



# Education Brochure

Featuring **over 220 hours** of education, including cutting-edge clinical content developed specifically for Vision Expo

Presented by co-owners



**VISION EXPO**  
**2026**  
Orlando

## From the Education Planning Committee Chair

How often do you find yourself quoting philosophers, poets, musicians, movie lines or just some random person who made a great social media post? I for one, do it all the time and without even realizing these quotes have become part of my lexicon. "So, you are saying there is a chance?" It can become amusing when we credit a quotation to the wrong person or flat out miss the meaning. One that is most often used, "The definition of insanity is doing the same thing over and over again expecting different results" is credited to Albert Einstein. Truth be told, scholars don't believe he said it, yet the quotation is relevant to our profession and Vision Expo.

Our profession is like a rolling stone, moss does not collect on those remember, in constant flux and still moving with the current. This is also what makes Vision Expo the premiere meeting place for the ophthalmic community - change. John Kennedy said "For time and the world do not stand still. Change is the law of life.", and being able to adapt to those changes has continued to strengthen our communal bond. However, change does not necessarily mean unfamiliar or complete disintegration of what is great about Vision Expo. The name exposition alone represents, a large public exhibition of art and goods, all centered about the miraculous organ that provides vision. The art can be found in the evolving education that is provided over the four days, from new treatment and diagnostic options, to maneuvering the ever unfolding business of our profession; as well as the unique optical and surgical options that are delivered on a daily basis to our patients. The goods are presented in, arguably, the most exciting and expansive exhibit hall for any meeting. For within these walls education is imparted from center stage or supporters who understand our patients' needs. At Vision Expo life is truly like a box of chocolates, you never know what you will get but who cares because you know it will be good!

Now I understand it is always warm to relish in the ways of our past, it is comfortable, but that is also naive of us to not understand that our profession and our patients' needs are evolutionary. Vision Expo is continuing to evolve with our profession, and this meeting will provide you even more tools, insights and opportunities for you to practice confidently at the highest level. And much like the quote that I can assure, was maybe, spoken by Einstein, gravitation cannot be held responsible for people falling in love; for those that love our profession, community and love a great meeting, then I will see you all in Orlando because it is not just gravity that makes you love Vision Expo.

**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



**Shalu Pal**  
OD, FAAO, FSLs, FBCLA, FIAOMC  
Toronto, Canada



**Mark Dunbar**  
OD, FAAO  
Miami, FL



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



**Steven Ferrucci**  
OD, FAAO  
North Hills, CA

## 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



**Carri L. Russell Rivera**  
FCLSA, NCLEM, ABOC  
Global Director of Sales,  
Bausch + Lomb, Specialty Vision  
Products



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



**Michael Vitale**  
ABOM  
Vice President, Membership,  
Government Relations & Technical  
Affairs, The Vision Council



**Bob Alexander**  
ABOM, NCLEM  
Director, Member Education,  
United Opticians Association

### 2026 VISION EXPO ENDORSERS



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

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

## Doctors

### UNLIMITED EDUCATION

**Standard: \$699** Register prior to event close

### SINGLE DAY

WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY

**Standard: \$300** Register prior to event close

### WORKSHOPS\*

**\$200 each**

**20C6:** IPL Workshop  
**20C7:** OCT Workshop  
**33L1:** Specialty Contact Lens Workshop  
**30C6:** Injections and Minor Procedures Workshop

\*Doctor - Unlimited Education, or Single Day (same day as workshop) do not include Workshops.

### FREE EDUCATION\*

**Vision Series** (Optometrists Only): Check [visionexpo.com](http://visionexpo.com) for a current listing of sessions

**Summits** (Optometrists Only): 20C5, 30C5

\*Must be registered for Doctor - Unlimited Education or Single Day (same day as session)

## OptiCon / Allied Health

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

### OptiCon @ VISION EXPO

UOA Member  
Unlimited Education

**Standard: \$399** Register prior to event close

### OptiCon @ VISION EXPO

Non-UOA Member  
Unlimited Education

**Standard: \$459** Register prior to event close

### SINGLE DAY

WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY  
UOA Member or Non-UOA Member

**Standard: \$300** Register prior to event close

## Other Professionals

professionals working in corporate management, or service providers

### UNLIMITED EDUCATION

**Standard: \$579** Register prior to event close

### SINGLE DAY

WEDNESDAY, THURSDAY, FRIDAY OR SATURDAY

**Standard: \$300** Register prior to event close

### 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 plan to attend 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 10.

Each course includes a listing of the pending accreditations being offered for the course. For example, 10C1 - The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 1 has been submitted to COPE, Florida Optometry, NCLE, Florida Opticianry, and the New York State Opticians for CE Credit.

**COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY-CL, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE**

<b>8:00AM -10:00AM</b>	<b>10C1</b>
	The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 1 Chapman, Pal, Peiffer, J. Schaeffer
	<b>COPE, FL-OPTOMETRY, NCLE, FL-OPTICIANRY-CL, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE</b>

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:

ABO - General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; AOA - AOA Paraoptometric Commission; COPE - COPE/COPE - TQ; Florida State Board of Opticianry - FL Opticianry/FL Opticianry - Technical/FL Opticianry - Contact Lens; Florida State Board of Optometry - FL Optometry/FL Optometry - TQ; NCLE - General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; New York State Optician - Dispensing/Contact Lens - Basic/Intermediate/Advanced; Transcript (TQ); Orals; Therapeutic - TPA

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 Expo website - Education - Approved/Pending page ([VisionExpo.com/Approved-Pending Courses](http://VisionExpo.com/Approved-Pending Courses)). We update the lists on a weekly basis, up until the show begins.

We hope that this quick guide will help you with planning 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 education 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](mailto:inquiry@visionexpo.com)

We look forward to seeing you at the show!

# Clinical Highlights

## GLAUCOMA

- 23C4 Roadmap to Medical Management of Glaucoma
- 25C3 Case Files In Glaucoma
- 26C6 Corneal Hysteresis and IOPcc: Glaucoma Vitals for the Modern Era
- 31C1 Objective and Subjective: The Fast and Furious of Visual Field Innovation
- 33C3 Glaucoma Update
- 35C2 Ask the Experts – Glaucoma

## ANTERIOR SEGMENT

- 21C3 The Insensitivity of NK: Diagnosis and Management
- 27C3 Differentiating Keratitis
- 30C5 IPL Workshop
- 33C1 Cry Me a River
- 33C6 In Office Lid Management Today, Tomorrow, And in the Future
- 41C2 The OTC Allergy Equation: Timing, Treatment, and Tailored Care

## GENERAL OPTOMETRY

- 12C1 Houston, We Have A Problem: Straight Forward Solution To Low Vision Problems
- 13C1 Tools of the Trade: What's in Your Low Vision Armamentarium?
- 23C2 Top 15 Diagnoses You Should Never Miss
- 21C2 Makeup and Ocular Surface
- 23C6 Binocular Vision Simplified, The Role of Microprisms in Our Digital World
- 25C4 Ocular Urgencies or Emergencies
- 25C5 Beauty in Focus: Elevating Eyecare Through Ocular Aesthetics
- 27C1 Caring For Your Patient With Cancer
- 27C2 Ophthalmic Clinical Consideration of GLP-1's
- 33C4 911: What's Your Ocular Emergency?
- 35C3 Putting the OD in AI
- 37C3 Top 5 Most Common Ocular Manifestations from Systemic Conditions
- 41C1 The Ophthalmic Sequela of Sleep Disorders
- 43C1 Ocular Emergencies and Urgencies
- 45C2 Eyes on Efficiency: Using AI to Improve Patient Outcomes and Practice Efficiencies

## CONTACT LENS

- 23L1 Managing Neurotrophic Keratitis Treatment with Contact Lenses
- 24L1 Dry Eyes & Myopia Management - When Kids Win and Lose
- 25L1 Contemporary & Modern OrthoK Fitting
- 26L1 Hybrid CL's
- 33L1 Specialty CL Workshop
- 35L1 Troubleshooting Scleral Lenses
- 36L1 Billing, Coding & Staff in a Specialty CL Practice
- 41L1 Hot Topics in Cornea Disease: What's New and Next in Diagnosis and Treatment
- 43L1 Understanding and Prescribing Wavefront Guided Scleral Lenses
- 44L1 Back to Basics with the "OG" Corneal GP
- 45L1 Improving CL Wear with Ocular Aesthetics
- 46L1 Marketing Your Contact Lens Practice

## POSTERIOR SEGMENT/RETINA

- 23C5 Hot Topics in Retina
- 25C2 Ask the Experts: Retina Edition
- 33C2 Case Files – Retina

## DRY EYE / OCULAR SURFACE DISEASE

- 21C1 MGD and Demodex Management: The Missing Link
- 23C3 Ask the Experts: OSD Edition
- 35C1 Case Files – OSD
- 37C1 If You Never Test You Can Never Treat: New Diagnostic Opportunities for OSD

## MYOPIA

- 10C1 MYOPIA CONTROL PROGRAM - The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 1
- 10C2 MYOPIA CONTROL PROGRAM - The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 2
- 33C5 It's Time to Stop Being So Myopic: Or Better Yet Your Patients

## HANDS-ON WORKSHOPS

- 20C6 IPL Workshop
- 20C7 OCT Workshop
- 33L1 Specialty CL Workshop
- 30C6 Injections Workshop

## IMAGING TECHNOLOGY

- 10C4 NEW TECHNOLOGY SHOWCASE: Speed Dating with New Technology: Get To Know Your Equipment Before You Take It Home
- 10C5 NEW TECHNOLOGY SHOWCASE: West Coast Case Challenge
- 20C7 OCT Workshop
- 23C1 OCT and OCTA Real World Case Studies

## NEUROLOGICAL

- 25C1 It's All in Your Head – Diagnosing Neurological Eye Conditions
- 35C4 Swollen Optic Nerves: Now What?

## PHARMACOLOGY

- 11C1 Orals Pharmaceutical Update
- 31C3 Drugs of the Future
- 45C1 The Management of Ocular Pain, Considerations When Prescribing Opiates

## SURGICAL/CO-MANAGEMENT

- 31C1 When Cataract Surgery Also Means Glaucoma Management
- 43C2 Practical Surgical Co-Management – The OD's Role

## PRESBYOPIA

- 37C2 Update on Managing Presbyopia Without Corrective Lenses

## OPTOMETRIC/SURGICAL PROCEDURES

- 30C6 Injections Workshop

## FLORIDA OD'S

- 11C2 Florida Prevention of Medical Errors in Eyecare
- 12C2 Florida Jurisprudence Laws and Rules of Practice

## SYSTEMIC DISEASE - DIABETES

- 31C2 Diagnosis Diabetes: The Optometric Management Guide

## POSTERIOR SEGMENT AND MACULAR DEGENERATION

- 35C5 AMD: A Relative Manageable Disease

## Clinical Content

Custom designed for Vision Expo by the Education Planning Committee, our 2026 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. 15 clinical tracks with over 120 hours of content will keep you at the forefront of the industry.

This activity is supported by unrestricted educational grants.

# Education Highlights

## Summits

Introducing the 2026 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 20C5 & Course 30C5**.

**OPTOMETRISTS ONLY. CE CREDITS AVAILABLE.**  
**FREE – MUST BE REGISTERED FOR DOCTOR – UNLIMITED EDUCATION OR SINGLE DAY (SAME DAY AS COURSE).**

## Vision Series

This 2026 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 – MUST BE REGISTERED FOR DOCTOR – UNLIMITED EDUCATION OR SINGLE DAY (SAME DAY AS SESSIONS).**

Please check our website [visionexpo.com](http://visionexpo.com) for the list of Vision Series sessions.

## Business Solutions

- 21B1 4 Billing and Coding Changes You Can Make Tomorrow To Improve Your KPIs
- 23B1 Top 5 Practice Problems & How To Avoid Them
- 24B1 Navigating Practice Reviews: The Good, The Bad, and The Ugly
- 25B1 9 KPIs For A Comprehensive Practice
- 26B1 Innovative Ways To Generate Revenue
- 27B1 Build a Million Dollar Practice
- 31B1 Inflationary Tactics - How Your Practice Can Thrive Even When Under Stagnant Reimbursements
- 33B1 Building A Dry Eye Practice From The Ground Up: Essential Steps For Success
- 35B1 Streamlining Operations: Time-Saving Tools and Techniques for Practice Efficiency
- 36B1 Telehealth & Virtual Care: Expanding Your Practice's Reach
- 37B1 Marketing Your Dry Eye Practice
- 41B1 Creating Long Term Private Practice Success Through Real Estate
- 43B1 Billing & Coding For Dry Eye
- 44B1 The Practice Owner's Guide To Lean Inventory Management
- 45B1 The Eye-economics of Myopia Management/ Control - A Micro and Macro Deep Dive

# Myopia Control Program

This dynamic 4-hour Myopia Management Symposium—divided into two independent 2-hour sessions—explores every dimension of modern myopia care, from prevention to advanced treatment and complication management. Attendees may participate in either session individually or experience the full four-hour deep dive; each section stands on its own and delivers comprehensive, actionable content.

In this newly expanded format, internationally recognized experts will illuminate the science, strategy, and clinical realities of myopia management—merging cutting-edge research with real-world practice insights.

MYOPIA CONTROL PROGRAM IS DIRECTED BY JACK SCHAEFFER, OD

## WEDNESDAY, MARCH 11

8:00 AM – 10:00 AM	10:15 AM – 12:15 PM
<p>10C1 The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 1</p> <p><b>Speakers:</b>                      Cheryl Chapman, OD, FAAO                      Shalu Pal, OD, FAAO                      Adam Peiffer, OD, FAAO                      Jack Schaeffer, OD, FAAO</p>	<p>10C2 The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 2</p> <p><b>Speakers:</b>                      Cheryl Chapman, OD, FAAO                      Shalu Pal, OD, FAAO                      Adam Peiffer, OD, FAAO                      Jack Schaeffer, OD, FAAO</p>
<p>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, MARCH 11

1:30 PM – 3:30 PM	3:45 PM – 5:45 PM
<p>10C4 - Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home</p> <p><b>Speakers:</b> Marc Bloomenstein, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD</p> <p>LIMITED ATTENDANCE</p>	<p>10C5 - East Coast Case Challenge</p> <p><b>Moderator:</b> Marc Bloomenstein, OD</p> <p><b>Panelists:</b> Lindsey Bull, OD; Pam Theriot, OD; Mark Dunbar, OD; Jessica Steen, OD; Steve Ferrucci, OD; Mohammad Rafieetary, OD</p>
<p>4 HOURS CE   ACCREDITATION PENDING - COPE, FL BOARD OF OPTOMETRY</p>	

# WEDNESDAY | MARCH 11

## Myopia Control Program

8:00AM - 10:00AM	<b>10C1</b> The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 1 Chapman, Pal, Peiffer, J. Schaeffer ROOM: W240-C COPE, FL-OPTOMETRY, NCLE-LEVEL 3, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE
10:15AM - 12:15PM	<b>10C2</b> The Greatest Comprehensive Myopia Management and Treatment Complications Course Ever - Part 2 Chapman, Pal, Peiffer, J. Schaeffer ROOM: W240-C COPE, FL-OPTOMETRY, NCLE-LEVEL 2, FL-OPTICIANRY, NY STATE OPTICIAN-CONTACT LENS-INTERMEDIATE

CLINICAL			
12:15PM - 1:15PM	<b>10C3</b> Vision Series Promotional Lunch Symposium – Presented by TBD – Title TBD Speaker TBD ROOM: WF3 OPTOMETRISTS ONLY FREE NOT FOR CREDIT		
1:30PM - 3:30PM	<b>11C1</b> Orals Pharmaceutical Update Caldwell ROOM: W230-B COPE, FL-OPTOMETRY TRANSCRIPT QUALITY, THERAPEUTIC - TPA, ORALS	<b>11C2</b> Florida Prevention of Medical Errors in Eyecare Spear ROOM: W230-C COPE, FL-OPTOMETRY	<b>10C4</b> NEW TECHNOLOGY SHOWCASE: Speed Dating With New Technology: Get To Know Your Equipment Before You Take It Home Bloomenstein, Ferrucci, Rafieetary Limited Attendance ROOM: W232-A COPE, FL-OPTOMETRY
3:45PM - 4:45PM	<b>12C1</b> Houston, We Have A Problem: Straight Forward Solution To Low Vision Problems Porter ROOM: W230-B COPE, FL-OPTOMETRY	<b>12C2</b> Florida Jurisprudence Laws and Rules of Practice Spear ROOM: W230-C This course is 2 hours from 3:45pm-5:45pm	<b>10C5</b> NEW TECHNOLOGY SHOWCASE: East Coast Case Challenge Moderator: Bloomenstein Panelists: Bull, Theriot, Ferrucci, Rafieetary, Dunbar, Steen ROOM: W240-C This course is 2 hours from 3:45pm-5:45pm
5:00PM - 6:00PM	<b>13C1</b> Tools of the Trade: What's in Your Low Vision Armamentarium? Porter ROOM: W230-B COPE, FL-Optometry		

Track key

<span style="color: blue;">■</span> CLINICAL	<span style="color: red;">■</span> SUMMITS	<span style="color: darkblue;">■</span> VISION SERIES	<span style="color: orange;">■</span> OPTICON	<span style="color: darkred;">■</span> MYOPIA CONTROL PROGRAM
<span style="color: darkred;">■</span> CONTACT LENS	<span style="color: purple;">■</span> MARKETING4ECPs	<span style="color: grey;">■</span> WORKSHOPS	<span style="color: lightblue;">■</span> NEW TECHNOLOGY SHOWCASE	

## VISION EXPO

## MARKETING & SOCIAL MEDIA BOOTCAMP

In partnership with Marketing4ECPs

8:30AM - 9:30AM	<b>10B1</b> The ABCs of Marketing: Simple Strategies with Serious Impact Virzi ROOM: W230-D ABO- Gen Knowledge, COPE
9:45AM - 10:45AM	<b>10B2</b> How to Build a Personal Brand That Shines Kemp ROOM: W230-D ABO- Gen Knowledge, COPE
11:00AM - 12:00PM	<b>10B3</b> Metrics That Matter: Stop Guessing, Start Measuring Kemp ROOM: W230-D ABO- Gen Knowledge, COPE
1:00PM - 2:00PM	<b>10B4</b> From Click to Clinic: Mapping the Modern Patient Journey Horb ROOM: W230-D ABO- Gen Knowledge, COPE
2:15PM - 3:15PM	<b>10B5</b> Lights, Camera, Conversion: Mastering Video Marketing in Eye Care Swiatylo ROOM: W230-D ABO- Gen Knowledge, COPE
3:30PM - 4:30PM	<b>10B6</b> Future Focused: AI and Marketing Trends in Eye Care Dharsee ROOM: W230-D ABO- Gen Knowledge, COPE

Accreditation Legend:

ABO – General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; AOA – AOA Paraoptometric Commission; COPE – COPE/COPE – TQ; Florida State Board of Opticianry - FL Opticianry/FL Opticianry – Technical/FL Opticianry – Contact Lens; Florida State Board of Optometry – FL Optometry/FL Optometry – TQ; NCLE – General Knowledge/Ophthalmic Level 1/Ophthalmic Level 2/Ophthalmic Level 3; New York State Optician - Dispensing/Contact Lens - Basic/Intermediate/Advanced; Transcript Quality (TQ); Orals; Therapeutic - TPA



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.

CLINICAL							CONTACT LENS	BUSINESS SOLUTIONS
7:15AM - 8:15AM	21C1 MGD and Demodex Management: The Missing Link Bloomenstein, M. Schaeffer ROOM: W230-B COPE, FL-OPTOMETRY, THERAPEUTIC - TPA	21C2 Makeup and Ocular Surface Theriot, McGee ROOM: W232-C COPE, FL-OPTOMETRY	21C3 The Insensitivity of NK: Diagnosis and Management Devries ROOM: W240-A COPE, FL-OPTOMETRY, THERAPEUTIC - TPA					21B1 4 Billing and Coding Changes You Can Make Tomorrow To Improve Your KPIs Wolfe ROOM: W230-C COPE, FL-OPTOMETRY
8:30AM - 9:30AM	20C1 Vision Series Promotional Breakfast Symposium - Presented by Lumenis Rethinking Refraction: Why the Future Belongs to Medical, Value-Based Care Edriskhalaf ROOM: WF3 OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	20C2 Vision Series Promotional Breakfast Symposium - Presented by Thea Redefining Dry Eye Care: Innovation that Delivers Nanda ROOM: WF4 OPTOMETRISTS ONLY FREE, NOT FOR CREDIT						
9:45AM - 10:45AM	23C1 OCT and OCTA Real World Case Studies Caldwell, Majcher ROOM: W230-D This course is 2 hours from 9:45am - 11:45am	23C2 Top 15 Diagnoses You Should Never Miss Morgenstern ROOM: W240-C This course is 2 hours from 9:45am - 11:45am	23C3 Ask the Experts: OSD Edition Bloomenstein, Devries ROOM: W230-B This course is 2 hours from 9:45am - 11:45am	23C4 Roadmap to Medical Management of Glaucoma Gaddie, Schmidt ROOM: W230-C This course is 2 hours from 9:45am - 11:45am	23C5 Hot Topics in Retina Ferrucci, Dunbar ROOM: W230-A This course is 2 hours from 9:45am - 11:45am	23C6 Binocular Vision Simplified, The Role of Microprisms in Our Digital World Lawson ROOM: W240-B COPE, FL-OPTOMETRY	23L1 Contemporary & Modern OrthoK Fitting Morrison ROOM: W232-C COPE, FL-OPTOMETRY	23B1 Top 5 Practice Problems & How To Avoid Them Quint, Kading ROOM: W240-A COPE, FL-OPTOMETRY
11:00AM - 12:00PM						24L1 Dry Eyes & Myopia Management - When Kids Win and Lose Morrison, Pal ROOM: W232-C COPE, FL-OPTOMETRY	24B1 Navigating Practice Reviews: The Good, The Bad, and The Ugly Brujic, Kading ROOM: W240-A COPE, FL-OPTOMETRY	
12:00PM - 2:30PM	20C3 Vision Series Promotional Lunch Symposium - Presented by Tarsus - Title TBD Speaker TBD ROOM: WF3 This session is 1 hour from 12:00pm - 1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	20C4 Vision Series Promotional Lunch Symposium - Presented by Bausch+Lomb Practice Dry Eye Pathways: From Evidence to Implementation Quint, Brujic ROOM: WF4 This session is 1 hour from 12:00pm - 1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	20C5 Summit - Case-Based Conversations on Neuromodulation, Inflammation, Eyelid Margin Disease, and ADC-Related Ocular Toxicity Moderator: Bloomenstein Panelists: Brujic, Koetting, Lang ROOM: WF1 This course is 1 hour from 1:30pm - 2:30pm OPTOMETRISTS ONLY FREE	20C6 IPL Workshop Devries ROOM: W224-B Limited Attendance \$200 This workshop is 2 hours from 12:30pm-2:30pm COPE, FL-OPTOMETRY	20C7 OCT Workshop Pal, Majcher ROOM: W232-A Limited Attendance \$200 This workshop is 2 hours from 12:30pm - 2:30pm COPE, FL-OPTOMETRY			
2:30PM - 3:30PM	25C1 It's All in Your Head - Diagnosing Neurological Eye Conditions Koetting ROOM: W240-C This course is 2 hours from 2:45pm - 4:45pm	25C2 Ask the Experts: Retina Edition Ferrucci, Dunbar, Yackey ROOM: W230-C This course is 2 hours from 2:45pm - 4:45pm	25C3 Case Files In Glaucoma Schmidt, Steen ROOM: W230-B This course is 2 hours from 2:45pm - 4:45pm	25C4 Ocular Urgencies or Emergencies Bull, Quint ROOM: W230-D This course is 2 hours from 2:45pm - 4:45pm	25C5 Beauty in Focus: Elevating Eyecare Through Ocular Aesthetics McGee, Davison, Pal ROOM: W230-A This course is 2 hours from 2:45pm - 4:45pm		25L1 Managing Neurotrophic Keratitis Treatment with Contact Lenses Dave ROOM: W232-C COPE, FL-OPTOMETRY	25B1 9 KPIs For A Comprehensive Practice Wolfe ROOM: W240-A COPE, FL-OPTOMETRY
3:45PM - 4:45PM					26C6 Corneal Hysteresis and IOPcc: Glaucoma Vitals for the Modern Era Lighthizer ROOM: W240-B COPE, FL-OPTOMETRY	26L1 Hybrid CL's Dave ROOM: W232-C COPE, FL-OPTOMETRY	26B1 Innovative Ways To Generate Revenue Brujic, Theriot ROOM: W240-A COPE, FL-OPTOMETRY	
5:00PM - 6:00PM	27C1 Caring For Your Patient With Cancer Koetting ROOM: W232-C COPE, FL-OPTOMETRY	27C2 Ophthalmic Clinical Consideration of GLP-1's Morgenstern ROOM: W230-B COPE, FL-OPTOMETRY	27C3 Differentiating Keratitis Theriot ROOM: W230-C COPE, FL-OPTOMETRY, THERAPEUTIC - TPA					27B1 Build a Million Dollar Practice Kading ROOM: W240-A COPE, FL-OPTOMETRY

OPTICAL TECHNOLOGY			OPTICON WORKSHOPS
	2201 Introduction to Neuro-Opticianry Collins ROOM: W231-A ABO-LEVEL 2, FL OPTICIANRY-TECH, NYS-D-A	2202 Differentiate Your Practice - Create a Magical Experience Rosemann ROOM: W231-B ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	
9:45AM - 10:45AM	2301 Tackling the Safety and Eye Care Needs of Athletes: An Introduction to Sports Vision Opticianry Collins ROOM: W231-A ABO-LEVEL 2, NCLE LEVEL 2, FL OPTICIANRY, NYS-CL-1, NYS-D-I	2302 Optimizing Your Practice Through Managed Vision Care Rosemann ROOM: W231-B ABO-LEVEL 1, FL OPTICIANRY, NYS-D-B	2303 Exclusive Session - Clinical Prism Optics: Moving Images, Measurement, Management, and Motion Walker ROOM: W231-C ABO-LEVEL 3, FL OPTICIANRY-TECH
	2401 Solutions to Low Vision Beyond Magnifiers Walker ROOM: W231-C ABO-LEVEL 2, AOA, FL OPTICIANRY-TECH, NYS-D-I	2402 Dealing with Difficult Patients and Troubleshooting Koenigsberg ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY-TECH, NYS-D-I	2403 Exclusive Session - Creating and Presenting Effective Continuing Education for Opticians Hanlin ROOM: W231-A ABO-LEVEL 1, FL OPTICIANRY, NYS-D-B
12:00PM - 2:30PM	2901 Opticon General Session TBD ROOM: WF1 This course is 1 hour from 12:15pm - 1:15pm ABO-GEN KNOWLEDGE		
2:30PM - 3:30PM	2501 Sunwear Sales the Biggest Missed Opportunity (Rxable and non-Rxable) Koenigsberg ROOM: W231-A ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	2502 Don't Be Left Out - Enhanced Visual Solutions for all Ages Michaelson ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY - TECH, NYS-D-I	2503 Exclusive Session - Explore the Floor: Technology Edition Collins ROOM: W231-C ABO-LEVEL 1, NCLE-LEVEL 1, FL OPTICIANRY-TECH
	2601 Singing the Sharpie Blues - Beyond the Blue Dot and Ruler Michaelson ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY - TECH, NYS-D-I	2602 Psychological Safety in the Workplace Hanlin ROOM: W231-C ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	2603 Exclusive Session - Delivering 5-Star Eyecare: How to Turn Satisfied Patients into Raving Fans Koenigsberg ROOM: W231-A ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B
5:00PM - 6:00PM	2701 Navigating Lens Centration Charts & Compensation Rosemann ROOM: W231-C ABO-LEVEL 2, FL OPTICIANRY-TECH, NYS-D-I	2702 Enhancing the Optician's Arsenal - Exploring Digital Fitting Measurements Gatti ROOM: W231-A ABO-LEVEL 1, FL OPTICIANRY - TECH, NYS-D-I	2703 Exclusive Session - Vision for Growth: Consumer Perspectives on Opticianry & Contact Lens Success Bruce, Alexander ROOM: W231-B ABO-LEVEL 1, NCLE-LEVEL 1, FL OPTICIANRY-TECH

CLINICAL						CONTACT LENS	BUSINESS SOLUTIONS
7:15AM - 8:15AM	31C1 When Cataract Surgery Also Means Glaucoma Management Robben ROOM: W230-B COPE, FL-OPTOMETRY	31C2 Diagnosis Diabetes: The Optometric Management Guide Majcher, Yackey ROOM: W230-C COPE, FL-OPTOMETRY	31C3 Drugs of the Future Hom ROOM: W232-A COPE, FL-OPTOMETRY, THERAPEUTIC - TPA				31B1 Inflationary Tactics - How Your Practice Can Thrive Even When Under Stagnant Reimbursements Wolfe ROOM: W232-C COPE, FL-OPTOMETRY
8:30AM - 9:30AM	30C1 Vision Series Promotional Breakfast Symposium - Presented by Topcon From Vision to Execution: AI-Powered Healthcare from the Eye™ Moderator: Hansra Panelists: Morris, Gelb ROOM: WF3 OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	30C2 Vision Series Promotional Breakfast Symposium - Presented by Harrow Title TBD Speaker TBD ROOM: WF4 OPTOMETRISTS ONLY FREE, NOT FOR CREDIT					
9:45AM - 10:45AM	33C1 Cry Me a River Gaddie ROOM: W230-A This course is 2 hours from 9:45am - 11:45am	33C2 Case Files - Retina Haynie, Yackey, Majcher ROOM: W230-B This course is 2 hours from 9:45am - 11:45am	33C3 Glaucoma Update Marrelli ROOM: W232-A This course is 2 hours from 9:45am - 11:45am	33C4 911: What's Your Ocular Emergency? M. Schaeffer, Koetting, Morgenstern ROOM: W230-C This course is 2 hours from 9:45am - 11:45am	33C5 It's Time to Stop Being So Myopic: Or Better Yet Your Patients Rhue, Kading ROOM: W232-C This course is 2 hours from 9:45am - 11:45am	33L1 Specialty CL Workshop Pal, Compton, Morrison, Dave ROOM: W224-B Limited Attendance \$200 This workshop is 2 hours from 9:45am - 11:45am	33B1 Building a Dry Eye Practice from the Ground Up: Essential Steps for Success Brimer, Quint, Davison ROOM: W230-D This course is 2 hours from 9:45am-11:45am
11:00AM - 12:00PM			COPE, FL-OPTOMETRY, TRANSCRIPT QUALITY, THERAPEUTIC - TPA	COPE, FL-OPTOMETRY, TRANSCRIPT QUALITY, THERAPEUTIC - TPA	COPE, FL-OPTOMETRY	COPE, FL-OPTOMETRY	COPE, FL-OPTOMETRY
12:00PM - 2:30PM	30C3 Vision Series Promotional Lunch Symposium - Presented by Zeiss Meditec Tricky Masqueraders - Unmasked! Moderator: Steen Panelists: Majcher, Marrelli ROOM: WF3 This session is 1 hour from 12:00pm - 1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	30C4 Vision Series Promotional Lunch Symposium - Presented by Bausch+Lomb Joint Business Unit Presentation: Pharma, Consumer, Vision Care Bloomenstein, Brujic, Koetting ROOM: WF4 This session is 1 hour from 12:00pm - 1:00pm OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	30C5 Summit - Early Intervention Strategies for Dry AMD & Presbyopia Moderator: Ferrucci Panelists: Yackey, McGee, Davidson ROOM: WF1 This course is 1 hour from 1:30pm-2:30pm OPTOMETRISTS ONLY FREE COPE, FL-OPTOMETRY	30C6 Injections Workshop Lighthizer ROOM: W224-B Limited Attendance \$200 This workshop is 2 hours from 12:30pm - 2:30pm COPE, FL-OPTOMETRY			
2:30PM - 3:30PM	35C1 Case Files - OSD Bloomenstein, Hom ROOM: W230-B This course is 2 hours from 2:45pm - 4:45pm	35C2 Ask the Experts - Glaucoma Schmidt, Gaddie, Marrelli ROOM: W230-C This course is 2 hours from 2:45pm - 4:45pm	35C3 Putting the OD in AI Moderator: Morris Panelists: McGee, Rhue ROOM: W230-D This course is 2 hours from 2:45pm - 4:45pm	35C4 Swollen Optic Nerves: Now What? Lighthizer ROOM: W232-A This course is 2 hours from 2:45pm - 4:45pm	35C5 AMD: A Relative Manageable Disease Majcher, Haynie ROOM: W230-A This course is 2 hours from 2:45pm - 4:45pm	35L1 Troubleshooting Scleral Lenses Compton, Pal ROOM: W240-A COPE, FL-OPTOMETRY	35B1 Streamlining Operations: Time-Saving Tools and Techniques for Practice Efficiency Brujic ROOM: W232-C COPE, FL-OPTOMETRY
3:45PM - 4:45PM					36L1 Billing, Coding & Staff in a Specialty CL Practice Compton, Dave ROOM: W240-A COPE, FL-OPTOMETRY	36B1 Telehealth & Virtual Care: Expanding Your Practice's Reach Wolfe ROOM: W232-C COPE, FL-OPTOMETRY	
5:00PM - 6:00PM	37C1 If You Never Test You Can Never Treat: New Diagnostic Opportunities for OSD Robben ROOM: W230-C COPE, FL-OPTOMETRY	37C2 Update on Managing Presbyopia Without Corrective Lenses Hom ROOM: W230-A COPE, FL-OPTOMETRY, THERAPEUTIC - TPA	37C3 Top 5 Most Common Ocular Manifestations from Systemic Conditions M. Schaeffer ROOM: W230-D COPE, FL-OPTOMETRY				37B1 Marketing Your Dry Eye Practice Brimer, Davison ROOM: W230-B COPE, FL-OPTOMETRY

Track key

- CLINICAL
- SUMMITS
- VISION SERIES
- OPTICON
- CONTACT LENS
- MARKETING4ECPS
- WORKSHOPS
- NEW TECHNOLOGY SHOWCASE
- MYOPIA CONTROL PROGRAM

OPTICAL TECHNOLOGY			OPTICON WORKSHOPS
	32C2 Understanding Premium High Index Walker ROOM: W231-A ABO - LEVEL 2	32C3 Creating and Presenting Effective Continuing Education for Opticians - Encore Exclusive Session Hanlin ROOM: W231-B ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	
	33C2 Exclusive Session - Bringing Passion into Focus: Seeing Your Career Through New Lenses Rosemann ROOM: W231-A ABO-GEN KNOWLEDGE, FL OPTICIANRY	33C3 Explore the Floor: Technology Edition - Encore Exclusive Session Collins ROOM: W231-B ABO-LEVEL 1, NCLE-LEVEL 1, FL OPTICIANRY-TECH	33C4 What are All These Adjustment Tools? Bourque ROOM: W224-A This course is 2 hours from 9:45am-11:45am ABO-LEVEL 2, FL OPTICIANRY TECH, NYS-D-I
34C1 How We Visualize Our Reality Gatti ROOM: W231-A ABO-LEVEL 2, FL OPTICIANRY, NYS-D-I	34C2 Clinical Prism Optics: Moving Images, Measurement, Management, and Motion - Encore Exclusive Session Walker ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY-TECH	34C3 Delivering 5-Star Eyecare: How to Turn Satisfied Patients into Raving Fans - Encore Exclusive Session Koenigsberg ROOM: W231-C ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	
39C1 College Bowl ROOM: WF1 This is 1 hour from 12:15pm - 1:15pm ABO-GEN KNOWLEDGE, NCLE-GEN KNOWLEDGE			
35C1 Binocular Brilliance Gatti ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY-TECH, NYS-D-I	35C2 Exclusive Session - Dispensing for VPDs: Neuro-Visual Challenges and Optical Solutions Walker ROOM: W231-A ABO-LEVEL 2, OPTICIANRY-TECH		35C4 Ocular Dissection Bourque ROOM: W224-A This course is 2 hours from 2:30pm-4:30pm
36C1 Refract This! Walker ROOM: W231-A ABO-LEVEL 2, AOA, FL OPTICIANRY-TECH, NYS-D-I	36C2 Exclusive Session - The Ins and Outs of Advanced Scleral Fitting Edwards ROOM: W231-B NCLE-LEVEL 2, FL OPTICIANRY-CL, NYS-D-I	36C3 Vision for Growth: Consumer Perspectives on Opticianry & Contact Lens Success - Encore Exclusive Session Bruce, Alexander ROOM: W231-C ABO-LEVEL 1, NCLE-LEVEL 1, FL OPTICIANRY-CL	ABO-LEVEL 2, NCLE-LEVEL 2, FL OPTICIANRY TECH, NYS-CL-I, NYS-D-I
37C1 Common Sense Compensation Walters ROOM: W231-A ABO-LEVEL 3, FL OPTICIANRY, NYS-D-B	37C2 Scleral Lens Basics Edwards ROOM: W231-B NCLE-LEVEL 1, FL OPTICIANRY-CL, NYS-CL-B	37C3 Exclusive Session - Vision Beyond Vision Gatti ROOM: W231-C ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	

About Accreditation

The accreditation designations serve as a guide to assist you with courses. Please refer to [VISIONEXPO.COM/APPROVED-PENDING COURSES](https://www.visionexpo.com/approved-pending-courses) for current CE approvals.

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.

CLINICAL		CONTACT LENS	BUSINESS SOLUTIONS
7:15AM -8:15AM	<b>41C1</b> The Ophthalmic Sequela of Sleep Disorders Gurwood, Myers ROOM: W230-C COPE, FL-OPTOMETRY	<b>41C2</b> The OTC Allergy Equation: Timing, Treatment, and Tailored Care Hom ROOM: W230-D COPE, FL OPTOMETRY, THERAPEUTIC - TPA	<b>41L1</b> Hot Topics in Cornea Disease: What's New and Next in Diagnosis and Treatment Gelles ROOM: W232-A COPE, FL-OPTOMETRY
8:30AM -9:30AM	<b>40C1</b> Vision Series Promotional Breakfast Symposium – Presented by TBD – Title TBD Speaker TBD ROOM: WF3 OPTOMETRISTS ONLY FREE, NOT FOR CREDIT		<b>41B1</b> Creating Long Term Private Practice Success Through Real Estate Neufeld ROOM: W232-C COPE, FL-OPTOMETRY
9:45AM -10:45AM	<b>43C1</b> Ocular Emergencies and Urgencies Gurwood, Myers ROOM: W232-A This course is 2 hours from 9:45am-11:45am	<b>43C2</b> Practical Surgical Co-Management – The OD's Role Robben ROOM: W230-C This course is 2 hours from 9:45am-11:45am	<b>43L1</b> Understanding and Prescribing Wavefront Guided Scleral Lenses Gelles, Pal ROOM: W232-C COPE, FL-OPTOMETRY
11:00AM-12:00PM	<b>43B1</b> Billing & Coding for Dry Eye Brimer ROOM: W230-D COPE, FL-OPTOMETRY	<b>44L1</b> Back to Basics with the "OG" Corneal GP Gelles, Compton ROOM: W232-C COPE, FL-OPTOMETRY, TRANSCRIPT QUALITY, THERAPEUTIC - TPA	<b>44B1</b> The Practice Owner's Guide To Lean Inventory Management Neufeld ROOM: W230-D COPE, FL-OPTOMETRY
12:00PM -1:00PM	<b>40C2</b> Vision Series Promotional Lunch Symposium – Presented by TBD – Title TBD Speaker TBD ROOM: WF3 OPTOMETRISTS ONLY FREE, NOT FOR CREDIT	<b>45L1</b> Improving CL Wear with Ocular Aesthetics Pal ROOM: W230-D This course is 1 hour from 12:45pm - 1:45pm COPE, FL-OPTOMETRY	
1:00PM -3:00PM	<b>45C1</b> The Management of Ocular Pain, Considerations When Prescribing Opiates Gurwood, Myers ROOM: W232-A COPE, FL-OPTOMETRY, TRANSCRIPT QUALITY, THERAPEUTIC - TPA, ORALS	<b>45C2</b> Eyes on Efficiency: Using AI to Improve Patient Outcomes and Practice Efficiencies Rhue, Kading ROOM: W230-C COPE, FL-OPTOMETRY	<b>45B1</b> The Eye-economics of Myopia Management/ Control – A Micro and Macro Deep Dive Neufeld ROOM: W232-C COPE, FL-OPTOMETRY
		<b>46L1</b> Marketing Your Contact Lens Practice Compton ROOM: W230-D This course is 1 hour from 2:00pm - 3:00pm COPE, FL-OPTOMETRY	

OPTICAL TECHNOLOGY			OPTICON WORKSHOPS
<b>42O1</b> Choose Your Words Wisely: Translating Optical Jargon for Your Patients Walters ROOM: W231-A ABO-LEVEL 2, FL OPTICIANRY, NYS-D-I	<b>42O2</b> Unveiling the Secrets of Near Task Specific Lenses Hoff ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY, NYS-D-I	<b>42O3</b> The Ins and Outs of Advanced Scleral Fitting – Encore Exclusive Session Edwards ROOM: W231-C NCLE-LEVEL 2, FL OPTICIANRY-CL, NYS-CL-I	
<b>43O1</b> What Your Contact Lens Lab Wish You Knew Edwards ROOM: W231-C NCLE-LEVEL 2, FL OPTICIANRY-CL, NYS-CL-I	<b>43O2</b> Powerboost Lenses – Understanding the Benefits and Limitations Hoff ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY, NYS-D-I	<b>43O3</b> Dispensing for VPDs: Neuro-Visual Challenges and Optical Solutions - Encore Exclusive Session Walker ROOM: W231-A ABO-LEVEL 2, FL OPTICIANRY-TECH	<b>43O4</b> Basic Frame Repair Workshop Goh ROOM: W224-A ABO-LEVEL 1, FL-OPTICIANRY TECH, NYS-D-B
<b>44O1</b> Young and Bothered- Ocular Surface Dryness for a New Generation Hornick ROOM: W231-C AOA, NCLE-LEVEL 3, FL OPTICIANRY-CL, NYS-CL-A	<b>44O2</b> The Bevel's Advocate Walters ROOM: W231-B ABO-LEVEL 2, FL OPTICIANRY, NYS-D-I	<b>44O3</b> Vision Beyond Vision – Encore Exclusive Session Gatti ROOM: W231-A ABO-GEN KNOWLEDGE, FL OPTICIANRY	
<b>45O1</b> Lifestyles of the Dry and Irritated- How Lifestyle Affects OSD patients Hornick ROOM: W231-C AOA, NCLE-LEVEL 2, FL OPTICIANRY-CL, NYS-CL-	<b>45O2</b> The Spin on Turn Rate Clark ROOM: W231-B This course is 2 hours from 1:00pm - 3:00pm ABO-GEN KNOWLEDGE, FL OPTICIANRY, NYS-D-B	<b>45O3</b> Bringing Passion into Focus: Seeing Your Career Through New Lenses - Encore Exclusive Session Rosemann ROOM: W231-A ABO-GEN KNOWLEDGE, FL OPTICIANRY	<b>45O4</b> Compression Mounting Adjustments, Repairs, Assembly Bourque ROOM: W224-A ABO LEVEL 2, FL OPTICIANRY-TECH, NYS-D-I

### Track key

- CLINICAL
- SUMMITS
- VISION SERIES
- OPTICON
- MYOPIA CONTROL PROGRAM
- CONTACT LENS
- MARKETING4ECPS
- WORKSHOPS
- NEW TECHNOLOGY SHOWCASE

### Education Registration

- Course handouts will be available online prior to the Education Program. They will not be available onsite. After you register for Education, you will be able to print your own course handouts and bring them to the Conference. Course handouts will also be available online for one month after the program.
- 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 printed when you arrive at the conference. This will ensure that you have the most up-to-date course information on your badge barcode. Room numbers will be available on the Program-at-a-Glance signage and handout, as well as on the Vision Expo website - Education tab - Course List.
- Your badge barcode will have your Education Package embedded in it, which is required for course entry. Please be sure to scan your badge upon entry to each course for attendance verification. For COPE OE Tracker/ARBO, when the course has ended please be sure to scan the QR code upon exiting the room.
- After you attend your course(s), please complete the session evaluation for each course. The session evaluations are available on the Vision Expo website.
- A few weeks 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 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.

# MARKETING & SOCIAL MEDIA BOOT CAMP

WEDNESDAY, MARCH 11<sup>TH</sup>

**REGISTER NOW**



KATE VIRZI

**THE ABCS OF MARKETING:**  
SIMPLE STRATEGIES WITH SERIOUS IMPACT  
8:30AM – 9:30AM



TYLER KEMP

**HOW TO BUILD A PERSONAL BRAND THAT SHINES**    **METRICS THAT MATTER: STOP GUESSING, START MEASURING**  
9:45AM – 10:45AM    11:00AM – 12:00PM



WADE HORB

**FROM CLICK TO CLINIC:** MAPPING THE MODERN PATIENT JOURNEY  
1:00PM – 2:00PM



LILA SWIATYLO

**LIGHTS, CAMERA, CONVERSION:** MASTERING VIDEO MARKETING IN EYE CARE  
2:15PM – 3:15PM



SALIM DHARSEE

**FUTURE FOCUSED:** AI AND MARKETING TRENDS IN EYE CARE  
3:30PM – 4:30PM

DISCOVER

## Healthcare from the Eye™

Connected Care Across the Entire Eye Care Journey. Total solutions for every practice from pre-test to post, unified by software and AI.

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**Maestro2® OCTA**  
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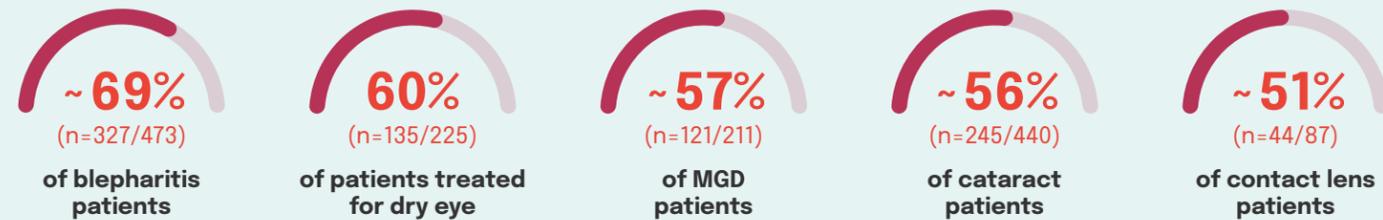
JEANETTE, real patient with DB

LOOK  
at the  
LIDS

## How often do you see *Demodex* blepharitis (DB) in your practice?

DB is more common and damaging than you may think – and it can even end up exacerbating ocular diseases such as meibomian gland disease (MGD) and dry eye disease.<sup>1-5</sup>

DB overlaps with the following patient groups<sup>2,\*</sup>:



Don't let DB turn into a bigger problem: LOOK AT THE LIDS<sup>2,3</sup>



**Ask patients to look down**  
Collarettes can be missed when patients look straight on during a slit lamp exam



**Check for collarettes**  
Waxy, cylindrical buildup at the base of the eyelid



**Diagnose**  
Even 1 collarette means an infestation of *Demodex* mites

Check every eyelid, every time.



\*STUDY DESIGN: A retrospective chart review for DB by 7 investigators at 6 eye care clinics of the case records of patients (N=1032) who underwent a slit lamp examination, regardless of chief complaint.

References: 1. O'Dell L et al. *Clin Ophthalmol.* 2022;16:2979-2987. 2. Trattler W et al. *Clin Ophthalmol.* 2022;16:1153-1164. 3. Fromstein SR et al. *Clin Optom (Auckl).* 2018;10:57-63. 4. Zhang XB et al. *Int J Ophthalmol.* 2018;11(4):589-592. 5. Liu J et al. *Curr Opin Allergy Clin Immunol.* 2010;10(5):505-510.

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US--2500550 10/25

# iVIZIA®

## The all-in-one dry eye drop



Up to 8 hours of relief<sup>1,†</sup>



Preservative-free formulation



Safe for use with contacts<sup>‡</sup>



86% of dry eye sufferers surveyed reported greater comfort with iVIZIA<sup>1,†</sup>



92% of dry eye sufferers who wear contact lenses saw an improvement in daily activities, such as using phones, tablets, computer work, and watching TV<sup>1,†</sup>



Request samples by visiting [ivizia.com/ECP](http://ivizia.com/ECP)

<sup>1</sup>In 2 user surveys, patients aged 25-80 years switched from their usual artificial tears to iVIZIA for 30 days. Study groups included contact lens wearers who have dry eye (N=276) and patients with dry eye (N=203).

<sup>†</sup>To limit blurriness when using contact lenses, remove contacts, apply drops, then insert contacts.

Reference: 1. Thea Data on File.

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\*Not actual product size.



V-SERIES BREAKFAST:

## RETHINKING REFRACTION

Why the Future Belongs to Medical, Value-Based Care

March 12th at 8:30 AM

WF3, Hall F, Tangerine Ballroom

Refraction is becoming a volume game — and the big players are winning it. But what patients need more than ever is all-in-one medical care.

Dry eye. Ocular surface disease. Aesthetic services powered by technology delivering **life-changing outcomes and transformative revenue**.

Join Dr. Faten Edriskhalaf — Founder & CEO of Blinking Owl Eye Care, with 8 locations across South Florida — as she maps exactly where the market is headed and shares the playbook for building a medical-focused practice.

**DON'T MISS THIS**  
**V-SERIES PRESENTATION**

FEATURING

**FATEN EDRISKHALAF, OD**

*Founder & CEO, Blinking Owl Eye Care*



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Seeing beyond