

# SUNSHINE STATE SUMMER CONFERENCE ORLANDO 2023



# TABLE OF CONTENTS



Table of Contents	2
Welcome	3
Schedule	7
Course Notes	9
Speakers	11
Upcoming Conferences	13
Information, Awareness, & Improvement Talks	16
Gold Industry Partners	19
Silver Industry Partners	26
Supporters	35



# WELCOME



Thank you for joining us this weekend. We are always excited to host a conference in our home state and appreciate your patronage as you have many choices.

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 sent to everyone and the cost is \$10 per course. 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 and you are licensed outside of Florida, 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](#)

## **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

We have most of our 2024 schedule confirmed also.

## **Pittsburgh Primary Eyecare Conference February 17-18, 2024**

Doubletree By Hilton Pittsburgh - Green Tree  
500 Mansfield Ave  
Pittsburgh, PA 15205

## **CE Sarasota March 9-10, 2024**

The Westin Sarasota  
100 Marina View Drive  
Sarasota, FL 34236

**Mid-Winter Getaway**  
**Phoenix Pending**

## **Sunshine State Summer Conference June 7-9, 2024**

Disney's Contemporary Resort  
4600 North World Drive  
Lake Buena Vista, FL 32830

**International May , 2024 TBD**  
**Barcelona, Spain**

# WELCOME

**Northern Escape August 23-25, 2024**

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

**Music City Fall Classic September 27-29, 2024**

Hilton Doubletree  
315 4th Avenue North  
Nashville, TN 37219

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

***Greg, Joe, and Vanessa***



# INDUSTRY PARTNERS

Information, Awareness, & Improvement Talks

**BAUSCH+LOMB**



**Dompé**

Gold Industry Partners



DAVIDKEITH  
OPHTHALMIC



 **weave**

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

# INDUSTRY PARTNERS

## Silver Industry Partners

**CENTER FOR SIGHT**

 A US EYE COMPANY

**Contamac<sup>™</sup>**

**icare** For better perception

**INNOVA**  
SYSTEMS



**Sunshine****optics**

 **US EYE**  
BETTER TOGETHER

**VISION  
ELEMENTS<sup>™</sup>**

**VISIONIX** FORMERLY  **Luneau Technology** |  **OPTOVUE**

## Supporter Industry Partners

**Bruder**  
Better. By Design.

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

# SCHEDULE



## Friday

7:00 am – 8:00 am	Registration & Continental Breakfast with Exhibitors	Hours	CEE/TQ
8:00 – 9:40 am	<b>Nightmares and Nonsense: Navigating Neuro-Op</b> Joseph Sowka, OD	2	Y
9:40am – 10:10 am	Break with Exhibitors		
10:10 am – 11:50 am	<b>Retinal, Choroidal, and Vitreal OCT Interpretation</b> Jessica Steen, OD	2	Y
11:50 am – 1:10 pm	Lunch and Product Theater Talks DOMPE - Sunny Marvania, PharmD		
1:10 pm – 2:50 pm	<b>Advances in Therapeutics for Ocular Disease</b> Jessica Steen, OD	2	Y
2:50 pm – 3:20 pm	Break with Exhibitors		
3:20 pm – 5:00pm	<b>Integrative and Functional Medicine: New Opportunities for Optometry</b> Greg Caldwell, OD	2	Y
	Conference Adjourns		

## Saturday

7:00 am – 8:00 am	Check-In & Breakfast with Exhibitors		
8:00 – 9:40 am	<b>Takeaways in Glaucoma Management</b> Jessica Steen, OD	2	Y
9:40 am – 10:10 am	Break with Exhibitors		
10:10 am – 11:50 am	<b>Ocular Surface Disease Diagnosis and Management: Low and High Tech and Everything In-Between</b> Chris Putnam, OD	1	N
11:50 am – 1:10 pm	Lunch and Product Theater Talks Bausch & Lomb		
1:10 pm – 3:00 pm	<b>Off-Label Medications</b> Chris Putnam, OD	2	Y
3:00 pm	Exhibit Hall Closes and Conference Adjourns		



# SCHEDULE



	<b>Sunday</b>		
7:15am – 8:00am	Check-In, & Continental Breakfast		
8:00am – 9:40am	<b>Concussion Diagnosis, Management and Retinal Imaging in Neurodegenerative Disorders</b> Chris Putnam, OD	2	Y
9:40am – 9:50am	Break		
	<b>Concurrent Lectures</b>		
9:50am- 11:30am	<b>The ABCs of Thyroid Eye Disease – Antibodies, Biologics, and Clinical Pearls</b> Greg Caldwell, OD	2	Y
9:50am- 11:30am	<b>Prevention of Medical Errors (Florida required)</b> Joseph Sowka, OD and Barry Frauens, OD	2	N
11:30am – 11:40am	Break		
11:40am- 1:20pm	<b>Herpes A to Z for the Eye Care Provider</b> Greg Caldwell, OD	2	Y
11:40am- 1:20pm	<b>Florida Jurisprudence (Florida Required)</b> Joseph Sowka, OD and Barry Frauens, OD	2	N
	Conference Adjourns		

# COURSE NOTES



# COURSE NOTES



## **DOWNLOAD**

Nightmares and Nonsense: Navigating Neuro-Op  
Joseph Sowka, OD

## **DOWNLOAD**

Retinal, Choroidal, and Vitreal OCT Interpretation  
Jessica Steen, OD

## **DOWNLOAD**

Advances in Therapeutics for Ocular Disease  
Jessica Steen, OD

## **DOWNLOAD**

Integrative and Functional Medicine: New Opportunities for Optometry  
Greg Caldwell, OD

## **DOWNLOAD**

Takeaways in Glaucoma Management  
Jessica Steen, OD

## **DOWNLOAD**

Ocular Surface Disease Diagnosis and Management:  
Low and High Tech and Everything In-Between  
Chris Putnam, OD

## **DOWNLOAD**

Off-Label Medications  
Chris Putnam, OD

## **DOWNLOAD**

Concussion Diagnosis, Management and Retinal Imaging in Neurodegenerative  
Disorders  
Chris Putnam, OD

## **DOWNLOAD**

The ABCs of Thyroid Eye Disease – Antibodies, Biologics, and Clinical Pearls  
Greg Caldwell, OD

## **DOWNLOAD**

Prevention of Medical Errors (Florida required)  
Joseph Sowka, OD and Barry Frauens, OD

## **DOWNLOAD**

Herpes A to Z for the Eye Care Provider  
Greg Caldwell, OD

## **DOWNLOAD**

Florida Jurisprudence (Florida Required)  
Joseph Sowka, OD and Barry Frauens, 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.



## **Joseph Sowka, O.D., FAAO, Diplomate**

Dr. Joseph Sowka is an attending optometric physician at Center for Sight in Sarasota, Florida, a large medical-surgical practice where he focuses on glaucoma management and neuro-ophthalmic disease. He was formerly Professor of Optometry at Nova Southeastern University College of Optometry for 28 years where he served as Chief of The Advanced Care Service and Director of the Glaucoma Service at the College's Eye Institute. He was the Program Coordinator and Supervisor for the Ocular Disease Residency. Dr. Sowka is a founding member of both the Optometric Glaucoma Society and Optometric Retina Society. He is also the Founder and 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. He is a partner and co-owner of Optometric Education Consultants.



## **Jessica Steen, OD, FAAO**

Dr. Steen is an Assistant Professor at Nova Southeastern University College of Optometry, where she serves as an attending optometric physician and instructs ocular pharmacology. She is a Fellow of the American Academy of Optometry, a Diplomate of the American Board of Optometry, a member of the Optometric Glaucoma Society, and serves as Secretary on the Palm Beach County Optometric Association.

# SPEAKERS



## **Barry Frauens, OD, FAAO**

Dr. Barry J. Frauens graduated with honors from Nova Southeastern University College of Optometry in 1996 and thereafter completed a one-year residency program in Primary Care optometry at the Pennsylvania College of Optometry.

Dr. Frauens is a full-time faculty member at Nova Southeastern University College of Optometry where he holds the rank of Associate Professor and serves as the Chief of the Primary Care Service at the N. Miami Beach Clinic. Dr. Frauens served as Chair of the Department of Clinics as well for nearly a decade.

Dr. Frauens is a past President of the Florida Optometric Association and the Broward County Optometric Association. He is the 2002 recipient of the BCOA 'Optometrist of the Year' award, the 2003 'NSU Distinguished Alumni Achievement' award, the 2006 FOA 'Optometrist of the Year' award and the 2017 FOA Edward K. Walker 'Optometrist of the Decade' award.

Dr. Frauens has published numerous journal articles in the refereed literature. He is a fellow of the American Academy of Optometry, a fellow of the Optometric Glaucoma Society, a Fellow of the Optometric Retina Society and is one of the first Optometrists in the profession to become Board Certified by the American Board of Optometry. Dr. Frauens has lectured locally, regionally, nationally and internationally covering numerous subjects in anterior and posterior segment ocular disease management as well as prevention of medical errors. His current research interests include glaucoma



## **Chris Putnam, OD, PhD, FAAO**

Dr. Putnam earned a Bachelor of Science degree in Biology from South Dakota State University in 2001 and a Doctorate in Optometry from Pacific University in 2005. He was commissioned in 2004 as part of the Health Professions Scholarship Program, completed the USAF Optometry Residency program at Wilford Hall Medical Center and was awarded board certification in 2009. Dr. Putnam was competitively selected to attend the Air Force Institute of Technology Civilian to pursue a PhD in Vision Science in 2011 completing the accelerated program in 3 years winning 3 Graduate Research Fellowship awards. Additionally, he was selected to help align the activities of all USAF optometrists across 75 clinics with the Air Force Medical Service's Strategic Vision impacting a \$57M product line which provides vision and ocular health services to more than 3.1M beneficiaries world-wide. Current, he is the Medical Education Training Campus Department Chair for Diagnostic and Public Health Services overseeing 9 programs across radiology, laboratory, public health and behavioral health technician training.



# UPCOMING 2023 CONFERENCES



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

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



**Music City Fall Classic  
October 20 - 22, 2023**

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



# UPCOMING 2024 CONFERENCES



**Pittsburgh Primary  
Eyecare Conference  
February 17-18, 2024**

**Doubletree by Hilton  
Pittsburgh Green Tree  
500 Mansfield Avenue  
Pittsburgh, PA**



**7th Annual  
Mid-Winter Getaway  
Date TBD**

**Scottsdale/Phoenix AZ**



**CE Sarasota  
March 9-10, 2024**

**The Westin Sarasota  
100 Marina View Drive  
Sarasota, FL 34236**



# UPCOMING 2024 CONFERENCES



## Sunshine State Summer Conference June 7-9, 2024

Disney Contemporary Resort  
4600 World Dr  
Lake Buena Vista, FL 32830



## Northern Escape August 23-25, 2024

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



## Music City Fall Classic September 27-29, 2024

Hilton Doubletree  
315 4th Avenue North  
Nashville, TN 37219



# INFORMATION, AWARENESS, & IMPROVEMENT TALKS







## THE HORSEPOWER YOU NEED TO LOWER IOP

**Powerful IOP reduction with excellent tolerability<sup>1,2</sup>**

VYZULTA delivered **up to 9.1 mmHg mean IOP reduction** from baseline in pivotal trials.<sup>1,2\*</sup>

**TAKE A TEST RIDE AT [VYZULTAHCP.COM](http://VYZULTAHCP.COM)**

\*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).<sup>2,3</sup>

### 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.



## BRIEF SUMMARY OF PRESCRIBING INFORMATION

This Brief Summary does not include all the information needed to use VYZULTA safely and effectively. See full Prescribing Information for VYZULTA.

**VYZULTA®** (latanoprostene bunod ophthalmic solution), 0.024%, for topical ophthalmic use.

Initial U.S. Approval: 2017

### 1 INDICATIONS AND USAGE

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.

### 4 CONTRAINDICATIONS

None

### 5 WARNINGS AND PRECAUTIONS

#### 5.1 Pigmentation

VYZULTA® (latanoprostene bunod ophthalmic solution), 0.024% may cause changes to pigmented tissues. The most frequently reported changes with prostaglandin analogs have been increased pigmentation of the iris and periorbital tissue (eyelid).

Pigmentation is expected to increase as long as latanoprostene bunod ophthalmic solution is administered. The pigmentation change is due to increased melanin content in the melanocytes rather than to an increase in the number of melanocytes. After discontinuation of VYZULTA, pigmentation of the iris is likely to be permanent, while pigmentation of the periorbital tissue and eyelash changes are likely to be reversible in most patients. Patients who receive prostaglandin analogs, including VYZULTA, should be informed of the possibility of increased pigmentation, including permanent changes. The long-term effects of increased pigmentation are not known.

Iris color change may not be noticeable for several months to years. Typically, the brown pigmentation around the pupil spreads concentrically towards the periphery of the iris and the entire iris or parts of the iris become more brownish. Neither nevi nor freckles of the iris appear to be affected by treatment. While treatment with VYZULTA® (latanoprostene bunod ophthalmic solution), 0.024% can be continued in patients who develop noticeably increased iris pigmentation, these patients should be examined regularly [see Patient Counseling Information (17) in full Prescribing Information].

#### 5.2 Eyelash Changes

VYZULTA may gradually change eyelashes and vellus hair in the treated eye. These changes include increased length, thickness, and the number of lashes or hairs. Eyelash changes are usually reversible upon discontinuation of treatment.

#### 5.3 Intraocular Inflammation

VYZULTA should be used with caution in patients with a history of intraocular inflammation (iritis/uveitis) and should generally not be used in patients with active intraocular inflammation as it may exacerbate this condition.

#### 5.4 Macular Edema

Macular edema, including cystoid macular edema, has been reported during treatment with prostaglandin analogs. VYZULTA should be used with caution in aphakic patients, in pseudophakic patients with a torn posterior lens capsule, or in patients with known risk factors for macular edema.

#### 5.5 Bacterial Keratitis

There have been reports of bacterial keratitis associated with the use of multiple-dose containers of topical ophthalmic products. These containers had been inadvertently contaminated by patients who, in most cases, had a concurrent corneal disease or a disruption of the ocular epithelial surface.

#### 5.6 Use with Contact Lens

Contact lenses should be removed prior to the administration of VYZULTA because this product contains benzalkonium chloride. Lenses may be reinserted 15 minutes after administration.

### 6 ADVERSE REACTIONS

The following adverse reactions are described in the Warnings and Precautions section: pigmentation (5.1), eyelash changes (5.2), intraocular inflammation (5.3), macular edema (5.4), bacterial keratitis (5.5), use with contact lens (5.6).

#### 6.1 Clinical Trials Experience

Because clinical trials are conducted under widely varying conditions, adverse reaction rates observed in the clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in practice.

VYZULTA was evaluated in 811 patients in 2 controlled clinical trials of up to 12 months duration. The most common ocular adverse reactions observed in patients treated with latanoprostene bunod were: conjunctival hyperemia (6%), eye irritation (4%), eye pain (3%), and instillation site pain (2%). Approximately 0.6% of patients discontinued therapy due to ocular adverse reactions including ocular hyperemia, conjunctival irritation, eye irritation, eye pain, conjunctival edema, vision blurred, punctate keratitis and foreign body sensation.

### 8 USE IN SPECIFIC POPULATIONS

#### 8.1 Pregnancy

##### Risk Summary

There are no available human data for the use of VYZULTA during pregnancy to inform any drug associated risks.

Latanoprostene bunod has caused miscarriages, abortion, and fetal harm in rabbits. Latanoprostene bunod was shown to be abortifacient and teratogenic when administered intravenously (IV) to pregnant rabbits at exposures  $\geq 0.28$  times the clinical dose. Doses  $\geq 20$   $\mu\text{g/kg/day}$  (23 times the clinical dose) produced 100% embryofetal lethality. Structural abnormalities observed in rabbit fetuses included anomalies of the great vessels and aortic arch vessels, domed head, sternebral and vertebral skeletal anomalies, limb hyperextension

and malrotation, abdominal distension and edema. Latanoprostene bunod was not teratogenic in the rat when administered IV at 150 mcg/kg/day (87 times the clinical dose) [see Data].

The background risk of major birth defects and miscarriage for the indicated population is unknown. However, the background risk in the U.S. general population of major birth defects is 2 to 4%, and of miscarriage is 15 to 20%, of clinically recognized pregnancies.

##### Data

##### Animal Data

Embryofetal studies were conducted in pregnant rabbits administered latanoprostene bunod daily by intravenous injection on gestation days 7 through 19, to target the period of organogenesis. The doses administered ranged from 0.24 to 80 mcg/kg/day. Abortion occurred at doses  $\geq 0.24$  mcg/kg/day latanoprostene bunod (0.28 times the clinical dose, on a body surface area basis, assuming 100% absorption). Embryofetal lethality (resorption) was increased in latanoprostene bunod treatment groups, as evidenced by increases in early resorptions at doses  $\geq 0.24$  mcg/kg/day and late resorptions at doses  $\geq 6$  mcg/kg/day (approximately 7 times the clinical dose). No fetuses survived in any rabbit pregnancy at doses of 20 mcg/kg/day (23 times the clinical dose) or greater. Latanoprostene bunod produced structural abnormalities at doses  $\geq 0.24$  mcg/kg/day (0.28 times the clinical dose). Malformations included anomalies of sternum, coarctation of the aorta with pulmonary trunk dilation, retroesophageal subclavian artery with absent brachiocephalic artery, domed head, forepaw hyperextension and hindlimb malrotation, abdominal distention/edema, and missing/fused caudal vertebrae.

An embryofetal study was conducted in pregnant rats administered latanoprostene bunod daily by intravenous injection on gestation days 7 through 17, to target the period of organogenesis. The doses administered ranged from 150 to 1500 mcg/kg/day. Maternal toxicity was produced at 1500 mcg/kg/day (870 times the clinical dose, on a body surface area basis, assuming 100% absorption), as evidenced by reduced maternal weight gain. Embryofetal lethality (resorption and fetal death) and structural anomalies were produced at doses  $\geq 300$  mcg/kg/day (174 times the clinical dose). Malformations included anomalies of the sternum, domed head, forepaw hyperextension and hindlimb malrotation, vertebral anomalies and delayed ossification of distal limb bones. A no observed adverse effect level (NOAEL) was established at 150 mcg/kg/day (87 times the clinical dose) in this study.

#### 8.2 Lactation

##### Risk Summary

There are no data on the presence of VYZULTA in human milk, the effects on the breastfed infant, or the effects on milk production. The developmental and health benefits of breastfeeding should be considered, along with the mother's clinical need for VYZULTA, and any potential adverse effects on the breastfed infant from VYZULTA.

#### 8.4 Pediatric Use

Use in pediatric patients aged 16 years and younger is not recommended because of potential safety concerns related to increased pigmentation following long-term chronic use.

#### 8.5 Geriatric Use

No overall clinical differences in safety or effectiveness have been observed between elderly and other adult patients.

### 13 NONCLINICAL TOXICOLOGY

#### 13.1 Carcinogenesis, Mutagenesis, Impairment of Fertility

Latanoprostene bunod was not mutagenic in bacteria and did not induce micronuclei formation in the *in vivo* rat bone marrow micronucleus assay. Chromosomal aberrations were observed *in vitro* with human lymphocytes in the absence of metabolic activation.

Latanoprostene bunod has not been tested for carcinogenic activity in long-term animal studies. Latanoprost acid is a main metabolite of latanoprostene bunod. Exposure of rats and mice to latanoprost acid, resulting from oral dosing with latanoprost in lifetime rodent bioassays, was not carcinogenic.

Fertility studies have not been conducted with latanoprostene bunod. The potential to impact fertility can be partially characterized by exposure to latanoprost acid, a common metabolite of both latanoprostene bunod and latanoprost. Latanoprost acid has not been found to have any effect on male or female fertility in animal studies.

#### 13.2 Animal Toxicology and/or Pharmacology

A 9-month toxicology study administered topical ocular doses of latanoprostene bunod to one eye of cynomolgus monkeys: control (vehicle only), one drop of 0.024% bid, one drop of 0.04% bid and two drops of 0.04% per dose, bid. The systemic exposures are equivalent to 4.2-fold, 7.9-fold, and 13.5-fold the clinical dose, respectively, on a body surface area basis (assuming 100% absorption). Microscopic evaluation of the lungs after 9 months observed pleural/subpleural chronic fibrosis/inflammation in the 0.04% dose male groups, with increasing incidence and severity compared to controls. Lung toxicity was not observed at the 0.024% dose.

U.S. Patent Numbers: 7,273,946; 7,629,345; 7,910,767; 8,058,467.

VYZULTA is a trademark of Bausch & Lomb Incorporated or its affiliates.

© 2020 Bausch & Lomb Incorporated or its affiliates.

##### Distributed by:

Bausch + Lomb, a division of

Bausch Health US, LLC

Bridgewater, NJ 08807 USA

Based on 9612403 (Folded), 9612303 (Flat) 5/2019

VYZ.0109.USA.20 Issued: 5/2020

# **GOLD INDUSTRY PARTNERS**





# Find Your **Wow Moment**

When **Good Enough is Not Enough**

Choose **PROKERA®**



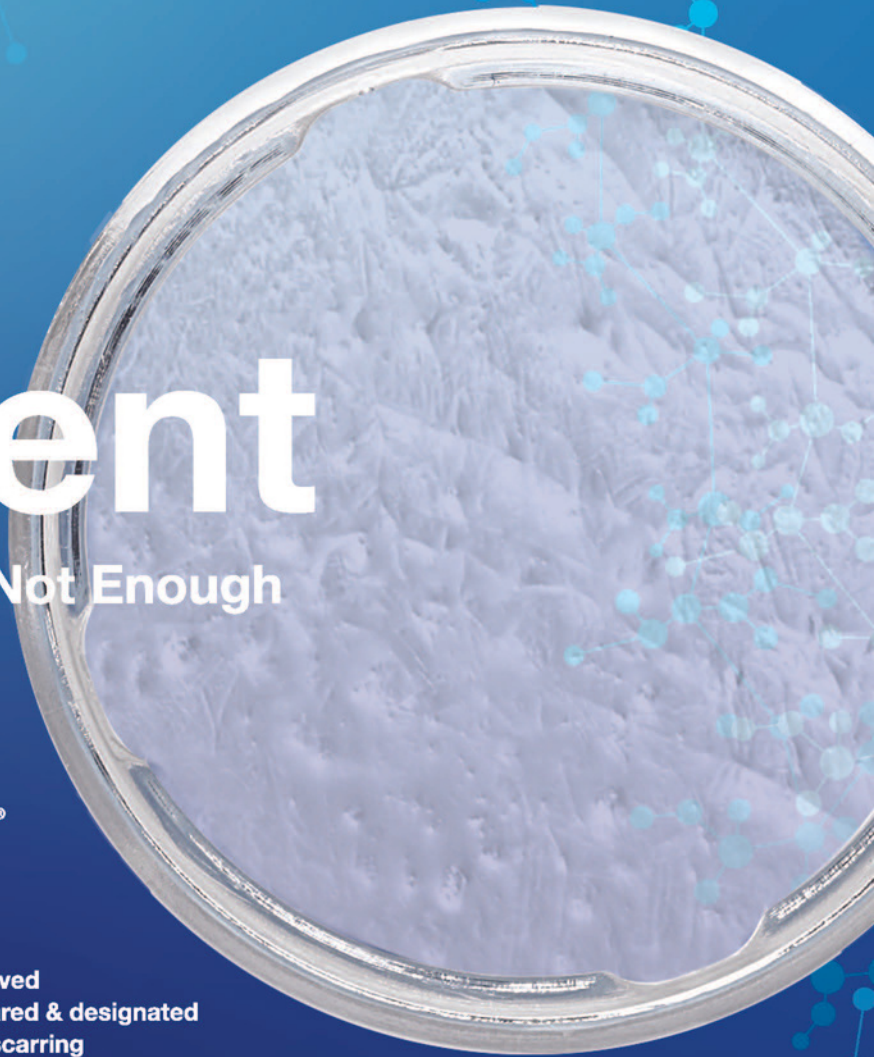
Contains the Only Cryopreserved  
Amniotic Membrane FDA cleared & designated  
for Anti-inflammation & Anti-scarring



Delivers Patient Satisfaction  
due to Premium Outcomes



Easy to Handle and Insert



Find Your Wow Moment at [www.YourWowMoment.com](http://www.YourWowMoment.com)



# AMD Standard of Care is Not Enough



IRIS REGISTRY

## 20/83 VA

Average at wet AMD diagnosis  
according to IRIS Registry  
real-world data<sup>1</sup>



HOME STUDY

## ≥20/40 VA

Average at wet AMD diagnosis  
with ForeseeHome<sup>2</sup>



## 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



**GET STARTED TODAY**

**1-855-600-3112**

Mon-Fri, 8 AM to 6 PM EST

[www.notalvision.info/OEC](http://www.notalvision.info/OEC)



# THE NEW OPTIKAM POSTURE DEVICE

A unique device that uses an electronic tilt sensor to capture and monitor the customer pantoscopic tilt in real time.

## Remote Capture

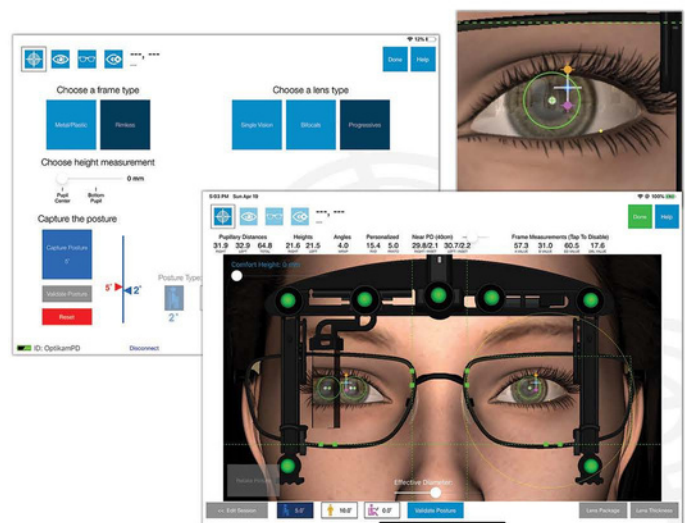
Capture customer posture with a push of a button, all from within the OptikamPad app.

## Live Posture Reading

A posture indicator displays the current live customer pantoscopic tilt reading in relation to the captured one. Monitor customer posture in real-time for a faster and more precise validation. Capturing the correct customer posture has never been easier.

## Demonstrate the Benefits of Multiple Pairs

Display the benefits of owning multiple pairs by showing the fitting crosses drawn on the lens for up to three different captured posture types



## Is social distancing a new norm?

Social distancing is likely to be the norm for the foreseeable future. Customers will likely perceive traditional tools such as the hand-held pupillometer, the sharpie or the distometer as overly intrusive.

OptikamPad takes all of your position-of-wear measurements with 1 single image and minimal human-to-human contact.



[www.optikam.com](http://www.optikam.com)



From the makers of the #1-prescribed dry eye brand in Europe\*

# Covering the spectrum of *Dry Eye Relief*

Over-the-counter iVIZIA® lubricant eye drops deliver a unique combination of immediate and long-lasting relief and ocular surface protection in a **preservative-free** formulation.

- Advanced formulation offers a combination of povidone (active), hyaluronic acid (HA), and trehalose
- HA and trehalose increased tear film thickness for up to 240 minutes
- Proprietary, multi-dose bottle

## Chronic Dry Eye Patient Usage Study†:

Up to  
**8 hours**  
of relief

as well as improved comfort during computer work, reading, and driving¹

**84%**

of users reported iVIZIA worked better than their previous eye drops¹



Safe for use with  
contact lenses‡



Scan here.

**Recommend iVIZIA and request  
samples by visiting [iVIZIA.com/ECP](https://www.ivizia.com/ECP).**

\*Prescription market data, Dec. 2022 – S01K without cyclosporine.

†In a chronic dry eye patient usage study, participants from a variety of socioeconomic backgrounds answered questions about iVIZIA. There were 203 chronic dry eye patients, ranging from ages 28-80, who used their current eye drops before switching to iVIZIA for 30 days.¹

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

Reference: 1. Data on file.

Copyright ©2023 Thea Pharma Inc. | Similasan | All Rights Reserved. | PRC-IED-1030-v2 04.2023

Made by  
**Théa**  
let's open our eyes


Distributed by  
**Similasan**  
EVIDENCE-BASED EYE CARE





The all-in-one  
communication  
platform  
for optometry  
practices.

Thank you! Your appointment request has been submitted.



The office staff will review the request and will reach out to you upon approval or if there are any questions.

10:10

Smith Partners

This is Dr. Smith's office. Sorry we missed your call. How can we help you?

Hi, I know it's Sunday and you're closed but my tooth is really hurting. I don't know what's wrong. Can you see me first thing Monday?

I'm sorry to hear that. Dr. Smith can see you at 10am tomorrow. Does that work for you?

Message

Julia Gavin

★★★★★

This salon is amazing. Looove my new haircut!!

Hi Sarah! Please use the link below to pay your invoice.

Payment request of \$75.00

www.smilesdental.com

Payment received

Amount: \$75.00

Franklyn Digs

American Fork


Last visit: October 3

Next visit: July 3

Birthday: Tomorrow

Overdue balance: \$235.00

American Fork

	<p>Amelia Adams</p> <p>(801) 555-5555</p> <p>American Fork</p>	<p>View</p> <p>Ignore</p>
---	--	---------------------------





# DAVID KEITH

---




---

# OPHTHALMIC

[www.davidkeith.com](http://www.davidkeith.com)





# SILVER INDUSTRY PARTNERS



# HyClear<sup>®</sup>

.01% hypochlorous acid  
for Daily Eyelid Health Management



## What is HyClear?

HyClear is the only balanced analytic hypochlorous acid for essential daily eyelid health management.

With a broad-spectrum of antimicrobial activity from the pure hypochlorous acid .01%, HyClear kills most ocular pathogens in 15 seconds\*.

**Sell HyClear in your practice!**

To create a wholesale account visit [gethyclear.com](http://gethyclear.com) and click on the physicians page to get started!

\*Reduction in microbial growth in solution has not shown to correlate with a reduction of infection in patients. No clinical studies have been performed to evaluate reduction of infection.

# Nutrifill<sup>®</sup>

## Scleral, Hybrid, and GP Lens Insertion Solution

Nutrifill preservative free insertion solution is a sterile isotonic buffered solution containing electrolytes (calcium, magnesium, potassium, phosphate, and sodium). Nutrifill is indicated as an insertion solution for large diameter (scleral), hybrid and gas permeable (GP) contact lenses.

Physiologically formulated, the nutrient-rich solution contains 5 natural electrolytes to mimic your natural tears.

## What Makes Nutrifill Great?

- 5 electrolytes to mimic the natural tear
- pH 7.4
- Osmolality 300
- 10ml Single-Use Ampoules
- Large ampoules to both rinse and fill scleral lenses

**Samples are now available for your practice!**

Sign up or log in to your wholesale account at [nutrifill.com](http://nutrifill.com) to learn more.

**Sell Nutrifill in your practice!**

To create a wholesale account visit [nutrifill.com](http://nutrifill.com) and click on the physicians page to get started!



# 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



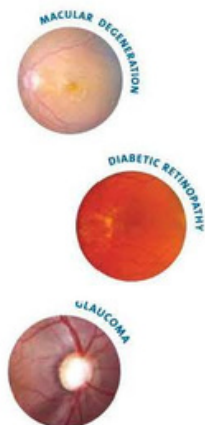
### Simple to Bill

- 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

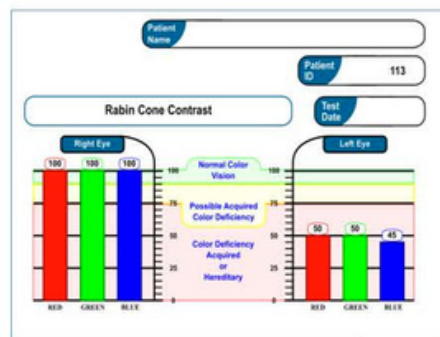
## HOW IT WORKS



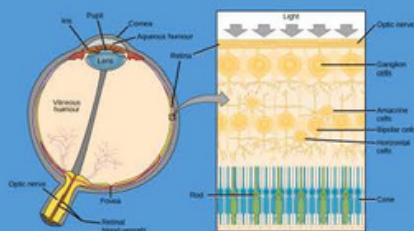
- Using precise calibration, colored letters measure each cone type independently
- Colors are desaturated down to normal color thresholds
- Similar to the visual field, a rapid staircase method keeps test times to 2-3 minutes per eye
- Provides a more complete insight into disease severity & progression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

Enhance decision making | Drive more medical patients | Increase revenue



# OCuSOFT®

*Making Your Vision Ours*

OCuSOFT Inc., a privately held research, development and supply company specializing in eye and skin care, started with a vision to address the needs of those suffering from ocular surface disease with innovative solutions. Since 1986, OCuSOFT® has served the community with a unique selection of proprietary brands.

(800) 233-5469 | [www.ocusoft.com](http://www.ocusoft.com)





Visit us at our booth to get your carotenoid/diet/lifestyle assessment

**Learn about the technology, science, revenue, and pharmaceutical grade nutraceuticals!**  
**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



"The Biophotonic Scanner is Optometry's Bridge to Wellness." – Stuart Richer, OD, PhD  
Ocular Wellness and Nutrition Society – Past President

**Take advantage of the Optometric Education Consultants Show Special**  
**\$200 off and 900 additional scans (at least a \$2000 value)**

Implementation Specialist  
20 years of clinical carotenoid measurement  
Trevor Crabtree, OD  
[Trevkarcrab7@aol.com](mailto:Trevkarcrab7@aol.com)  
618-889-3825 cell #



**Regener-Eyes®**  
OPHTHALMIC SOLUTION



# DRY EYE RELIEF IS ON THE HORIZON



Regener-Eyes® is a hypotonic solution which helps relieve dryness of the eye by slowing down the cycle of dry eyes. Regener-Eyes®' technology creates balance, which helps to increase lubrication and hydration to prevent further irritation of the eye and thereby promoting eye health.

**SCAN THE QR CODE TO VIEW OUR NEW PEER REVIEWED SCIENTIFIC WHITE PAPER**

*For More Information Call (877) 206-0706 or Visit [regenereyes.com](http://regenereyes.com)*







## Who is US Eye?

### We are:

100+ providers  
50+ locations **and growing!**

## A patient-centric, vertically integrated eye care delivery system.

US Eye is a **physician-led, patient-focused** eye care practice group with a focus on high quality services and premium outcomes delivered through a well-established **vertically integrated** model. Our team is comprised of the best and brightest **optometrists** and **ophthalmologists**.

US Eye was established by Dr. David Shoemaker, founder and CEO of Center For Sight, one of the most successful multi-location, multi-specialty practices in Southwest Florida. Backed by Pamlico Capital, a highly reputable private equity firm based out of Charlotte, NC, US Eye's mission is to build the country's most admired eye care delivery system, providing patients with the highest quality of care across the nation.

**Our patients deserve the best. Let's take care of them together.**

**Join us!** Email [Partnerships@USEye.com](mailto:Partnerships@USEye.com) to learn more.

### Over 50 US Eye Practices in the Southeastern United States:

- Florida
- Georgia
- South Carolina
- North Carolina
- Virginia





# Early Defense Liquid-filled Hard Capsule Technology

## Announcing the next major advancement in ocular nutrition:

VEGAN-FRIENDLY, Clean-Label Triple-Carotenoid Formulation with an Olive-Oil + Sunflower Lecithin Base

Vision Elements Early Defense utilizes Licaps liquid-filled hard capsule technology by LONZA to support absorption and stability. **Contains 10 mg LUTEIN + 2 mg ZEAXANTHIN + 10 mg MESO-ZEAXANTHIN.**

Our non-GMO marigold extracts are uniformly blended with sunflower lecithin and olive oil, then sealed in vegan-friendly, plant-based capsules to ensure products remain fresh from first to last dose.

Not made with any of these common undesirables:

SOY, EGG, WHEAT/GLUTEN, ANIMAL BYPRODUCT GELATIN, GMOs, PLATICIZERS, TITANIUM DIOXIDE, POLYVINYL PYRROLIDONE (PVP), ARTIFICIAL COLORS, FLAVOURS, SWEETENERS, OR SYNTHETIC SURFACTANTS (e.g. POLYSORBATE & CARBOXYMETHYLCELLULOSE)



Packaged in eco-conscious amber apothecary glass



### Vision Elements

Early Defense Helps Maintain Good Vision  
Designed to Support Healthy & Aging Eyes  
Easy to Advise for Diverse Patient Populations

## Bioavailability Enhancement Liquid-Fill Hard Capsule Technology

**Capsugel®**

**Lonza**

Pharma & Biotech



**Liquid-fill hard capsule (LFHC)** technology provides an advanced dosage form offered in vegan-friendly HPMC (cellulose) for liquid applications. This unique, flexible and elegant dosage form has a proven track record for addressing complex formulation challenges and improving existing formulations. LFHC provides secure protection to drug compounds through leak-proof, airtight encapsulation which is impermeable to moisture and oxygen.

### Bioavailability

Multi-fold improvement in in vivo bioavailability demonstrated across a library of reference formulations

### Consistent Dosing

Optimal format for dose uniformity

### High Potency

Safe handling of high-potency and sensitive ingredients

### API Stability

Improved oxygen/moisture barrier for active ingredients vs softgels



**Vision Elements**

info@visionelements.com  
1-888-480-3937  
www.visionelements.com

Licaps® is a registered trademark of Lonza or its affiliates



# SUPPORTERS



# HEALTHY EYES START HERE

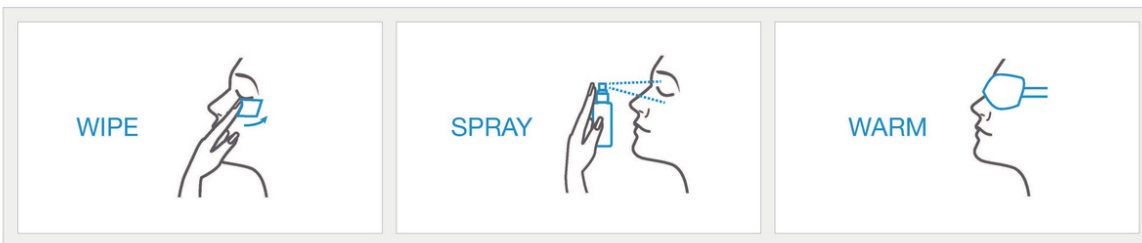
INTRODUCING  
**Bruder®**  
**Hygienic**  
**EYELID CARE KIT™**  
**DAILY EYELID & LASH THERAPY**

Recommend a simple but comprehensive approach to ocular comfort and wellness with the Bruder Family of Hygiene products.

It's easier now than ever before with the **Bruder Hygienic Eyelid Care Kit**.



## PROMOTE AND PRESERVE EYELID HEALTH FOR ALL YOUR PATIENTS IN 3 EASY STEPS



### ALSO AVAILABLE FOR INDIVIDUAL PURCHASE



#### BRUDER HYGIENIC EYELID CLEANSING WIPES

*Pre-Moistened, Leave-On Formula*



#### BRUDER HYGIENIC EYELID SOLUTION SPRAY

*0.02% Pure Hypochlorous Acid Solution*



#### BRUDER HYGIENIC EYELID CLEANSERS

*Convenient Combo Pack*



# GOOD LID HYGIENE IS THE **FIRST STEP** TOWARD **IMPROVED OCULAR WELLNESS**

## BRUDER HYGIENIC EYELID CLEANSING WIPES™

### PRE-MOISTENED LID HYGIENE THERAPY WIPES

*Individually Wrapped | Hypo-Allergenic | Convenient*

Daily use ophthalmic leave-on formula wipes help remove buildup, oil, dirt, pollen and impurities to soothe and refresh irritated eyes. Specially formulated to thoroughly cleanse eyelids and lashes to enhance their receptiveness to other complimentary Bruder hygienic therapy products.

- No-rinse, leave-on formula
- Gentle enough for daily use
- Low-residue, non-soapy formula
- No stinging or burning



*30 Pre-Moistened Wipes*

## BRUDER HYGIENIC EYELID SOLUTION™

### PURE HYPOCHLOROUS ACID SOLUTION SPRAY

*No Prescription Necessary | No Rinse Formula*

This all-natural hygienic eyelid and eyelash spray is formulated with a pure, proprietary form of hypochlorous acid to provide effective relief from symptoms associated with blepharitis, MGD, and dry eye. The gentle no-rinse formula helps remove microorganisms, bacteria and debris around the eyelid margin.

- Contains 0.02% pure hypochlorous acid solution in saline
- Stable and pure without the additives found in other solutions
- Safe for daily long-term use
- Prescription strength, without a prescription



*Available in 1 fl. oz and 2 fl. oz bottles*

## BRUDER HYGIENIC EYELID CLEANSERS LID HYGIENE COMBO PACK™

### PACK OFFERS CONVENIENCE AND IMPROVES PATIENT COMPLIANCE

*Contains: 30 Cleansing Wipes and 1 fl. oz. bottle of Eyelid Solution*

The convenient combo pack brings two key lid hygiene components together in one package: Patients receive **Bruder Hygienic Eyelid Cleansing Wipes™** and **Bruder Hygienic Eyelid Solution™** — a perfect combination for daily eyelid and lash care.

- Single sku offers convenience to practice and patients
- Improves patient compliance
- Offers purchase value

