

	Geneva	GreenWay	LaCrosse	Mendota
Friday				
8:00 AM	E-refraction benefits	CPOA Review	CPOT Review	Medical Records Compliance and Audits
9:00-10:00	Meet & Greet			
10:15-11:15	No room for Chocolate			
11:15-12:00				The Brave New World of Healthcare
11:15-1:00	Lunch on Your Own			
1:00-2:00	Selling Luxury Eyewear	CPO Review	Ophthalmic Trouble shooting	
2:15-3:15	Science of Blue Light			
3:30-4:30	Billing 101		OD & VT Super Heros	
5:00-7:00 PM	Exhibit Hall - Wisconsin/Michigan			
7:00- 9:00 PM	Para Hospitality Party - LaCrosse/GreenBay/Milwaukee			
9:00 - 11:00 PM	3 Degrees Shed Band - Monona			
Saturday	Wisconsin	Greenway	Mendota	
7:00-8:00	Breakfast			
8:00-9:00	Drops, Tears & prosthesis	Meet & Greet	Evaluation and Treatment of Patients with Brain Injury	
9:15 - 10:15	Foreign Body Removal	7 Step Program to Dispensing Low Vision Aides		
10:15 - 11:30	WPA Annual Business Mtg			
11:30-1:30	WOA Luncheon			
1:30-3:30	Dealing with Difficult Patients			
3:30 - 4:30	Refractive Reactions	Round Table Discussion	Evaluation and Treatment of Patients with Strabismus and Amblyopia	
4:30 - 5:30				



Dr. Irwin Shwom has been the chief optometrist and owner of his optometric practice since 1980. Dr. Shwom received his Bachelor of Science with a concentration in Pre-Optometry Magna Cum Laude from UMass Amherst in 1975. After graduating with a doctor of optometry degree from New England College of Optometry, he has maintained a long standing relationship with the College. Dr. Shwom is a past member of the Board of Trustees and Past Associate Professor of Optometry. He currently serves on the Finance Committee and has participated in student trips to Nicaragua to provide eye care to local Spanish speaking citizens. Dr. Shwom is a national recognized lecturer for the American Optometric Association, SECO, East/ West, The American Academy of Optometry and The Mississippi State Association

Holly Schounard is an ABOC speaker and an Ophthalmic Account Manager for Walman Optical. She is also a Certified Image Consultant with 30 years' experience in both the practicalities and the business administration of running Optometric, Ophthalmology & Laser Centers.

Susan Kleinsasser is the business Manager/Sales at ZIG Eyewear USA. Her focus is on balance, productivity and passion, getting things done and getting more out of what you do. With over 30 years in business experience, she brings an indispensable wealth of business management skills, ideas and visionary tools, as well as the sheer enjoyment of personal and professional development to her presentations.

Joe Sabel is an ABO Certified and Approved Technical Speaker. Joe was with Essilor for 4 years moving before joining to Walman Instruments as their National Sales Manager. Walman Instruments is the 2nd largest independent distributor of diagnostic ophthalmic instruments in the United States.

Jody Nienow has 32 years experience in Optical as a Manager/Optician/Sales Consultant for both Private Practice and Retail. Currently she is an independent contractor specializing in Medical Billing along with Software setup/training.

Scott Jens OD has been in private group practice for over 20 years in the Madison, WI, area. Received Young Optometrist of the Year in 1997. In 2006 he teamed with a group of innovative colleagues to build a start-up company- RevolutionEHR-that has delivered an electronic health record system, to the optometry industry.

Dr. Charles Brownlow Chuck is a favorite and frequent presenter at eye care meetings, large and small, and a regular contributor to state and national publications serving the eye care industry. He is currently a medical records consultant to the American Optometric Association and is an advisory board member for Primary Care Optometry News.

Dr. Anne-Marie Lahr has dedicated her career to teaching, twice earning the Clinical Science Teacher of the Year Award and most recently, the Educator of the Year Award for Excellence in Teaching at the Pennsylvania College of Optometry at Salus University. She has worked as a Clinical Specialist proctoring ophthalmologists to master a micro-invasive surgical procedure and is a renowned lecturer. Dr. Lahr is currently the Director of Education for Hoya Vision Care.

John Boyle is North Central Territory Manager for Eschenbach Optik of America. He has helped eye care and rehabilitation practices get started in offering low vision care. John has provided low vision training sessions for various segments of the eye care industry including Opticians, Optometrists, Ophthalmologists, and Rehabilitation Specialists. He has also worked directly with many low vision patients, performing low vision device assessment and training.

Brenda Heinke Montecalvo, O.D., F.C.O.V.D., F.A.A.O. Dr. Montecalvo inherited her love of optometric vision therapy from her mother, Dr. Marilyn Brenne Heinke. Like her mother she is also active in academics and organized optometry. She is a Clinical Assistant Professor for Colleges of Optometry in California and Ohio. She is a Fellow of the College of Optometrists in Vision Development (COVD), and Fellow of the American Academy of Optometry (AOA). She has achieved Skill Level II in the Neuro-Optometric Rehabilitation Association (NORA) and graduated with distinction from Pacific University College of Optometry. She has over 28 years of optometric experience, and specializes in vision therapy, neuro-optometric rehabilitation and preventive eye care. Dr. Montecalvo lectures internationally and has written articles on brain injury rehabilitation, binocular vision, strabismus and amblyopia and practice management. She is Immediate Past President of the Ohio Optometric Association, Chair for Vision Rehabilitation Section (VRS) of AOA, Committee member of VRS Brain Injury, Board of Director for Vision Leads Foundation, Coordinating Chairperson for the John Streff Invitational Lens Symposium and Past President of NORA. Dr. Montecalvo's interests include being active in her church, gardening, and riding horses with her husband Anthony. Her three adult children, Andrew, Clarice and Natalie, are college students.

Wisconsin Paraoptometric Association

2014 Fall Convention

September 26 - 27, 2014

Registrant Name: _____ Credential: _____ Name Badge information _____

Office Name: _____ Over 21 _____ yes _____ no

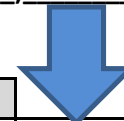
Mailing Address _____ (Home / Office)

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

Email Address _____ Fax Number (____) _____

FRIDAY,
September 26, 2014

Note class start and completion times on class schedule sheet
Check Class selection boxes and send along with page 2



Pending Credits	REGISTRATION	
1 AOA/ABO	Science of Blue Light - Holly Schounard ABO	
1 AOA	No Room for Chocolate - Susan Kleinsasser	
1 AOA /ABO	Selling Luxury Eyewear - Susan Kleinsasser	
1 AOA/ABO	E-Refraction Benefits - Joe Sable	
1 AOA	Billing 101 - Jody Nienow	
2 AOA	Medical Records Compliance and Audits - Dr Brownlow	
2 AOA	The Brave New World of Healthcare - Dr Jens	
1 AOA/ABO	Ophthalmic Trouble Shooting - Dr Anne-Marie Lahr	
1 AOA	OD & VT Super Heros - Two Super Hero Doctors	
3 AOA	CPOA Review Course	
3 AOA	CPOA Review Course	
2 AOA	CPO Review Course	
	EXHIBIT HALL	
	WPA Hospitality Room	
	WOA RECEPTION	

SATURDAY
September 27, 2014

	REGISTRATION	
	BREAKFAST (included w/FULL registration fee)	TICKET REQUIRED
	WELCOME	
Pending Credits		
1 AOA	Drops, Tears & Prosthesis - Dr Shwom	
1 AOA	Foreign Body Removal - Dr Shwom	
1 AOA	7 Step Program to Dispensing Low Vision Aides - John Boyle	
2 AOA/CVOT	Evaluation and Treatment of Patients with Brain Injury -Dr Montecalvo	
	ANNUAL BUSINESS MEETING & ELECTIONS	
	President's Luncheon - Included in full registration	
	CHICKEN _____ BEEF _____ VEGETARIAN _____	TICKET REQUIRED
	If food choice is not marked in Chicken will be served	
2 AOA	Dealing with Difficult Patients - Dr Shwom	
2 AOA/CVOT	Evaluation and Treatment of Patients with Strabismus & Amblyopia - Dr Montecalvo	
2 AOA	Reactive Reactions - Dr Shwom	
1 AOA	Round Table Discussion	

Note: credits are pending approval from AOA and ABO, credits are not guaranteed until receipt of approval the week before convention.

Send completed copy page 1 & 2 with payment to:
Tami Travis-Wolfgram 65 Hiawatha Arbor Vitae, WI 54568

Registrant name: _____

Full Registration Fees



<input type="checkbox"/>	Early Bird Member Registration Fee - Postmarked before 9/1/14	\$150.00
	<i>Includes all classes and meals checked on page 1</i>	
<input type="checkbox"/>	2014 Membership Registration	\$60.00 _____
	<i>If not current member fill out membership application and return with registration</i>	
<input type="checkbox"/>	Non-Member Registration	\$65.00 _____
	<i>You do not wish to become a Wisc Paraoptometric 2013 Member</i>	
<input type="checkbox"/>	Registration Received after September 1, 2014	\$35.00 _____
	TOTAL	_____

Partial Registration Fees

<input type="checkbox"/>	WPA Member		
	A. Base Registration Fee	\$30.00	
	B. Total Credit Hrs x Rate		\$35.00 per Credit Hr
	C. Total Meals Selected x Rate	_____	\$20.00 per meal
	(A+B+C)		TOTAL
	Total Postmarked Before Sept 1, 2014		
	D. After Sept 1, 2013	\$35.00	
	(A+B+C+D)		TOTAL
<input type="checkbox"/>	Non-Member		
	A. Base Registration Fee	\$30.00	
	B. Total Credit Hrs x Rate		\$50.00 per Credit Hr
	C. Total Meals Selected x Rate	_____	\$20.00 per meal
	(A+B+C)		TOTAL
	Total Postmarked Before Sept 1, 2014		
	After Sept 1, 2012	\$35.00	
	D. (A+B+C+D)		TOTAL



Meal tickets are not available on site - must be preregistered

Hotel Information: *There is a room block set aside at the Marriott Madison West with a rate of \$116.00. Call the hotel directly at 888-745-2032 and ask for the WI Optometric Association 2014 Room Block. The room block will be released Wednesday August 25, 2014 and group rates are not guaranteed after that date. You must be a registered attendee with the WPA in order to reserve a room in the room block.*

REFUND POLICY: for those who pre-register and later discover they are unable to attend may obtain full refund (less \$40 administrative fee and the cost of meals ordered) Notices must be received before Sept 15, 2014

NO REFUNDS WILL BE PROVIDED FOR CANCELLATIONS RECEIVED AFTER SEPT 15, 2014

Fall Convention Class Description

Meet & Greet-New WPA members and 1st time convention attendees learn more about the WPA and meet other members to help answer your questions

Science of Blue Light-Holly Schounard-Put your practice and profitability in a whole new light with revolutionary BluTech lenses. The most technologically advanced lenses you can prescribe; the ultimate in visual performance, plus complete protection from harmful light spectrums.

No room for Chocolate-Susan Kleinsasser-This exciting program will open your eyes to what is on your plate, and you will learn to make choices that make you feel better. You will in turn begin increasing the quality of each day. You will look for and find the joy in your life and you won't forget the chocolate.

Selling Luxury Eyewear-Susan Kleinsasser-National averages show that 43% of optical income is derived from eyewear sales. The frames component of eyeglass sales accounts for 20% of total practice revenue. Upgrading a patient from lower cost frames to branded luxury eyewear results in large increases in practice revenue.

E-refraction Benefits-Joe Sabel-Electronic refraction is more than just a computerized phoropter. Whether you are considering delegating the refraction process or just want to do more in less time, e-refraction can bring greater efficiency and improve patient satisfaction at the same time. We'll discuss what to look for in available systems, and how to determine the right fit for your practice.

Billing 101-Jody Nienow-How to read insurance cards and the collection of accurate data-determine copays and co-insurances. Vehicles for eligibility and authorizations- Phone/Website capture of eligibility and authorizations- website submission of claims (vision insurance)-timely filing information collection - Potential scripting for staff.

Medical Records Compliance and Audits-Dr. Charles Brownlow-Will be reviewing the most important elements of medical record keeping and their benefits for patient care and compliance with national rules while also updating doctors regarding current audits of eye doctors by Medicare and other insurers.

The Brave New World of Healthcare-Dr Scott Jens-21st century health care has been dictated by increasing requirements from payers and the government. Today's optometrist must be fully aware of the standards that are enforced on all health care systems, as the delivery of eye care is held to the same as large health care institutions. This presentation will provide a readily understandable look into both Meaningful Use Stage 1 and 2, an overview of ICD-10, a summary of HIPAA compliance requirements, and a clear description of the audit risks that occur within each of those standards.

Ophthalmic Trouble shooting-Dr Anne-Marie Lahr-What to do when a Patient is Unhappy with his New Glasses. There are many reasons that a patient may have problems with a new pair of glasses. This two-hour course explains how to assess patient complaints and evaluate the parameters of an Rx to detect and fix the problems. The concepts of vertex distance, pantoscopic tilt, induced cylinder and unwanted induced prism will be among the topics explained and demonstrated.

OD & VT SuperHeros-Understanding how optometrists and vision therapists work together to diagnosis, treat and maintain the best eye health for their patients. Starting with the comprehensive eye health examination with their optometrist, understanding the diagnosis, then referral to the Optometric Vision therapist for an evaluation and treatment plan they work together. The two doctors will describe their roles in patient care.

Drops, Tears & Prosthesis-Dr Irwin Shwom-Commonly used ophthalmic Drugs Agents will be presented. Anesthetics, dilating and reverse dilating, cycloplegic, dry eye agents. Via and interactive session we will help identify some common pitfalls with the use of each of these drug systems.

Fall Convention Class Description *continued*

Foreign Body Removal-Dr Irwin Shwom-FB removal has become part of optometric in many settings. This course provides information on the skills and techniques that practitioners use to safely remove non-penetrating ocular foreign bodies. Course will enhance your knowledge of the signs, symptoms, morbidity and mortality issues, treatment options and plans.

7 Step Program to Dispensing Low Vision Aides-John Boyle-This course will help to determine the type of low vision aid to dispense to your low vision patient. The course is also designed to help streamline the process of dispensing low vision aids.

Evaluation and Treatment of Patients with Brain Injury-Dr Brenda Montecalvo-The optometric assistant will learn how to understand the evaluation of patients with brain injury along with preparing the optometric office to examine this population. Neuro-optometric rehabilitation is an important piece for patients with brain injury so they can regain better daily living activities and improve quality of life. This presentation will give the optometric vision therapist techniques that are specific for these patients in the vision therapy room.

Dealing with Difficult Patients-Dr Irwin Shwom-Professionals interact with patients on a daily basis as part of their job. This course will address effective ways to recognize the signs and deal with a difficult or angry patient. Learn how to turn a negative into a positive and have the patient come back.

Evaluation and Treatment of Patients with Strabismus and Amblyopia-Dr Brenda Montecalvo-Training the optometric assistant is important for successful evaluation and treatment of patient's with strabismus and/or amblyopia. Learn how to work with patients with amblyopia and strabismus for both preliminary evaluation and performing optometric vision therapy specific to this population.

Refractive Reactions-Dr Irwin Shwom-A systematic review of steps taken by your doctor in the process of acquiring refractive data prior to prescribing "the final rx". The course will enhance your awareness of specific exam techniques and the "Rules of the Road" for successful Rx scribing techniques.

Round Table Discussion-Open discussion of topics that affect every practice and each department. Topics will be presented for each group and learn how your fellow paras handle these issues. If you have a topic you would like discussed please bring them to the round table.