

PHOENIX GET-AWAY 2023



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WELCOME

Thank you for joining us this weekend. We launched OEC in 2018 and our first conference was in Scottsdale, so we feel a connection to the area and it's optometry community.

We could not offer the pricing, meals and guest speakers without our exhibitors and ask you to take some time to visit with them during breaks. We implemented a BINGO game to encourage vendor-attendee interaction. Prizes awarded are as follows: First place- full refund of registration, second place - 50% refund of registration or third place - 25% refund of registration.

Florida Doctors: The TQ exams are \$10 per course and certificates are issued immediately upon taking the online test. CE Broker will be updated a few days later. If you do not need the exams of course simply delete the link.

Regardless of the location, our conferences are always COPE accredited and Florida approved. If you need additional hours consider our webinar and/or live conference schedule. We have enduring courses that can be taken at your leisure also. Our enduring and webinar courses are all COPE approved but we ask that you confirm that this type of education is acceptable for your state.

To view upcoming webinars bookmark: [webinars](#)

To view enduring courses bookmark: [enduring](#)

To view upcoming in-person conferences: [live conferences](#)

Rosenberg - OEC European Conference

May 25-27, 2023

Art Hotel Heidelberg

Heidelberg, Germany

Sunshine State Summer Conference

June 16-18, 2023

Orlando World Center Marriott

Orlando, FL

Mackinac Island OEC Summer Meeting

August 18-20, 2023

Mission Point Hotel

Mackinac Island, MI

Music City Fall Classic

October 20 – 22, 2023

Doubletree Hilton

Nashville, TN

If you enjoy international travel, consider our 2024 Quebec conference.

Northern Escape August 23-25, 2024

Hilton Quebec

1100 Rene Levesque East

Quebec City, QC G1R 4P3

Again, thank you for trusting OEC with your educational needs!

Greg, Joe, and Vanessa

INDUSTRY PARTNERS

Diamond Partners

BAUSCH+LOMB



Gold Industry Partners



Silver Industry Partners

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Eyewear
Culture**

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SYSTEMS



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This activity is supported with unrestricted educational grants
from Horizon, Sun, and Alcon

SCHEDULE

Friday, April 14, 2023			CE Credit Hours	CEE/ TQ
6:45 am – 7:30 am	Registration and Breakfast			
	Welcome and Information, Awareness, and Improvement Industry Talk			
7:30 am - 8:00 am	Breakfast No CE Credit			
	Retina and OCT Grand Rounds			
8:00 am – 9:40 am	Steve Ferrucci, OD	2	Y	
9:40 am -10:10 am	Introductions and Break with Sponsors			
	AMD: The Past, Present, and Future			
10:10 am – 11:50 pm	Steve Ferrucci, OD	2	Y	
	Break with Sponsors & Lunch Talks			
11:50 am - 1:30 pm	No CE Credit			
	The Secondary Glaucomas			
1:30 pm – 3:10 pm	Danica Marrelli, OD	2	Y	
3:10 pm- 3:40 pm	Break with Sponsors			
	Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Management			
3:40 pm – 5:20 pm	Danica Marrelli, OD	2	Y	
Saturday, April 15, 2023				
7:00 am – 7:30 am	Registration and Breakfast			
7:30 am - 8:00 am	Innovation and Information Industry Partner Talk No CE Credit			
	Red Flag or Red Herring in Neuro-Ophthalmology	2		
8:00 am – 9:40 am	Andy Lee, MD		Y	
9:40 am – 10:10 am	Break with Sponsors			
	Visual Field Rules, Exceptions, and Exceptions to the Rules			
10:10 am – 11:50 am	Andy Lee, MD	2	N	
	Break with Sponsors & Lunch Talks			
	Bausch & Lomb - Marc Bloomenstein, OD			
11:50 am- 1:20 pm	DOMPE - Alexandra Homann, OD/Chidinma Ofoegbu, PharmD, MBA			
	Anterior Segment Grand Rounds: Corneas, Cases, and Complexities			
1:20 pm - 3:00 pm	Joseph Sowka, OD	2	Y	
3:00 pm - 3:20 pm	Break with Sponsors			
	Thyroid and Thyroid Eye Disease – Clinical Pearls and Innovations for 2023			
3:20 pm – 5:00 pm	Greg Caldwell, OD	2	Y	
Sunday, April 16, 2023				
7:00 am – 7:30 am	Check-In, & Breakfast			
7:30 am - 8:00 am	Innovation and Information Industry Partner Talk No CE Credit			
	Nutrition in Ocular Disease and Systemic Health			
8:00 am – 8:50 am	Greg Caldwell, OD	1	N	
	Treatment of Pain Opioid Choices and Considerations			
8:50 am – 9:40 am	Greg Caldwell, OD	1	N	
8:00 am – 9:40 am (Concurrent)	Prevention of Medical Errors			
	Joseph Sowka, OD	2	N	
	Opioid Prescribing Issues for Patient and Practitioner	2		
9:45 am – 11:25 am	Greg Caldwell, OD, FAAO		Y	
9:45 am – 11:25 am (Concurrent)	Florida Jurisprudence			
	Joseph Sowka, OD	2	N	

COURSE NOTES



COURSE NOTES

DOWNLOAD

Retina and OCT Grand Rounds

Steve Ferrucci, OD

DOWNLOAD

AMD: The Past, Present, and Future

Steve Ferrucci, OD

DOWNLOAD

The Secondary Glaucomas

Danica Marrelli, OD

DOWNLOAD

Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Management

Danica Marrelli, OD

DOWNLOAD

Red Flag or Red Herring in Neuro-Ophthalmology

Andy Lee, MD

DOWNLOAD

Visual Field Rules, Exceptions, and Exceptions to the Rules

Andy Lee, MD

DOWNLOAD

Anterior Segment Grand Rounds: Corneas, Cases, and Complexities

Joseph Sowka, OD

DOWNLOAD

Thyroid and Thyroid Eye Disease – Clinical Pearls and Innovations for 2023

Greg Caldwell, OD

DOWNLOAD

Nutrition in Ocular Disease and Systemic Health

Greg Caldwell, OD

DOWNLOAD

Treatment of Pain Opioid Choices and Considerations

Greg Caldwell, OD

DOWNLOAD

Prevention of Medical Errors

Joseph Sowka, OD

DOWNLOAD

Opioid Choices and Issues for Patient and Practitioner

Greg Caldwell, OD, FAAO

DOWNLOAD

Florida Jurisprudence

Joseph Sowka, OD

SPEAKERS



Greg Caldwell, OD, FAAO

Greg Caldwell, OD, is a 1995 graduate of the Pennsylvania College of Optometry. He completed a one-year residency in primary care and ocular disease at The Eye Institute in Philadelphia Pennsylvania. He is a fellow of the American Academy of Optometry (AAO) and a Diplomate of the American Board of Optometry (ABO).

He currently works in Duncansville and Johnstown, Pennsylvania as an ocular disease consultant. Dr. Caldwell's primary focus is the diagnosis and management of anterior and posterior segment ocular disease and he has been a participant in multiple FDA investigations. Dr. Caldwell has lectured extensively throughout the county and over twelve countries internationally. In 2010 he served as President of the Pennsylvania Optometric Association (POA) and served on the AOA Board of Trustees 2013-2016. He is President of the Blair/Clearfield Association for the Blind.



Steven Ferrucci, OD, FAAO

Dr. Steven Ferrucci is currently Chief of Optometry at the Sepulveda VA Ambulatory Care Center and Nursing Home. He is also the Residency Director at his sight, and a Professor at the Southern California College of Optometry/Marshall B. Ketchum University. Dr. Ferrucci has lectured and published extensively, with a special interest in Diabetes, Diabetic Eye Disease, AMD, OCT and Fluorescein Angiography. He is a fellow in both the American Academy of Optometry and the Optometric Retinal Society, and Past President of the ORS.



Danica J. Marrelli, OD, FAAO, Diplomate, Glaucoma Section, American Academy of Optometry, American Board of Optometry

Danica Marrelli received her Doctor of Optometry degree from the University of Houston College of Optometry (UHCO), and completed a residency in hospital-based optometry at the Baltimore VA Medical Center in Baltimore, MD. She is currently a clinical professor at UHCO, where she serves as Assistant Dean of Clinical Education and staffs the glaucoma, retina, and general eye disease clinics. In the classroom, Dr. Marrelli teaches ocular pharmacology, glaucoma and case-based learning courses. Dr. Marrelli became a diplomate in the ocular disease (glaucoma) section of the American Academy of Optometry in November 2009 and is the vice president of the Optometric Glaucoma Society.

SPEAKERS



Andrew G. Lee, MD

Andrew G. Lee, M.D. is chair of the Blanton Eye Institute at Houston Methodist Hospital in Houston, Texas and is Professor of Ophthalmology, Neurology, and Neurosurgery at Weill Cornell Medicine and holds joint appointments at Baylor College of Medicine; Texas A and M College of Medicine; the University of Iowa; the University of Buffalo; University of Texas Medical Branch and the UT MD Anderson Cancer Center.

Dr Lee has served on the Editorial Board of 20 ophthalmic journals including JAMA Ophthalmology; Survey of Ophthalmology; the American, the Canadian, and the Japanese Journals of Ophthalmology, the Journal of Neuro-ophthalmology, and Eye. He has published over 500 peer-reviewed publications and eight full textbooks in ophthalmology.

He has been the invited speaker at over 300 national and international eye meetings and has given 14 named lectureships. Dr. Lee has received the American Academy of Ophthalmology (AAO) honor award, senior honor award, secretariat award, and lifetime achievement award. He is a past President of the North American Neuro-ophthalmology Society (NANOS). He has a special interest in resident education and has received the resident teaching award 8 times at five different academic institutions.

SPEAKERS



Joseph Sowka, O.D., FAAO, Diplomate

Dr. Joseph Sowka is an attending optometric physician at Center for Sight in Sarasota and Venice, Florida, a large medical-surgical practice where he focuses on glaucoma and neuro-ophthalmic disease management. He is the residency education coordinator at Center for Sight. He is also Director of Optometric Business Development for US EYE. He was formerly Professor of Optometry at Nova Southeastern University College of Optometry for 28 years where he served numerous academic and administrative roles. Dr. Sowka is a founding member of both the Optometric Glaucoma Society and Optometric Retina Society. He is also the Founder and former Chair of the Neuro-Ophthalmic Disorders in Optometry Special Interest Group for the American Academy of Optometry. Dr. Sowka is a Glaucoma Diplomate of the American Academy of Optometry. In 2021 and 2022, he was ranked #4 optometrist in the US by Newsweek magazine "America's Best Eye Doctors" list. He is a partner and co-owner of Optometric Education Consultants.

UPCOMING CONFERENCES



**Rosenberg OEC
European Conference
May 25-27, 2023**

**Art Hotel Heidelberg
D 69117 Heidelberg,
Grabengasse 7
Heidelberg, Germany**



**Sunshine State
Summer Conference
June 16-18, 2023**

**Orlando World Center Marriott
8701 World Center Drive
Orlando, FL 32821**



**Mackinac Island OEC
Summer Meeting
August 18-20, 2023**

**Mission Point Hotel
One Lakeshore Drive
Mackinac Island, MI 49757**

UPCOMING CONFERENCES



Music City Fall Classic October 20 – 22, 2023

**Hilton Doubletree
315 4th Avenue North
Nashville, TN 37219**



Northern Escape August 23-25, 2024

**Hilton Quebec
1100 Rene Levesque East
Quebec City, QC G1R 4P3**

DIAMOND INFORMATION, AWARENESS, & IMPROVEMENT TALKS





THE HORSEPOWER YOU NEED TO LOWER IOP

Powerful IOP reduction with excellent tolerability^{1,2}

VYZULTA delivered **up to 9.1 mmHg mean IOP reduction** from baseline in pivotal trials.^{1,2*}

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*Pivotal study designs: Two Phase 3, randomized, multicenter, parallel-group studies, APOLLO and LUNAR, evaluating noninferiority of once-daily VYZULTA vs twice-daily timolol maleate 0.5% in patients with open-angle glaucoma or ocular hypertension. Primary endpoint was IOP measured at 9 assessment time points in study eye. APOLLO (VYZULTA, n=284; timolol, n=133) and LUNAR (VYZULTA, n=278; timolol, n=136).^{2,3}

INDICATION

VYZULTA® (latanoprostene bunod ophthalmic solution), 0.024% is indicated for the reduction of intraocular pressure (IOP) in patients with open-angle glaucoma or ocular hypertension.

IMPORTANT SAFETY INFORMATION

- Increased pigmentation of the iris and periorbital tissue (eyelid) can occur. Iris pigmentation is likely to be permanent
- Gradual changes to eyelashes, including increased length, increased thickness, and number of eyelashes, may occur. These changes are usually reversible upon treatment discontinuation
- Use with caution in patients with a history of intraocular inflammation (iritis/uveitis). VYZULTA should generally not be used in patients with active intraocular inflammation
- Macular edema, including cystoid macular edema, has been reported during treatment with prostaglandin analogs. Use with caution in aphakic patients, in pseudophakic patients with a torn posterior lens capsule, or in patients with known risk factors for macular edema
- There have been reports of bacterial keratitis associated with the use of multiple-dose containers of topical ophthalmic products that were inadvertently contaminated by patients
- Contact lenses should be removed prior to the administration of VYZULTA and may be reinserted 15 minutes after administration
- Most common ocular adverse reactions with incidence $\geq 2\%$ are conjunctival hyperemia (6%), eye irritation (4%), eye pain (3%), and instillation site pain (2%)

For more information, please see Brief Summary of full Prescribing Information on adjacent page.

References: 1. VYZULTA Prescribing Information. Bausch & Lomb Incorporated. 2. Weinreb RN, Scassellati Sforzolini B, Vittitow J, Liebmann J. Latanoprostene bunod 0.024% versus timolol maleate 0.5% in subjects with open-angle glaucoma or ocular hypertension: the APOLLO study. *Ophthalmology*. 2016;123(5):965-973. 3. Medeiros FA, Martin KR, Peace J, Scassellati Sforzolini B, Vittitow JL, Weinreb RN. Comparison of latanoprostene bunod 0.024% and timolol maleate 0.5% in open-angle glaucoma or ocular hypertension: the LUNAR study. *Am J Ophthalmol*. 2016;168:250-259.

GOLD INDUSTRY PARTNERS



AMD Standard of Care is Not Enough



IRIS REGISTRY

20/83 VA

Average at wet AMD diagnosis according to IRIS Registry real-world data¹



HOME STUDY

≥20/40 VA

Average at wet AMD diagnosis with ForeseeHome²



Early Detection Helps Preserve Vision

ForeseeHome is a **remote monitoring** program for at-risk dry AMD patients that helps **detect wet AMD earlier** and alerts you of changes.



ForeseeHOME™
AMD Monitoring Program

Remote patient monitoring leads to better outcomes and stronger optometric practices

✓ FDA Cleared ✓ Medicare Covered

- Differentiate your practice
- Solidify long-term relationships with your patients
- No cost to your practice
- Strengthen your referral relationships with qualified wet AMD referrals

The Key to Successful Home Monitoring

NOTAL VISION MONITORING CENTER



Engagement & Education

Benefits Verification & Authorization

Continuous Monitoring



Practice Workflow Implementation

Remote Patient Management

Vision Alert Management



ForeseeHome is a registered trademark, and the ForeseeHome AMD Monitoring Program and logo and the Notal Vision logo are trademarks of Notal Vision. © 2020 Notal Vision, Inc. All rights reserved.

References: 1. Rao P et al. *Ophthalmology*. 2018;125(4):522-528. 2. Domalpally A, Clemons TE, Bressler SB, et al. *Ophthalmol Retina*. 2019;3(4):326-335.

See website for FDA Indication for Use.

SM-068.03



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- Advanced formulation for patients with dry eye offers a combination of povidone (active), hyaluronic acid (HA), and trehalose
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- Safe for use with contact lenses†



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*Prescription market data, Sept. 2021 – S01K without cyclosporine.

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

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We are quality, We are color, We are art...

It is the most **creative and colorful** brand in the international optics sector with unique glasses whose value lies in the highest quality of its raw materials and the design of its colors.



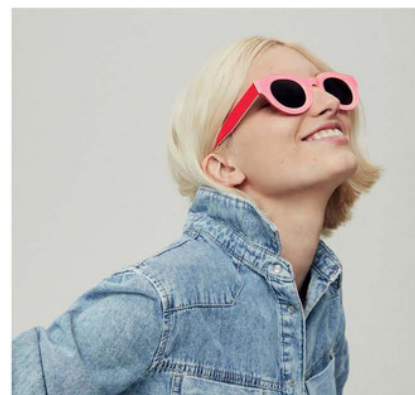
Mineral lenses

We use lenses with Barberini glass and HD Color Technology. The best color experience, perfect visual quality with maximum protection.



Natural Acetates

Our frames are made of natural Mazzucchelli acetate, a material that comes from cotton and wood and which is characterized by its comfort and malleability.



Comfort

Specifically designed and produced to provide maximum comfort.



**The favorite
eyewear brand
of celebrities.**

Steps for COVID-19 Vaccination

1.

Line up at Hall A for confirmation of your vaccination slot. Please prepare your valid ID.

2.

Go to Hall B and wait until your name is called.

3.

You will then be taken to Hall C for your vaccination.



**Vaccinations will run
from 8 AM to 6 PM only.**

**Please maintain proper social
distancing while queuing.**

PWD parking available.

RABIN CONE CONTRAST™

EARLY DISEASE DETECTION & MANAGEMENT

The Rabin Cone Contrast™ is a quantifiable assessment of cone & visual pathway function

It provides a more complete understanding of disease progression allowing for earlier diagnosis & treatment

Reimbursable with CPT Code 92283



EARLY DETECTION *Diabetic Eye Disease | AMD | Glaucoma | High-Risk Medication Damage*



Advanced Testing

- Identifies damage not yet recognized by structural tests
- Demonstrates improvement with therapy
- Identifies patients needing more care



Simple to Use

- Automated, self-test requires little to no training
- 2-3 minutes per eye
- Well tolerated by patients



Easy to Interpret

- Color-coded graphs indicate normal, suspect and abnormal
- Test scores by cone type
- Progression reports display advancement alerts



Reliable

- Co-developed by Innova Systems & US Air Force
- Over 21 clinical trials
- Ranked #1 color vision test by US Army

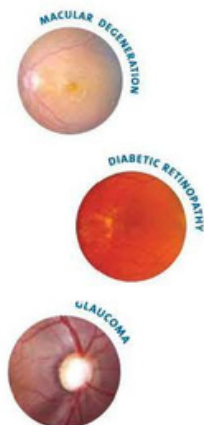


Simple to Bill

- CPT Code 92283 reimbursable
- ICD-10 Codes span AMD, diabetic retinopathy, glaucoma, high-risk meds
- Quick ROI

Diabetic Eye Disease | AMD | Glaucoma | High-Risk Meds

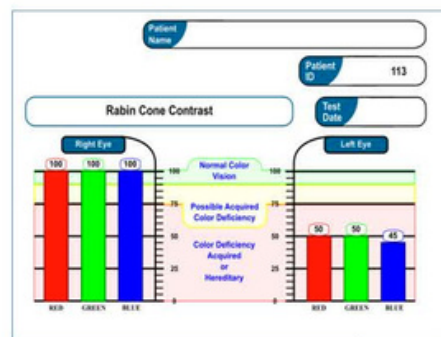
HOW IT WORKS



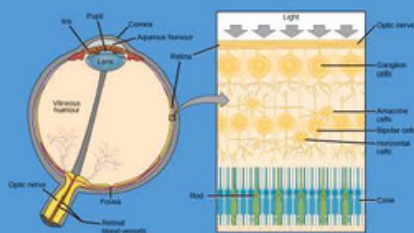
- Using precise calibration, colored letters measure each cone type independently
- Colors are desaturated down to normal color thresholds
- Similar to the visual field, a rapid staircase method keeps test times to 2-3 minutes per eye
- Provides a more complete insight into disease severity & progression over using structural tests alone

SAMPLE REPORT

- Establish baseline
- Compare test scores to normal, suspect, abnormal
- Look for progression alerts



CONE CONTRAST TECHNOLOGY



Color vision is one of earliest biomarkers of the most common eye diseases. It is dependent on both cone cells and supporting layers of the retina. Damage to any part of the macula or visual pathway affects color perception.

Using patented cone contrast technology, the Rabin Cone Contrast™ test isolates cone function by type providing a quantitative assessment of color vision loss and its underlying cause. Patent Nos: US 9,883,794; US 10,799,108.

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Learn about the importance of full antioxidant supplementation!

Ocular Nutrition

Measure ocular and systemic health status in the palm of the hand with carotenoids in 30 seconds non-invasively and objectively

Going Beyond Lutein and Zeaxanthin – the Eye and Body deserve more!

**A NEW STANDARD FOR CAROTENOID AND MACULAR PIGMENT MEASUREMENT
NUTRITION IS THE KEY TO KEEPING THE EYES AND THE BODY HEALTHY**

PATIENTS WANT GUIDANCE AND DIRECTION
PATIENTS ARE NOW EXPECTING PREVENTATIVE MEDICINE

LEARN HOW TO ADD REVENUE TO YOUR PRACTICE
TAKE ADVANTAGE OF THE SHOW SPECIAL

NOW, YOU CAN ADD OCULAR NUTRITION TO YOUR PRACTICE IN A MORE EFFECTIVE WAY WITH
CONFIDENCE AND HIGH PATIENT SATISFACTION

- INNOVATIVE TECHNOLOGY - NONINVASIVE OBJECTIVE MEASUREMENT (30 SECONDS)
- DIRECT CORRELATION TO MACULAR PIGMENT
- KNOW YOUR STARTING POINT - MEASURE IN 30 SECONDS
- KNOW IF YOUR TREATMENT IS WORKING- CLINICALLY PROVEN AND GUARANTEED
- NO INVENTORY
- SIMPLE AND EASY TO IMPLEMENT- FULLY OPERATIONAL THE FIRST WEEK
- COMPREHENSIVE TRAINING AND COACHING – TURNKEY SYSTEM



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Ocular Wellness and Nutrition Society – Past President

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Glaucoma

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FullRange Retina

AngioVue OCT Angiography (OCTA) metrics provide non-invasive 3D visualization and quantification of retinal vasculature allowing you to confidently assess and manage retinal disease.

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Proprietary iWellness and AngioWellness protocols can reveal the need for more extensive imaging, as well as streamline the exam process, by aiding in more efficient diagnosis of pathology.

Over 7 ways to build your medical practice with Solix!

1. Anterior segment OCT	✓
2. Optic nerve OCT	✓
3. Retina OCT	✓
4. iWellness and AngioWellness	✓
5. Corneal/Scleral measurements	✓
6. Fundus photography	✓
7. External IR imaging	✓



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SUPPORTERS INDUSTRY PARTNERS



Providing Effective Dry Eye Care Helps Grow Your Practice

Looking for ways to grow your practice? Effectively treating the dry eye patient can help.

What Makes the Bruder Mask #1 Doctor Recommended?

Bruder compresses are scientifically designed from the inside out. A key differentiator between the Bruder Moist Heat Eye Compress and other masks is the chemistry of the beads inside. Only the Bruder compress contains patented MediBeads®. This is an important distinction.

MediBeads® are silver-infused. Incorporating silver into the bead structure ensures pure, clean, moist heat with every use, helping to repel bacteria and keep eyelids clean.

Eye care practitioners have found that moist heat compresses containing silver-infused MediBeads can help promote healthy outcomes. The Bruder compress helps clear oil glands and allows natural oils to flow back onto the eye to relieve discomfort. It is a patient favorite for its unique design and comfortable fit.



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