



Education Brochure

Featuring **almost 300 hours** of education, including cutting-edge clinical content developed specifically for Vision Expo

Presented by co-owners



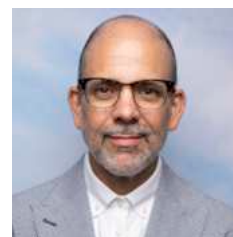
From the Education Planning Committee Chair



As winter continues to grip the nation, especially here in the Southwest, and the new year has created a need for continuing education, there is no better time than now to start planning for Vision Expo East. I know what you are thinking. Marc, Vision Expo East has always been a combination of great education combined with possible snow, cold rooms to scolding hot lecture halls in the 40 year old Javits Convention Center, rain showers that left you wet and squirming in that hard plastic chair listening to a lecture on scleral lenses. However, that was the Vision Expo of past and we are turning the page, or pages if you are reading this in our printed brochure, and rewriting the new chapter for a sunny Vision Expo East in Orlando, Florida.

Much like an amazing show that tours from city to city, Vision Expo in Orlando will bring the best of what makes this show special. With the expansive exhibit hall, incorporating innovation in diagnostic to therapeutics, styles from today and tomorrow for optical as well as bringing the 'what's new' to your fingertips and retinas. Furthermore we are adding new stages and educational areas to focus the technology with the practical for patients. As you walk through the hallways or palm tree lined sidewalks, most likely in your short sleeves or sandals you will notice the theme of Vision Expo; quite simply allowing any practitioner or office staff to gain the acumen they need to provide the best care for their patients. The education committee, along with some of the top educators in our field, have combined to fill the continuing education program with a cornucopia of relevant optometric courses. I am confident that with almost 300 hours of education offered you will be able to satiate your clinical needs.

There are a lot of very special occurrences that you can only encounter when you attend a Vision Expo. And whereas we can provide educational breakfasts, lunches, after hour events, an exhibit hall that will feel like you have spent a day at Disney World and hours and hours of accredited education; Vision Expo is still defined by the doctors and their staff that attend, engage and share in the excitement of our profession. So, please read through our brochure, circle the courses you are going to take, book your flight to Orlando, pack some sunscreen, decide which park you will be spending some time at and make your reservations for the next chapters in Vision Expo East.



Marc Bloomenstein, OD, FAAO
Education Planning Committee Chairman

Education Planning Committee

Meet the members who have been actively involved in the development of this year's education meeting.



Marc Bloomenstein
OD, FAAO
EPC Chairman
Scottsdale, AZ



Steven Ferrucci
OD, FAAO
North Hills, CA



Melissa Barnett
OD, FAAO, FSLs, FBCLA
Davis, CA



Jessilin Quint
OD, MBA, MS, FAAO
Oakland, ME



Mark Dunbar
OD, FAAO
Miami, FL

OPTICON Advisory Board

Meet the members who have been actively involved in the development of this year's education meeting.



Phernell Walker
MBA, ABOM, NCLEC
OptiCon Advisory Board Co-Chair
Pure Optics, LLC



Ledonna Buckner
ABOC, NCLEM
CooperVision Specialty EyeCare - Americas



Lanard C. Atkins
ABOC, NCLEC
OptiCon Advisory Board Co-Chair
Owner, Timeless EYIdentity



Curt Duff
ABOM, NCLEM
ABO Immediate Past Chair
Owner, Tinder-Kraus-Tinder



Janet Acara
NCLEM, ABOC
Erie Community College



Dianna L. Finisecy
ABOM
Wagner Opticians, Inc.



Tom Barracato
ABOC, NCLEC
Owner, Adolph Optical



Tina Palumbo
ABO-NCLE
Public Board Member
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Sandra K. Brown
ABOM, NCLEC
NCLE Board Chair
VisionWorks



Carri L. Russell Rivera
ABOC, NCLEM
NCLE Immediate Past Chair
Bausch Health Specialty Vision Products

2025 VISION EXPO ENDORSERS



Official Institutional Sponsor: **NECO** | New England College of Optometry

We're thrilled to offer pricing which makes Vision Education most affordable!

DOCTORS

UNLIMITED EDUCATION Standard: \$599 \$499 Register on or before 1/5/2025	A LA CARTE \$100/hour
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OPTICON / ALLIED HEALTH

opticians, contact lens fitters, allied ophthalmic professionals, optical assistants and office managers, frame buyers and lab technicians

OPTICON @ VISION EXPO UNLIMITED EDUCATION UOA Member Standard: \$349 \$299 NON UOA Member: \$409 \$359 Register on or before 1/5/2025	A LA CARTE \$100/hour
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OTHER PROFESSIONALS

professionals working in corporate management, or service providers

UNLIMITED EDUCATION Early Bird: \$539 \$499 Register on or before 1/5/2025	A LA CARTE \$100/hour
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TOTAL OFFICE PACKAGE

Save BIG on education by booking a group! Register four or more conferees for Unlimited Education and save 20% off the current education rate for Doctors and Other Professionals!*

4+ CONFEREES
20% OFF*

* Total Office Package 20% discount does not apply to OptiCon Education Packages.

WORKSHOPS*
\$250 each

20C5: OCT Workshop
 20C6: IPL Workshop
 33L1: Specialty Contact Lens Workshop
 30C5: Injections and Minor Procedures Workshop

*Unlimited education package does not include workshops.

FREE EDUCATION*

Myopia Control Program: 10C1, 10C2, 10C3, 10C5
 New Technology Showcase: 10C6, 10C7
 (10C6 workshop limited to first 100 registrants)

Vision Series (Optometrists Only)
 Summits (Optometrists Only)

*Advance Registration is required for free courses. First come, first serve.

ALL EDUCATION REGISTRATIONS INCLUDE THE FOLLOWING:

- ADMISSION TO EXHIBITS (\$150 VALUE)
- ADMISSION TO EDUCATION ATTENDEE LOUNGES

Quick Guide to Registering for CE

The Vision Team has created this guide to help make sure you can easily register for the appropriate courses to earn credits that you need for your license renewal.

The Conference Brochure includes the course schedule for each day of the CE program, the course schedule begins on page 12.

Each course includes a listing of the pending accreditations being offered for the course. For example, 10B1 Rising Star: A Guide to Building a Team Member into a Social Media Manager has been submitted to ABO and COPE for CE credit.

8:30AM - 9:30AM	10B1 Rising Star: A Guide to Building a Team Member into a Social Media Manager Virzi	A-NO,C
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There is also an Accreditation Legend at the bottom of the schedule on Day 1. The Accreditation Legend can help you verify that you have selected the courses that are appropriate for your license renewal.

Accreditation Legend:

A-NO/O1/O2/O3 - ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, C - COPE, FL-OD - Florida State Board of Optometry, FL-OP - Florida State Board of Opticianry, FL-T - Florida State Board of Opticianry - Technical, N-NO/O1/O2/O3 - NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, NYS-D/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

We are continuously submitting all of our courses to the various National Accreditation Agencies and State Boards. The list of Approved and Pending courses for each accreditation agency and state board are listed on the Vision East website - Education - Policies page (VEE2025.COM/POLICIES). We update the lists on a weekly basis, up until the show begins.

We hope that this quick guide will help you with the selection of the courses that you need to attend for your license renewal. Please remember to also check with your State Board to make sure you have registered for the appropriate courses that you need to satisfy your State's license requirements.

If you need to make changes to your course registration or have any questions, our Client Services team can be reached via phone at (800) 811-7151 | (203) 840-5610 or via email at inquiry@visionexpo.com

We look forward to seeing you at the show!

Clinical Highlights

GLAUCOMA

- 11C1 Will the Real Glaucoma, Please Stand Up
- 20C7 **Summit** - Early Diagnosis and Treatment Strategies for Glaucoma and Geographic Atrophy
- 23C1 Roadmap to Medical Management of Glaucoma
- 25C1 Ask the Experts: When You're Treating Your Glaucoma Patients
- 26C1 Strategies for Better Diagnosing Glaucoma
- 31C1 Swipe Right, Swipe Left – Choosing the Right Medication for Your Glaucoma Patient
- 31C3 Objective and Subjective: The Fast and Furious of Visual Field Innovation
- 33C1 Problem Solving and Glaucoma Management
- 33C4 Beyond Dropout and Defects: Adjunctive Technology and the Importance of Quality of Life in Glaucoma
- 35C1 Case Files: The Glaucoma Chronicles
- 36C1 Glaucoma Myth Busters
- 42C2 Innovations in Glaucoma - Next Generation Technology, Medications, and Delivery

HANDS ON WORKSHOP

- 20C5 OCT Workshop
- 20C6 IPL Workshop
- 30C5 Injections Workshop
- 33L1 Specialty CL Workshop

IMAGING TECHNOLOGY

- 10C6 NEW TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home
- 10C7 NEW TECHNOLOGY SHOWCASE: East Coast Case Challenge
- 20C5 OCT Workshop
- 25C4 Putting the 'Oh!' in OCT

SURGICAL/ CO-MANAGEMENT

- 25C6 Botched: Now What?
- 26C3 Rapid Fire Referrals

ANTERIOR SEGMENT

- 13C1 Unveiling Uveitis
- 13C3 Lessons Learned from Things Done Well and Things Done Poorly in Dry Eye
- 20C6 IPL Workshop
- 30C5 Injections Workshop
- 33C2 Case Files: The Anterior Segment Chronicles
- 33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier
- 35C4 It All Starts at the Lids: Modern Diagnosis and Management of the Palpebris
- 36C4 You 'Mite' Want To Consider Treating That Lid!
- 44C1 Uveitis: Systemic and Ocular Approaches to Management
- 44C2 Case Challenges of the Cornea
- 45C1 Interactive Anterior Segment Grand Rounds

NEUROLOGICAL

- 12C1 It's All In Their Head: Diagnosing Neurological Related Eye Conditions
- 26C6 The OD's Role in TBI
- 35C3 Swollen Optic Nerves: Now What?

PHARMACOLOGY

- 11C2 The Good, the Bad, the Orals
- 41C1 Top 10 Medications and Their Ocular Side Effects
- 42C1 Oral Pharmaceuticals in Primary Care Optometry
- 45C3 Management of Ocular Pain, Considerations When Prescribing Opiates

PRESBYOPIA

- 21C3 When Your Presbyope Only Wants Surgery
- 30C6 **Summit** - Personalized Care for Myopia, Presbyopia, Ocular Surface and Eyelid Margin Health

GENERAL OPTOMETRY

- 12C3 Elevating the Patient Care Experience Through Technology and AI
- 21B3 Strategies for Succeeding in Private Equity
- 21B4 Why Key Metrics Are Important & How To Start Using Them
- 21C1 New Technologies, Unexpected Outcomes: Case-Based Learning for Today's Optometrist
- 23B3 Legal Lens: Navigating Eye Care Without Lawsuits
- 23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease
- 23C6 Ocular Emergencies
- 24B3 Profitable Partnerships via Co-Management
- 25B4 The Art of Entrepreneurship – How To Be Successful in Private Practice
- 25C3 Top 15 Diagnoses You Should Never Miss
- 31B3 Grow Your Team. Grow Your Business.
- 31B4 Enhancing the Patient Experience
- 31B5 Tips For Training Staff On New Eye Care Technology
- 31C4 Two Truths and A Lie
- 31C5 Should I Take Vitamins For My Eyes?
- 33B3 Elevate Your Practice: Success Strategies for Growth & Impact
- 33B4 10 Ways To Use Marketing To Attract New Staff
- 34B4 Decoding the Millennial Mindset: Strategies for Motivation and Engagement
- 34C4 "I can treat that!" Developing a Headache Clinic
- 35B4 The Taylor Swift Effect-Women in Leadership
- 35C2 Lights, Lasers, Aesthetics
- 35L1 Business of Contact Lenses
- 36B4 7 Tips For An Improved Culture
- 36C3 I'm Alright: Reducing Dropout and Keeping Patients Happy in Contact Lenses
- 41B4 Promoting the Happiness Advantage in Your Office
- 41C2 Rapidly Changing Landscape of Refractive Technology
- 43B3 Building a Legacy
- 43B4 10 Ways To Grow Your Leadership
- 43C3 Periocular Malignancies
- 43C4 Florida Prevention of Medical Errors in Eyecare
- 44B3 Optometry Contracts - Comprehensive Reviews and Negotiations
- 45B3 The Business of Eye Care: How Every Day Clinic Practice Can Generate Revenue
- 45B4 The Practice Owner's Guide to Lean Inventory Management
- 45C4 Florida Jurisprudence Laws and Rules of Practice

CONTACT LENS

- 21L1 Vision Heroes: Saving Sight with Contact Lenses in the Pediatric Population
- 23L1 Marketing Your Specialty Contact Lens Practice
- 24L1 AI & Contact Lenses
- 25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses
- 26L1 Making Myopia Mainstream
- 31L1 Blueprint for Success: Starting a Specialty CL Practice
- 33L1 Specialty CL Workshop
- 35L1 Business of Contact Lenses
- 36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses
- 41L1 Blueprint for Success: Hybrid Contact Lens Case Series
- 42L1 Maximizing Comfort & Clarity: Managing Ocular Surface Disease for Optimal Contact Lens Wear
- 43L1 Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses
- 44L1 Blueprint for Success: How To Improve Contact Lens Wear With Ocular Aesthetics
- 45L1 10 Innovations in Contact Lenses That You Need To Know About

OPTOMETRIC/SURGICAL PROCEDURES

- 30C5 Injections Workshop
- 33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier

POSTERIOR SEGMENT/ RETINA

- 21C6 Advances in the Diagnosis and Management of Geographic Atrophy
- 23C5 Case Files: The Retina Chronicles
- 26C5 Retina Update 2024 and Beyond
- 33C5 Ask the Experts – When You Are Managing The Retina

DRY EYE / OCULAR SURFACE DISEASE

- 11C3 Makeup and Ocular Surface – What You Need to Know
- 12C2 Mastering the OSD Patient: A Clinical Approach to Success
- 21C2 Is IPL Right For My Patient?
- 23C2 Ask the Experts: When Your Patient Has OSD
- 25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice
- 26C2 Drops vs. Tears
- 30C6 **Summit** - Personalized Care for Myopia, Presbyopia, Ocular Surface and Eyelid Margin Health
- 31C2 They May Feel OK, But They Could Have NK
- 36C2 A Quick Start Guide to Drops: From Lubricants to Autologous
- 41B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa
- 42B3 Dry Eye Billing & Coding: Maximize Your Profit

MYOPIA

- 10C1 MYOPIA CONTROL PROGRAM Myopia: Beyond Vision Correction - Addressing the Disease
- 10C3 MYOPIA CONTROL PROGRAM - In-Depth Exploration of Myopia Management Solutions: From Lenses to Pharmaceuticals
- 10C5 MYOPIA CONTROL PROGRAM - Building a Myopia-Busting Practice Blueprint
- 21C4 Myopia: A Disease of Axial Length
- 23C4 Myopia Control
- 26L1 Making Myopia Mainstream
- 24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice
- 30C6 **Summit** - Personalized Care for Myopia, Presbyopia, Ocular Surface and Eyelid Margin Health

SYSTEMIC DISEASE - DIABETES

- 35C5 Current Strategies on Managing Diabetic Eye Disease
- 41C1 Top 10 Medications and Their Ocular Side Effects
- 41C3 Common Ocular Manifestations from Systemic Conditions: Front to Back
- 44C1 Uveitis: Systemic and Ocular Approaches to Management

POSTERIOR SEGMENT AND MACULAR DEGENERATION

- 25C5 AMD A-Z

Clinical Content

Custom designed for Vision Expo by the Education Planning Committee, our 2025 program is organized by key content areas including glaucoma, posterior segment/retina, anterior segment/dry eye, surgical/co-management, and systemic disease and diabetes. Here you will discover courses specifically developed to immerse you in the most cutting-edge developments for better patient care. Learn from the most knowledgeable experts in the field of optometry as they unveil leading-edge technology and the latest trends in the diagnosis and treatment of common eye diseases. 16 clinical tracks with 150 hours of content will keep you at the forefront of the industry.

This activity is supported by unrestricted educational grants.



Education Highlights

Scleral Lens Track

Scleral lens fitting is one of the fastest growing segments of specialty contact lens practice. Their impact can be profound and life changing, both to the patient and the practice. This tract will provide comprehensive and highly clinical information on how to select a scleral lens design for both basic and advance cases, how to assess the fit and how to solve problems that may develop. Learn skills that will take your abilities and patient satisfaction to the next level.

- 23L1 Marketing Your Specialty Contact Lens Practice
- 25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses
- 31L1 Blueprint for Success: Starting a Specialty CL Practice
- 33L1 Specialty CL Workshop
- 36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses

Summits

Introducing the all-new 2025 Summits—a series of No-Fee CE accredited programs designed to give a brief synopsis of the hottest issues on a broad spectrum of essential topics in eye care in a one-hour format. These sessions offer a unique opportunity for optometrists to learn about several key topics from leading experts and explore the latest technology advancements and clinical best practices. Join us in an interactive learning environment, where you can engage with peers, hear real-world cases, and gain practical skills to enhance patient care.

Please refer to the CE Program grid schedule on Thursday and Friday, specifically in the 12:00-2:30pm time slot for course details – **Course 20C7** & **Course 30C6**.

OPTOMETRISTS ONLY. CE CREDITS AVAILABLE.
FREE – ADVANCE REGISTRATION REQUIRED. FIRST COME, FIRST SERVE.

Vision Series

This all-new-for-2025 format invites you to grab a bite to eat or drink and continue learning over breakfast or lunch. Take a break from the exhibit hall or formal classroom learning as industry leaders address the latest clinical innovations in a relaxed and collaborative learning environment. Then put theory into practice by heading back into the exhibit hall to connect and build on your classroom learning.

OPTOMETRISTS ONLY. NOT FOR CREDIT.
FREE – ADVANCE REGISTRATION REQUIRED. FIRST COME, FIRST SERVE.

Please check our website east.visionexpo.com for the list of Vision Series sessions.

Business Solutions

- 21B3 Strategies for Succeeding in Private Equity
- 21B4 Grow Your Team. Grow Your Business.
- 23B3 Legal Lens: Navigating Eye Care Without Lawsuits
- 23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease
- 24B3 Profitable Partnerships via Co-Management
- 24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice
- 25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice
- 25B4 The Art of Entrepreneurship – How To Be Successful in Private Practice
- 26B3 Legal Contract Essentials for Eye Care Professionals
- 26B4 Innovation in Business
- 31B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa
- 31B4 Enhancing the Patient Experience
- 33B3 Elevate Your Practice: Success Strategies for Growth & Impact
- 33B4 10 Ways To Use Marketing To Attract New Staff
- 34B4 Decoding the Millennial Mindset: Strategies for Motivation and Engagement
- 35B4 The Taylor Swift Effect-Women in Leadership
- 36B4 7 Tips For An Improved Culture
- 41B4 Promoting the Happiness Advantage in Your Office
- 42B3 Dry Eye Billing & Coding: Maximize Your Profit
- 43B4 10 Ways To Grow Your Leadership

FREE EDUCATION

Myopia Control Program

This **3 CE-hours Myopia Symposium** is designed to guide attendees through the implementation of a successful myopia management practice, incorporating financial, clinical, and marketing strategies. Understanding myopia and its long-term effects, treatment options for myopia management, and implementing myopia management in your practice will be presented. The speakers are myopia management experts and will make the content engaging and accessible to a wider audience.

MYOPIA CONTROL PROGRAM IS DIRECTED BY JACK SCHAEFFER, OD

WEDNESDAY, FEBRUARY 19

8:00 AM - 9:00 AM	9:05 AM - 9:55 AM	10:10 AM - 11:10 AM	11:25AM - 12:25PM
<p>10C1 Myopia: Beyond Vision Correction - Addressing the Disease</p> <p>Speakers: Mark Bullimore, MCOptom, PhD, FAAO Vishakha Thakrar, OD, FAAO, FSLs Ashley Wallace-Tucker, OD, FAAO, FSLs Jack Schaeffer, OD, FAAO</p>	<p>10C2 PROMOTIONAL BREAKFAST SYMPOSIUM - Presented by: CooperVision</p> <p>MiSight Today, Anything Tomorrow</p> <p>Speaker: Felicia Timmermann, OD, MS, FAAO</p> <p>NOT FOR CREDIT FIRST COME, FIRST SERVE.</p>	<p>10C3 In-Depth Exploration of Myopia Management Solutions: From Lenses to Pharmaceuticals</p> <p>Speakers: Mark Bullimore, MCOptom, PhD, FAAO Vishakha Thakrar, OD, FAAO, FSLs Ashley Wallace-Tucker, OD, FAAO, FSLs Jack Schaeffer, OD, FAAO</p>	<p>10C5 Building a Myopia-Busting Practice Blueprint</p> <p>Speakers: Mark Bullimore, MCOptom, PhD, FAAO Vishakha Thakrar, OD, FAAO, FSLs Ashley Wallace-Tucker, OD, FAAO, FSLs Jack Schaeffer, OD, FAAO</p>
<p>3 HOURS FREE CE ADVANCED REGISTRATION REQUIRED ACCREDITATION PENDING - COPE, NCLE, FL BOARDS OF OPTOMETRY + OPTICIANRY, NY STATE OPTICIAN - CONTACT LENS - INTERMEDIATE</p>			

New Technology Showcase

Vision Expo is committed to the advancement of scientific knowledge for the practical purposes of diagnosing and treating ophthalmic maladies. With one of the largest exhibition halls dedicated to managing vision, attendees are introduced to all that ophthalmic industry has to offer. Furthermore, didactic education enables all that attend an opportunity to realize practical applications, of these advanced options, for their practice. The New Technology Showcase will unite the exhibit hall and the didactic to create a space where learning becomes hands-on. Furthermore, with the new East Coast Case Challenge, our experts will present cases where this technology has assisted in the management of common and not so common patient diagnoses.

NEW TECHNOLOGY SHOWCASE IS DIRECTED BY MARC BLOOMENSTEIN, OD

WEDNESDAY, FEBRUARY 19

1:30 PM - 3:30 PM	3:45 PM - 5:45 PM
<p>10C6 - Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home</p> <p>Speakers: Marc Bloomenstein, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD</p> <p>LIMITED ATTENDANCE</p>	<p>10C7 - East Coast Case Challenge</p> <p>Moderator: Marc Bloomenstein, OD</p> <p>Panelists: Julie Rodman, OD; Mahnia Madan, OD; Mark Dunbar, OD; Nate Lighthizer, OD; Jessica Steen, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD</p>
<p>4 HOURS FREE CE ADVANCED REGISTRATION REQUIRED ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY</p>	

WEDNESDAY | FEBRUARY 19

Free! Myopia Control Program

8:00AM -9:00AM	10C1 - FREE Myopia: Beyond Vision Correction - Addressing the Disease Bullimore, Thakrar, Wallace-Tucker, J. Schaeffer C, FL-OD, N, FL-T, NYS-CL-I
9:05AM -9:55AM	10C2 - FREE Promotional Breakfast Symposium - Presented by CooperVision - MiSight Today, Anything Tomorrow Timmermann NOT FOR CREDIT FIRST COME, FIRST SERVE
10:10AM -11:10AM	10C3 - FREE In-Depth Exploration of Myopia Management Solutions: From Lenses to Pharmaceuticals Bullimore, Thakrar, Wallace-Tucker, J. Schaeffer C, FL-OD, N, FL-T, NYS-CL-I
11:25AM -12:25PM	10C5 - FREE Building a Myopia-Busting Practice Blueprint Bullimore, Thakrar, Wallace-Tucker, J. Schaeffer C, FL-OD, N, FL-OP, NYS-CL-I

CLINICAL			
1:30PM -3:30PM	11C1 Will the Real Glaucoma, Please Stand Up Koetting C, FL-OD, T	11C2 The Good, the Bad, the Orals Whitley C, FL-OD, O, TPA	11C3 Makeup and Ocular Surface - What You Need to Know Theriot, McGee C, FL-OD
3:45PM -4:45PM	12C1 It's All In Their Head: Diagnosing Neurological Related Eye Conditions Koetting C, FL-OD	12C2 Mastering the OSD Patient: A Clinical Approach to Success Ioussifova, Devries This course is 2 hours from 3:45pm-5:45pm	12C3 Elevating Patient Care Experience Through Technology and AI Rhue C, FL-OD
5:00PM -6:00PM	13C1 Unveiling Uveitis Quint C, FL-OD	13C3 Lessons Learned from Things Done Well and Things Done Poorly in Dry Eye Hom C, FL-OD, T	10C6 - FREE NEW TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home Ferrucci, Bloomenstien, Rafieetary Limited Attendance C, FL-OD
			10C7 - FREE NEW TECHNOLOGY SHOWCASE: East Coast Case Challenge Moderator: Bloomenstien Panelists: Rodman, Madan, Dunbar, Lighthizer, Steen, Ferrucci, Rafieetary This course is 2 hours from 3:45pm-5:45pm C, FL-OD

Track key

Anterior Segment	Glaucoma	Imagine Technology	Myopia	Neurological
General Optometry	Optometric/Surgical Procedures	Pharmacology	Posterior Segment/Retina	Dry Eye/Ocular Surface Disease
Scleral Lens	Surgical/Co-Management	Systemic Disease/Diabetes	Presbyopia	Hands-On Workshop

PROGRAM SUBJECT TO CHANGE AS OF 02-19-25.

VISION EXPO MARKETING & SOCIAL MEDIA BOOTCAMP

In partnership with Marketing4ECPs

8:30AM -9:30AM	10B1 Rising Star: A Guide to Building a Team Member into a Social Media Manager Virzi A-NO,C
9:45AM -10:45AM	10B2 Mastering the Art of Content Creation: Strategies for Impactful Brand Storytelling Alexander A-NO,C
11:00AM -12:00PM	10B3 Eyes on the Future: AI-Driven Marketing for Eye Care Professionals Paisley A-NO,C
1:00PM -2:00PM	10B4 Visual Impact: Strategies for Effective Video Marketing in Eye Care Swiatylo A-NO,C
2:15PM -3:15PM	10B5 Specialized Solutions: Mastering Marketing for Medical Specialties Kemp A-NO,C
3:30PM -4:30PM	10B6 Who Knows You? - Why Every ECP Needs A Personal Online Brand Charest A-NO,C

OPTICAL TECHNOLOGY		BUSINESS SOLUTIONS
1101 Refract This! Walker A-02, FL-T, NYS-D-I	1102 Understanding Basic Optical Theory Ganem A-02, FL-T, NYS-D-B	11B1 Work Hard, Play Harder: Sports Vision in Motion Collins A-02
1201 Prism is Not a Four Letter Word Walker A-02, FL-T, NYS-D-I	1202 The Disruption of Circadian Rhythms O'Keefe A-02, FL-T, NYS-D-I	12B1 The Psychology of Perfect Vision Gerber A-NO, FL-OP, NYS-D-B
1301 The Power of Polarized Lenses O'Keefe A-02, FL-T, NYS-D-I	1302 Training the New Apprentice Ganem A-02, FL-T, NYS-D-I	13B1 Financial Management for the White Coat Walker A-02, FL-OP

Accreditation Legend:

A-NO/O1/O2/O3 - ABO-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, C - COPE, FL-OD - Florida State Board of Optometry, FL-OP - Florida State Board of Opticianry, FL-T - Florida State Board of Opticianry - Technical, N-NO/O1/O2/O3 - NCLE-Non-Ophthalmic/Ophthalmic I/Ophthalmic II/Ophthalmic III, NYS-D/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

Provide your staff with the highest quality and most affordable opportunity to learn with a comprehensive package that includes unlimited hours of Education.

LOOK FOR THE OPTICON LOGO **IN THE DAILY COURSE GRID SCHEDULE SIGNIFYING SESSIONS BEING DEVELOPED BY OPTICON.**

THURSDAY | FEBRUARY 20

PROGRAM SUBJECT TO CHANGE AS OF 02-19-25.

CLINICAL							CONTACT LENS
7:15AM - 8:15AM	21C1 New Technologies, Unexpected Outcomes: Case-Based Learning for Today's Optometrist Kelley	21C2 Is IPL Right For My Patient? Ioussifova, Devries	21C3 When Your Presbyope Only Wants Surgery Bull	21C4 Myopia: A Disease of Axial Length Morgenstern	21C6 Advances in the Diagnosis and Management of Geographic Atrophy Singh, Dunbar	21L1 Vision Heroes: Saving Sight with Contact Lenses in the Pediatric Population Morrison	
	C,FL-OD	C,FL-OD	C,FL-OD	C, FL-OD	C,FL-OD	C,FL-OD	
8:30AM - 9:30AM							
9:45AM - 10:45AM	23C1 Roadmap to Medical Management of Glaucoma Gaddie, Schmidt This course is 2 hours from 9:45am - 11:45am	23C2 Ask the Experts: When Your Patient Has OSD Karpecki, Bloomenstein This session is 2 hours from 9:45am - 11:45am		23C4 Myopia Control Rhue, Hom This course is 2 hours from 9:45am - 11:45am	23C5 Case Files: The Retina Chronicles Ferrucci, Yackey, Dunbar This course is 2 hours from 9:45am - 11:45am	23C6 Ocular Emergencies Bull, Quint This course is 2 hours from 9:45am - 11:45am	23L1 Marketing Your Specialty Contact Lens Practice Kading, Barnett
	C,FL-OD	C,FL-OD, T		C,FL-OD	C,FL-OD	C,FL-OD, T	C,FL-OD
11:00AM - 12:00PM						24L1 AI & Contact Lenses Kading	
12:00PM - 2:30PM	20C3 Vision Series Promotional Lunch Symposium - Presented by Bausch+Lomb - A Family of Eyecare Products with Innovations for Every Stage of Life Bloomenstein, Brujic, Gerson This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE	20C4 Vision Series Promotional Lunch Symposium - Presented by Legally Mine - Safeguarding Health: Lawsuit Prevention and Tax Strategies Johnson This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT FIRST COME, FIRST SERVE	20C5 OCT Workshop Bossie, Marrelli, Pal, Rodman Limited Attendance \$250 This workshop is 2 hours from 12:30pm-2:30pm	20C6 IPL Workshop Devries, Ioussifova Limited Attendance \$250 This workshop is 2 hours from 12:30pm-2:30pm	20C7 Summit - Advancing Optometric Care: Early Diagnosis and Treatment Strategies for Glaucoma and Geographic Atrophy Lighthizer, Steen, Ferrucci, Majcher This course is 1 hour from 1:30pm-2:30pm OPTOMETRISTS ONLY FREE C,FL-OD FIRST COME, FIRST SERVE		
			C,FL-OD	C,FL-OD			
2:45PM - 4:45PM	25C1 Ask the Experts: When You're Treating Your Glaucoma Patients Schmidt, Gaddie		25C3 Top 15 Diagnoses You Should Never Miss Morgenstern	25C4 Putting the "Oh!" in OCT Marrelli, Dunbar	25C5 AMD A-Z Haynes, Gerson, Rafieatary	25C6 Botched: Now What? Bull, Whitley	25L1 Worst Case Scenarios: Transforming Challenges Into Success With Specialty Contact Lenses Pal, Morrison, Kading, Barnett
	C,FL-OD, TPA		C,FL-OD, T	C,FL-OD	C,FL-OD, T	C,FL-OD	C,FL-OD
5:00PM - 6:00PM	26C1 Strategies for Better Diagnosing Glaucoma Marrelli	26C2 Drops vs. Tears Madan, Hom	26C3 Rapid Fire Referrals Whitley	26C5 Retina Update 2024 and Beyond Gerson	26C6 The OD's Role in TBI Morgenstern	26L1 Making Myopia Mainstream Kading	
	C,FL-OD, TPA	C,FL-OD, TPA	C, FL-OD	C,FL-OD	C,FL-OD	C,FL-OD	

Track key

 Anterior Segment	 Glaucoma	 Imagine Technology	 Myopia	 Neurological
 General Optometry	 Optometric/Surgical Procedures	 Pharmacology	 Posterior Segment/Retina	 Dry Eye/Ocular Surface Disease
 Scleral Lens	 Surgical/Co-Management	 Systemic Disease/Diabetes	 Presbyopia	 Hands-On Workshop

OPTICAL TECHNOLOGY				BUSINESS SOLUTIONS			
2101 Partnering With Your Consultant for Scleral Lens Success Buckner			2104 An Introductory Lecture to the Manual Lensometer Basti	21B1 Needs Based Consulting: A guide to exceeding your patient's needs Ganem	21B2 Breaking Bad: Habits Brush	21B3 Strategies for Succeeding in Private Equity Schmidt	21B4 Grow Your Team. Grow Your Business. Carlson
FL-T-CL, N-02, NYS-CL-B			A-01, NYS-D-I, FL-T	A-NO, NYS-D-B, FL-OP	A-NO, FL-OP, NYS-D-B	C,FL-OD	C,FL-OD
	2202 Compensated Powers (and Other Ophthalmic Conundrums) Hanlin	2203 Navigating the Complexities of Diabetic Eye Care Walker	2204 Myopia Control for Opticians and Techs Aceto	22B1 From Good to Great: A guide to motivating your team for Exceptional performance Ganem	22B2 Professional Ethics To Practice By O'Keefe		
	A-02, FL-T, NYS-D-I	A-02, N-02	A-02, N-02, NYS-CL-I, NYS-D-I, FL-T	A-NO, FL-OP, NYS-D-B	A-02, FL-OP, NYS-D-I		
	2302 You've Got To Be Fitting Me! Atkins	2303 Power Optics of Magnification Walker	2304 Introduction to Lensometry Hands-on Workshop Bourque This course is 2 hours from 9:45am - 11:45am	23B1 Optical Merchandising Secrets You Need to Know! Gerber	23B2 It's Not All About You! Brush	23B3 Legal Lens: Navigating Eye Care Without Lawsuits Spear	23B4 Acquiring New Technology and Determining Return on Investment in Ocular Surface Disease Madan, Devries
	A-02, FL-T, NYS-D-I	A-02, FL-T, N-02, NYS-CL-I, NYS-D-I	A-01, FL-OP, N-01, NYS-CL-B, NYS-D-B	A-NO, FL-OP, NYS-D-B	A-NO, FL-OP, NYS-D-B	C,FL-OD	C,FL-OD
2401 Fitting the Presbyope with Hydrogel Contact Lenses Gzik	2402 Fundamentals of Accommodation and Convergence Hanlin	2403 What if They're Not Crazy? aka Learn to Love the Engineer Saccarelli		24B1 When Life Gives You Lemons Brush		24B3 Profitable Partnerships via Co-Management Robben, Devries	24B4 Blueprint for Success: Strategies for Building a Myopia Control Practice Wallace-Tucker, Pal
FL-T-CL, N-01, NYS-CL-I	A-02, FL-T, NYS-D-I	A-03, FL-T, NYS-D-A		A-01, FL-OP, NYS-D-I		C,FL-OD	C,FL-OD
2901 OptiCon General Session: A Conversation with Scott Shapiro Shapiro This course is 1 hour from 12:30pm - 1:30pm							
A-NO, N-NO							
2501 Surgical Procedures and their influence on Visual Correction Gzik	2502 DIY Spectacle Solutions Walters	2503 Understanding Diabetic Retinopathy for Opticians Marshall This course is only 1 hour from 2:45pm - 3:45pm	2504 Ocular Dissection Aceto	25B1 The Psychology of Creating the Ultimate Experience Gerber		25B3 Blueprint for Success: Strategies For Starting A Dry Eye Practice Davison, Robben, Quint	25B4 The Art of Entrepreneurship - How To Be Successful in Private Practice Spear
A-03, FL-T-CL, N-03, NYS-CL-A, NYS-D-A	A-02, NYS-D-I, FL-T	A-02	A-02, FL-T, N-02, NYS-CL-I, NYS-D-I	A-NO, FL-OP, NYS-D-B		C,FL-OD	C,FL-OD
	2602 Give Me the Light! Atkins	2603 The Optics of Color from Lenses to Vision Walker		26B1 The Business of Low Vision - The Players, The Game, and Where Opticians Have Opportunity Saccarelli	26B2 Sunwear Sales the Biggest Missed Opportunity Koenigsberg	26B3 Legal Contract Essentials for Eye Care Professionals Spear	26B4 Innovation in Business Robben, Brujic
	FL-T, N-02, NYS-CL-I	A-02, NYS-D-I, FL-T		A-NO, FL-OP, NYS-D-B	A-NO, NYS-D-B, FL-OP	C,FL-OD	C,FL-OD

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.

FRIDAY | FEBRUARY 21

PROGRAM SUBJECT TO CHANGE AS OF 02-19-25.

CLINICAL						CONTACT LENS
7:15AM - 8:15AM	31C1 Swipe Right, Swipe Left – Choosing the Right Medication for Your Glaucoma Patient Schmidt C,FL-OD, TPA	31C2 They May Feel OK, But They Could Have NK Bloomenstein C, FL-OD	31C3 Objective and Subjective: The Fast and Furious of Visual Field Innovation Schweitzer C, FL-OD	31C4 Two Truths and A Lie McGee, Rodman C,FL-OD	31C5 Should I Take Vitamins For My Eyes? Theriot C,FL-OD	31L1 Blueprint for Success: Starting a Specialty CL Practice Pal, Brujic C,FL-OD
8:30AM - 9:30AM	30C1 Vision Series Promotional Breakfast Symposium - Presented by Bausch+Lomb - Taking Redness Relief to the Next Level- Lumify Preservative Free Koetting OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C2 Vision Series Promotional Breakfast Symposium - Presented by Dompe - NK Today: Must See Programming on All Things Neurotrophic Keratitis Stein, Ioussifova, Banas OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE				
9:45AM - 10:45AM	33C1 Problem Solving and Glaucoma Management Steen This course is 2 hours from 9:45am - 11:45am C,FL-OD, T, TPA	33C2 Case Files: The Anterior Segment Chronicles Karpecki, Bloomenstein This course is 2 hours from 9:45am - 11:45am C,FL-OD	33C3 Ocular Adnexa and Eyelids - Optometry's Next Frontier McGee This course is 2 hours from 9:45am - 11:45am C,FL-OD, T	33C4 Beyond Dropout and Defects: Adjunctive Technology and the Importance of Quality of Life in Glaucoma Schweitzer C, FL-OD	33C5 Ask the Experts - When You Are Managing The Retina Ferrucci, Gerson This course is 2 hours from 9:45am - 11:45am C,FL-OD	33L1 Specialty CL Workshop Wallace-Tucker, Pal, Barnett This workshop is 2 hours from 9:45am - 11:45am Limited Attendance \$250 C,FL-OD
11:00AM - 12:00PM			34C4 "I can treat that!" Developing a Headache Clinic Nanasy C, FL-OD			
12:00PM - 2:30PM	30C3 Vision Series Promotional Lunch Symposium - Presented by Zeiss Meditec - Branching Out: Getting the Most Out of OCTA Dunbar, Steen, Majchey, Singh This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C4 Vision Series Promotional Lunch Symposium - Presented by Topcon - Work Smarter, Not Harder- Leverage Clinical Data and AI to Accelerate Practice Growth Vaghefi, Chaglasian, Kannarr This session is 1 hour from 12:00pm-1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE	30C5 Injections Workshop Lighthizer Limited Attendance \$250 This workshop is 2 hours from 12:30pm-2:30pm C, FL-OD	30C6 Summit - Personalized Care for Myopia, Presbyopia, Ocular Surface, and Eyelid Margin Health Bloomenstein, Koetting, McGee, Schweitzer This course is 1 hour from 1:30pm-2:30pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT. FIRST COME, FIRST SERVE		
2:45PM - 4:45PM	35C1 Case Files: The Glaucoma Chronicles Schweitzer, Steen C,FL-OD	35C2 Lights, Lasers, Aesthetics Davison, McGee C,FL-OD	35C3 Swollen Optic Nerves: Now What? Lighthizer C,FL-OD, T	35C4 It All Starts at the Lids: Modern Diagnosis and Management of the Palpebris Whitey, Koetting, M. Schaeffer C,FL-OD, TPA	35C5 Current Strategies on Managing Diabetic Eye Disease Yackey, Haynes C,FL-OD, T	35L1 Business of Contact Lenses Barnett, Brujic, Quint C,FL-OD
5:00PM - 6:00PM	36C1 Glaucoma Myth Busters Schweitzer C,FL-OD	36C2 A Quick Start Guide to Drops: From Lubricants to Autologous Madan, Koetting C,FL-OD	36C3 I'm Alright: Reducing Dropout and Keeping Patients Happy in Contact Lenses M. Schaeffer C,FL-OD	36C4 You "Mite" Want to Consider Treating That Lid! Bloomenstein C,FL-OD, TPA	36L1 Blueprint for Success: Fitting & Troubleshooting Scleral Lenses Pal, Brujic C,FL-OD	

Track key

	Anterior Segment		Glaucoma		Imagine Technology		Myopia		Neurological
	General Optometry		Optometric/Surgical Procedures		Pharmacology		Posterior Segment/Retina		Dry Eye/Ocular Surface Disease
	Scleral Lens		Surgical/Co-Management		Systemic Disease/Diabetes		Presbyopia		Hands-On Workshop

OPTICAL TECHNOLOGY					BUSINESS SOLUTIONS			
31O1 Index Matching for Optical Excellence Walker A-02	31O2 Seeing Through the Eyes of the Patient Saccarelli A-01, NYS-D-I, FL-OP	31O3 Mastering Frame Adjustments Marshall A-02	31O4 Simplifying the Complicated Bourque A-02, FL-T, NYS-D-I		31B2 Psychological Safety in the Workplace Hanlin A-NO,FL-OP,N-NO,NYS-CL-B,NYS-D-B	31B3 The Intersection of Dry Eye and Beauty: Design, Build, and Brand a Profitable Dry Eye Spa Davison C,FL-OD	31B4 Enhancing the Patient Experience Bull C,FL-OD	
32O1 Instruments used for Ocular Evaluation Gzik A-02, FL-T-CL, N-02, NYS-CL-I, NYS-D-I		32O3 Your Doors Are Open: How Your Relationships Impact Your Profitability! Atkins A-02, N-02, FL-OP, NYS-CL-B, NYS-D-B	32O4 Mastering Over Refractions for Contact Lenses Marshall N-02	32O5 Dispensers Guide to Prism Neff A-01, NYS-D-I, FL-T	32B1 Creating Perceived Value Hanlin A-NO,FL-OP,N-NO,NYS-CL-B,NYS-D-B	32B2 Only The Best Will Do! Bruce A-01, NYS-D-I, FL-OP		
33O1 Case Reports Contact Lenses/Spectacles Gzik A-03, FL-T-CL, N-03, NYS-CL-A, NYS-D-A	33O2 Age-Related Eye Changes and Their Management Zeitlin A-02, FL-T, NYS-D-I		33O4 Deconstructing Advanced Progressive Lens Designs: A Stepwise Approach Hoff A-03, FL-T, NYS-D-A	33O5 Compression Mounting Adjustments, Repairs, Assembly Goh A-02,FL-T,NYS-D-I	33B1 Dispensing Without Boundaries Maldonado A-NO, FL-OP, NYS-D-B	33B2 The Case of the Second Pair Sale Koenigsberg A-01,FL-OP,NYS-D-B	33B3 Elevate Your Practice: Success Strategies for Growth & Impact Quint This course is 2 hours from 9:45am-11:45am C,FL-OD	33B4 10 Ways To Use Marketing To Attract New Staff Kemp CFL-OD
	39O1 UOA College Bowl TBD This course is 1 hour from 12:30pm - 1:30pm A-NO,N-NO,NYS-CL-B,NYS-D-B							
	35O2 Dealing with Difficult Patients and Troubleshooting Koenigsberg A-02, FL-T, NYS-D-I	35O3 Eye Diseases Technicians and Opticians Should Know Zeitlin A-02, N-02, NYS-CL-I, NYS-D-I, FL-T	35O4 Frame and Lens: Making a Perfect Match Walters A-02, NYS-D-I, FL-T	35O5 Storytelling Through Eyewear Design and Manufacturing Rosellier A-NO,FL-OP,NYS-D-B	35O6 Basic Frame Repair Workshop Goh A-01,FL-T,NYS-D-B	35B1 Living Into Your Values Collins A-NO, N-NO, NYS-CL-B, NYS-D-B, FL-OP	35B4 The Taylor Swift Effect- Women in Leadership Carlson C,FL-OD	
36O1 Soft Contact Lens Complications Zeitlin FL-T-CL, N-02, NYS-CL-I	36O2 Myopia Management: Safety and Efficacy of Ortho-K Buckner FL-OP, N-02, NYS-CL-I	36O3 The ABCs of Trouble Shooting Marshall A-02	36O4 These Don't Work! Bruce A-01,FL-T,NYS-D-I	36O5 Light Filtering Lenses Manso A-02,FL-T,NYS-D-I	36B1 The Latest in Lens Technology for Digital Device Addicts Koenigsberg A-01, FL-T, NYS-D-I	36B4 7 Tips For An Improved Culture Carlson C,FL-OD		

About Accreditation

The accreditation designations serve as a guide to assist you with course selections. Please refer to VEE2025.com/Policies for current CE approvals. You can change a course selection after you register by calling Client Services at 1.800.811.7151.

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 Office.

SATURDAY | FEBRUARY 22

PROGRAM SUBJECT TO CHANGE AS OF 02-19-25.

CLINICAL				CONTACT LENS	
7:15AM -8:15AM	41C1	41C2	41C3	41L1	
	Top 10 Medications and Their Ocular Side Effects Lonsberry	Rapidly Changing Landscape of Refractive Technology Brujic	Common Ocular Manifestations from Systemic Conditions: Front to Back M. Schaeffer	Blueprint for Success: Hybrid Contact Lens Case Series Wallace-Tucker	
	C,FL-OD, TPA	C, FL-OD	C, FL-OD	C,FL-OD	
8:30AM -9:30AM	42C1	42C2		42L1	
	Oral Pharmaceuticals in Primary Care Optometry Lonsberry This course is 2 hours from 8:30am-10:30am	Innovations in Glaucoma - Next Generation Technology, Medications, and Delivery Schweitzer This course is 2 hours from 8:30am-10:30am		Maximizing Comfort & Clarity: Managing Ocular Surface Disease for Optimal Contact Lens Wear Brujic	
				C,FL-OD	
9:45AM -10:45AM			43C3	43C4	43L1
			Periocular Malignancies Gurwood, Myers This course is 2 hours from 9:45am-11:45am	Florida Prevention of Medical Errors in Eyecare Jasper This course is 2 hours from 9:45am-11:45am	Multifocal Fitting Tips for Soft, GP, Scleral, and Hybrid Lenses Pal
	C,FL-OD, T, O, TPA	C,FL-OD, T			C,FL-OD
11:00AM -12:00PM	44C1	44C2		44L1	
	Uveitis: Systemic and Ocular Approaches to Management Lonsberry	Case Challenges of the Cornea Schweitzer		Blueprint for Success: How To Improve Contact Lens Wear With Ocular Aesthetics Pal	
	C,FL-OD	C,FL-OD	C, FL-OD	C,FL-OD	
1:00 PM -3:00 PM	45C1		45C3	45C4	45L1
	Interactive Anterior Segment Grand Rounds Lonsberry		Management of Ocular Pain, Considerations When Prescribing Opiates Gurwood, Myers	Florida Jurisprudence Laws and Rules of Practice Jasper	10 Innovations in Contact Lenses That You Need To Know About Brujic
	C,FL-OD, T		C,FL-OD, O, TPA	C, FL-OD	C,FL-OD, T

OPTICAL TECHNOLOGY			BUSINESS SOLUTIONS		
41O1		41O3	41B1		41B4
Contact Lens Selection and Patient Education Bruce		Bright Eyes on the Future of Fashion, Optics and Vision Maldonado	Talking About My Generation Manso		Promoting the Happiness Advantage in Your Office Brimer, Carlson
FL-T-CL, N-O2, NYS-CL-I		A-O2,FL-T,NYS-D-I	A-NO,P,FL-OP,N-NO,NYS-CL-B,NYS-D-B		C,FL-OD
42O1	42O2		42B1	42B3	
Demystifying Near Task Specific Lenses Hoff	Advanced Lensometry: Application of ANSI Standards Aceto This course is 2 hours from 8:30am-10:30am		Telehealth is Here to Stay. Really! Manso	Dry Eye Billing & Coding: Maximize Your Profit Brimer	
A-O2, FL-T, NYS-D-I			A-O1, FL-OP, P, NYS-D-I	C,FL-OD	
		43O3	43B1		43B4
		The three little words we all hate to hear.... "I Can't See" Bourque	Stay Shady Brush		10 Ways To Grow Your Leadership Carlson
	A-O2,FL-T,NYS-D-A	A-NO, FL-T, NYS-D-I	A-OI,FL-OP,NYS-D-I		C,FL-OD
		44O3	44B1		
		Taking a "BYTE" Out of Segments Manso	The Three P's of Eyecare: People, Products, and Process Walker		
		A-OI,FL-T,NYS-D-I	A-NO,FL-OP,NYS-D-B		
45O1	45O2	45O3			
Establishing a Solid Foundation: RGP Designs and Fitting Bruce	What Are All These Adjustment Tools? Bourque	Selling Efficiently and Effectively in a Busy Practice Koenigsberg			
FL-T-CL, N-O2, NYS-CL-I	A-O2,FL-T,NYS-D-I	A-NO,FL-OP,NYS-D-B			

Track key

■ Anterior Segment	■ Glaucoma	■ Imagine Technology	■ Myopia	■ Neurological
■ General Optometry	■ Optometric/Surgical Procedures	■ Pharmacology	■ Posterior Segment/Retina	■ Dry Eye/Ocular Surface Disease
■ Scleral Lens	■ Surgical/Co-Management	■ Systemic Disease/Diabetes	■ Presbyopia	■ Hands-On Workshop

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 and course itinerary, you will need to get a new course itinerary printed so that your current courses are listed, including room numbers.
- After you attend your course(s), please complete the session evaluation for each course. The session evaluations are available on the Vision Expo website and mobile app. After completion, you will be able to send yourself the CE Letter via email verifying your course attendance.
- After the Education Program, you will receive a CE letter via e-mail verifying your course attendance. Please submit this CE 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.

SOCIAL MEDIA & MARKETING BOOTCAMP

WEDNESDAY, FEBRUARY 19, 2025

RISING STAR:

A GUIDE TO BUILDING A TEAM MEMBER INTO A SOCIAL MEDIA MANAGER

KATE VIRZI
8:30AM - 9:30AM



MASTERING THE ART OF CONTENT CREATION:

STRATEGIES FOR IMPACTFUL BRAND STORYTELLING

MICHELLE ALEXANDER
9:45AM - 10:45AM



EYES ON THE FUTURE:

AI-DRIVEN MARKETING FOR EYE CARE PROFESSIONALS

ALEX PAISLEY
11:00AM - 12:00PM



VISUAL IMPACT:

STRATEGIES FOR EFFECTIVE VIDEO MARKETING IN EYE CARE

LILA SWIATYLO
1:00PM - 2:00PM



SPECIALIZED SOLUTIONS:

MASTERING MARKETING FOR MEDICAL SPECIALTIES

TYLER KEMP
2:15PM - 3:15PM



WHO KNOWS YOU?

WHY EVERY ECP NEEDS A PERSONAL ONLINE BRAND

TRUDI CHAREST
3:30PM - 4:30PM



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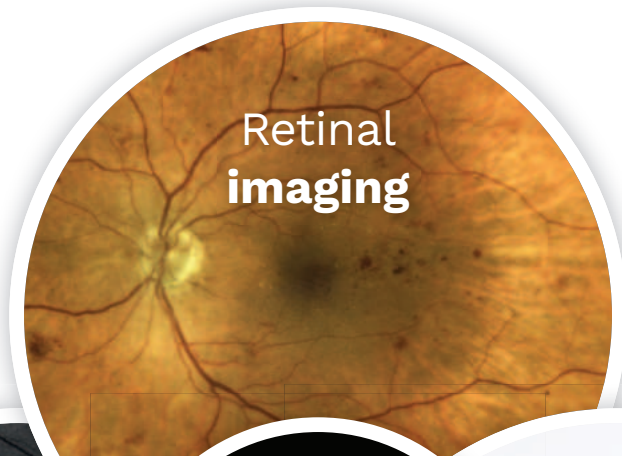


Digital Lane

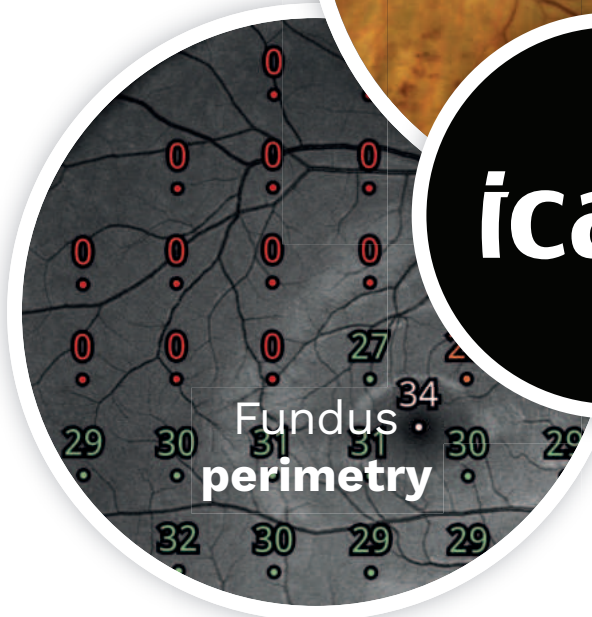
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1 Comparison between New Perimetry Device (IMOVifa[®]) and Humphrey Field Analyzer[™] M Eslani, T Nishida, S Moghimi, JM Arias, C Vasile, V Mohammadzadeh, RN Weinreb; Invest. Ophthalmol. Vis. Sci. 2022;63(7):1272 - A0412.



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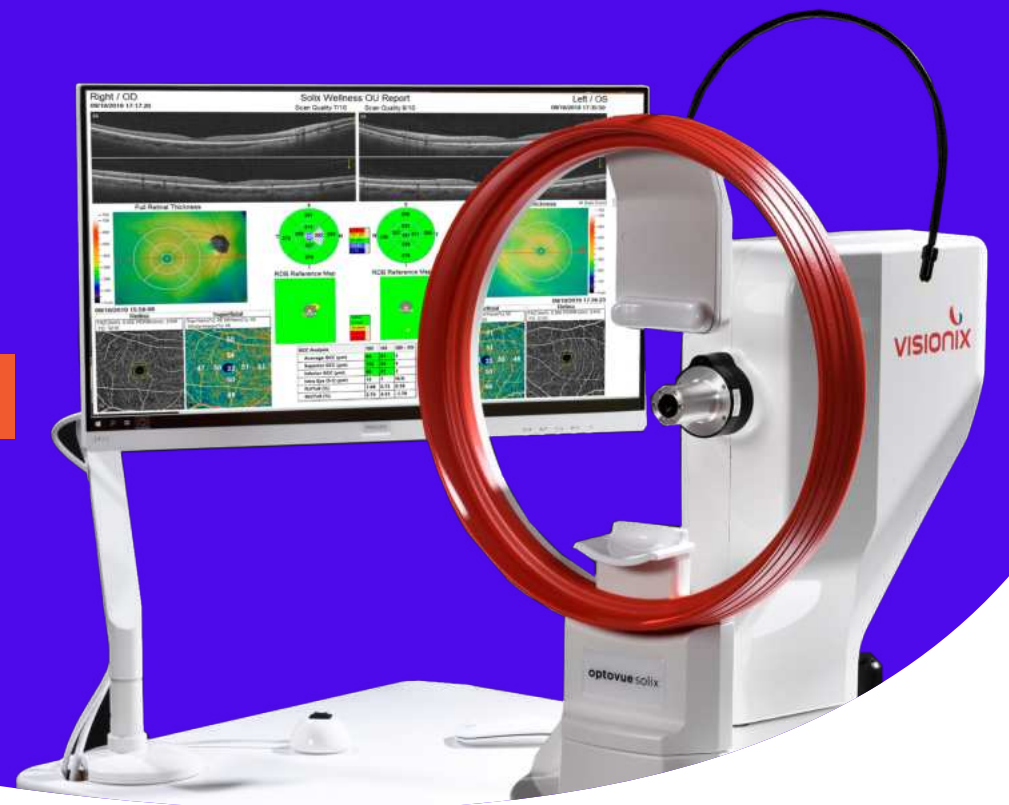
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UPCOMING LIVE DEMOS

- Global Specialty Lens Symposium booth #307
- Vision Expo East booth #F1929
- Texas Optometric Association booth #410
- Southern Council of Optometrist booth #442
- Vision Source The Exchange booth #TBD



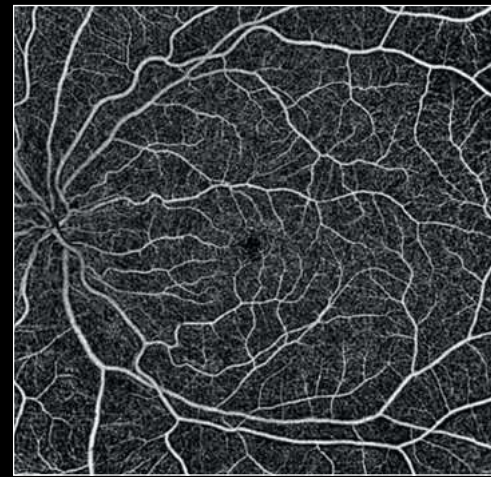
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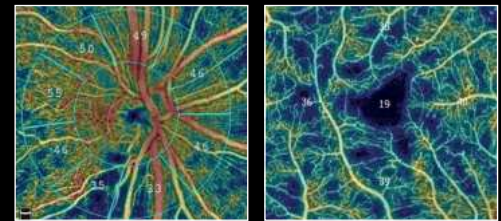


Optovue Solix is the **ONLY** OCT with FDA-cleared OCT-Angiography metrics, making it the gold standard in OCT-A

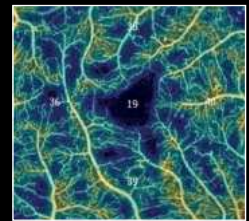
Optovue AngioVue QuadMontage



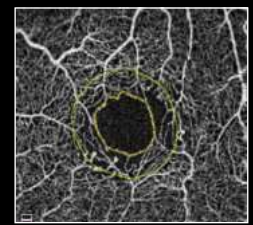
Optovue AngioAnalytics™ OCT-A Metrics



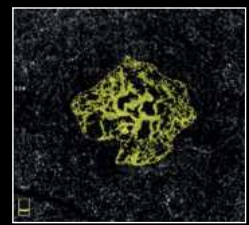
RPC Density



Superficial Density



FAZ



Flow Area



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Scan the QR code or visit zeiss.com/vee to learn more.



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