



FREE EDUCATION
Medical & Scientific Pavilion Theater
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Thursday, September 22, 2011

11:00 am-12:00 pm - MS-200-1

Sponsored by Marco & Compulink

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Streamlining Your Clinical Workflow: Integrating the Clinical Practice

The health care delivery model for America is experiencing dramatic and rapid change. Globalization, consumerism, demographics, the changing nature of chronic disease, and the explosion of technology are all disruptive forces impacting what and how you deliver care to your patients. Understanding what these changes are and more importantly how YOU can utilize the new market forces to your advantage is critical. The internet, social media, electronic health records, health information exchanges, e-commerce are just a few of the changes that the ophthalmic professions are facing. Adopting to change is never easy. But embracing these changes, streamlining office by harnessing the power of each of these technologies can create a cohesive and powerful patient experience and at the same time allow you to work smarter not harder.

Speaker: Kenneth W. Eakland, OD, Pacific University

NOT FOR CREDIT



12:30 pm-1:30 pm - MS-200-2

Sponsored by Smile Reminder

www.smilereminder.com

Are You Keeping up with the New Age of Patient Communication?

In today's fast paced, instant gratification era our patients are becoming more and more demanding. However, at the same time they want service to be held to the highest without intrusion or interruption. Patients are influenced by non-traditional internet media and social networking more than ever. Are you keeping up?

Speaker: Kevin L. Gee, OD, FAAO

COPE # 27479-PM



2:00 pm – 3:00 pm – MS-200-3

Sponsored by Diopsys

www.diopsys.com

Visual Evoked Potential Testing in Clinical Practice

This course will serve as an introduction to a functional, objective test designed to aid eye care professionals in the diagnosis and tracking the progression of optic nerve diseases including glaucoma.

Speaker: Craig Thomas, OD

COPE # 31655-NO



Thursday, September 22, 2011 - CONTINUED

3:30 pm – 4:30 pm – MS-200-4

Sponsored by Essilor

www.essilorusa.com

Are foggy lenses compromising your patients' vision? What do you know about your patients' anti-fog needs?

When is the last time you talked to a patient about their foggy lenses? Maybe you haven't because you didn't have a solid solution. Glasses that fog up are bothersome for many eyeglass wearers, which is why Essilor researchers spent years creating a new long-lasting fog free solution. Introducing Optifog with Crizal prescription eyeglass lenses - a new generation of no-glare lenses with an exclusive anti-fog property.

Speaker: Ellen Haag

NOT FOR CREDIT



essilor

STOP THE FOG WITH
OPTIFOG™

5:00 pm – 6:00 pm – MS-200-5

DoctorFest!

Enjoy a festive happy hour full of free beer and wine, live entertainment, and networking with Optometrists and eyecare professionals.



Friday, September 23, 2011

10:00 am – 11:00 am - MS-300-1

Sponsored by Marco

www.marco.com

Incentive Money, Technology, and ROI: How to Stimulate Your Office Economy

Join these three industry leaders in technology integration for an informative roundtable on how you can still demonstrate Meaningful Use with your EHR and receive your 18K incentive check for 2011, use digital refraction and wavefront technology in a "meaningful" way, and realize your Return On Investments like never before to boost your practice's growth! Dr.'s Lorie Lippiatt, Kim Castleberry, and Scot Morris will "show you the money"!

Speaker: Lorie Lippiatt OD Salem, Ohio, Kim Castleberry OD Plano, TX, Scot Morris OD Conifer, CO

NOT FOR CREDIT



11:30 am – 12:30 pm – MS-300-2

Sponsored by Compulink

www.compulinkadvantage.com

How to Earn the EHR Incentives

The CMS EHR incentive program is underway and some providers have received payouts this year. Learn what you need to do to earn incentive payments in 2011 and 2012. Topics include: Review of the Meaningful Use objectives/measures and how they apply to you; selecting a Certified EHR and using an EHR system to report on clinical quality measures; how to register with and report to CMS.

Speaker: Jeff Grant, President, HCMA, Inc.

NOT FOR CREDIT



1:00 pm – 2:00 pm – By Invitation Only – Power Lunch – MS-300-3

Sponsored by Essilor

www.essilorusa.com

* Luncheon by Invitation Only



2:30 pm – 3:30 pm – MS-300-4

Sponsored by Izon

www.izonlens.com

Use Wavefront Technology To Improve Your Patients' Vision

This course covers the application of wave front technology to new instrumentation, services and products which can allow you to improve your patient's vision. Developments in Applied Optics use wave front technology to develop scanning lasers, LASIK, spectacle lenses and contact lenses enabling the doctor to manage patients with optical irregularities within their visual system. This course will tell you how to prescribe the new iZon Lenses to correct higher order aberrations providing better vision to your patients. A step-by-step method will include identifying the patients who can best benefit, gathering the appropriate data, communicating the benefits to your patients and how to order the lenses. Research studies will be reviewed. The audience will have the opportunity to ask questions about these exciting new technologies.

Speaker: Peter Shaw-McMinn, OD

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