

MAP OF
the Main Portion of
CLEVELAND.

SCALE OF FEET.
0 100 200 400 600 800 1,000 1,200 1,400 1,600 1,800 2,000

SCALE OF METERS.
0 100 200 300 400 500 600



Cleveland Convention Center

October 17-19, 2019 • Registration Materials



Cleveland Clinic Cole Eye Institute
is proud to sponsor the Ohio
Optometric Association's 2019
EastWest Conference.

For more information on the Cole Eye Institute,
please visit clevelandclinic.org/eye or call our
Referral Hotline at **855.REFER.123**.

EASTWEST

CONFERENCE PLANNING COMMITTEE:

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Dr. Elizabeth Muckley, Education Chair
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OHIO OPTOMETRIC ASSOCIATION BOARD:

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Dr. San-San Cooley
Dr. Brian Dietz
Dr. Lindsay Florkey
Dr. Shane Foster
Dr. Timothy Fries
Dr. Jennifer Vincent

PLEASE, COME TO YOUR SENSES!

As professionals associated with arguably the most revered of all the senses, the gift of sight, we are accustomed to maximizing a patient's sight each and every day. For many of us, the fascination with the process of sight is what led us to our chosen profession. And certainly, outstanding sight is first and foremost the driving force of the EastWest Eye Conference. Maintaining sight, correcting sight, perfecting sight, and enhancing sight will all be addressed at this year's meeting.

Although we may all favor vision as our favorite, let's not ignore the other senses. Come to the EastWest Eye Conference and hear outstanding lectures from Melanie Joyce Frogozo, OD, Alan Kabat, OD, Blair Lonsberry, OD, Sherrol Reynolds, OD, and the dynamic Melton and Thomas who will bring novel information and entertaining lectures to the classrooms. Touch the newest eye care products, eye care technology and ophthalmic resources in the impressive exhibit hall with something for everyone. Taste and smell the wonderful food that Cleveland and its restaurants have to offer. And finally, use those eyes and ears to enjoy Bad Habits along with hundreds of your friends as the EastWest Eye Conference once again takes over the Rock and Roll Hall of Fame for its Friday Night Party.

We look forward to hosting you, your staff and other members of your eyecare team at the beautiful Global Center for Health Innovation for our insightful meeting. Our devoted EastWest Committee is working to make certain that EastWest 2019 will be a practice enhancing experience that is sure to make total sense.

We are eager to welcome you to our conference!

Brian Mathie, OD, FFAO
Chairman, EastWest Eye Conference



Melanie Joyce Frogozo, OD, FSLs



Alan Kabat, OD



Ron Melton, OD



Sherrol Reynolds, OD



Randall Thomas, OD, M.P.H.

SPONSORED EVENTS



The following is included with your registration fee:

THURSDAY, 12:00 p.m.

Bausch + Lomb: Committed to Optometry

COURSE 600

Justin Bazan, OD

Sponsored by Bausch+Lomb

FRIDAY, 6:30 a.m.

*Introducing, The Lens that Knows the Light:
ACUVUE® OASYS with Transitions™*

COURSE 601

Carol Alexander, OD

Sponsored by Johnson and Johnson Vision

FRIDAY, 11:30 a.m.

*Diagnosis & Treatment Considerations
for Diabetic Retinopathy*

COURSE 602

Nik London, MD & Jeff Gerson, OD

Sponsored by Genentech

FRIDAY, 11:30 a.m.

*How to Help Patients get the
Medications Prescribed*

COURSE 603

*Lunch sponsored by
Allergan, Inc.*

SATURDAY, 7:00 a.m.

COURSE 605

*Breakfast sponsored by Takeda Pharmaceuticals
(Formerly Shire, Inc.)*

SATURDAY, 12:00 p.m.

COURSE 606

*Lunch sponsored by
Alcon Vision Care*

Sponsors

*EastWest Eye Conference gratefully
acknowledges the support provided by:*

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Vision Source



Accommodations

Book your stay at www.eastwesteye.org

HYATT REGENCY CLEVELAND AT THE ARCADE

420 Superior Avenue

Call (216) 575-1234 and mention EastWest to reserve a room at a special rate of \$164. The special rate is available until September 24, 2019, or until sold out.

CLEVELAND MARRIOTT DOWNTOWN AT KEY CENTER

127 Public Square

Call (800) 228-9290 or (216) 696-9200 and mention EastWest to reserve a room at a special rate of \$189. The special rate is available until September 25, 2019, or until sold out.

RENAISSANCE CLEVELAND HOTEL

24 Public Square

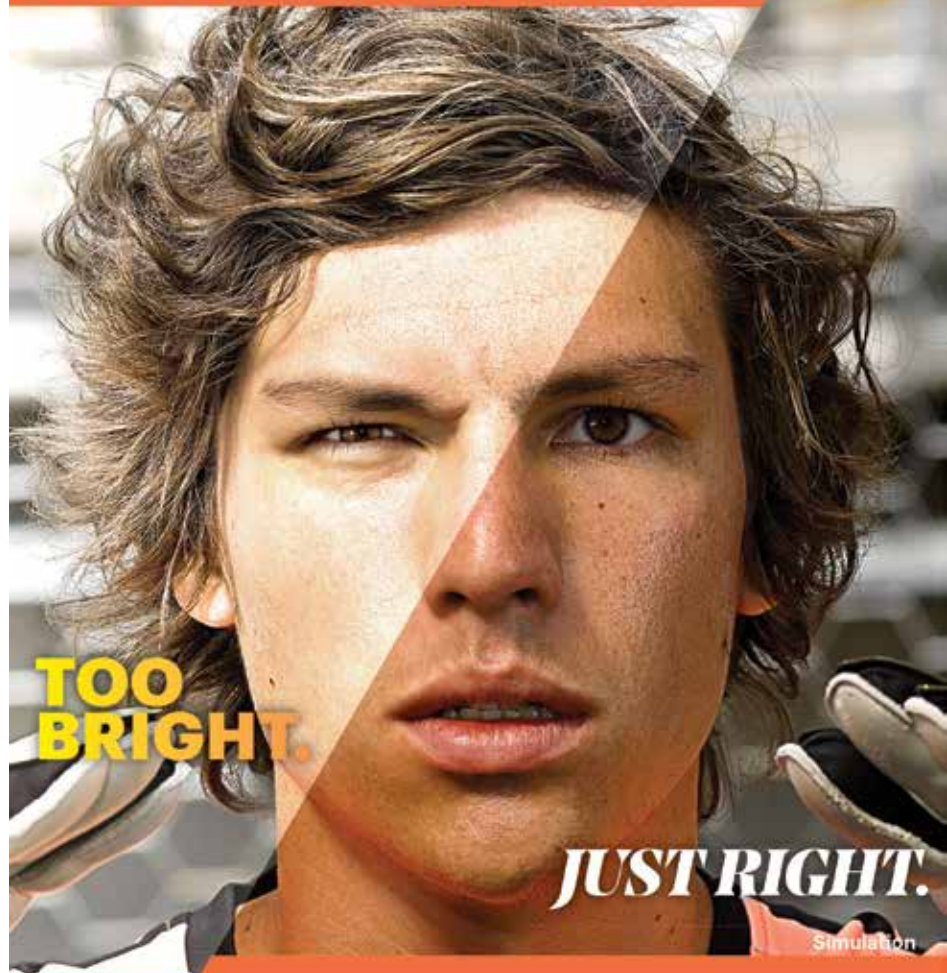
Call (216) 696-5600 and mention EastWest to reserve a room at a special rate of \$149. The special rate is available until September 25, 2019, or until sold out.

THE WESTIN CLEVELAND DOWNTOWN

777 St. Clair Ave, NE

Call (888) 627-8085 and mention EastWest to reserve a room at a special rate of \$170. The special rate is available until September 25, 2019, or until sold out.

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Light Intelligent Technology™



ACUVUE OASYS with Transitions



EASTWEST

REGISTRATION INFORMATION AND CONFERENCE POLICIES

REGISTRATION FEE

The registration fee includes access to all exhibit hall activities, breakfast and lunch seminars (must pre-register), and admission to the exclusive Friday Night Party at the Rock and Roll Hall of Fame.

COURSE HANDOUTS AND EVALUATIONS

All course handouts and evaluations will be available online before and throughout the conference. Hard copies are not available onsite.

SPOUSE/GUEST REGISTRATION

Spouses and guests may join us for the EastWest Eye Conference by purchasing:

- Two Day Exhibit Hall Pass - \$25
- Friday Night Party at the Rock and Roll Hall of Fame - \$59

CANCELLATION POLICY

All cancellations received before October 10 will be issued a full refund less \$50 processing fee. Request to cancel must be submitted in writing. Any course is subject to cancellation by the EastWest Eye Conference. **No refunds will be made after October 10th.**

CONFERENCE PASSES

Passes allow the attendee to attend any class, on a first come, first served basis. Conference Passes DO NOT include Workshops, Sponsored Events, or Meals. Attendees must register for Workshops, Sponsored Events, and Meals separately.

THREE EASY WAYS TO REGISTER

Course sizes are limited. Please register early.

1. **Online** at www.eastwesteye.org
2. **By Mail** – send payment with completed registration form to:
EastWest Eye Conference • P.O. Box 6036
Worthington, OH 43085
3. **Via FAX** with credit card information to
(614) 781-6521

IMPORTANT DEADLINES

September 4: Early registration ends.

October 10: Last day for cancellation with full refund (less \$50 processing fee).

October 16: Pre-registration ends. All registration must be on-site with an additional \$100.

FRIDAY, OCTOBER 18TH ■ CE by the Hour: Friday Pass with Registration (7 Hours Available)

TIME															
6:30-7:30	Breakfast - Introducing, The Lens that Knows the Light: ACUVUE® OASYS with Transitions™ - Alexander— Sponsored by Johnson & Johnson Vision (601)														
7:30-8:30	(126) Kabat - Dermatology 101: Lessons for Eye Care Practitioners Part 1	(127) Sowka - Rules and Expectations in Neuro-Ophthalmic Disease	(128) Hinrichs - Creating Success for Children with Autism	(400) DeNaeyer Scleral Lens Workshop - Fitting the Modern Scleral Contact Lenses	(315) Garbig - Can You Walk the Eye Doc Talk?	(316) Lawrence - Preventing Burnout	(317) O'Keefe - Optical Family Feud	(503) Fink/Walline - Realeyes Educational Training	(504) Various - OOA Congress						
8:30-9:30	(129) Kabat - Dermatology 101: Lessons for Eye Care Practitioners Part 2		(130) Hinrichs - Prescribing for Children With Special Needs		(131) Lytle - Corneal Refractive Surgery Co-Management	(132) Goedde - Rapid Fire Poster Presentations	(318) Garbig - Anatomy of the Optometric Exam Room			(319) Thimons - Medical Management of Glaucoma	(320) O'Keefe - Dispensing to the Elderly				
9:30-10:30	Un-Opposed Exhibit Hours—Exhibit Hall							(401) Brujic - Modern Imaging Devices - Maximizing Diagnostic Capabilities Workshop							
10:30-11:30	(133) Kabat - Dry Eye Disease: Misconceptions, Distortions, and Fallacies	(134) Sowka - Clinical Conundrums in Glaucoma	(135) Grant - Prescribing With A Twist	(136) Betts - Medical Imaging 101	(137) H. Richman - Diagnostic Tests: How to Get Paid	(138) Bass - Gene Therapy in Inherited Eye Disease	(139) Gelles - Keratoconus and Contact Lenses		(321) Vincent - Contact Lens Cases That Made a Difference	(322) Thimons - Advances in Glaucoma	(323) O'Keefe - Professional Ethics to Practice By	(324) Lawrence - Basic Ocular Anatomy and Physiology	(325) Carter - Six Ways To Be a Team That Rocks		
11:30-12:30	Lunch - Sponsored by Genentech (602) , and Lunch sponsored by Allergan, Inc. (603) , Exhibit Hall Lunch (604)														
12:30-1:30	(141) Kabat - Advanced Management of Ocular Surface Disease Part 1	(142) Sowka - Doctor, I See Double: Simplifying Diplopia	(143) Thimons - Glaucoma Update	(144) Betts - Imaging Anatomy for the Optometrist	(145) Bass - The Differentials of Macular Disease: When It's Not AMD	(146) Stiegemeier - Successful Contact Lens Fitting Tips for Presbyopia				(326) O'Keefe - Optical Rapid Fire	(327) Lawrence - Technical Rapid Fire	(328) Carter - Management Rapid Fire	(505) Richmans - Vision Therapy and Neuro-Rehabilitation: Optometric Considerations in Third Party Reimbursement	(402) Mathie - Fundamentals and Utilization of Amniotic Membranes Workshop	(140) Goedde Poster Session
1:30-2:30	(147) Kabat - Advanced Management of Ocular Surface Disease Part 2	(148) Hinrichs - Strabismic Care: Think About Lens Treatment		(149) Betts - Imaging of the Orbit: CNS in Systemic Disease	(150) Richmans Not Just a Weed- Pharmacology of Medical Marijuana for Optometrists	(151) Bass - The Differential of Functional From Pathological Disorders - When it isn't Amblyopia	(152) Szczotka-Flynn/ Gelles, Dupps Discussion in Keratoconus								
2:30-3:30	(153) iDoc Interactive Workshop - Eye on Leadership: Framework for Leading Your Team and Maximizing Your Practice Potentia	(154) Hinrichs - TBI: What You Don't Know Can Hurt You	(155) Various - Glaucoma Panel	(156) Richmans - Not Just a Weed- Medical Marijuana for Optometrists Uses in Eyecare- Systemic Impact	(157) Betts - Imaging Grand Rounds				(329) Yoder - Digital Imaging of the Retina	(330) Foster - Finding the Right Fit - An Overview of Contact Lens Options for Astigmatism	(331) Rudy - Billing and Coding 101 for the Optometric Office	(332) Lawrence - Visual Acuity Testing, Techniques and Recording	(403) Zimmerman Injectable Techniques for the Optometrist Workshop	(333) Carter - Total Recall	
3:30-4:30				(334) Yoder - Diabetes and the Optometric Office	(335) H. Richman - Modifiers the Good, The Bad, and The Audited	For Color Key — See page 9									
												For course descriptions and accreditations visit www.eastwesteye.org			

SATURDAY, OCTOBER 19TH ▪ CE by the Hour: Saturday Pass with Registration (8 Hours Available)

TIME											
7:00-8:00	Breakfast – Sponsored by Takeda (Formerly Shire) (1 hr.) Course 605										
8:00-9:00	(158) Melton/Thomas - The State of Therapeutics in Eye Care – Part 1	(159) M. Richman - Educational Considerations for the Visually Impaired Child	(160) Thimons - Glaucoma Surgery Grand Rounds	(161) Cooper - Science Fiction or Reality? A Futuristic Therapeutic Delivery ...	(193) Jasper - Strategies to Create a Contact Lens Practice of Distinction	(336) Porter - Simplified Approach to Providing and Assisting in the Low Vision Clinic	(337) Charest - Building High Performing Optical Teams	(338) Lawrence - What Every Tech Should Know About Ocular Emergencies	(339) Carter - Digital Dispensing 101		
9:00-10:00		(162) M. Richman - Vision Impairment and Rehabilitation Grand Rounds	(163) Thimons - Evaluating the Quality of Life in Glaucoma	(164) Montecalvo - Vision Secrets to Improve Reading	(165) Cooper - Not Another Uveitis	(340) Porter - Tints and Filters Used for Low Vision Problems	(341) Charest - The New Rules of Selling Eyecare	(342) Lawrence - What Every Tech Should Know About Diabetic Patients	(343) Carter - Front Office Procedures: Memorable First and Last		
10:00-11:00	(166) Melton/Thomas - The State of Therapeutics in Eye Care – Part 2	(167) Jasper - Contact Lens Eye: New Developments in the Case Part 1	(168) Thimons - Changing the Paradigm in Diabetic Retinopathy	(169) Theis - Evidence-Based Approach to Concussion Part 1	(170) Porter - What Every Optometrist Must Know About Low Vision Care in 2019	(171) Cooper - The Oh Crap Moment, When Ocular Emergencies Happen	(404) Various - Student Business Panel	(344) Charest - Compete for Walking RX's	(345) Lawrence - Professional Work Attitudes	(346) Carter - Staff Responsibilities in Coding and Billing	(347) Jameson - Test Results: What Do You Think They Mean?
11:00-12:00		(172) Jasper - Contact Lens Eye: New Developments in the Case Part 2	(173) Montecalvo - To Patch or Not To Patch: Latest Treatment for Amblyopia	(174) Theis - Evidence-Based Approach to Concussion Part 2	(175) Porter - Low Vision Clinic: Tips, Tricks, and Pearls That They Don't teach ...			(348) Petito - Introduction to Corneal Topography and Wave Front Aberrometry	(349) Lawrence - Test Your Optical Math Knowledge	(350) Carter - Who Is Going to Train These People	(351) Jameson - The Technicians' Role in Contact Lens Complications
12:00-1:00	Lunch - Sponsored by Alcon Vision (1 hr.) Course (606)										
1:00-2:00	(176) Petito - The Hidden Value in Health Care Reform: Great Outcomes, Great Expectations, Great Efficiency	(177) Jasper - Contact Lenses in the Age of Disruption Part 1	(178) Schachter - Managing the Lid Margin and Lashes In-Office Procedures	(179) Theis - Neuro-Ophthalmic Emergencies	(180) Porter - Prescribing Specialty Tints and Filters Part 1	(181) Various Speakers - Dry Eye Panel	(352) Charest - Millennials in The Eyecare Workplace	(353) Jameson - Patient History: Interview or Interrogation?			
2:00-3:00		(182) Jasper - Contact Lenses in the Age of Disruption Part 2	(183) Schachter - New and Emerging Therapies in the Treatment ...	(184) Theis - A Rote Approach to a Neuro-Optometric Exam: Part 1 - The Basics	(185) Porter - Adding Low Vision Services to Your Clinic in a Way That Makes Sense!		(354) Charest - Biggest HR Issues Every Business Faces	(355) Jameson - Contact Lens Fundamentals			
3:00-4:00	(186) Petito - Optometry at the Crossroads	(187) Anthony - Glaucoma OCT Imaging: Update and Clinical Applications	(188) Schachter - Streamline a Dry Eye Protocol in Your Practice	(189) Theis - A Rote Approach to a Neuro-Optometric Exam: Part 2 - Cases	(190) Porter - Houston, We Have a Problem... Straightforward Solutions ...		(356) Charest - Social Media For The Optometry Practice in 2019	(357) Yoder - AMD and ME			
4:00-5:00		(191) Anthony - AMD Multimodal Imaging: Update and Clinical Applications	(192) Schachter - Intense Pulsed Light in the Optometric Practice								

Color Key

- Blue – OD Classes (\$30/hr)
- Green – Optometric Staff/Optician (\$20/hr)
- Red – OD Workshops (\$40/hr)
- Purple – Optometric Staff/Optician Classes (\$30/hr)
- Grey – OD/Optometric Staff/Optician Courses

For course descriptions and accreditations visit www.eastwesteye.org

OOA Honors

Thursday,

October 17th, 2019

6:30 PM – 8:00 PM

Jr. Ballroom at Cleveland Convention Center

Drinks and Appetizers provided



An event honoring our outgoing president Dr. Michael Earley

& 2019 award winners including: OD of the Year, Young OD of the Year, & Top Realeyes Presenter

EastWest Eye Conference Friday Night Party

Featuring The Eye Docs of Rock

BAD HABITS
with opening band
Remember Then!

40



Join us October 18th

Rock and Roll Hall of Fame

7:30-11:00pm

Free Food, Entertainment, and Fun!

Included in your registration.



2019 OD/STUDENT REGISTRATION FORM

Name _____ Name for Badge _____

OD License Number _____ State _____ OE Tracker Number _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Education Category	Member	Non-Member	Student
CE by the Hour	\$99.00 Registration +\$30/Credit Hour	\$249.00 Registration +\$30/Credit Hour	\$0.00
All Conference Pass with Registration (29 Hours Available)	\$748.00	\$898.00	\$0.00
Thursday Pass with Registration (10 Hours Available)	\$348.00	\$498.00	\$0.00
Friday Pass with Registration (7 Hours Available)	\$298.00	\$448.00	\$0.00
Saturday Pass with Registration (8 Hours Available)	\$298.00	\$448.00	\$0.00

- Conference Passes do not include workshops
- Registration fees increase by \$50.00 after 9/4/19
- Onsite registration fee of \$100.00 effective on 10/16/19

Early Bird Registration ends 09/04/2019

Registration includes: Breakfast/Lunch when available and 1 ticket to the Friday Night Party.

Workshops (WS) Course Numbers:

Total # of Hours _____ x \$40.00= _____

Education and Meal Course #s (Please List)

Guest/Spouse Tickets (Please Circle)

Name: _____ Friday Night Party (\$59.00) Exhibit Hall Only Pass (\$25.00)

Grand Total (including registration, CE, WS, Guest Tickets): \$ _____

Payment Options:

Credit Card # _____ Card Holder Name _____ Expiration Date _____ Zip Code _____

Check (Make payable to EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085)

2019 OPTICIAN REGISTRATION FORM

Name _____ Name for Badge _____

License Number _____ State _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Education Category	Cost
CE by the Hour	\$69.00 Registration +\$20/Credit Hour
All Conference Pass with Registration (20 Hours Available)	\$358.00
Thursday Pass with Registration (6 Hours Available)	\$158.00
Friday Pass with Registration (7 Hours Available)	\$188.00
Saturday Pass with Registration (7 Hours Available)	\$188.00
<ul style="list-style-type: none"> • Conference Passes do not include Workshops • Registration Fees increase by \$50.00 after 9/4/19 • Onsite registration fee of \$100.00 effective on 10/16/19 	

Early Bird Registration ends 09/04/2019



Workshops (WS) Course Numbers:

Total # of Hours _____ x \$30.00= _____

Education and Meal Course #s (Please List)

Guest/Spouse Tickets (Please Circle)

Name: _____ Friday Night Party (\$59.00) _____ Exhibit Hall Only Pass (\$25.00) _____

Grand Total (including registration, CE, WS, Guest Tickets): \$ _____

Payment Options:

Credit Card # _____ Card Holder Name _____ Expiration Date _____ Zip Code _____

Check (Make payable to EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085)

2019 OPTOMETRIC STAFF REGISTRATION FORM

Name _____ Name for Badge _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Education Category	Cost
CE by the Hour	\$69.00 Registration +\$20/Credit Hour
All Conference Pass with Registration (20 Hours Available)	\$358.00
Thursday Pass with Registration (6 Hours Available)	\$158.00
Friday Pass with Registration (7 Hours Available)	\$188.00
Saturday Pass with Registration (7 Hours Available)	\$188.00
<ul style="list-style-type: none"> • Conference Passes do not include Workshops • Registration Fees increase by \$50.00 after 9/4/19 • Onsite registration fee of \$100.00 effective on 10/16/19 	

Early Bird Registration ends 09/04/2019



Workshops (WS) Course Numbers:

Total # of Hours x \$40.00=

Education and Meal Course #s (Please List)

Guest/Spouse Tickets (Please Circle)

Name: _____ Friday Night Party (\$59.00) Exhibit Hall Only Pass (\$25.00)

Grand Total (including registration, CE, WS, Guest Tickets): \$ _____

Payment Options:

Credit Card # _____ Card Holder Name _____ Expiration Date _____ Zip Code _____

Check (Make payable to EastWest Eye Conference, P.O. Box 6036, Worthington, OH 43085)

Visit www.eastwesteye.org for booth availability



EastWest Eye Conference - October 17-18, 2019
 Cleveland Convention Center, Cleveland Ohio

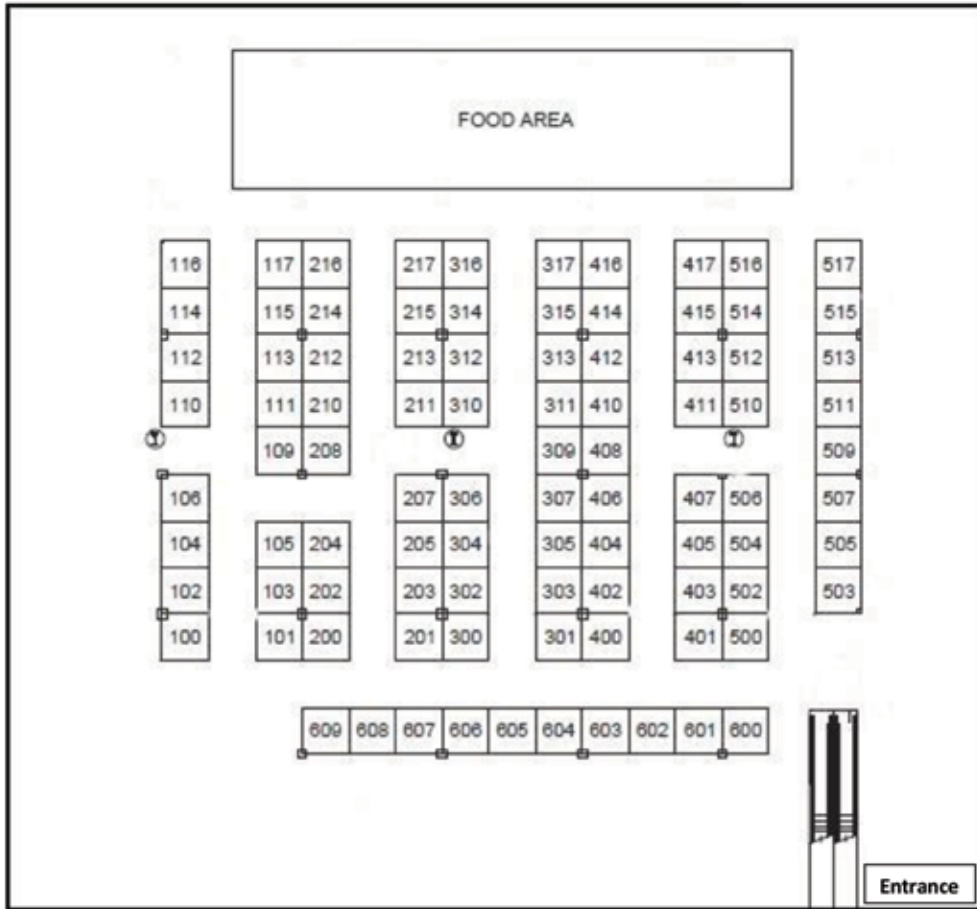


Exhibit Hall Hours

Thursday, October 17
 3:00-7:00 p.m.
 Opening Reception

Friday, October 18
 9:00 a.m. – 5:30 p.m.
 Exhibitor Appreciation Happy Hour

Exhibit Setup

Wednesday, October 16 – 12:00-5:00 p.m.
 Thursday, October 17 – 8:00 a.m. – 3:30 p.m.

Unopposed Exhibit Hall Hours

Friday, October 18 – 9:30 a.m. – 10:30 a.m.

2019 EastWest Eye Conference Exhibitors
 (As of Print Date)

ABB Optical	317,416
Alcon	511,513
Allergan, Inc.	300,302
Bausch + Lomb	600,601
Bruder Healthcare	207
Centervue, Inc.	406
Central One Optical	100,102
Cincinnati Insurance Company	408
Doctible	303
ECP Choice	405
E-dr/New Era	512
Europa Eyewear	201
Eye Science Labs	301
Hearst Digital Marketing Services	606
Heidelberg Engineering	313
HOYA Vision	101,200
IDOC	507,509
iMatrix	401
Interstate Optical	503,505
Johnson And Johnson Vision, Inc.	500,502
Laser LED Technology	516
LasikPlus	515
Lombart Instrument	217
Marco Ophthalmic	402
Maximeyes by First Insight	411
MODO	309
MyEYEDr.	510
OCULUS, Inc.	311
Ohio Library for the Blind and Physically Disabled	213
Optics, Inc.	608,609
Optos, Inc.	316
Optovue, Inc.	407
PECAA	204
Pharmanex	602
Precision Instruments, Inc.	400
Premier Ophthalmic Services, Inc.	306
Quidel Corporation	403
RoyalZ.	105
Santinelli International	605
ScienceBased Health	315
Select Optical	417
Shamir Insight, Inc.	504
Takeda Pharmaceuticals (Formally known as Shire, Inc.)	517
Vision Source	404
Visioneering Technologies, Inc.	506
VSP Global	603,604
Walman Instruments	210
Walman Optical	211,310



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Destinations

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YEAR**

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