

NOVEMBER 1-4, 2018



ORLANDO, FL



14<sup>th</sup> OPTOMETRIC  
Management  
SYMPOSIUM

## NOVEMBER 1, 2018

10:00 am – 11:00 am	<b>Scleral Shape and Scleral Lens Designs in 2018</b> ● Greg DeNaeyer, OD
11:00 am – 12:00 pm	<b>Multifocal Soft Contact Lenses in 2018... The Good, the Bad, and the Ugly</b> ● Stephanie Ramdass, OD
12:00 pm – 1:00 pm	<i>Lunch, with Contact Lens Exhibitor Introductions</i>
1:00 pm – 2:00 pm	<b>Custom Soft Contact Lenses in Clinical Practice</b> ● Patrick Caroline
2:00 pm – 2:15 pm	<b>Break</b>
2:15 pm – 3:15 pm	<b>What's New in Lens Care: Avoiding Complications</b> ● Michael Ward
3:15 pm – 5:15 pm	<b>Controversies in Contact Lenses in 2018 – A Panel Discussion</b> ● Moderator: Patrick Caroline Panelists: Greg DeNaeyer, OD; Stephanie Ramdass, OD; Michael Ward
5:15 pm – 6:45 pm	<i>Exhibit Hall Grand Opening Reception</i>

## NOVEMBER 2, 2018

7:00 am – 8:00 am	<b>Clinical Pearls for the Management of Dry Eye</b> ● Greg Caldwell, OD
	<b>Tips to Building a Positive Online Reputation</b> ● Samantha Toth, ABOC
8:00 am – 9:00 am	<b>Clinical Pearls for the Primary Eye Care Practice</b> ● Mike DePaolis, OD
	<b>Keeping up with the Millennials</b> ● Ryan Parker, OD
9:00 am – 9:30 am	<i>Coffee Break and Moderated Talks (With Hoya &amp; OCuSOFT)</i>
9:30 am – 11:30 am	<b>To Heal, or to Treat? What is the difference and How Optometry Plays a Role in Healthcare</b> ● Bryan Rogoff, OD (CEE)
	<b>Retail Strategies Panel</b> ● Moderator: Erinn Morgan Panelists: Alessandro Baronti; Ed Beiner; Stephen Wright; Eric White, OD; Bridgette Shen Lee, OD
11:30 am – 1:00 pm	<i>Lunch in the Exhibit Hall</i>
1:00 pm – 3:00 pm	<b>Recognizing, Treating, and Avoiding Microbial Keratitis in Contact Lens Wear</b> ● Mike DePaolis, OD (CEE)
	<b>Win the Online Retail Battle &amp; Increase Loyalty with Social Media</b> ● Samantha Toth, ABOC
3:00 pm – 3:45 pm	<i>Coffee Break in the Exhibit Hall</i>
3:45 pm – 5:45 pm	<b>Basics of Myopia Management</b> ● Brett O'Connor, OD (CEE)
	<b>The Independent Practice in the World of Health Care Reform</b> ● John Rumpakis, OD
5:45 pm – 6:45 pm	<i>Wine &amp; Cheese Reception – Hosted by Hoya Seiko</i>

- Global Specialty Lens
- Clinical Management
- Business Management and Optical Strategies

Education co-sponsored by

College of Optometry  
NOVA SOUTHEASTERN UNIVERSITY



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## NOVEMBER 3, 2018

7:00 am – 8:00 am	<b>The Dark Side of Blue Light &amp; The Systemic Effects</b> <span style="color: green;">●</span> Bryan Rogoff, OD <b>Selling Satisfaction</b> <span style="color: blue;">●</span> Doug Martin
8:00 am – 10:00 am	<b>Grand Rounds: A String of Pearls</b> <span style="color: green;">●</span> Nate Lighthizer, OD (CEE) <b>Discussing the Metrics and Measuring Optical Success</b> <span style="color: blue;">●</span> Mile Brujic, OD
10:00 am – 10:30 am	<i>Break with Moderated Sponsor Talks (Luneau Technology &amp; Innereactive)</i>
10:30 am – 11:30 am	<b>Innovations in Diabetic Retinopathy</b> <span style="color: green;">●</span> Jaya Badhwar Kumar, MD; Sherrol Reynolds, OD <b>Strategies for Success – Creating the Roadmap</b> <span style="color: blue;">●</span> Mile Brujic, OD
11:30 am – 1:00 pm	<i>Lunch in the Exhibit Hall</i>
1:00 pm – 3:00 pm	<b>OCT – Glaucoma Beyond: A Primer for Retinal and ONH OCT Interpretation</b> <span style="color: green;">●</span> Nate Lighthizer, OD (CEE) <b>Capture More Patients Using an Ocular Aesthetics &amp; Anti-Aging Eye Care Approach</b> <span style="color: blue;">●</span> Bridgitte Shen Lee, OD
3:00 pm – 3:15 pm	<i>Break</i>
3:15 pm – 5:15 pm	<b>What's New in Retinal Vascular Disease</b> <span style="color: green;">●</span> Sherrol Reynolds, OD (CEE) <b>The 7 Fundamentals of Merchandising, Frame Board Management, and Optical Budgeting</b> <span style="color: blue;">●</span> Doug Martin

## NOVEMBER 4, 2018

7:00 am – 8:00 am	<b>Pediatric Grand Rounds</b> <span style="color: green;">●</span> Nidhi Rana, OD
8:00 am – 10:00 am	<b>The Surgical Minute</b> <span style="color: green;">●</span> Walt Whitley, OD (CEE) <b>Prevention of Medical Errors for Optometrists</b> <span style="color: orange;">●</span> Barry Frauens, OD; Joseph Sowka, OD
10:00 am – 10:15 am	<i>Break</i>
10:15 am – 12:15 pm	<b>Ocular Pharmacology Updates</b> <span style="color: green;">●</span> Walt Whitley, OD (CEE) <b>Florida Jurisprudence</b> <span style="color: orange;">●</span> Barry Frauens, OD; Joseph Sowka, OD
12:15 pm	<i>Program Adjourns – Thank you for Joining Us</i>

- Clinical Management
- Business Management and Optical Strategies
- Florida Board Required

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