

# Illinois Optometric Association Convention 2010

# Optometric Directions 2010

September 16-19, 2010  
Springfield



This Year's Feature Presentation for OD's  
and Their Staff:

The EHR Need to Know Series

You've Asked For It! ~ Don't Miss It!

Go to [www.ioaweb.org](http://www.ioaweb.org) for fast and efficient on-line registration!

# Optometric Directions 2010

## Schedule of Events

### Thursday September 16th

11:30am .....Golf Extravaganza Registration  
12:30pm .....Shotgun Start at The Rail  
5:30pm .....Golf Awards and Dinner  
7:30-9:30pm.....Committee Meetings  
8:00pm.....Reception (Hospitality Suite)

### Friday September 17th

7:00am-4:00pm .....Registration  
8:00-11:00am .....Education: Optometrists  
8:00-11:00am .....Exhibit Setup  
9:00-11:00am.....Education: Paraoptometrics  
11:00am-2:00pm .....Exhibit Hall Open  
Lunch in Exhibit Hall  
2:00-4:00pm .....Education: Optometrists  
2:00-4:00pm.....Education: Paraoptometrics  
4:00-6:00pm .....IOA House of Delegates  
6:30-9:30pm .....IOA Awards Reception & Dinner  
9:30pm.....Reception (Hospitality Suite)

### Saturday September 18th

7:00am-4:30pm .....Registration  
8:00-10:00am .....Education: Optometrists  
8:00-10:00am.....Education: Paraoptometrics  
10:00am-1:30pm .....Exhibit Hall Open  
Lunch in Exhibit Hall  
Noon-1:00pm .....Past Presidents Lunch  
1:30-3:30pm .....Education: Optometrists  
1:30-3:30pm.....Education: Paraoptometrics  
3:30-5:00pm .....IOA House of Delegates  
6:00-7:00pm .....Presidential Cocktail Reception  
7:00-9:00pm .....Presidential Banquet  
9:00pm .....Champagne & Dessert Reception  
10:00pm.....Reception (Hospitality Suite)

### Sunday September 19th

8:00am-1:00pm .....Registration  
9:00am-Noon .....Education: Paraoptometrics  
9:00am-4:00pm .....Education: Optometrists  
Noon-1:00pm.....Optometrists Luncheon



## Message From President-Elect R. Scott Wooley, OD

It's time for all of us to get ready to make our plans to attend the 2010 Illinois Optometric Association's Convention! This year we will determine our "OPTOMETRIC DIRECTIONS".

During the past year "your" Association has worked hard to keep the association heading in the right "direction". Legislatively we have had a good year. We have stayed very active at the federal level this year. With Health Care reform being one of the most important issues that we have dealt with. The Harkin Amendment will help many of us be able to see patients that we may not have been able to have access to in the past. Also of major importance is Optometric Board Certification, and please rest assured that your association has been actively monitoring how to best help our Illinois O.D.'s achieve Board Certification.

But even more importantly some of the biggest accomplishments this past year have come not only from the legislative side of things, but also from the facets of the association. To make sure that we are able to keep our association moving in the right "direction", "your" association has developed our very first "Vision Statement", as well as, our first "Mission Statement". We have also set foot on what may be one of our biggest strides in advancement of our membership base. Under the direction of our President, Dr. Dennis Brtva, we have spent time meeting with O.D. groups that are not currently members and investigating what "we" as an association can do to help them decide to become members. If we are going to move this association in the right "direction" it is going to take all of us, working together to attain this goal. I will make all of you this promise; his efforts will be continued this upcoming year!

This year's convention will be held in Springfield at the very beautiful Crowne Plaza. It has played host to many of our Conventions in the past and is well known to most of you, but to those of you that are not familiar with the Crowne Plaza it is a wonderful venue for our Annual Event!

Our convention will officially kick off with our annual golf outing. This year's outing will be held at The Rail, in Springfield. This is an outstanding golf course that has even hosted many LPGA tour events in the past, and has proven to be quite a challenge for most of us. I want to take this opportunity to personally thank Dr. Gary Gray for his help in "directing" this outing for many years. Please be sure to thank him also.

I would also like to invite you to join us on Thursday evening in the IOA Hospitality Suite sponsored by **The Alliance**.

Our first rate education will get started on Friday, **Alcon Day**, with tracks for Optometrists, Paraoptometric, and Students alike. One of the many highlights of the educational experience this year will be a great discussion on Electronic Health Records. It is the hope of "your" association that this will help shape your decision on what "direction" your practice will take in the future. One of the things that I find so great about attending the IOA convention on an annual basis is that, if done properly, I can fulfill my CE requirements for license renewal. It also helps support Optometry in Illinois.

Our Convention is not only about our education. It is also about seeing old friends and making new ones. It is about fun and fellowship. It is about learning what "direction" other Optometrists are taking, and how best to get you there! It is also about honoring our colleagues for their hard work and "direction" of our association for the previous year. Friday night is our annual Awards Ceremony. On this night we present the awards for O.D. of the Year, Young O.D. of the Year, and other various awards. It gives us a great opportunity to thank those O.D.'s that have helped "direct" our profession with their time and hard work. Afterwards, the evening can be continued in the Hospitality Suite sponsored by **Gailey Eye Clinic**. This gives us all a chance to continue to form new friendships, and strengthen our other friendships.

Saturday night is the annual Presidential Dinner. I would like to personally invite each and every one of you to attend. It is at this event that the 2010 IOA Officers will be installed. This will be the group that will work hard to make sure that the "direction" that our association goes is the best possible "direction" for our profession. Immediately following the Presidential Dinner will be our annual Champagne Dessert Reception, but the party doesn't stop there! The party will continue to ROCK in the Hospitality Suite with the band "Beyond 10" sponsored by **Midland Optical**. Their mix of 70's, 80's, and 90's classic rock hits should make for the perfect end to a great evening!

What a great way to start off the new IOA year! With everyone's help, the only "OPTOMETRIC DIRECTION" we can go.....is UP!

Respectfully,

R. Scott Wooley, O.D.

# Optometric Directions 2010

## Continuing Education Speakers



**Paul Ajamian, OD** is the Center Director of Omni Eye Services of Atlanta, the country's first true Comanagement and Disease Referral Center. He is the CE Chairman of SECO International, and his popular column "Comanagement Q and A" appears in Review of Optometry each month. He is a past President, Legislative Chair and PAC Chair of the Georgia Optometric Association and currently is serving as a Trustee from the Atlanta district. He is a frequent speaker on the lecture circuit at local, regional and national meetings.



**Michael P. Jones, MD**, a board certified ophthalmologist, is a managing partner with the Illinois Eye Surgeons. The Illinois Eye Surgeons (IES) are one of the largest eyecare providers in the midwest, with their main office located in Belleville. Dr. Jones joined IES in 2007 after completing his training and serving a year as the chief resident at the Saint Louis University Eye Institute in St. Louis, Missouri. Since partnering with IES Dr. Jones has performed cataract surgeries on thousands of patients throughout southern Illinois. He, along with his partners, has been involved in the development of many of the premium IOL's on the market today, including the Acrysof Toric and Acrysof Restor. He is a top implanter of premium lenses not just in Illinois, but the entire midwest, and the IES as a whole are one of the largest implanters in the country. Due to his volume and experience Dr. Jones lectures on Premium IOL technology and Refractive Cataract Surgery to optometrists and ophthalmologists throughout the midwest.



**Valerie Kattouf, OD** is a 1995 graduate of Illinois College of Optometry. Upon graduation Dr. Kattouf completed a residency in Pediatrics and Binocular Vision at the State University of New York. Dr. Kattouf is currently on staff at the Illinois College of Optometry where she is Chief of the Pediatrics and Binocular Vision Service. Dr. Kattouf is also a clinical instructor at the University of Chicago. Dr. Kattouf's career focus is teaching courses in the areas of pediatrics and binocular vision. Dr. Kattouf has authored articles in optometric literature and lectured at numerous scientific meetings on the topics of pediatric eye care and strabismus. Dr. Kattouf is also a fellow of the American Academy of Optometry and the College of Optometrists in Visual Development, and a volunteer member of the American Optometric Association. Dr. Kattouf was named the Illinois Optometric Association's Young Optometrist of the Year in 2002.



**Scot Morris, OD** received his Doctorate of Optometry at Indiana University School of Optometry in 1996. He completed a residency in ocular disease at Triad Eye Medical Clinic in association with NSU School of Optometry in Tulsa, OK. He serves as the Medical Director of Eye Consultants of Colorado. He is the operating partner of Morris Education & Consulting Associates, a full-service practice management and clinical education consulting firm. He is also the founder and senior technology consultant for Ocular Technology Solutions, Inc., the industry leader in technology consulting services. He is a member of the AOA, Colorado Optometric Association, and is a fellow of the American Academy of Optometry. He serves on the AOA Education Committee, on the editorial board for Optometric Management and Optometry Times and is a consultant for the US Department of Education-Council on Optometric Education and Residency Affairs. He has published extensively in multiple ophthalmology and optometry journals, newsletters and book chapters.

# Optometric Directions 2010

## Continuing Education Speakers



**Jason J. Nichols, OD, MPH, PhD, FAAO** is a faculty member at the Ohio State University College of Optometry, where he is responsible for teaching coursework on the tear film, dry eye, corneal physiology and contact lenses. He has received research funding from the National Eye Institute of the National Institutes of Health to study dry eye diseases including meibomian gland disease, dry eye and contact lens-related dry eye. He has also received funding from the American Optometric Foundation, in addition to a variety of industrial partners. He has authored over 60 peer-reviewed manuscripts and 120 abstracts on these topics. He is currently Editor of Contact Lens Spectrum, serves on the editorial board for Eye and Contact Lens and is also a diplomate in the American Academy of Optometry's sections of Public Health and Environmental Optometry and Cornea, Contact Lenses and Refractive Technology.



**Robert P. Wooldridge, OD, FAAO** is the Director of The Eye Foundation of Utah, an optometric co-management center in Salt Lake City, Utah. A graduate of the Indiana School of Optometry, he formerly served on the staff of the Bascom Palmer Eye Institute, University of Miami School of Medicine. Dr. Wooldridge is an Adjunct Clinical Professor at several schools and colleges of optometry and a Fellow in the American Academy of Optometry. He has served as President of the Utah Optometric Association and the Mountain West Council of Optometrists and as Director of the Great Western Council of Optometry. A founding member of the Optometric Glaucoma Society, he is a past recipient of the Optometrist of the Year, an honor awarded by the Utah Optometric Association.

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## Convention Highlights

### **Alcon Opti-Free Replenish Day ~ Friday**

Alcon Labs is the generous sponsor of all CE classes on Friday! Be sure to thank your Alcon Rep!

### **Annual Membership Meeting House of Delegates ~ Friday & Saturday**

Plan to attend the annual membership meeting. Important decisions will be made regarding the future of optometry. It is vital that all members attend and participate. Be vocal about your focal issues.

### **IOA Awards Reception and Dinner ~ Friday**

Don't miss this year's event! The evening begins with a cocktail reception followed by a delicious buffet and then the IOA awards presentation. Who will be our next OD of the Year, Young OD of the Year, Legislator of the Year or Friend of Optometry? Don't miss the excitement of seeing who are our best and brightest!

### **Presidential Cocktail Reception & Banquet ~ Saturday**

Our Famous Champagne & Dessert Reception!

### **Nightcap each evening**

Don't miss the after party on Thursday, Friday and Saturday! Visit the hospitality suite ~ see and be seen!

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## Important Information

Attendees are responsible for bringing a copy of their course handouts with them to the conference. Handouts will be available online at [www.ioaweb.org](http://www.ioaweb.org). They will be available after convention for a short period of time.

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## Optometric Continuing Education Courses Friday, September 17th

8:00-9:00am

*Jason Nichols, OD*

### **It's a Dangerous Place Out There: The Impact of the Environment on the Eye & Vision**

This talk will discuss contemporary information regarding the impact of environmental exposures (e.g., smog, ultraviolet radiation) to the eye, and current understandings of the benefits of protective devices such as UV-absorbing contact lenses.

9:00-11:00am

*Jason Nichols, OD*

### **Meibomian Gland Disease: The New Dry Eye? - TQ**

Recently there has been a significant interest in understanding lid disease and the relationship with dry eye. Cases and videos will be used to demonstrate appropriate assessment of the lids and ocular surface, including MG expression. There is also a significant interest in the relation between contact lens wear and MGD. Current therapeutic regimens will be discussed, along with pending FDA therapeutics.

2:00-4:00pm

*Jason Nichols, OD*

### **Contact Lens Update - TQ**

There have been tremendous advances in the field of contact lenses over the last ten years. This includes developments in contact lens designs, materials and care solutions that have benefited our patients in many ways such as in comfort and vision. This talk will provide a comprehensive update on the contact lens industry and how we can use these new technologies to optimally impact and improve on patient care in terms of comfort, safety, convenience, and visual correction.

9:00-11:00am continues 2:00-4:00pm

*Scot Morris, OD*

### **The EHR Need to Know Now Series - for ODs and STAFF!**

Whether you are a paper chart office, the high tech office or somewhere in between, this is the event you and your staff can't afford to miss. Learn how to positively impact every aspect of your office with technology. We cover how to select the best EHR for your practice, how to get the right IT help and hardware, and most importantly how to actually implement and make it all work in a clear step-by-step manner. Learn how to save money by increasing efficiency and make money from the various incentives available. Also strategies to buy intelligently and earn more by utilizing technology to market your practice. Given by a leading educator and consultant in the profession that utilizes these tips, tools and techniques in his practice and dozens of other practices just like yours around the country. Bring, or send your staff and bring your questions and concerns. Just don't miss the event that will revolutionize your practice.

# Optometric Continuing Education Courses

## Saturday, September 18th

8:00-10:00am

*Valerie Kattouf, OD*

### **Diagnosis & Management of the Pediatric Patient**

This course presents new and enlightening clinical cases involving all aspects of pediatric care. A grand rounds type format will illustrate the patient's clinical presentation, steps to diagnosis and treatment choices with case review and photographs. The emphasis is on improving the clinician's skill in diagnosing and treating pediatric cases in the areas of prescribing, binocular vision, strabismus, amblyopia and pathology.

*Robert Wooldridge, OD*

### **What's New in Glaucoma?**

The more we learn about glaucoma, the more we discover that we really don't know much at all! And with all the many journals, lectures, etc., it is always difficult to keep up with the most current news. In this course, we will review the latest developments in glaucoma diagnosis and treatment. Reviews of new publications and studies will be provided to bring you up to date on the newest information. New technologies in glaucoma will be discussed with examples of their use through patient care examples from clinical practice.

1:30-3:30pm

*Michael Jones, MD*

### **Premium IOL Technology & Refractive Cataract Surgery: An Update for Optometrists**

Primer and update for primary care optometrists regarding new Premium IOL technology. The lecture will cover how lenses have progressed to where they are today; what lenses are available now; pros and cons of all the premium IOLs; co-management and post operative problems that the OD should be aware of; and case examples. All questions will be happily answered. Don't miss this cutting edge technology lecture.

*Robert Wooldridge, OD*

### **Acquired Macular Disease**

This course reviews the essentials of acquired macular diseases and problems commonly seen in young and middle-aged adults. Diagnosis and management of entities such as central serous retinopathy, epiretinal membranes, myopic degeneration, macular holes and macular edema are discussed. OCT's and fluorescein angiograms along with medical and surgical treatment are covered.

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# Optometric Continuing Education Courses

## Sunday, September 19th

9:00am-4:00pm - TQ

*Paul Ajamian, OD*

### **How Did I Manage That??**

This practical presentation is designed for clinicians in the trenches who want to validate and update their current treatment regimens of everyday eye disease. Emphasis will be placed on increasing comfort levels with oral medications, along with topical therapies from the bread-and-butter to the bizarre! Conditions we are often uncomfortable with are de-mystified, such as uveitis, with emphasis on aggressive "knock it out of the park" treatment. The doctor of optometry's vital role in the pre op counseling and post op management of the cataract patient is explored, with emphasis on premium IOLs and appropriate handling of complications. This course will be fast-paced, fun, varied...and most of all useful!

In conjunction with the 2010 IOA Convention

# IOA Golf Extravaganza

## The Rail

Thursday, September 16th

11:30 am Registration

12:30 pm Shotgun Start

5:30 pm Dinner & Awards



Tee Gifts

Team Prizes

Hole Prizes

Mulligans for IOA PAC

Team Skins

**Pre-Registration Required ~ Absolute Deadline September 10th**  
**After Deadline: Golf & Dinner \$125, if space available**

<i>Participant</i>		<i>Email</i>		
<i>Address</i>	<i>Street</i>	<i>City</i>	<i>State</i>	<i>Zip</i>
<i>Phone</i>		<i>Fax</i>		

Golf and Dinner \$95       Dinner Only \$25

Partner Request (pending balance of pairings)      Handicap/Average \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<p><b>Card Number</b></p> <input type="text"/> <p><b>Cardholder's Name</b> (please print)</p> <input type="text"/> <p><b>Cardholder's Signature</b></p> <input type="text"/>	<p><b>Exp. Date</b></p> <input type="text"/> <p><b>CVV/Security Code</b></p> <input type="text"/>	<p><b>METHOD OF PAYMENT</b></p> <p><b>Total</b> \$ <input type="text"/></p> <p><input type="checkbox"/> Check enclosed Make Payable to IOA</p> <p><input type="checkbox"/> Credit Card Visa, MasterCard, Discover, American Express</p>
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Mail to: IOA, 304 W Washington, Springfield, IL 62701 or Fax to: 217-525-8018  
Questions? Contact Gary Gray, OD: 217-875-4646 or gggod1@aol.com



Name		Nickname, if applicable (for badge)		
Address	Street	City	State	Zip
Home Phone		Fax		
Work Phone	E-mail			

**2010 GRADUATE REGISTRATION**

FREE registration, pass for Exhibit Hall with lunch on Friday and Saturday, and lunch with ODs on Sunday. *All other meal tickets must be purchased.* Mark Additional Ticket box on page 10.

**FULL REGISTRATION**  
(Two or Three Day Attendance)

Includes all CE and meals, Exhibit Hall with lunch passes, Friday Awards Reception and Saturday Presidential Banquet. **Tested CE fee of \$30 per test is additional.** Register by August 27th to receive the lower registration rate.

	<i>On or before Aug 27th</i>	<i>After Aug 27th</i>
<input type="checkbox"/> IOA/AOA Member	\$295	\$305
<input type="checkbox"/> Non-Member	\$415	\$425

**PARTIAL REGISTRATION**  
(One Day Attendance)

The following includes the CE for specified day, a pass to the Exhibit Hall with lunch for that same day. **Tested CE fee of \$30 per test is additional.** Register by September 4th to receive the lower registration rate.

	<i>On or before Aug 27th</i>	<i>After Aug 27th</i>
<b>Friday, September 17</b>		
<input type="checkbox"/> IOA/AOA Member	\$150	\$160
<input type="checkbox"/> Non-Member	\$195	\$205
<b>Saturday, September 18</b>		
<input type="checkbox"/> IOA/AOA Member	\$150	\$160
<input type="checkbox"/> Non-Member	\$195	\$205
<b>Sunday, September 19</b>		
<input type="checkbox"/> IOA/AOA Member	\$150	\$160
<input type="checkbox"/> Non-Member	\$195	\$205

**PICK YOUR COURSES**

**Friday, September 17**

**8:00-9:00am**

- It's a Dangerous Place Out There ~ Nichols

**9:00-11:00am continues 2:00-4:00pm**

- EHR Need to Know Now Series ~ Morris

**9:00-11:00am**

- Meibomian Gland Disease: The New Dry Eye? ~ Nichols
  - With Test - \$30
  - Without Test

**2:00-4:00pm**

- Contact Lens Update ~ Nichols
  - With Test - \$30
  - Without Test

**Saturday, September 18**

**8:00-10:00am**

- Diagnosis & Management of the Pediatric Patient ~ Kattouf
- What's New in Glaucoma? ~ Wooldridge

**1:30-3:30pm**

- Premium IOL Technology & Refractive Cataract Surgery ~ Jones
- Acquired Macular Disease ~ Wooldridge

**Sunday, September 19**

**9:00am-4:00pm**

- How Did I Manage That?? ~ Ajamian
  - With Test - \$30
  - Without Test

**Complete next page to finalize Registration**

Full registrants, to help us plan as accurately as possible, you must confirm the following:

I will attend the IOA Awards Reception/Dinner on Friday evening.  YES  NO

I will attend the Presidential Banquet on Saturday evening.  YES  NO

**Additional Tickets**

I will need \_\_\_\_\_ extra tickets for the IOA Awards Reception and Dinner on Friday at \$40 each.

I will need \_\_\_\_\_ extra tickets for the Presidential Banquet on Saturday at \$50 each.

Please Check **ALL** Ribbons That Apply:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> 1st Time Attendee   | <input type="checkbox"/> IOA Life Member    | <input type="checkbox"/> Journal Columnist       |
| <input type="checkbox"/> AOA PAC             | <input type="checkbox"/> IOA Officer        | <input type="checkbox"/> Local Society President |
| <input type="checkbox"/> AOA Past President  | <input type="checkbox"/> IOA PAC/PLASMA     | <input type="checkbox"/> State Board Member      |
| <input type="checkbox"/> Host Society Member | <input type="checkbox"/> IOA Past President | <input type="checkbox"/> Vision USA              |
| <input type="checkbox"/> InfantSEE           |   |  |

**Don't forget to register for the Golf Outing on Thursday!**  
Complete registration on page 8.

YES! I am sending in my full registration by August 27, 2010.  
Please enter my name in the drawing for a FREE 2011 Full Registration!

<b>TOTAL FEES</b>	Registration Fees: \$ <input type="text"/>	<b>METHOD OF PAYMENT</b>
	Exam Fees: \$ <input type="text"/>	
Extra Tickets: \$ <input type="text"/>	<input type="checkbox"/> Check enclosed <small>Make Payable to IOA</small>	
Total: \$ <input type="text"/>	<input type="checkbox"/> Credit Card <small>Visa, MasterCard, Discover, American Express</small>	
<i>Card Number</i>	<i>Exp. Date</i>	Send in complete form by fax to 217.525.8018 or by mail to 304 W Washington Springfield IL 62701 For more information call 217.525.8012 You will receive confirmation <b>NO REFUNDS after Sept. 2nd</b> <b>On-Site Registration Fee \$25</b>
<input type="text"/>	<input type="text"/>	
<i>Cardholder's Name (please print)</i>	<i>CVV/Security Code</i>	
<input type="text"/>	<input type="text"/>	
<i>Cardholder's Signature</i>		
<input type="text"/>		

Name		Nickname, if applicable (for badge)		
Address	Street	City	State	Zip
Home Phone		Fax		
Work Phone	E-mail			

**REGISTRATION INFORMATION**

Includes entrance to the Exhibit Hall, with lunch both Friday and Saturday, the Friday Awards Reception & Dinner, the Saturday Presidential Cocktail Reception Banquet, the Saturday Champagne & Dessert Reception, and the lunch with ODs on Sunday. All breakfasts on your own.

**Spouse/Guest special package: \$130**

**To help us plan as accurately as possible, you must confirm the following:**

I will attend the IOA Awards Reception/Dinner on Friday evening.  YES  NO

I will attend the Presidential Banquet on Saturday evening.  YES  NO

I will attend the OD lunch on Sunday.  YES  NO

**Don't forget to register for the Golf Outing on Thursday!**  
Complete registration on page 8.

<b>TOTAL FEES</b>		<b>METHOD OF PAYMENT</b>	
Total: \$		<input type="checkbox"/> Check enclosed <small>Make Payable to IOA</small>	
Total: \$		<input type="checkbox"/> Credit Card <small>Visa, MasterCard, Discover, American Express</small>	
<i>Card Number</i>	<i>Exp. Date</i>	Send in complete form by fax to 217.525.8018 or by mail to 304 W Washington Springfield IL 62701 For more information call 217.525.8012 You will receive confirmation <b>NO REFUNDS after Sept. 2nd</b> <b>On-Site Registration Fee \$25</b>	
<input type="text"/>	<input type="text"/>		
<i>Cardholder's Name (please print)</i>	<i>CVV/Security Code</i>		
<input type="text"/>	<input type="text"/>		
<i>Cardholder's Signature</i>			
<input type="text"/>			

**ALCON**

**Essilor**

**Illinois Society for the  
Prevention of Blindness**

**Oculus**

**Optovue**

**Ruffatti Ophthalmic Instruments**

**Be sure to thank these organizations  
for supporting optometric education!!**

# Staff/Optician/Para Courses

## Friday, September 17

9:00-11:00am continues 2:00-4:00pm

*Scot Morris, OD,*

### **The EHR Need to Know Now Series - for ODs and staff**

Whether you are a paper chart office, the high tech office or somewhere in between this is the event for you and your staff can't afford to miss. Learn how to positively impact every aspect of your office with technology. We cover how to select the best EHR for your practice, how to get the right IT help and hardware, and most importantly how to actually implement and make it all work in a clear step-by-step manner. Learn how to save money by increasing efficiency and make money from the various incentives available. Also strategies to buy intelligently and earn more by utilizing technology to market your practice. Given by a leading educator and consultant in the profession that utilizes these tips, tools, and techniques in his practice and dozens of other practices just like yours around the country. Bring your staff; bring your questions and concerns. Just don't miss the event that will revolutionize your practice.

## Saturday, September 18

8:00-10:00am

*Scot Morris, OD*

### **Sales and Merchandising for the Optometric Office**

Transform your practice and improve your bottom line. Learn the secrets of optometric merchandising. Then take the next step and learn the sales skills necessary to succeed in today's market.

1:30-3:30pm

*Scot Morris, OD*

### **Triage for Optometric Assistants and Staff**

Learn about basic phone and in-office etiquette triage for the more common ocular disorders. We will list common questions that should be asked as well as potential causes of the various complaints.

## Sunday, September 19

9:00-10:30am

*Danielle Poole, OD*

### **Examining non-verbal, physically, and/or visually impaired patients: Pediatrics to Geriatrics**

Extracting critical data from patients who are either physically impaired, non-verbal, and/or visually impaired can be challenging. However, with the proper techniques, skills and equipment, working with these special populations can be fun and rewarding. This lecture will teach you to be comfortable examining these populations, starting with proper communication, to pretesting techniques and use of special equipment. Learn to be more efficient and collect reliable visual information from these patients with new techniques. In addition, feel the personal satisfaction of having an effect on increasing a patient's quality of life.

10:30am-12:00pm

*Jennifer Harthan, OD*

### **Top 10 Tips for a Successful Contact Lens Examination**

This lecture will work through the pretesting techniques and offer contact lens examination pearls for patients of all ages. Take a look at some of the unique instrumentation used in contact lens fitting. We will discuss the contact lens prescription, the various types of lenses, materials and solutions, the ordering and dispensing of the lenses, and outline the key steps in training a patient how to care for their lenses. Educating patients on contact lens compliance and how to avoid potential complications will be presented. Become more confident and efficient when examining the contact lens patient.

Name		Nickname, if applicable (for badge)		
Address	Street	City	State	Zip
Home Phone		Fax		
Work Phone		E-mail		
Staff at the Office of Dr(s)				

**PICK YOUR COURSES**

**Friday, September 17**

9:00-11:00am continues 2:00-4:00pm

- The EHR Need to Know Now Series

**Saturday, September 18**

8:00-10:00am

- Sales and Merchandising for the Optometric Office

1:30-3:30pm

- Triage for Optometric Assistants and Staff

**Sunday, September 19**

9:00-10:30am

- Examining Non-Verbal, Physically, and/or Visually Impaired Patients: Pediatrics to Geriatrics

10:30-Noon

- Top 10 Tips for a Successful Contact Lens Examination

**Full registrants, to help us plan as accurately as possible, you must confirm the following:**

I will attend the IOA Awards Reception/Dinner on Friday evening.

- YES  NO

I will attend the Presidential Banquet on Saturday evening.

- YES  NO

**Additional Tickets**

\_\_\_ Extra tickets for the IOA Awards Reception and Dinner ~ \$40 each

\_\_\_ Extra tickets for the Presidential Banquet ~ \$50 each

\_\_\_ Extra tickets for Lunch with the ODs on Sunday ~ \$20 each

**FULL REGISTRATION**

Includes all CE and meals, Exhibit Hall with lunch on Friday and Saturday, Friday Awards Reception and Saturday Presidential Banquet. Register by August 27th to receive the lower registration rate.

	<i>On or before Aug 27th</i>	<i>After Aug 27th</i>
<input type="checkbox"/> First Staff Attendee	\$120	\$130
<input type="checkbox"/> Multiple Staff Attendee*	\$85	\$95

\*The initial fee was paid for the attendance of:

\_\_\_\_\_

**PARTIAL REGISTRATION**

The following includes the CE for specified day, a pass to the Exhibit Hall with lunch for that same day if Friday or Saturday. Register by September 4th to receive the lower registration rate.

	<i>On or before Aug 27th</i>	<i>After Aug 27th</i>
<input type="checkbox"/> Friday, September 17	\$85	\$95
<input type="checkbox"/> Saturday, September 18	\$85	\$95
<input type="checkbox"/> Sunday, September 19	\$85	\$95

**Don't forget to register for the Golf Outing on Thursday!**  
**Complete registration on page 8.**

<b>TOTAL FEES</b>	Registration: \$ <input style="width: 80px;" type="text"/>	Fees: \$ <input style="width: 80px;" type="text"/>	Extra Tickets: \$ <input style="width: 80px;" type="text"/>	<b>Total: \$</b> <input style="width: 80px;" type="text"/>
<b>METHOD OF PAYMENT</b>				
<input type="checkbox"/> Check enclosed <small>Make Payable to IOA</small>		<input type="checkbox"/> Credit Card <small>Visa, MasterCard, Discover, American Express</small>		
<b>Card Number</b>	<b>Exp. Date</b>	<b>CVV Number</b>		
<input style="width: 100%;" type="text"/>	<input style="width: 80px;" type="text"/>	<input style="width: 80px;" type="text"/>		
<b>Cardholder's Name</b> (please print)	<b>Cardholder's Signature</b>			
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>			

Send in complete form by fax to 217.525.8018 or by mail to 304 W Washington Springfield IL 62701 For more information call 217.525.8012 You will receive confirmation **NO REFUNDS after Sept. 2nd** **On-Site Registration Fee \$25**

## Hotel & Travel Info



Offering a special

### IOA 2010 Convention Rate

\$124.00 - Single

\$124.00 - Double

To guarantee this rate,  
call today 800.589.2769

The block of rooms will be released  
after **Wednesday, August 25, 2010**

### Crowne Plaza Hotel

3000 South Dirksen Pkwy, Springfield, Illinois 62703

(800) 589-2769 [www.cpspringfield.crowneplaza.com](http://www.cpspringfield.crowneplaza.com)

Relax and enjoy the fabulous, enclosed roof-top pool, whirlpool and sauna or work out those kinks in the exclusive fitness center. Conveniently located on the southeast side of Springfield; minutes from Lincoln's Home, Law Office and Tomb; the Crowne Plaza's location also offers easy access to the State Capitol building and the Lincoln Presidential Library and Museum.



**Save the date for 2011!  
September 15-18  
Westin Chicago Northwest  
Itasca, IL**

**In order to bring you an innovative,  
informative and exciting conference  
this year in Springfield, please look for  
new procedures at the 2010 event!**

\* On-line registration begins in July. Go to the IOA website, [www.ioaweb.org](http://www.ioaweb.org). Now everyone can take advantage of this fast and efficient method of registration, so register early and receive the early bird discount!

\* Participants will be assigned a bar code number which will be scanned at the beginning of each class. This procedure will confirm your attendance at class!

\* You will receive a ticket for each course that you sign up for ~ course changes can be made on-site based on space availability. This procedure will ensure course size, so everyone gets a great seat!



**Illinois Optometric Association**

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Fax: 217-525-8018  
ioa@ioaweb.org  
www.ioaweb.org

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# Optometric Directions 2010

**Crowne Plaza Hotel  
Springfield, IL  
September 16-19, 2010**

**Registration Forms Enclosed**