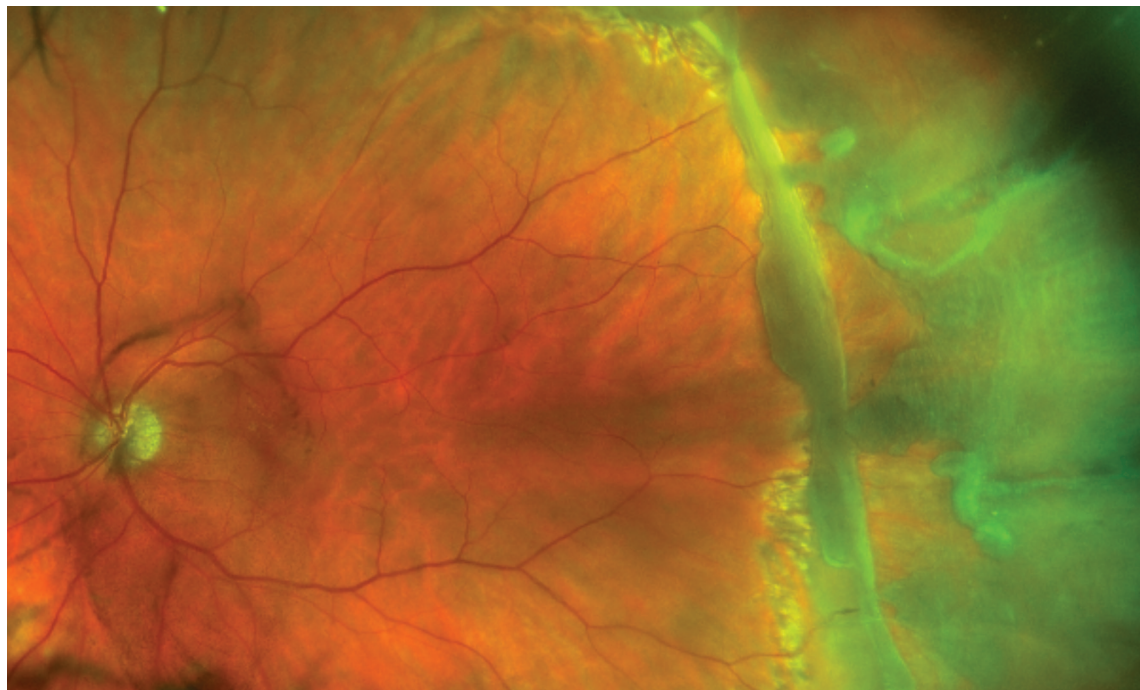
The back of the eye can also reveal degenerative disorders, he says. The lecture will help explain where in the periphery a clinician can uncover indications of pavingstones, lattice and acquired retinoschisis. Occasionally, degenerative vitreopa-



This patient has both peripheral reticular degeneration and peripheral drusen.

7 Key Peripheral Retinal Abnormalities (Primary or Secondary Conditions)

- PERIPHERAL LESIONS:
 - meridional folds, pars plana cysts, ora serrata pearls
- DEGENERATIVE DISORDERS:
 - pavingstone, lattice, acquired retinoschisis
- VITREOUS & VITREORITINAL INTERFACE:
 - degenerative vitreopathies, tufts, holes tears
- RETINAL VASCULAR:
 - Coats’, PEHCR, sickle cell and diabetic, vascular tumors
- INFAMMATORY, INFECTIOUS DISEASE:
 - pars planitis, ARN, CMV
- PIGMENTED LESIONS:
 - CHRPE, choroidal nevus and melanoma, pigmented CRS
- TRAUMA



Earn up to
19 CE
Credits*

A Medscape **LIVE!** CONFERENCE

NEW TECHNOLOGIES
& TREATMENTS IN
2020 EYE CARE

REVIEW
OF OPTOMETRY



Philadelphia, Pennsylvania

November 6-8, 2020

at the Philadelphia Marriott Downtown

Review's New Technologies & Treatments in Eye Care proudly presents Philadelphia 2020!
Join us for three days of education detailing the latest ideas and innovations in eye care.

Register before September 11 for Early Bird discount.

PROGRAM FACULTY:



Paul M. Karpecki, OD, FAAO
PROGRAM CHAIR



Douglas K. Devries, OD



Alan G. Kabat, OD, FAAO



Eric E. Schmidt, OD, FAAO

LOCATION:

Philadelphia Marriott Downtown

1201 Market Street
Philadelphia, PA 19107
(215) 625-2900

REGISTRATION COST:

Early Bird Special: \$495

Full Conference after September 11: \$595

See event website for daily fees.

A limited number of rooms have been reserved at the group rate of \$289/night + tax.

Call the hotel directly at the number above and identify yourself as a participant of "Review's New Tech" for group rate.

THREE WAYS TO REGISTER:

www.ReviewEducationGroup.com/Philadelphia2020

Call: 866-658-1772 or E-mail: ReviewMeetings@MedscapeLIVE.com

Administered by:
REVIEW
EDUCATION GROUP

COPE
*Approval pending

SALUS
UNIVERSITY
Pennsylvania College of Optometry

Review Education Group partners with Salus University for those ODs who are licensed in states that require university credit.

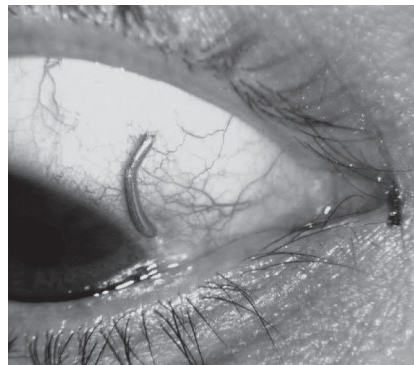
Tough Cases Got You Worried? Keep Calm and Carry On

CASES, continued from Page 1

Patients aren't always upfront about their history, but, according to Dr. Ajamian, it can often unveil the source of their discoloration. For instance, he shared a case of a patient who didn't remember how he got his "pink" eye, if he'd had any injuries or even if anything usual had happened to his eye in the last few days. Dr. Ajamian persisted, asking, "Were you working outdoors recently? Could a grandbaby have scratched your eyes?"

With no explanation, he was stuck. But midway through the exam, the patient had a flashback to walking his dog and getting hit in the eye by a tree branch. What did that branch do? It didn't cause episcleritis, Dr. Ajamian explained. It caused a conjunctival abrasion, a diagnosis that guided him to use an antibiotic, which healed it rather quickly, rather than a steroid, which wouldn't have addressed the problem.

Another case he jokingly called, "three-week pink eye" showcased a 22-year-old who didn't improve on Tobradex (tobramycin/dexamethasone, Eyevance), Vigamox (moxifloxacin, Novartis) or artificial tears. A previous doctor misdiagnosed him



This construction worker couldn't find a doctor who spoke his language—or one that knew to evert the lid.

with a conjunctival bacterial ulcer and, although it looked like one, Dr. Ajamian said he treats "all sectoral injection as a conjunctival abrasion until proven otherwise." With so-called pink eyes, "please get into the habit of checking for preauricular nodes, having the patient look up, down, left and right and everting the lids," he exhorted. For this patient, that last step uncovered the cause: an embedded eyelash in the lower lid that aligned perfectly with his abrasion.

A pair of foreign body cases illustrated yet another shade of "pink" eye. One patient, a construction worker who spoke no English,

had seen several doctors who spoke no Spanish. He couldn't explain a sudden pain he developed after a workplace mishap and, since no one had bothered to evert his lid, no one could see what was causing his pain. After nearly two weeks he presented to Dr. Ajamian who finally looked under the lid. What he found elicited an audible gasp, even from the hardened clinicians in the SECO session—a staple lodged in the globe.

With any case of metallic foreign body, he advised, be sure to remove all the metal pieces and any rust, as anything left behind will continue to cause inflammation.

Double Trouble, DERM and TRAUMA

But you don't need a staple to cause trauma. Surgery, and even noninvasive ocular treatments, can leave behind a variety of lesions. One such case developed after a patient's vitrectomy. His wife noticed a raised red spot in his eye approximately 20 days after the procedure. The procedure left him with a pyogenic granuloma, a variant of capillary hemangioma in which a nest of proliferating capillary and endothelial cell tissue causes a little bump, usu-

ally following trauma or a suture.

Even home remedies can send a patient to an eye care clinician seeking aid. For instance, Dr. Ajamian recalls a nursing home patient who experienced severe mucopurulent discharge out of—and cracked, dry skin around—the left eye and additional swelling in the right. Having grown up with an eczema-prone sibling, Dr. Ajamian recognized the dermatological issue as atopic dermatitis. Upon investigation, the patient's daughter explained that the nursing home had been using hot compresses that, Dr. Ajamian said, were causing the issue. She may have also experienced some sort of swelling associated with a bug bite. She was prescribed over-the-counter Benadryl (diphenhydramine, Johnson & Johnson).

Dr. Ajamian has also seen patients with double vision dismissed as merely a side effect of migraines until the patient lost vision and was diagnosed with a central artery occlusion. Another patient had a swollen lid that foretold myasthenia gravis.

Cases like these require you to tap into your natural curiosity and have courage in the face of new challenges. ■

SECO 20/20 CEE-TQ COURSE SCHEDULE

Thursday, March 5

- 4–6pm: Bringing Low Vision to Your Office, *Maria Richman, OD*
- 4–6pm: Journey to the Peripheral Retina, *Mohammad Rafieetary, OD*
- 4–6pm: Pharm Grand Rounds, *Tammy Than, OD*
- 4–6pm: Top 10 Countdown: Glaucoma Controversies, *Anthony Litwak, OD, Danica Marrelli, OD*
- 6:30–9pm: Anesthetically Pleasing: Incorporating Oculoplastics Into Your Practice [DINNER COURSE] [Offsite: Stats Brewpub], *Selina McGee, OD*

Friday, March 6

- 2–4pm: Current Topics in Glaucoma, *Joseph Sowka, OD*
- 2–4pm: Differential Diagnosis of the Red Eye, *Andrew Gurwood, OD, Marc Myers, OD*
- 2–4pm: Vision Therapy Grand Rounds, *Lynn Hellerstein, OD*
- 5–7pm: Corneal Degenerations and Dystrophies, *Blair Lonsberry, OD, Michael Greenwood, MD*
- 5–7pm: Pharmaceutical Update 2020, *Tracy Offerdahl, PharmD, Gregory Caldwell, OD*
- 5–7pm: Tales from the Glaucoma Crypt, *Anthony Litwak, OD, Danica Marrelli, OD*

Saturday, March 7

- 4–6pm: Anterior Segment Rounds: The OD and MD Angle, *Blair Lonsberry, OD, Michael Greenwood, MD*
- 4–6pm: Clinical Pearls: OCT Interpretation in Glaucoma, *Anthony Litwak, OD*
- 4–6pm: In the Depths of the Retina, *Jennifer Snyder, OD, Jessica Haynes, OD*
- 4–6pm: Optometric Surgical Co-Management, *Bobby Saenz, OD*
- 6–8pm: Traum-o-Rama: Tales From the Bascom Palmer ER [DINNER COURSE], *Alison Bozung, OD*

Sunday, March 8

- 12–2pm: Case Files from Bascom Palmer [LUNCH COURSE], *Mark Dunbar, OD, Alison Bozung, OD*

AFOS Looks to Its Future—and Optometry's

AFOS, continued from Page 1

one molecule and destroy everything, even *Acanthamoeba*.”

He also addressed the status of retinal treatments, which may one day be nothing more than a drop.

Nanotechnology, stem cells and gene therapy. During his next lecture, Dr. Wroten explored the smallest innovations with the biggest impact. Researchers are designing a nanomachine that acts as a Trojan horse to attack herpes simplex keratitis and nanorobots that may, one day, deliver targeted treatment to the vitreous, he explained.

Likewise, stem cell and gene therapies are making waves in ophthalmic research, with applications showing promise for the treatment of diabetic eye disease, AMD, corneal blindness and congenital cataracts. Several companies now offer genetic testing, and gene sequencing led to the approval of Luxturna (voretigene neparvovec-ryzl, Spark Therapeutics), the first FDA-approved gene therapy. “And that’s in all of medicine,” Dr. Wroten emphasized.

To wrap up the session, Dr. Wroten turned his attention to a problem that affects one in every 12 men: color-blindness. Despite new glasses that can help, “none of them fix the problem, and many can’t wear corrective lenses, particularly in the Armed Forces,” he said. Luckily, researchers have discovered the right gene deficiency and have cured red/green deficiency in a squirrel monkey. “Think back to the numbers—one in 12 men are potential

candidates to see things they have never been able to see before,” Dr. Wroten said.

Refractive technology. “We shouldn’t lose our refractive roots,” he began. “I could diagnose a patient with glaucoma and prevent them from losing a single ganglion cell and preserve their vision for their entire life, and they will appreciate it, but if I get the glasses prescription wrong, they think I am a bad eye doctor.”

Today’s corrective options are more high-tech than ever before, and that includes ophthalmic lenses. Patients can now get customized eyewear designed based on their refractive needs and specific facial features. Presbyopes can try adjustable focus lenses and electronically adaptive glasses, while myopes have new contact lens options and glasses, he said. The Department of Defense is involved in night vision and augmented reality contact lenses, which could provide novel training scenarios, Dr. Wroten mentioned.

Several new intraocular lenses (IOLs) are in the pipeline, including another trifocal option, an instant focus lens and an autofocus IOL that has its own power cell and embedded computer chip.

A Look Inside

The afternoon sessions shifted focus to the retina referral practice, with Mohammad Rafieetary, OD, of the Charles Retina Institute. Dr. Rafieetary began with an informative discussion of posterior segment inflammation, first warning his audience that too many are in a hurry to put a name to the problem, ignoring the intricacies of the case. To show them what he meant, he jumped right into his clinical images, sharing everything from the well-known to the rare-in-your-chair scenarios.

Many forms of retinitis are infectious, he told the audience, with toxoplasmosis being the most com-

mon. “For these patients, you need to order serology to make a definitive diagnosis,” he suggested. He also reminded his attendees to diagnose neuroretinitis even without the classic macular star presentation, because that only comes with time.

While working through cases, he paused to share several examples of Plaquenil (hydroxychloroquine sulfate, Sanofi-Aventis) toxicity. “If you see a patient with hydroxychloroquine toxicity, you don’t need to refer to a retina specialist,” he advised. “Just talk to their rheumatologist and ask them to take the patient off the drug. Retina docs can’t do much more than talk to the patient.”

Dr. Rafieetary wound down the session with a look at white dot syndromes and punctate inner choroiditis. For many of these cases, he prescribed systemic steroids, however controversial. “Even though these are self-limiting, you have to imagine the damage behind them,” he said. “All fires are self-limiting too. It either burned just the stove or the whole house. So, when we see these patients, we have to realize how much damage this will put in their path and if we can do something to shorten the course of it.”

Retina Tech

Dr. Rafieetary’s second presentation of the afternoon was specific to angiography, both traditional modalities and newer OCT versions. Although OCT angiography (OCT-A) is noninvasive, sometimes traditional angiography with or without dye is necessary. Added to that, OCT-A is sensitive to motion, so it’s not always faster, depending on patient cooperation and fixation.

He discussed the various modalities such as digital, retinal and wide field angiography, as well as the different dyes employed. He reminded his audience to pay attention to two key factors when handling different imaging technology: always check the variations of the norm for each instrument and know its limitations.

During the second half of the



Dr. Rafieetary engaged with his audience while running through the many etiologies of posterior segment inflammation.

lecture, he demonstrated the abnormal angiography findings common for many conditions such as diabetic retinopathy, retinal vein occlusion, AMD and several other, less common conditions.

More Masqueraders

The final lecture of the day was on AMD—what it is and what it isn’t. “Intermediate AMD is often undiagnosed,” Dr. Rafieetary said, citing a 2017 study that found 75% of the study eyes (a total of 1,288) carried no diagnosis of AMD, although a close clinical exam revealed 24.8% of them did, in fact, have AMD. He reviewed the clinical indicators, as well as the imaging that can help document and confirm the diagnosis.

He shared with the audience a long list of masqueraders such as familial drusen, reticular pseudodrusen and toxic maculopathies.

Even with advanced imaging, some conditions are still challenging, he said. To make matters worse, some patients may have mixed disease.

“Although many of these degenerative and inflammatory macular diseases don’t have a cure, proper diagnosis is still crucial, as trials are underway to find remedies for these conditions,” he concluded.

Attendees then headed out to their Service Chief break-out sessions before finally reconvening for the much-anticipated 50th anniversary reception and celebration. ■



Researchers are DNA sequencing species such as the Mexican salamander to isolate the genes responsible for its regenerative abilities, anticipating use in eye care, Dr. Wroten explained.



WHAT COULD BE SMARTER THAN GROWING YOUR OPPORTUNITIES?

Premier Academy360

As an optometric practice, you want more patients, consistently well-trained staff, and fewer missed opportunities. Premier Academy360™ is here. It's a suite of workshops, webinars, and eLearnings designed to help you build your business.



Premier Academy360 is a proud sponsor of the SECO MedPRO360 Theater. Learn more at Academy360SECO.com.



During SECO, Get Your **FREE** AB Max™

The **POWER** of the **PULSE**

Advanced Doctor Treatment for Anterior Blepharitis*

Visit Myco Industries/AB Max™ in Booth 1639 During SECO

As part of the special program during the event, when you purchase six (6) boxes of AB Max™ procedure packs, you will get the AB Max™ device for FREE.

From one of the inventors of the first doctor's treatment for blepharitis — the AB Max™ is a new Doctor's Treatment for Anterior Blepharitis* with Patented PULSE functionality specifically engineered to remove even the most tenacious debris and plaque (biofilm) while gently massaging the outer eyelid margins for a better patient experience!

This innovative product delivers a newly Patented PULSE action for more efficient and rapid outer eyelid debridement, and a more comfortable patient experience without catching or pulling long eyelashes or lash extensions out.

AB Max™ provides:

- **BETTER** treatment outcomes with **HIGHER PROFITS**
- Add \$100,000 or more to your bottom line annually
- During the event - **NO CAPITAL INVESTMENT** required

www.AB-Max.com • 1-800-721-8006

*Anterior blepharitis means blepharitis on the outer eyelid margin, including the eyelashes.



Ask us about our Trade **IN** Trade **UP**
to upgrade your first-generation device
for the AB Max™

AB Max™