

W I S C O N S I N
O P T O M E T R I C
A S S O C I A T I O N

2012 WOA Convention
and Annual Meeting
Doctor Registration Materials

112th Annual Meeting
2012 Convention

September 27-30, 2012

Kalahari Resort
Wisconsin Dells, WI



Highlights for 2012 WOA Convention...

- * First class starts at 1:00 p.m. on Thursday, and last class ends at 11:45 a.m. on Sunday
- * OD Band *3 Degree Shed* Friday at 7:45 p.m.
- * New Member Orientations:
Thursday 5:30 p.m.
Friday 6:00 p.m.
- * Membership Awards Luncheon 12:15 p.m. Friday
- * Annual Business Meeting Saturday 9:45 a.m. - 11:30 a.m.
- * President's Luncheon 11:45 a.m. Saturday
- * 22 total CE credits available
- * Speakers:
Charles Brownlow, O.D.
Louis Probst, M.D.
Robert Prouty, O.D.
Joseph Shovlin, O.D.
Diane Shechtman, O.D.
Robert Wooldridge, O.D.

Fifth Annual WOA Band Night!

Friday, September 28

7:45 p.m. - 11:00 p.m.

Marula, Tamboti and Aloeswood Rooms



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Join us after the Exhibit Hall Friday night for food, drinks and entertainment from our very own WOA OD band, 3-Degree Shed, featuring Drs. Jeff Byers, Brandon Begotka, Chris Marquardt, Larry Addison, and Dennis Soderberg.

All doctors, spouses, students, paras and exhibitors are invited to attend!

Who:	Wisconsin Optometrists
What:	2012 WOA Convention and Annual Meeting
When:	September 27-30, 2012
Where:	Kalahari Resort, Wisconsin Dells, WI

As the summer gets rolling, it's time to mark your calendar for the 2012 WOA Convention and Annual Meeting in Wisconsin Dells. The education will begin at 1:00 p.m. on Thursday, September 27th and will run until 11:45 a.m. on Sunday, September 30th. The event will feature a full Exhibit Hall on Thursday afternoon and all day Friday, with 50 companies attending! These companies will be in Wisconsin Dells to show their support for our profession as well as provide attendees with the most up-to-date information regarding their products and services.

The Wisconsin Paraoptometric Association (WPA) will also be holding their fall Convention in conjunction with the WOA Convention, with great education for optometric assistants available Friday afternoon and all day Saturday. All doctors should seriously consider sending their staff to attend CE at this incredible event.

Speakers: Please see pages 4-8 for schedule, course titles and descriptions:

- ◆ Charles Brownlow, O.D., Manager PMI, LLC, and WOA Associate Director
- ◆ Louis Probst, M.D., National Medical Director, TLC Laser Eye Centers
- ◆ Robert Prouty, O.D., Omni Eye Specialists, Denver, CO
- ◆ Diana Shechtman, O.D., Associate Professor of Optometry at Nova Southeastern University College of Optometry
- ◆ Joseph Shovlin, O.D., Northeastern Eye Institute in Scranton, PA
- ◆ Robert Wooldridge, O.D., Director, Eye Foundation of Utah, Salt Lake City

CE Approval Information:

- ◆ 24 hours approved by the Wisconsin Optometry Examining Board:

2 hours anterior segment (AS)	2 hours neuro (NO)
6 hours systemic disease (SD)	4 hours glaucoma (GL)
6 hours posterior segment (PS)	2 hours refractive surgery (RS)
2 hours practice management (PM)	
- ◆ Courses have been submitted to COPE for approval
- ◆ Courses have been submitted to Michigan and Minnesota for approval
- ◆ Indiana and Ohio automatically accept all CE provided by WOA

Event Highlights:

- ◆ **Thursday Exhibit Hall Open House:** 5:15 p.m. —7:00 p.m.
- ◆ **Thursday New OD Orientation (Open to all ODs in practice 10 years or less):** 5:30 p.m.—6:00 p.m.
- ◆ **Friday Membership Awards Luncheon:** 12:15 p.m. —1:30 p.m.
- ◆ **Friday Exhibit Hall Open House:** 5:45 p.m.—7:15 p.m.
- ◆ **Friday New OD Orientation (Open to all ODs in practice 10 years or less):** 6:00p.m.—6:30 p.m.
- ◆ **Friday Night Band Night with 3 Degree Shed:** 7:45 p.m.—11:00 p.m.
- ◆ **Saturday WOA Business Meeting:** 9:45 a.m.—11:30 a.m.
- ◆ **Saturday President's Luncheon:** 11:45 a.m.—1:15 p.m.

Registration Information:

To register for Convention, please complete a registration form (on insert) and return it to the WOA prior to September 1, 2012 for early bird discounts. As you will see, there are two options for registration: (1) Full Registration, which includes all education and meals (you must still check off each class and meal you plan to attend) or (2) Partial Registration, which allows you to choose courses and meals individually. There is a substantial discount for WOA members. If you are currently not a member of the WOA but would like to join, please contact Joleen at the WOA office by calling 800-678-5357, or by email at joleenwoaoffice@tds.net for more information.

Hotel Information:

There is a room block set aside at the Kalahari Resort with a quad rate of \$106. Call the hotel directly at 877-253-5466 and ask for the WI Optometric Association 2012 Room Block. The room block will be released Wednesday, August 26, 2012, and group rates are not guaranteed after that date. You must be a registered attendee with the WOA or WPA in order to reserve a room in the room block.

8:00 p.m. - 10:00 p.m.
 Executive Committee Meeting
Desert Rose Room

Thu 27

8:00 a.m. - 1:00 p.m.
 WOA Board of Directors Meeting
Banyan Room

9:00 a.m. - 5:00 p.m.
 Registration
Registration Booth 2

1:00 p.m. - 2:45 p.m.
“Corneal Manifestations of Systemic Disease”
 Joseph Shovlin, O.D. –2 hours
 COPE#: 30748-SD (Pending)
Suite I & VIII

Assorted corneal findings can signal systemic disease. Many of these manifestations can bring attention to some serious, even potentially life-threatening conditions. Practitioners faced with various clinical signs affecting the cornea are forced to make an appropriate differential diagnosis and apply adequate treatment, including needed referrals to sub-specialties within medicine. A timely diagnosis can certainly minimize any corneal morbidity and even impact chances of mortality.

OR

1:00 p.m. - 2:45 p.m.
“Preparing For Audits By Creating a Compliance Program”
 Charles Brownlow, O.D. –2 hours WI PM
Aloeswood Room

Dr. Brownlow will provide an overview of recent audits of eye doctors and provide a step by step system for ensuring the care you are providing and your patient records are compliant with national standards.

2:45 p.m. - 3:30 p.m.
EXHIBIT HALL BREAK
Suite II thru VII

3:30 p.m. - 5:15 p.m.
“Common Posterior Pole Observations and Their Management”
 Joseph Shovlin, O.D. –2 hours
 COPE#: 34427-PS (Pending)
Suite I & VIII

Several case presentations will be shared that highlight important clinical decisions. Differentials and management strategies include the medical management and appropriate referrals for each case.

5:15 p.m. - 7:00 p.m.
EXHIBIT HALL OPEN HOUSE Reception
Suite II thru VII

5:30 p.m. - 6:00 p.m.
New Member Orientation
Tambodi Room

Fri 28

7:00 a.m. - 5:00 p.m.
 Registration
Registration Booth 2

7:15 a.m. - 8:00 a.m.
 Continental Breakfast
Suite I & VIII

8:00 a.m. - 9:45 a.m.
“Recognizing, Treating and Avoiding Microbial Keratitis in Contact Lens Wearers”
 Joseph Shovlin, O.D. –2 hours
 COPE#: 31615-AS (Pending)
 2 hours AS
Suite I & VIII

The epidemiology and pathogenesis of ulcerative keratitis in contact lens wear will be discussed. Preventive measures will be stressed. Optometrists must be familiar with the appropriate treatment protocols in suspected and confirmed cases of ulcerative keratitis and what to do when these accepted standards of initial therapy fail.

9:45 a.m. - 10:30 a.m.
EXHIBIT HALL BREAK
Suite II thru VII

10:30 a.m. - 12:10 p.m.

“Refractive Surgery Myth Busters”

Louis Probst, M.D. - 1 hour RS

Suite I & VIII

In an entertaining format based on the popular television show “Myth Busters,” common misconceptions regarding refractive surgery are presented and discussed. Common misconceptions that will be presented include the time required for contact lens de-adaptation, relationship of pupils to night glare, incidence of dry eye after LASIK, safety of LASIK in the era of the femtosecond laser, and antibiotic prophylaxis after LASIK.

AND

“Complex Cases - Grand Rounds”

Louis Probst, M.D. - 1 hour RS

Suite I & VIII

In an interactive, case presentation format, real complex cases that have been referred to the Clinical Advisory Group (CAG) at TLC will be presented and discussed. Cases will include those with preoperative and postoperative concerns, and the treatment options will be discussed. Topics to be discussed will include topography asymmetry, myopic correction in the pre-presbyopic patient, medical concerns and refractive surgery, enhancement with small post-operative refractive errors, and infection prophylaxis for refractive surgery. Questions and cases from the audience will also be discussed.

12:15 p.m. - 1:30 p.m.

Membership Awards Luncheon

Marula, Tamboti, Aloeswood

1:45 p.m. - 3:30 p.m.

“Uveitis: A Clinical Challenge and Management Pearls”

Robert Prouty, O.D. - 2 hours

COPE#: 24787– SD (Pending)

Suite I & VIII

A common ocular manifestation of systemic disease is anterior uveitis. This course will cover the various classifications of uveitis, based on their clinical presentation, as well as serology testing used to support the diagnosis. Management options and “pearls” will be discussed.

3:30 p.m. - 4:00 p.m.

EXHIBIT HALL BREAK

Suite II thru VII

4:00 p.m. - 5:45 p.m.

“Lumps, Bumps and Lid Lesions”

Robert Prouty, O.D. - 2 hours

COPE#: 24788 - SD (Pending)

Suite I & VIII

One of the most challenging aspects of primary optometric care is identification and management of ocular surface lesions. Identification can be critical for the health and safety of the patient. The presentation will review ocular cancer lesions, ocular surface lesions and identifying characteristics as well as the innovative diagnostic technique of in-office “Impression Cytology.”

5:45 p.m. - 7:15 p.m.

EXHIBIT HALL OPEN HOUSE

Final Session

Suite II thru VII

6:00 p.m. - 6:30 p.m.

New Member Orientation

Bamboo Room

7:45 p.m. - 11:00 p.m.

WOA Party with O.D. Band 3 Degree Shed

Marula, Tamboti, Aloeswood

Sat 29

7:00 a.m. - 4:00 p.m.

Registration

Registration Booth 2

7:00 a.m. - 8:00 a.m.

Continental Breakfast

Suite I & VIII

8:00 a.m. - 9:45 a.m.

“Glaucoma Grand Rounds - What Was Done Wrong?”

Robert Prouty, O.D. - 2 hours

COPE#: 25147-GL (Pending)

Suite I & VIII

This presentation is a grand rounds of various interesting glaucoma cases encountered in optometric primary care. All cases will be presented with management dilemmas and controversies in an interactive method with the audience.

(Continued on page 6)

9:45 a.m. - 11:30 a.m.
WOA Business Meeting
 All WOA Members
Suite I & VIII

11:45 a.m. - 1:15 p.m.
President's Luncheon
Tamarind, Portia, Wisteria

1:30 p.m. - 3:15 p.m.
"Retina Grand Rounds - When to Refer"
 Diana Shechtman, O.D.
 2 hours SD
 COPE#: 27708-PS (Pending)
Suite I & VIII

This course will discuss retinal technology testing like MPOD, PHP, FAF, SDOCT, etc. and address the question as to when to refer vs. when to monitor various retinal conditions.

1:30 p.m. - 2:45 p.m.
WFVA Annual Business Meeting
Tamboti

3:15 p.m. - 3:30 p.m.
Break
Suite I & VIII

3:30 p.m. - 5:15 p.m.
"Vascular Disease and the Eye: A Posterior Perspective"
 Diana Shechtman, O.D.
 2 hours PS
 COPE#: 34607-PS (Pending)
Suite I & VIII

We often encounter patients with vascular diseases in our practices today. Evaluation of these patients includes both a systemic and ocular approach. This course highlights evaluation, management and treatment modalities in the areas of glaucoma, DR, OIS, VO, AO & HTR. A co-management approach will also be discussed.

7:30 a.m. - 11:00 a.m.
Registration
Registration Booth 2

7:30 a.m. - 8:00 a.m.
Continental Breakfast
Suite I & VIII

8:00 a.m. - 9:45 a.m.
"New Developments in Glaucoma"
 Robert Wooldridge, O.D. - 1 hour GL
 COPE #: 31209-GL (Pending)
Suite I & VIII

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.

AND
"Grand Rounds in Glaucoma"
 Robert Wooldridge, O.D. - 1 hour GL
 COPE #: 27744-GL (Pending)
Suite I & VIII

Using an interactive format with feedback from attendees, a variety of patients with complex problems are presented, discussed in terms of the differential diagnoses, and then appropriate management plans are formulated. Emphasis will be on appropriate management of medical glaucoma cases consistent with the type of patients often seen in optometric practice.

9:45 a.m. - 10:00 a.m.
Break
Suite I & VIII

10:00 a.m. - 11:45 a.m.
"Glaucoma or Neurological Disease?—You Make the Call"
 Robert Wooldridge, O.D. - 2 hours NO
 COPE #: 28037-NO (Pending)
Suite I & VIII

Do you frequently see patients with optic nerves that look abnormal but you are not sure if they have glaucoma, neuro-ophthalmic disease or just "funny looking nerves?" "How can I tell which patients have normal tension glaucoma and which ones need to see a neurologist or have a MRI scan? Should I refer this one or just follow it?" In this course, we will review many such patients in an interactive fashion and develop key diagnostic pearls that help guide us in the diagnosis and management of such patients.

SPEAKERS



**Charles Brownlow, O.D.,
F.A.A.O**

Dr. Charles Brownlow is a Wisconsin licensed optometrist with 20 years' experience in private eye care practices, working with both optometrists and ophthalmologists. He served as Executive Vice President of the Wisconsin Optometric

Association from 1990-2008 and has been active as a consultant to eye doctors since 1994. He has presented over 375 lectures on medical record keeping and other practice management issues in 50 states and has served as a consultant for several major health care manufacturers, consulting groups, and insurers. He has also completed well over 150 in-office consultations for eye doctors and their personnel.

Dr. Brownlow now provides consulting services through PMI, LLC to eye care clients in the areas of medical record keeping, fee schedules and compliance with third party rules, including medical records compliance programs and HIPAA. He has done records reviews and fee analyses for hundreds of eye care offices during the past few years, gaining a very clear understanding of the needs of health care providers around the country.

Louis Probst, M.D.



As National Medical Director of TLC, Dr. Louis Probst is one of the most experienced surgeons in the world, having performed more than 100,000 LASIK procedures over the last 16 years. Dr. Probst is a fellowship trained ophthalmologist with subspecialty training in corneal transplant/anterior segment and refractive surgery from the University of Minnesota. For the last ten years, Dr. Probst has performed exclusively refractive surgery and currently specializes in bladeless all-laser LASIK using the most advanced wavefront (CustomVue) and femtosecond (IntraLase) lasers.

Dr. Probst completed his ophthalmology residency at the University of Western Ontario, where he received four awards from his peers for outstanding achievement. He was selected among ophthalmologists across North America for a surgical corneal fellowship in corneal transplantation and refractive surgery at the University of Minnesota.

Dr. Probst completed his ophthalmology residency at the University of Western Ontario, where he received four awards from his peers for outstanding achievement. He was selected among ophthalmologists across North America for a surgical corneal fellowship in corneal transplantation and refractive surgery at the University of Minnesota.

Dr. Probst is a member of the American Academy of Ophthalmology and American Society of Cataract and Refractive Surgery.

He has received 16 awards, including the Achievement Award from the American Academy of Ophthalmology. Dr. Probst has given over 300 national and international lectures and provides training to surgeons and eye doctors on LASIK and PRK at conferences throughout the world. He has published 6 textbooks, 72 book chapters, and over 50 peer-reviewed articles on refractive surgery and LASIK. As a leader in LASIK, he developed ten instruments specifically for LASIK.



Robert Prouty, O.D., F.A.A.O

Dr. Robert Prouty graduated from Pacific University and completed his residency/fellowship training in "Hospital-Based Optometry and Geriatrics" at American Lake V.A. Medical Center in Tacoma, Washington. Prior to co-founding Omni Eye Specialists in Denver, Dr. Prouty was in private practice and served as a consultant at Fitzsimons Army Medical Center, Department of Surgery.

Dr. Prouty is a member of the American Optometric Association and the Colorado Optometric Association (COA). He was selected as the COA's *Young Optometrist of the Year* in 1988, COA's *Optometrist of the Year* in 2004, and was the 2007 recipient of COA's *Distinguished Service Award*. He was Colorado's nominee for the AOA *OD of the Year – 2005* and was its nominee for the AOA *Distinguished Service Award - 2008*.

Dr. Prouty is a Fellow in the American Academy of Optometry (FAAO), is a founding member of the national Optometric Glaucoma Society (OGS) and served on the OGS executive committee. He is also the founding and current President of the Colorado Optometric Glaucoma Society (COGS). Dr. Prouty has developed and co-patented an instrument used for the human lacrimal (tear) system and has been the Primary Investigator (PI) in several industry related research projects. He is the Director of the University of Houston's "Residency in Ocular Disease" at Omni while holding positions at several universities as an adjunct professor. He is a recognized international lecturer and has published several articles in national and international publications.

SPEAKERS



**Diana Shechtman, O.D.,
F.A.A.O**

Diana Shechtman, O.D., F.A.A.O, is an associate professor of optometry at Nova Southeastern University College of Optometry, where she serves as an attending optometric physician at the eye institute and diabetic/macula clinic.

Dr. Shechtman is a member of the American Optometric Association (AOA), and she is a Fellow of the American Academy of Optometry (AAO) as well as the Optometric Retinal Society (ORS). Her area of interest has centered on retinal disease and other ocular pathologies. She has participated in various research projects and has authored numerous posters and publications. She is a member of the editorial board for *Optometry Times* and *Review of Optometry*, where she co-authors the monthly "Research Review" column. She is also a member of the macular degeneration association and ocular nutrition society advisory board. She has lectured on the local, national & international levels on areas in retinal disease.



**Joseph Shovlin, O.D.,
F.A.A.O**

Dr. Joseph Shovlin is a senior optometrist at Northeastern Eye Institute in Scranton, PA. He is an alumnus (1980) of the Pennsylvania College of Optometry, where he serves as adjunct faculty. He is a distinguished practitioner of the National Academy of Practice, diplomate and past

chair of the Section On Cornea, Contact Lenses and Refractive Technologies of the American Academy of Optometry, and past chair of the Contact Lens and Cornea Section of the American Optometric Association.

A few of his consulting arrangements include the Ophthalmic Devices' Advisory Panel of FDA (former voting member and consultant), the National Advisory Eye Council of NIH and the scientific advisory committee of the Pennsylvania Lion's Eye Research Foundation.

He is clinical editor of *Review of Optometry* and *Review of Cornea & Contact Lenses*, contributing editor of *Contemporary Optometry*, section editor of *Optometric Physician On-Line*, journal board member of *Optometry* and

Primary Care Optometry News, and has served as a contributing editor for *International Contact Lens Clinic* and *Optometric Management* and consulting editor of *Contact Lens Spectrum*.

Within the Academy, he is board liaison to the Admittance and Journal (*Optometry and Vision Science*) Committees and a member of the Finance Committee. He has served on several committees including the Continuing Education Committee, Section Leadership Committee and the board of directors of the American Optometric Foundation. He has received several honors and awards, including the American Optometric Association's CLCS Achievement Award (2008), and he was the Albert Fitch Memorial Alumnus of the Year recipient for PCO at Salus University (2011).



**Robert Wooldridge, O.D.,
F.A.A.O.**

Dr. Robert Wooldridge is the Director of The Eye Foundation of Utah, an optometric co-management center in Salt Lake City. 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 was Director of the Great Western Council of Optometry. A founding member of the Optometric Glaucoma Society, he is a past recipient of the Utah Optometric Association's *Optometrist of the Year Award*.

**2012 Convention and Annual Meeting
Wisconsin Optometric Association
Kalahari Resort - Wisconsin Dells September 27-30, 2012**

SPOUSE/GUEST REGISTRATION

Registrant Name _____

Address _____

City/State/Zip _____ Daytime Phone (____) _____

Email Address _____

If paying with a credit card, please supply the following information:

Card # _____ MC _____ VISA _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Expiration Date _____ 3 Digit V Code _____

Please indicate the amount for those events you plan to attend:

A. Exhibit Hall Open House – Thursday, \$10.00 \$ _____

B. Exhibit Hall Open House – Friday, \$10.00 \$ _____

C. Membership Awards Luncheon – Friday, \$25.00 \$ _____

D. President’s Luncheon – Saturday, \$25.00 \$ _____

Entrée Choice: _____ Chicken _____ Beef

E. TOTAL Registration Fee, Spouse of Guest – Each (A+B+C+D) \$ _____

The Wisconsin Foundation For Vision Awareness will be holding its Annual Business Meeting on Saturday, September 29 from 1:30 - 2:45 p.m. in the Tamboti Room. Everyone is invited to attend. If you are interested in serving on the WFVA Board of Directors, please contact the WOA office at 800-678-5357 for more

Upcoming WOA CE Events

2012

2013

August 3-4 WOA Summer Education Event
Blue Harbor Resort, Sheboygan

April 17-18 WOA Spring Seminar
Hyatt on Main, Green Bay

Oct. 12-13 Northwoods Retreat
Black Bear Lodge, St. Germain

Sept 26-29 WOA Convention & Annual Meeting
Kalahari Resort, WI Dells

Nov. 9&10 Primary Care Symposium
Country Springs Hotel
Waukesha, WI

Nov 8-9 Primary Care Symposium
Madison Marriott West



2012 Fall Convention and Annual Business Meeting
Kalahari Resort, Wisconsin Dells
Friday, Sept 28th – Saturday, Sept 29th

The Wisconsin Paraoptometric Association will be holding their fall Convention in conjunction with the WOA Annual Meeting and Convention in Wisconsin Dells, Sept 28 – 29th. They kick off their education tracks just after Noon on Friday and run all day on Saturday. There are multiple classes offered throughout both days; topics include dry eye syndrome, ocular disease, meaningful use for health care records, preparing for medical record audits, telephone triage, having a great attitude with patients and fellow staff, review courses for CPO, CPOA, CPOT and CPC, vision therapy courses including brain injury rehabilitation, infant vision development, techniques for developing stereopsis in esotropia and amblyopia, using VT to develop math skills, and classes for managers including staffing for success and understanding your leadership style.

The Annual WPA Business Meeting will also be held Saturday at 10:00 a.m.

This event is a great opportunity to provide your office staff with education. Registrations are available for both members and non members of the WPA. If your staff are not currently members, they can become members by going to the WPA website, www.wpa-eyes.org, for the Membership registration and take advantage of member rates. Convention registration materials will be mailed to all WOA member offices and will be available on the WPA Web site by the end of June.

Friday, September 28, 2012

11:00 a.m.
Registration

12:15 – 1:45 p.m.
Dry Eye Syndrome
 Julie Thums, OD

Understanding the causes and treatments for dry eyes of your patients.

OR

12:15 – 1:45 p.m.
Staffing for Success

Rebecca Johnson, CPOT, COT, COE

Designed for managers to understand what makes an employee loyal to your practice, this course addresses these questions and more as you learn the eight steps to staffing and hiring excellence.

2:00 – 3:00 p.m.
Computer Vision Syndrome & Office Ergonomics
 John Bonsett-Veal, OD

As technology increases and the worker population ages, presbyopia and emerging presbyopia pose a challenge to clear vision. Learn more about this syndrome and advances in testing to overcome these issues.

OR

2:00 – 5:15 p.m.
CPO Review Course
 Chris Marquardt, OD

Covering information needed to test in appropriate course level.

OR

2:00 – 5:15 p.m.
CPOT Review Course
 Amber Dentz, OD

Covering information needed to test in appropriate course level.

3:15 – 5:15 p.m.
Meaningful Use
 Scott Jens, OD

What is Meaningful Use and how does it affect every practice?

OR

3:15 – 5:15 p.m.
Color You a Leader
 Rebecca Johnson, CPOT, COT, COE

Color You a Leader – Understanding your leadership qualities and understanding how to leverage these qualities to get more followers than Twitter.

Saturday, September 29, 2012

7:00 – 8:00 a.m.
Registration and Breakfast
 President's Welcome

8:00 – 9:45 a.m.
Group Nominal Process
 Sue Emmerich

This course will guide the paras through a consensus building exercise to help define the organization's future course of action.

OR

8:00 – 9:45 a.m.*Coding and Billing Review Course*

Amy Kraemer

The course will provide a fundamental overview of coding and billing. This course includes a review of CPT, ICD-9, HCPCS, medical records, compliance and other pertinent subject matter.

OR**8:00 - 9:00 a.m.***Vision Therapy for Brain Injury Rehabilitation*

Linda Dejmek, OD

This course will describe common symptoms experienced by brain injury patients and behaviors to better assist these patients in the optometric practice.

9:00 - 9:45 a.m.*Vision Development in Infants*

Brandon Begotka, OD

Demonstration of milestones of development in infants on tracking, focusing, eye teaming and space perception.

10:00 - 11:30 a.m.*WPA Annual Board Meeting***11:30 a.m. - 1:30 p.m.***President's Luncheon***1:45 – 2:45 p.m.***The Big Three Ocular Diseases*

John Bonsett-Veal, OD

The Big Three – Glaucoma, cataracts, and AMD, along with diabetes, have become increasing threats for our aging population. Discover how optometry can assist in this process through more information, more care and a healthier lifestyle than ever before.

OR**1:45 – 2:45 p.m.***Telephone Triage*

Rebecca Johnson, CPOT, COT, COE

This course is for anyone who answers the telephone in your office. Common patient “emergency call” complaints categorized as emergent, urgent and routine.

OR**1:45 – 5:00 p.m.***CPOA Review Course*

Chris Marquardt, OD

Covering information needed to test in appropriate course level.

OR**1:30 - 2:30 p.m.***Vision Therapy Activities for Preschool Age Children*

Ms. Lisa Dudzinske

Discussion and demonstration techniques at appropriate developmental levels for two to five year olds.

2:30 - 3:30 p.m.*Technique for Developing Stereopsis in Esotropia and Amblyopia*

Valerie Frazer, OD

Designed for experienced vision therapists. Lecture includes how to talk to patients, expand stereo vision at various distances, and programming consideration.

3:00 – 5:00 p.m.*Attitude Stew*

Rebecca Johnson, CPOT, COT, COE

Attitude Stew – Keeping a good attitude can be a challenge when you are dealing with a patient, fellow employee, or doctor who “has an attitude.” The right attitude will increase the revenue of your practice, which in turn, makes you a superstar!

OR**3:30 - 4:30 p.m.***How to Answer Questions Parents Ask*

Dr. Brenda Montecalvo

A discussion on effective ways to describe vision therapy concepts to parents during vision therapy sessions.

OR**4:00 – 5:00 p.m.***Preparing for Audits by Creating a Compliance Program*

Charles Brownlow, OD

Dr. Brownlow will provide an overview of recent audits of eye doctors and provide a step by step system for ensuring the care you are providing and your patient records are compliant with national standards.

4:30 - 5:30 p.m.*Vision Therapy Techniques for Developing Math Skills*

Dr. Kellye Knueppel

Visual skills are essential for developing math skills. High level optometric vision therapy activities related to understanding math will be presented.

WOA Registration Information

Things You Need To Know About Registering for WOA Convention:

- ◆ The deadline for early bird registration is September 1, 2012. After that date, the registration fee will increase by \$20.00.
- ◆ All courses will be filled on a first-come, first-served basis.
- ◆ The registration form is printed on both sides, one side is "Full Registration," and the other is "Partial Registration." Please complete only one side of the form!
- ◆ There are two choices for registration:
 1. **Full Registration: One fee, including your choice of meals and all education classes you would like to take. Please still select all courses and meals you will be attending.**
 2. **Partial Registration: You choose which classes and meals you want to attend, and each is priced separately.**
- ◆ If you plan to attend all or most of Convention, Full Registration is the way to go. If you can only attend a day or two, your best option may be Partial Registration. If you do Partial Registration and the total is more than Full Registration, you may pay the Full Registration amount even if you're not planning on taking all the courses - just make sure to select which courses and meals you plan on attending.
- ◆ Incomplete forms will delay processing. Please make sure you have provided all necessary information, and type or print clearly on the form. Even if you are doing full registration, you are still required to check off the meals and classes you plan on attending.
- ◆ There is an option for the entrée at Saturday's President's Luncheon. Please select either the beef or chicken entrée. **If you don't make a selection, you will automatically receive the chicken option.**
- ◆ Payment must be included with registration form!
- ◆ **If you choose "Full Registration," you must check which courses and meals you plan on attending. You will only receive tickets for classes and meals that are marked.**
- ◆ Confirmation notices will be sent at least two weeks prior to Convention to all doctors who have pre-registered by the early bird date, listing which classes **and meals** you have selected. This information will be sent via email or fax to registrants.
- ◆ All classes, meals and other functions require either a ticket or name badge for admittance.
- ◆ **No registrations will be allowed on-site.**

Refunds

- ◆ Doctors who pre-register and later discover they are unable to attend may obtain a full refund (less a \$30 administrative fee and the cost of lunches ordered), if their written notice of cancellation is received in the WOA office by September 10, 2012.
- ◆ No refunds will be provided for cancellations received after September 10, 2012.
- ◆ All refund checks will be mailed after the Convention.

**FULL REGISTRATION
2012 WOA Convention and Annual Meeting**

Please complete and return to WOA before September 1, 2012 for early bird price

Registrant Name _____ OE Tracker # _____

Mailing Address _____

City/State/Zip _____ Daytime Phone (____) _____

Email Address _____ Fax Number (____) _____

THURSDAY, SEPTEMBER 27, 2012

Time	Course	
<input type="checkbox"/> 1:00 p.m. - 2:45 p.m.	"Corneal Manifestations of Systemic Disease" - Dr. Joseph Shovlin OR	2 hrs SD
<input type="checkbox"/> 1:00 p.m. - 2:45 p.m.	"Preparing for Audits by Creating a Compliance Program" - Dr. Charles Brownlow	2 hrs PM
<input type="checkbox"/> 3:30 p.m. - 5:15 p.m.	"Common Posterior Pole Observations and Their Management" - Dr. Joseph Shovlin	2 hrs PS
<input type="checkbox"/> 5:15 p.m. - 7:00 p.m.	Exhibit Hall Open House – Reception (Please check if you plan to attend)	
<input type="checkbox"/> 5:30 p.m. - 6:00 p.m.	New Member Orientation (open to all new members, students and those in practice less than 10 years)	

FRIDAY, SEPTEMBER 28, 2012

<input type="checkbox"/> 8:00 a.m. - 9:45 a.m.	"Recognizing, Treating and Avoiding Microbial Keratitis in Contact Lens Wearers" - Dr. Joseph Shovlin	2 hrs AS
<input type="checkbox"/> 10:30 a.m.-12:10 p.m.	"Refractive Surgery Myth Busters" & "Complex Cases—Grand Rounds" - Dr. Louis Probst	2 hrs RS
<input type="checkbox"/> 12:15 p.m. - 1:30 p.m.	Membership Awards Luncheon (Please check if you plan to attend)	
<input type="checkbox"/> 1:45 p.m. - 3:30 p.m.	"Uveitis: A Clinical Challenge and Management Pearls" - Dr. Robert Prouty	2 hrs SD
<input type="checkbox"/> 4:00 p.m. - 5:45 p.m.	"Lumps, Bumps and Lid Lesions" - Dr. Robert Prouty	2 hrs SD
<input type="checkbox"/> 5:45 p.m. - 7:15 p.m.	Exhibit Hall Open House – Reception (Please check if you plan to attend)	
<input type="checkbox"/> 6:00 p.m. - 6:30 p.m.	New Member Orientation (open to all new members, students and those in practice less than 10 years)	
<input type="checkbox"/> 7:45 p.m. - 11:00 p.m.	WOA Band Night with Three Degree Shed	

SATURDAY, SEPTEMBER 29, 2012

<input type="checkbox"/> 8:00 a.m. - 9:45 a.m.	"Glaucoma Grand Rounds—What Was Done Wrong?" - Dr. Robert Prouty	2 hrs GL
<input type="checkbox"/> 9:45 a.m. - 11:30 a.m.	WOA Business Meeting	
<input type="checkbox"/> 11:45 a.m. - 1:15 p.m.	President's Luncheon (Please check if you plan on attending) _____ Beef _____ Chicken	
<input type="checkbox"/> 1:30 p.m. - 3:15 p.m.	"Retinal Grand Rounds - When to Refer" - Dr. Diana Shechtman	2 hrs SD
<input type="checkbox"/> 3:30 p.m. - 5:15 p.m.	"Vascular Disease and the Eye: A Posterior Perspective" - Dr. Diana Shechtman	2 hrs PS

SUNDAY, SEPTEMBER 30, 2012

<input type="checkbox"/> 8:00 a.m. - 9:45 a.m.	"New Developments in Glaucoma" and "Grand Rounds in Glaucoma"- Dr. Robert Wooldridge	2 hrs GL
<input type="checkbox"/> 10:00 a.m.-11:45 a.m.	"Glaucoma or Neurological Disease? - You Make The Call" - Dr. Robert Wooldridge	2 hrs NO

WOA or AOA Member Early Bird Fee = \$395.00
(Includes all classes and meals checked above – **Must be postmarked prior to September 1, 2012**)

WOA or AOA Member Regular Fee = \$415.00
(Includes all classes and meals checked above – **Postmarked September 1, 2012 or after**)

Non Member Early Bird Fee = \$1,185.00
(Includes all classes and meals checked above – **Must be postmarked prior to September 1, 2012**)

Non Member Regular Fee = \$1,205.00
(Includes all classes and meals checked above – **Postmarked September 1, 2012 or after**)

Check Enclosed: _____ Yes _____ No
Please consider paying by check, as the WOA pays over \$12,000 each year in credit card processing fees.
MC _____ VISA _____ Zip Code _____
Expiration Date: _____ 3 Digit V-Code _____
Card # _____
Address _____
Signature _____
Please return to: WOA – 6510 Grand Teton Plaza, Suite 312, Madison, WI 53719 – FAX: 608-824-2205

PARTIAL REGISTRATION 2012 WOA Convention and Annual Meeting

Please complete and return to WOA before September 1, 2012 for early bird price

Registrant Name _____ OE Tracker # _____

Mailing Address _____

City/State/Zip _____ Daytime Phone (____) _____

Email Address _____ Fax Number (____) _____

THURSDAY, SEPTEMBER 27, 2012

Time	Course	
<input type="checkbox"/> 1:00 p.m. - 2:45 p.m.	"Corneal Manifestations of Systemic Disease" - Dr. Joseph Shovlin OR	2 hrs SD
<input type="checkbox"/> 1:00 p.m. - 2:45 p.m.	"Preparing for Audits by Creating a Compliance Program" - Dr. Charles Brownlow	2 hrs PM
<input type="checkbox"/> 3:30 p.m. - 5:15 p.m.	"Common Posterior Pole Observations and Their Management" - Dr. Joseph Shovlin	2 hrs PS
<input type="checkbox"/> 5:15 p.m. - 7:00 p.m.	Exhibit Hall Open House – Reception (Please check if you plan to attend)	
<input type="checkbox"/> 5:30 p.m. - 6:00 p.m.	New Member Orientation (open to all new members, students and those in practice less than 10 years)	

FRIDAY, SEPTEMBER 28, 2012

<input type="checkbox"/> 8:00 a.m. - 9:45 a.m.	"Recognizing, Treating and Avoiding Microbial Keratitis in Contact Lens Wearers" - Dr. Joseph Shovlin	2 hrs AS
<input type="checkbox"/> 10:30 a.m.-12:10 p.m.	"Refractive Surgery Myth Busters" & "Complex Cases—Grand Rounds" - Dr. Louis Probst	2 hrs RS
<input type="checkbox"/> 12:15 p.m. - 1:30 p.m.	Membership Awards Luncheon (Please check if you plan to attend)	
<input type="checkbox"/> 1:45 p.m. - 3:30 p.m.	"Uveitis: A Clinical Challenge and Management Pearls" - Dr. Robert Prouty	2 hrs SD
<input type="checkbox"/> 4:00 p.m. - 5:45 p.m.	"Lumps, Bumps and Lid Lesions" - Dr. Robert Prouty	2 hrs SD
<input type="checkbox"/> 5:45 p.m. - 7:15 p.m.	Exhibit Hall Open House – Reception (Please check if you plan to attend)	
<input type="checkbox"/> 6:00 p.m. - 6:30 p.m.	New Member Orientation (open to all new members, students and those in practice less than 10 years)	
<input type="checkbox"/> 7:45 p.m. - 11:00 p.m.	WOA Band Night with Three Degree Shed	

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<input type="checkbox"/> 11:45 a.m. - 1:15 p.m.	President's Luncheon (Please check if you plan on attending) _____ Beef _____ Chicken	
<input type="checkbox"/> 1:30 p.m. - 3:15 p.m.	"Retinal Grand Rounds - When to Refer" - Dr. Diana Shechtman	2 hrs PS
<input type="checkbox"/> 3:30 p.m. - 5:15 p.m.	"Vascular Disease and the Eye: A Posterior Perspective" - Dr. Diana Shechtman	2 hrs PS

SUNDAY, SEPTEMBER 30, 2012

<input type="checkbox"/> 8:00 a.m. - 9:45 a.m.	"New Developments in Glaucoma" and "Grand Rounds in Glaucoma" - Dr. Robert Wooldridge	2 hrs GL
<input type="checkbox"/> 10:00 a.m.-11:45 a.m.	"Glaucoma or Neurological Disease? - You Make The Call" - Dr. Robert Wooldridge	2 hrs NO

WOA or AOA Members Per Class Fee = \$60.00
(A member is any doctor who is a member of a state association and AOA)

Non Members Per Class Fee = \$180

A. Base Registration Fee =	\$25.00
B. Total Education selected	\$ _____
C. Total of Meals selected (\$25 per meal)	\$ _____
Total Fee- Early Bird Registration (A+B+C)	\$ _____
D. After September 1, add \$20.00	\$20.00
Total Fee - Regular Registration (A+B+C+D)	\$ _____

Check Enclosed: _____ Yes _____ No
Please consider paying by check, as the WOA pays over \$12,000 each year in credit card processing fees.

MC _____ VISA _____ Zip Code _____
Expiration Date: _____ 3 Digit V-Code _____
Card # _____
Address _____
Signature _____

**Please return to: WOA – 6510 Grand Teton Plaza, Suite 312,
Madison, WI 53719 – PHONE: 800-678-5357
FAX: 608-824-2205**