

FREE! GLOBAL CONTACT LENS FORUM | 7:00 AM – 12:15 PM

This informative and highly attended 'meeting within a meeting' at International Vision Expo delivers the latest insights and solutions faced by today's contact lens practitioners with a clear focus on business and growth strategies. Don't miss the illuminating new session on modalities of contact lens practice where practitioners from private practice, academic/hospital based practice, MD/OD practice and co-management center practice as well as those from corporate practice share their career long experiences with our attendees.

7:00 AM–8:00 AM	10L1 — State of the Contact Lens Industry in 2017 - Things to Come...R&D and Developing Technologies Moderator: Scot Morris, OD; Panelists: Industry representatives of research and development of the 4 major contact lens manufacturers as well as from custom and start up companies. FREE C, FL-OP, FL-OD, N
9:00 AM–11:00 AM	10L2 — Evidence Based Eye Care and Clinical Practice: A Review of Research in Clinical Practice Moderator: Rob Davis, OD; Panelists: Loretta Szcotka-Flynn, OD; Jeff Sonsino, OD; Christine Sindt, OD FREE C, FL-OP, FL-OD, N
11:15 AM–12:15 PM	10L3 — Contact Lens Practice Settings - A Spectrum of Opportunity Moderator: Scot Morris; Panelists: Barry Eiden, OD; Clark Chang, OD; Louise Sclafani, OD; Kerry Gelb, OD; Robert Davis, OD FREE C, FL-OP, FL-OD, N

FREE! OCULAR SURFACE DISEASE AND WELLNESS SYMPOSIUM | 1:30 PM – 5:45 PM

This Symposium teaches you how to take your ocular practice to the next level delivering a totally integrated health care model for patient diagnosis and treatment of ocular surface diseases. Learn and gain expertise in recognizing dry eye diseases and clinical aspects of ocular surface from diagnosis through treatment resulting in expanded quality and consistency of patient care for today's thriving practices.

1:30 PM–2:30 PM	10L4 — The Dry Eye Institute: The "WHY" and the Integrated Health Care Model Jack Schaeffer, OD; Paul Karpecki, OD; Marc Bloomenstein, OD; Richard Adler, MD FREE C, FL-OP, FL-OD, N
3:45 PM–5:45 PM	10L5 — Ocular Surface Disease: The Diagnosis, Treatment, and the Clinical Aspects of Ocular Surface Disease Jack Schaeffer, OD; Paul Karpecki, OD; Marc Bloomenstein, OD; Richard Adler, MD FREE C, FL-OP, FL-OD, N

CLINICAL					
	11C1	11C2	11C3	11C4	11C5
1:30 PM–3:30 PM	Glaucoma Treatment Decisions Chaglasian C,FL-OD,TPA,T	A Systemic and Ocular Approach to Uveitis Lighthizer This course is 1 hour from 1:30 PM–2:30 PM C,FL-OD,O,TPA	Getting To Know Your OCT Sutton C,FL-OD	How to Deal with Patients in Pain: Appropriate Pain Management Strategies Veliky Arranged through the efforts of NJSOP C,FL-OD,O,TPA,T	Dermatology 101 Lessons for Eyecare Practitioners Kabat C,FL-OD
3:45 PM–4:45 PM	Medical Management of Glaucoma Semes C,FL-OD,N,NYS-CL-I	Laser Therapy for the Open Angle Glaucomas ALT / SLT Lighthizer ★ C,FL-OD,TPA	Headache Applications for Optometric Practice Sutton C,FL-OD	Ocular Complications of Systemic Meds Kabat C,FL-OD,O,TPA	Best of OD's on Facebook: Clinical Tales from the Trenches Moderator: Gaddie Panelist: Potter, Morgenstern, Shechtman, Glazier C,FL-OD
5:00 PM–6:00 PM	Geographic Atrophy - The Next Frontier in Care Dunbar, Singh, Yasha C,FL-OD,TPA	13C2 C,FL-OD,TPA	12C3 C,FL-OD,O,TPA	12C4 C,FL-OD,TPA	12C5 C,FL-OD
		13C2 Geographic Atrophy - The Next Frontier in Care Dunbar, Singh, Yasha C,FL-OD,TPA	13C3 "MIG's at 3 & 9 o'clock!" Update on Surgical Glaucoma Interventions Veliky Arranged through the efforts of NJSOP C,FL-OD,O,TPA	13C4 C,FL-OD,TPA	13C5 C,FL-OD

CONTACT LENS	OPTICAL TECHNOLOGY	BUSINESS SOLUTIONS			
11L1	11O1	11O2	11B1	11B2	11B3
Emerging Technologies to Improve Your Success with Hybrids and Sclerals Sonsino C,FL-OD,N,NYS-CL-I	SPECTACLE LENS EXPERT TRACK Troubleshooting Progressives and Other Multifocals Manso A,FL-T,NYS-D-I	Prism Applications A to Z Dennis A,FL-T,NYS-D-I	DISPENSING ESSENTIALS Needs Based Selling Harrison A,FL-OP	Motivation, Delegation, and Prioritization: A Primer for Practice Managers and Business Owners Record A	The Future of How We Will Be Paid Under the New MACRA and How to Prepare for It! Gross, Henry C,FL-OD
12L1 Easier Than You Think: How to Implement Myopia Prevention and Control (MPC) in Your Practice Sonsino C,FL-OD,N,NYS-CL-I	12O1 SPECTACLE LENS EXPERT TRACK Premium Lens Options for Generational Applications Dennis A,FL-T,NYS-D-B	12O2 DISPENSING ESSENTIALS Analyzing and Solving Eyewear Fitting Complaints Yoho A,FL-OP,NYS-D-B	12B1 Empathy and Customer Relationships Harrison A	12B2 Social Media Basics for Optical Wilhelm, Charest A	12B3 Creating Memorable Patient Experiences Ziegler A,C,FL-OD
13L1 Stories from the Medically Necessary Contact Lens Vault Eiden C,FL-OD,N,NYS-CL-I	13O1 DISPENSING ESSENTIALS An Opticians Guide to Lens Materials Dennis A,FL-T,NYS-D-B	13O2 SPECTACLE LENS EXPERT TRACK A Systematic Approach to Prescribing and Selling 100% AR Lenses Della Pesca A,FL-T,NYS-D-B	13B1 Make Your Website a Sales Tool Wilhelm, Charest A	13B2 Let's Have a Meeting! Effective and Efficient Staff Meetings Record A	13B3 How to Increase Revenue Per Patient Ziegler A,C,FL-OD

ACCREDITATION LEGEND

- A — ABO
- C — COPE
- FL-OD — Florida State Board of Optometry
- FL-OP — Florida State Board of Opticianry
- FL-T — Florida State Board of Opticianry — Technical
- JCAHPO — Joint Commission of Allied Healthcare Personnel in Ophthalmology
- N — NCLE
- NYS-0/CL — B/I/A — New York State Optician — Dispensing/Contact Lens — Basic/Intermediate/Advanced
- O — Orals
- P — AOA Paraoptometric Commission
- T — TQ/CEE
- TPA — Therapeutic

LOOKING FOR SPECIFIC SOLUTIONS TO YOUR MOST PRESSING BUSINESS ISSUES?

USE OUR EASY COLOR CODED SYSTEM ON THE DAILY COURSE GRIDS TO GUIDE YOU TO COURSES THAT WILL HELP ZERO IN ON TOPICS YOU NEED

BUSINESS SOLUTIONS CATEGORIES KEY	PROFITABILITY & GROWTH
	FINANCIAL
	CUSTOMER EXPERIENCE
	STAFF MANAGEMENT
	LEADERSHIP

As a part of Vision Expo going green, we have omitted some printed content. Please refer to our website, VisionExpoEast.com for full course descriptions and to register.

LOOK FOR A STAR (★) IN THE DAILY COURSE GRIDS SCHEDULE SIGNIFYING SESSIONS BEING PRESENTED BY A RISING STAR INTREPID SPEAKER.

CLINICAL							CONTACT LENS
7:15 AM-8:15 AM	21C1 Keeping the Bugs Off and the Contacts On: Microbial Keratitis Sclafani, Schweitzer ★ C,FL-OD,O,TPA	21C2 Beat the Blues - Inside and Out Shechtman, Gerson Free Breakfast 6:45 AM - 7:15 AM C,FL-OD,O,TPA	21C3 NSAIDs and Steroids Update Semmes C,FL-OD,O,TPA	21C4 The Pediatric Red Eye Chung Arranged through the cooperative efforts of NYSOA and COVD C,FL-OD,O,TPA			
8:30 AM-9:30 AM	22C1 Retinal Disease, Depression and Vision Loss: Conversations to Make a Difference Shuldiner C,FL-OD	22C2 New Developments with OCT Testing in Glaucoma Fingeret C,FL-OD	22C3 Ocular Surface Disease - Does the New Technology Replace the Bio Microscope Hom C,FL-OD	22C4 Ocular Surface Disease and Wellness: Strategies for Success Devries, Kabat C,FL-OD,O,TPA	22C5 Create Distinction and Build Your Practice With New Technologies Jasper C,FL-OD	22C6 Evidence-Based Practice Guidelines for Amblyopia Chung Arranged through the cooperative efforts of NYSOA and COVD C,FL-OD	22L1 SCLERAL LENS TRACK Scleral Lens Fitting: Basic Principles and Advanced Techniques Johns, Barnett This course is 2 hours from 8:30am - 10:30am ★ C,FL-OD,N,NYS-CL-I
9:45 AM-10:45 AM	23C1 Central Retinal Enrichment Supplemental Trials CREST Report 1 Nolan C,FL-OD,O,TPA	23L2 We Can Save Vision - Understanding of the Corneal Shape and Mechanics in Keratoconus Morgenstern, Eiden This course is 2 hours from 9:45am - 11:45am C,FL-OD,N,NYS-CL-I	23C3 Nutritional Strategies for the Digital Age - The Latest in Ocular Protection and Prevention Lahr C,FL-OD,O,TPA	23C4 Ocular Surface Disease - The Medical Business of Dry Eye: A Comprehensive Course on OSD Evaluation, Diagnosis and Treatment Strategies Devries, Hom, J. Schaeffer This course is 2 hours from 9:45am - 11:45am C,FL-OD,O,TPA	23C5 The Surgical Management of Presbyopia Owen, Tullio C,FL-OD,TPA	23C6 In-Office Electrodiagnostics - What Can It Do For You? Lighthizer ★ C,FL-OD	24L1 SCLERAL LENS TRACK Troubleshooting Scleral Lenses - Part I Johns, Barnett ★ C,FL-OD,N,NYS-CL-I
11:00 AM-12:00 PM	24C1 Creating a Five-Star Patient Experience Karpecki, M. Schaeffer C,FL-OD	24C3 Using Technology to Improve Clinical Diagnosis Morris C,FL-OD	24C5 Managing the Psychology of Dry Eye Disease - The Role of Diagnostics Adler C,FL-OD	24C6 Meibomian Gland Dysfunction and Dry Eye - Advanced Diagnosis and Patient Management Epstein C,FL-OD,O,TPA	20C1 VISION SERIES - OCULAR ALLERGY UPDATE Presented by Alcon Epstein LUNCH PROVIDED 12:15PM - 12:30PM THIS COURSE IS 1 HOUR FROM 12:30PM - 1:30PM FREE NOT FOR CREDIT		
12:15 PM-1:30 PM	20C2 VISION SERIES - INNOVATION IN CONTACT LENSES Presented by Bausch & Lomb Wesley, Gaddie LUNCH PROVIDED 12:15PM - 12:30PM THIS COURSE IS 1 HOUR FROM 12:30PM - 1:30PM FREE NOT FOR CREDIT						
2:45 PM-4:45 PM	25C1 Glaucoma Pearls and Grand Rounds Woodridge, Chaglasian, Fingeret C,FL-OD,O,TPA,T	25C2 The Shifting Sands of Dry Eye and MGD - Expert Perspective Kading, Epstein C,FL-OD,O,TPA,T	25C3 The Greatest Anterior Segment Disease and Medical Management of Contact Lens Complications Course - Ever! Karpecki, Bloomenstein, J. Schaeffer C,FL-OD,O,TPA	25C4 Understanding OCT in Retina and Glaucoma Gaddie, Dunbar C,FL-OD,T	25C5 Corneal Crosslinking Guide of the Optometrist Owen, Chang, Tullio C,FL-OD,TPA,T	25C6 Concussion and Vision: What Every Optometrist Should Know About Identifying the Problem and Management Solutions: Part I Kapoor, Cohen Arranged through the cooperative efforts of NYSOA and COVD C,FL-OD	25L1 SCLERAL LENS TRACK Troubleshooting Scleral Lenses - Part 2 Johns, Barnett This course is only 1 hour from 2:45 PM - 3:45 PM ★ C,FL-OD,N,NYS-CL-I
5:00 PM-6:00 PM	26C1 Comprehensive Meibomian Gland Evaluation Sindt C,FL-OD,TPA	26C2 Helping Patients Battle Vision Loss: A Simple, Logical and Streamlined Approach Porter C,FL-OD	26C3 The Opportunities of Blue Light Technology Wesley ★ C,FL-OD	26C4 Cone Function Testing as the Functional Compliment to the OCT Sherman C,FL-OD	26C5 Top 10 Soft Contact Lens Multifocal Tips Hom C,FL-OD	26C6 Concussion and Vision: An Overview of Optometric Management Solutions: Part II Kapoor, Cohen Arranged through the cooperative efforts of NYSOA and COVD C,FL-OD	26L1 SCLERAL LENS TRACK Scleral Lens Fitting Workshop - It's as Easy as 1, 2, 3 Barnett, Johns, Arnold Limited Attendance, \$186 This workshop is 2 hours from 4:00 PM - 6:00 PM ★ C,FL-OD,N,NYS-CL-I

OPTICAL TECHNOLOGY	BUSINESS SOLUTIONS						
2101 DISPENSING ESSENTIALS Reducing Redo's Della Pesca A,FL-T,NYS-D-B	21B1 The 5 Best Business Lessons Binkowitz A,C,FL-OD						21B2 PRACTICE OWNER'S & MANAGER'S ESSENTIALS PROGRAM How To Compete in a Digitally-Connected World Moderator: Ziegler Panelist: Morris, Glazier, Charest A,C,FL-OD
2201 SPECTACLE LENS EXPERT TRACK A Checklist for Managing Spectacle Complaints Dennis A,FL-T,NYS-D-B	2202 Blue Light Radiation - A Material Solution Mattison-Shupnick A,FL-T,NYS-D-I	22B1 RETAIL TRACK Visual Merchandising Tactics Reed A	22B2 FRAME BUYERS CERTIFICATE PROGRAM Communicating Value: How Do You and Your Patient Differentiate \$99 Eyewear from \$999 Eyewear? Pierce A	22B3 Front Office Success and Scheduling Strategies Gross, Gibb A,P	22B4 Grow Your Eye Care Business with Pinterest & Instagram Charest, Wilhelm A	22B5 Double Your Sunglass Sales in One Week Hinton A	22B6 PRACTICE OWNER'S & MANAGER'S ESSENTIALS PROGRAM How To Measure Financial Success Moderator: Ziegler Panelist: Binkowitz, Morris, Wright A,C,FL-OD
2301 Sight - The Story of Vision Wong A,P,FL-T,NYS-D-B	2302 Tools of the Trade - The Lens and The Lensometer Della Pesca A,FL-T,NYS-D-B	23B1 FRAME BUYERS CERTIFICATE PROGRAM Must Have Eyewear Trends for 2017 Gibb A	23B2 RETAIL TRACK The Frames Advisor Smith A	23B3 Customer Expectations - Breaking the Mediocre Mindset Vitale A	23B4 A Simple Process to Double Your Current Frame Sales Hinton A	23B5 What Your Patients are Saying About You Binkowitz A,C,FL-OD	23B6 PRACTICE OWNER'S & MANAGER'S ESSENTIALS PROGRAM How To Grow and Transition Your Practice Moderator: Ziegler Panelist: Wright, G. Gerber C,FL-OD
2401 How the Effective Rx Can Change Acuity Wong A,P,FL-T,NYS-D-I	2402 Just the 'Blue Light' Facts, Ma'am! Kotob A,FL-T,NYS-D-I	24B1 RETAIL TRACK Coordinating Special Events and Trunk Shows Reed A	24B2 Creating the Consumer Connection Baronti A	24B3 Return on Investment vs. Return on Relationship De Long A	24B4 Total Recall Carter A	24B5 Best of OD's on Facebook: Practice Management Pearls Moderator: Binkowitz Panelist: Glazier, Henry, Burns C,FL-OD	24B6 PRACTICE OWNER'S & MANAGER'S ESSENTIALS PROGRAM How To Market Your Practice Moderator: Ziegler Panelist: Charest, G. Gerber, Wright A,C,FL-OD
2501 DISPENSING ESSENTIALS Clinical Ocular Concepts for Opticians, Technicians and Ancillary Staff Zeitlin, Young A,P,FL-OP	2502 Frame Adjusting and Repair Workshop Yoho Limited Attendance \$186 A,FL-OP,NYS-D-B	25B1 The Power of Premium: How to Sell Expensive Stuff Gibb A	25B2 RETAIL TRACK 3 Retail Tech Trends that Drive Profit Moderator: De Long Panelists: Friedfield, Ho, Sanchez A,FL-OP	25B3 The 7 Habits of Highly Effective Opticians Record A	25B4 Profiting With Vision Care Plans Binkowitz A,C,FL-OD	25B5 A Common Sense Approach to Medical Billing and Coding: Keep your Eye on the Ball Eiss Arranged through the efforts of POA C,FL-OD	25B6 PRACTICE OWNER'S & MANAGER'S ESSENTIALS PROGRAM How To Build a Great Staff Moderator: Ziegler Panelist: Wright, Morris, Burns A,C,FL-OD
2601 Opticianry Leading the Way Wong A	2602 FRAME BUYERS CERTIFICATE PROGRAM Which Frame Material is Right for My Patient? Della Pesca A,FL-T,NYS-D-B	26B1 RETAIL TRACK 2017 Retail Trends Reed A	26B2 The Elusive Handoff: Capture More Optical Hinton A,FL-OP	26B3 How to Irritate Your Patients Record A	26B4 How to Use Surveys to Generate Profits and Improve Service Fishbein, G. Gerber A,C,FL-OD	26B5 PRACTICE OWNER'S & MANAGER'S ESSENTIALS PROGRAM How To Build the Ultimate Optical Moderator: Ziegler Panelist: B. Gerber, Binkowitz, Pierce A,C,FL-OD	

CLINICAL								CONTACT LENS/ CLINICAL	ALLIED HEALTH	
7:30 AM-8:30 AM	30C3 The Latest Wrinkle in Facial and Cosmetic Procedures Devries, Whitley This course is 2 hours from 7:30 am - 9:30 am									
8:30 AM-9:30 AM	31C1 Corneal Hysteresis: An Indicator for Glaucoma Progression Schweitzer ★ C,FL-OD	31C2 Dry Eye Diagnosis and Treatments - The Elevator Speeches Hom C,FL-OD,TPA	31C4 Color Vision Loss in Diabetes Thomas C,FL-OD	31C5 A Simple and Profitable Approach to Visual Impairment Paul C,FL-OD	31C6 Co-management of Femto-Cataract Surgery Chang, Owen C,FL-OD,TPA	31L1 Be an Expert in Any Setting: Private Practice vs. Hospital Based CL Fitting Arnold, Sindt C,FL-OD,N	31A1 Pharmacology for Technicians Lawrence P, J			
9:45 AM-11:45 AM	32C1 The Future of Cataract Surgery Ajamian C,FL-OD	32C2 When 20/20 Just Ain't Enough - Challenging Refractive Grand Rounds Utilizing Advanced Refractive Technologies Eiden C,FL-OD	32C3 The Hidden Reality of Posterior Segment Disease in a Healthy Patient Practice Wesley ★ C,FL-OD, T	32C4 New Technologies in Glaucoma Management from ERG to OCT Fingeret, Gaddie C,FL-OD	32C5 The Greatest Posterior Segment Disease Course - Ever! Semes, Ferrucci, Dunbar C,FL-OD, O,TPA,T	32C6 Refractive Surgery Problem Solving Van Veen, Tullo C,FL-OD	32C7 Glaucoma Pharmacology A-Z Schmidt C,FL-OD,O,TPA,T	32A1 Basic Principles of Refraction for Technicians and Assistants Pierce A,P,FL-T,J, NYS-D-I		
12:15 PM-1:30 PM	30C1 VISION SERIES - SHIRE EDUCATIONAL SYMPOSIUM Presented by Shire LUNCH PROVIDED 12:15PM - 12:30PM THIS COURSE IS 1 HOUR FROM 12:30PM - 1:30PM FREE NOT FOR CREDIT									
2:45 PM-4:45 PM	33C1 Doctor, Why Can't I See: Evaluation of the Patient Uncorrectable to 2020 Wooldridge C,FL-OD	33C2 Hot Topics in Glaucoma Thimons, Schmidt C,FL-OD	33C3 Oculoplastic and Aesthetic Eye Care in an Optometric Practice - Opportunity Abounds! Moderator: Sclafani Panelist: Whitley, Eiden, Albrecht C,FL-OD,O,TPA,T	33C4 My Favorite Cases Ajamian C,FL-OD,O,TPA	33C5 Update on AMD Ferrucci C,FL-OD, O,TPA,T	33C6 Optometry's Role in the Diabetic Epidemic - Diabetic Retinopathy and Secondary Ocular Complications of Diabetes O'Dell ★ C,FL-OD, T	33L1 When Size Matters: Why do I Prefer Going Smaller, Unless I Need to Go Bigger Michaud, Sindt C,FL-OD, N	33A1 100 Questions Review Lawrence P, J		
5:00 PM-6:00 PM	34C1 The Harsh Reality of Posterior Segment Disease in a Healthy Patient Practice Wesley ★ C,FL-OD	34C2 Minimally Invasive Vs. Minimally Effective: A Case for MIGS Schweitzer ★ C,FL-OD,TPA	34C3 What Would Larry Do? Gerson, Morris, Semes C,FL-OD,O,TPA	34C4 Pearls for Success - Co-Management of Cataract Patients and How to Manage Every Post-Op Complication Possible Johnston ★ C,FL-OD,TPA	34C5 Real World Applications of Emerging Technologies and Treatments O'Dell ★ C,FL-OD	34C6 CSI - Uveitis Using Laboratory Testing for Systemic Associations M. Schaeffer ★ C,FL-OD	34L1 7 Steps to Making Multifocals Matter Kading C,FL-OD,N, NYS-CL-I	34A1 Efficient Surgical Assisting for Technicians Young P, J		

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS				
3101 DISPENSING ESSENTIALS Why Eyeglasses Fit Badly and What to Do About It De Gennaro A,FL-OP,NYS-D-B	3102 Blue Light 2.0 Burt A,C,FL-T, FL-OD,NYS-D-I	3103 ANSI-Z80.1-2015 What's New? Vitale A,FL-T,NYS-D-I	31B1 RETAIL TRACK Selling Online - How to Complement, Not Cannibalize De Long A	31B2 FRAME BUYERS CERTIFICATE PROGRAM Must Have Eyewear Trends for 2017 Gibb A	31B3 Dark Clouds or Bright Sky - What Does the Future Hold for Eyecare Friedfeld A,C,FL-OD	31B4 Managing Millennials in the Workplace Burns A,C,FL-OD	31B5 Refresh Your Office - What You Need to Know Binkowitz A,C,FL-OD	
3201 SPECTACLE LENS EXPERT TRACK Measurements for Today's Lenses - How and Why Yoho A,FL-T,NYS-D-I	3202 Practical Applications for Spectacle Lens Formulas De Gennaro A,FL-T,NYS-D-I	3203 SPECTACLE LENS EXPERT TRACK Spectacle Lens Update: Everything You Need to Know Vitale A,FL-T,NYS-D-I	32B1 FRAME BUYERS CERTIFICATE PROGRAM RETAIL TRACK Increasing Your Average Sale Gibb A	32B2 Personalities in the Workplace Carter A	32B3 How to Create and Manage Profit Centers Wright A,C,FL-OD	32B4 Branding and Marketing 101 Feldman A	32B5 Intrepid Talks - Mode of Practice Options for Optometrists Co-Moderators: Cooper, M. Shaeffer Panelists: Schweitzer, Barnett, O'Dell, Hauser ★ C,FL-OD	32B6 Preparing Your Practice for the Changes in Medicare and All of Healthcare - Will You Be Ready? Soden Arranged through the efforts of NYSOA C,FL-OD
30C2 VISION SERIES - OCT WITH THE EXPERTS: HOW TO BUILD YOUR PRACTICE Presented by Carl Zeiss Meditec Moderator: Dunbar Panelists: Jasper, Lech LUNCH PROVIDED 12:15PM - 12:30PM THIS COURSE IS 1 HOUR FROM 12:30PM - 1:30PM FREE NOT FOR CREDIT								
3301 Eye Diseases Opticians and Technicians Should Know About Zeitlin, Young A,P	3302 SPECTACLE LENS EXPERT TRACK Handling Prescriptions That Contain Prism Walker A,FL-T,NYS-D-I	3303 Tips for Working with Higher Powered and Larger Spectacle Lenses Pierce A,FL-T,NYS-D-I	33B1 RETAIL TRACK Creating Retail V.I.B.E B. Gerber A	33B2 20 Assumptions That ECPs Make Fishbein, G. Gerber A,C,FL-OD	33B3 The Greatest Social Media Course Ever Glazier A,C,FL-OD	33B4 Staff Management: Creating a Culture of Excellence (Harvard Business Review) Wright A,C,FL-OD	33B5 Maximizing Profit Generation from Your Optical Carter A	33B6 Surviving an Audit - A Common Sense Approach to Make Sure You Will Be Prepared Soden Arranged through the efforts of NYSOA C,FL-OD
3401 Light, The Eye, and the Brain Kotob A,FL-OP,NYS-D-B	3402 DISPENSING ESSENTIALS Matching Lens Technology to Patient Needs Vitale A,FL-OP, NYS-D-B		34B1 RETAIL TRACK Interior Design Refresh Reed A	34B2 Who's Going To Train These People? Carter A	34B3 Selling and Conflict Resolution Hinton A	34B4 Revitalizing the Established Practice Through Technology Henne C,FL-OD	34B5 Five Steps to Achieve a Healthy Office Culture Burns A,C,FL-OD	

STAR (★) SIGNIFIES SESSIONS ARE BEING PRESENTED BY A RISING STAR INTREPID SPEAKER.

BUSINESS SOLUTIONS CATEGORIES KEY

- PROFITABILITY & GROWTH
- FINANCIAL
- CUSTOMER EXPERIENCE
- STAFF MANAGEMENT
- LEADERSHIP

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- O — Orals
- P — AOA Paraoptometric Commission
- T — TQ/CEE
- TPA — Therapeutic

NEW! FREE! Google Talks

Visit the NEW Marketing Stadium that will be featuring FREE, 20 minute learning presentations all day. Learn from Google Agency Developer Liz Austin and Premier Partner Marketing4ECPs on how to utilize Google digital products to grow your eye care business. Register for 1 topic or all 6!
NOT FOR CREDIT



MORNING SESSIONS	GOOGLE COURSES	AFTERNOON SESSIONS
10:00 AM – 10:30 AM – GM01	Digital Opportunity for your Eye Care Business Kevin Wilhelm	1:00 PM – 1:30 PM – GM07
10:30 AM – 11:00 AM – GM02	Search Marketing & 5 Tips You Can't Live Without Kevin Wilhelm	1:30 PM – 2:00 PM – GM08
11:00 AM – 11:30 AM – GM03	Brand Your Eye Care Business Through Digital Display Campaign Liz Austin	2:00 PM – 2:30 PM – GM09

MORNING SESSIONS	GOOGLE COURSES	AFTERNOON SESSIONS
11:30 AM – 12:00 PM – GM04	The Unfair Advantage of YouTube Liz Austin	2:30 PM – 3:00 PM – GM10
12:00 PM – 12:30 PM – GM05	Patients on the Go - the Mobile Opportunity Liz Austin	3:00 PM – 3:30 PM – GM11
12:30 PM – 1:00 PM – GM06	Re-Engage Through Re-Marketing Kevin Wilhelm	3:30 PM – 4:00 PM – GM12

	CLINICAL			CONTACT LENS/CLINICAL
8:30 AM – 9:30 AM	41C1 Anterior Segment Grand Rounds Johnston C,FL-OD,O,TPA	41C2 I'm Right - He's Crazy: Diabetes and AMD from the Trenches - Part 1 Gerson, Chous This course is 2 hours from 8:30am – 10:30am	41C3 Interactive Grand Rounds Lonsberry This course is 2 hours from 8:30am – 10:30am	41L1 Four Aces on Your Hand - How Can You Lose? Michaud C,FL-OD,N,NYS-CL-I
9:45 AM – 10:45 AM	42C1 Glaucoma Update Thimons This course is 2 hours from 9:45am – 11:45am			42L1 Soft Ortho-K Contact Lenses for Myopia Control - Dream or Reality? Michaud C,FL-OD,N,NYS-CL-I
11:00 AM – 12:00 PM		43C2 Pain, Pain Go Away! Oral Pharmaceuticals for Pain Management Brujic C,FL-OD,O,TPA	43C3 Uveitis Systemic and Ocular Approaches to Management Lonsberry C,FL-OD,O,TPA	43C4 Innovative Innovations for Optometric Practice - DISEASE Kading C,FL-OD
12:15 PM – 1:30 PM	40C1 VISION SERIES - DIABETIC EYE DISEASE - DIAGNOSIS AND MANAGEMENT STRATEGIES FOR PATIENTS Presented by Regeneron Singh, Dunbar LUNCH PROVIDED 12:15PM – 12:30PM THIS COURSE IS 1 HOUR FROM 12:30PM – 1:30PM FREE NOT FOR CREDIT			
1:45 PM – 3:45 PM	44C1 Practical Approach to Advanced Anterior Segment Disease Brujic, Kading C,FL-OD,O,TPA,T	44C2 I'm Right - He's Crazy: Diabetes and AMD from the Trenches - Part 2 Gerson, Chous C,FL-OD,O,TPA,T	44C3 Prevention of Medical Errors Semmes C,FL-OD	44C4 Diagnosing and Managing Ocular Emergencies and Urgencies Lonsberry C,FL-OD,O,TPA,T
4:00 PM – 5:00 PM	45C1 What OCT Has Taught Us About The Eye Brujic C,FL-OD	45C2 The Multiple Sclerosis: Some Basics Worth Understanding Chous C,FL-OD,O,TPA	45C3 Innovations in Cataract Surgery - Where Are We Going? Johnston C,FL-OD,TPA	

OPTICAL TECHNOLOGY		BUSINESS SOLUTIONS			
4101 Optical Geek is Chic: Lens Tech Meets Fashion Walker A,FL-OP	4102 Taking Responsibility for Your Patient's Eyes Drake A,FL-OP,NYS-D-B	41B1 RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Marketing Glover, Lyerly A,C,FL-OD	41B2 Making The Sale Lawrence A	41B3 Technology & Fashion and the Impact on Eyewear Taveras A	41B4 Creative Techniques for Finding Your Next New Team Member Burns A,C,FL-OD
4201 Challenging Pediatric Eyewear Drake A,NYS-D-I	4202 SPECTACLE LENS EXPERT TRACK Advanced Optics - Through the Looking Glass Walker A,FL-T,NYS-D-A	42B1 RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Merchandising B. Gerber A	42B2 How To Create & Implement Sales Objectives De Gennaro A	42B3 3D Printing and the Impact on Eyewear & Eyecare Taveras A	42B4 How To Get the Best Deal on Your Office Space, Whether You Buy or Lease Feitel, G. Gerber A,C,FL-OD
4301 Lens Aberrations Drake A,FL-OP, NYS-D-B	4302 SPECTACLE LENS EXPERT TRACK Near to Intermediate Environment Lenses Pierce A,FL-T,NYS-D-I	43B1 RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Sales Keating A,C,FL-OD	43B2 Family Business and the ECP Friedfeld A,C,FL-OD	43B3 "I Wish This Was Taught in School!" - Essential Career Development Tips for Young Professionals Nguyen C,FL-OD	
4401 DISPENSING ESSENTIALS Anatomy & Physiology - How Does the Eye Work Drake A,P	4402 DISPENSING ESSENTIALS Needs Based Selling Harrison A,FL-OP	44B1 RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Management Moderator: Taylor Panelist: J. Armstrong, L. Armstrong A,C,FL-OD	44B2 Navigating the Newest Changes to Meaningful Use Gross, Henry C,FL-OD	ACCREDITATION LEGEND A — ABO C — COPE FL-OD — Florida State Board of Optometry FL-OP — Florida State Board of Opticianry FL-T — Florida State Board of Opticianry — Technical JCANPO — Joint Commission of Allied Healthcare Personnel in Ophthalmology N — NCLE NYS-OC/CL — B/TA — New York State Optician — Dispensing/Contact Lens — Basic/Intermediate/Advanced O — Orals P — AOA Paraoptometric Commission T — TO/CEE TPA — Therapeutic	
4501 My Top Ten Tips for Excellence Through Optics De Gennaro A,FL-T,NYS-D-I		45B1 RETAIL TRACK MANAGER'S TO-DO LIST Manager's To-Do List: Customer Service Moderator: Hagemeyer A			

EDUCATION REGISTRATION

- Course handouts will be available online prior to the Education Program. They will not be available onsite. After you register for your courses, you will be able to print your own course handouts and bring them to the Education Program. Course handouts will also be available online for one month after the program and on the Vision Expo Mobile App.
- In an effort to improve the Education registration process, badges will not be mailed. Please bring your confirmation letter with barcode onsite to Registration to have your badge and course itinerary printed when you arrive at the conference. This will ensure that you have the most up-to-date course information on your badge barcode and course itinerary, including room numbers.

- Your badge barcode will have all of your registered courses embedded in it, which is required for course entry. If you make any course changes onsite after you have already printed your badge, you will need to get a new badge printed so that your current courses are embedded in your updated badge barcode.
- After the Education Program, you will receive a letter via e-mail verifying your course attendance. Please submit this letter to your state board/national accreditation agency for license renewal. If you did not supply an e-mail address when you registered, please update your registration record by calling Client Services at 1.800.811.7151.

ACCREDITATION IS PENDING

The "pending CE approval" courses are being submitted to the accrediting agencies for consideration of approval — if the accreditation designation is NOT listed, the course is NOT being submitted to that agency.

ABOUT ACCREDITATION

The accreditation designations serve as a guide to assist you with course selections. The courses listed are "pending CE approval." Please refer to VisionExpoEast.com/learning under the Education tab for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151. International Vision Expo is not responsible for courses that do not receive accreditation. Do not assume that the courses you register for will be approved. You will not receive credit if you are late to a course. Course approval information will also be available onsite in the Education and Registration areas.