



AMERICAN ACADEMY
of OPTOMETRY

Times

Wednesday Edition

Your AAO News Source Wednesday

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Engage, Exchange, Discover and Explore

Welcome to Anaheim, California for this year's annual American Academy of Optometry meeting. The Academy looked quite different the last time we were here in 2008! Though the attendance numbers have nearly doubled, the Academy meeting is still the only place where you can engage in the leading edge of scientific discovery presented in a variety of formats and made relevant for your practice or continued research. You can also experience new products and technologies in a standing-room-only Exhibit Hall, and meet optometrists and vision scientists who are not only analyzing the data from research discoveries, but also bringing the results to their clinics and practices.

If you happen to see members of the Lectures & Workshops and Scientific Program Committees rushing around the hallways, please thank them for their tireless work throughout the past year crafting a phenomenal program. The Academy's motto, *All CE, All the Time®*, means that you can get credit for that poster session, paper session or lecture. The Academy submits the Scientific Program to each state that doesn't automatically accept Academy education to ensure you can get your scientific information the way you want it (within your state's rules). Attend paper and poster sessions and accrue credit throughout the program in 15-minute increments!

Download Academy.16, the Academy's all-new meeting app, for a mobile event guide. Don't forget to provide your evaluation



of the education—it's conveniently located in the app. There is also a QR code on your verification form that you can use to go directly to the app so you can complete your evaluation.

Today's Research, Tomorrow's Practice

The Academy is excited to welcome Malcolm Gladwell! Be sure to join us today in Hall A for the Plenary Session, "Today's Research, Tomorrow's Practice®: Current State of Health Care and Research." There will be two sessions—the first from 1pm to 2pm (COPE approved) and the second, "An Hour with Malcolm Gladwell," features a dynamic exchange with members of senior management from Alcon, Allergan and Essilor, moderated by Dr. Karla Zadnik (no CE provided). To accommodate the maximum number of

attendees in the Plenary Session, lunch will not be provided. There will be a break from noon to 1pm, where you can quickly purchase lunch from food trucks and a variety of locations in the convention center and neighboring hotels.

The Academy is also honored to present three different symposia in partnership with other organizations. Thursday, join us for a joint educational program with the American Academy of Ophthalmology, "Corneal Infections and Contact Lens Wear: An Evidence-Based Approach to Navigating the Risks and Complications," featuring Drs. Loretta Szcotka-Flynn, Fiona Stapleton and Suzanne Fleiszig, and American Academy of Ophthalmology representatives Drs. Elmer Tu, Thomas Lietman and Deborah Jacobs.

Today, be sure to attend the Optometric Glaucoma Society and Academy joint symposia: "Glaucoma Management" from 8am to 10am and "New Frontiers in Glaucoma" from 10am to noon in Ballroom D. In addition, the Association for Research in Vision and Ophthalmology and the Academy are presenting a joint symposium this morning in Room 207A-D, sponsored by the Section on Cornea, Contact Lenses & Refractive Technologies: "Control vs. Correction of Early Myopia: Has the 'Standard of Care' Changed?"

(continued on page 3)

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New Binocular Vision Therapies Offer Hope

Vision Science Section and Binocular Vision, Perception and Pediatric Optometry Section Symposium —

Thursday, 3:30pm to 5:30pm, Room 210 A-D

Tomorrow, you can beef up your knowledge of the basic science and clinical evidence used to treat binocular vision disorders, says Tawna Roberts, OD, PhD, FAAO, binocular vision program chair. The Vision Science Section and Binocular Vision, Perception and Pediatric Optometry Section Symposium, moderated by Dr. Roberts and Lei Liu, PhD, FAAO, features:

- Kristine Hopkins, OD, MSPH, FAAO, who will provide an introduction to binocular vision disorders and the impact they have on patients.

- Dennis Levi, OD, PhD, FAAO, who will highlight the recovery of stereopsis in adults with amblyopia. “He’ll share new and exciting treatment approaches that include patching, perceptual learning and video

game play,” says Dr. Roberts.

- Dan Spiegel, MS, MHS, PhD, who will follow with a discussion of options for amblyopia treatment in adults using contrast-weighted dichoptic stimulation and noninvasive brain stimulation techniques.

- Mitch Scheiman, OD, PhD, FAAO, who will examine the clinical evidence for enhancing binocular vision through vision therapy. “He will also discuss the background of the randomized clinical trials for treatment with vision therapy, as well as the direction for future randomized clinical trials,” says Dr. Roberts.

- Vivian Manh, OD, MS, FAAO, who will touch on the results of the large-scale, multi-center, randomized clinical trial, “Binocular Computer Activities for the Treatment of Amblyopia,” says Dr. Roberts.

FACE TODAY’S DEMANDS HEAD ON

THURSDAY, 10AM TO NOON, ROOM 210 A-D

Attendees interested in learning more about binocular vision and handling the visual challenges of the digital age can also attend the Binocular Vision, Perception and Pediatric Optometry Section Symposium, “Dealing with Today’s Visual Demands,” tomorrow morning from 10am to noon, also in room 210 A-D. Speakers will include Mark Rosenfield, OD, PhD, FAAO, James Sheedy, OD, PhD, FAAO, Billy Hammond, PhD, and John McIntire, PhD.

“Contemporary visual demands are very different from the requirements that existed as recently as 20 years ago,” says Dr. Rosenfield, binocular vision diplomate. Everyone across age groups has

significant complaints of eyestrain and visual fatigue, and “this symposium investigates the physiology underlying these symptoms and speculates on potential treatment options for the future,” says Dr. Rosenfield.

The symposium will address several clinical points relevant to today’s patient population, Dr. Rosenfield says, including: how the visual demands of digital device use differ from those experienced in the past; the mechanism underlying digital eyestrain and what clinicians can do to alleviate it; how intra- and extraocular filters can make patients more comfortable; and how to engage patients using 3D devices.

Welcome!

(continued from page 1)

Please join us tomorrow from 8am to 10am in Hall A for the Monroe J. Hirsch Research Symposium to learn about “The Distressed Eye: Ocular Pain.” At this session, discussions surrounding sensory transduction and pain signaling in the eye, the psychophysical measurement of ocular surface pain and thermal sensing, and innovative treatment strategies will be presented.

On Friday, from 10am to noon in Room 304 A-D, join us to hear “Ezell Fellows Present: The Future of Optical Interventions is Now.” Three investigators at different stages of their careers will focus on explaining the benefits of contact lenses beyond vision correction.

Honoring ODs

Come celebrate the pioneers and leaders of optometry as we recognize their achievements at the Fry and Prentice Lectures and Awards Ceremony, Friday from 8am to 10am in Ballroom E. Get one hour of COPE credit for the two-hour session that includes lectures by this year’s Prentice and Fry awardees. Dr. Martin Banks will present “Natural Disparity and Blur,” and Dr. Erica Fletcher will discuss “Mechanisms and Potential Treatments of Early Age Related Macular Degeneration.”

The Exhibit Hall is the place to exchange information about the latest products and services in the optometric field. Stop by your favorites among more than 150 exhibiting companies. The Exhibit Hall is open Wednesday, 4pm to 7pm for the Welcome Reception, Thursday, 11am to 6pm (with a

student focus hour from 10am to 11am) and Friday, 11am to 3pm. Join us for free lunch Thursday and Friday! Be sure to also join us for our new Vision Theater sessions—informative, commercial programs taking place in a constructed theater on the Exhibit Hall floor. Grab lunch and take a seat! Check your Exhibits Guide for a list of presentations.

Please plan to support the American Optometric Foundation (AOF) at the meeting and the future of optometric education and research. You can participate in the AOF Silent Auction online at <https://www.32auctions.com/AOFAuction>. Stop by the AOF Exhibit Hall booth, #661, to view the unique, artistic and collectable offerings up for auction.

Support pediatric optometric research and meet Howard the Hedgehog from *Howard and the*

Amazing Eye Exam at Academy 2016 Anaheim. With a few taps on your smartphone, you can have Howard the Hedgehog’s story at your fingertips and help the AOF raise \$25,000 for pediatric optometric research.

Go to the Academy.16 meeting app to download *Howard and the Amazing Eye Exam*. This children’s book tells the story of Howard, a young student excited to tell his classmates about his visit to the eye doctor. The Alcon Foundation will donate \$25,000 to AOF when 2,020 Academy delegates download the book through the app between November 9 and November 11, 2016.

Join the Academy for breakfasts most mornings at the Hilton for company-sponsored product information sessions. They start at 6:45am—please check the green sheet for dates and locations!



AFOS in Anaheim: A Focus on Case-based Learning

The Armed Forces Optometric Society (AFOS) Annual Meeting was bigger and better than ever, spanning two days with 10 hours of CE. This year's meeting emphasized practical learning with several courses structured around case examples.

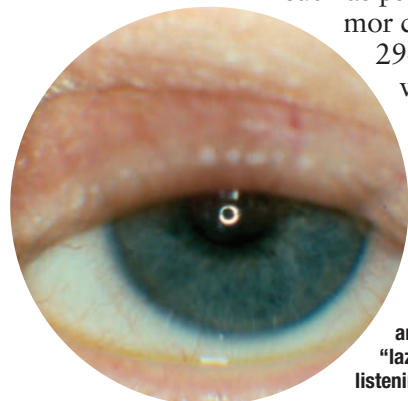
Attendees rolled into Anaheim early for Monday evening's CE course focused on the Agency for Healthcare Research and Quality's new Team Strategies to Enhance Performance and Patient Safety (TeamSTEPPS) program. Debbie Hettler, OD, MPH, FAAO, walked attendees through the program's objective—optimizing patient outcomes by improving communication and teamwork—as well as the steps necessary to incorporate the program into practice. The course included checklists and mnemonic tools to help practitioners seamlessly integrate strategies to improve teamwork and, consequently, patient safety.

Tuesday started with breakfast and a tour of the exhibit hall before everyone settled in for the morning CE—a neuro eye disease grand rounds presented by Eric E. Schmidt, OD, FAAO, from Omni Eye Specialists in Wilmington, NC.

"I learned a long time ago that for people like us who have been practicing for awhile, we don't need a lot of didactic learning, especially for neuro, because nothing has changed in neuro in 25 years," Dr. Schmidt began. "The best way, in my mind, to refine your skills is to look at cases."

After reviewing the importance of stopping, looking and listening to each patient and taking a thorough history, he walked attendees through four cases with a lively question-and-answer format. With the audience's help, he diagnosed several neuro-ophthalmic diseases

such as pseudotumor cerebri in a 29-year-old woman with blurry vision and partial third nerve palsy in a



The preacher's wife's drooping eyelid isn't amblyopia, what ODs commonly consider a "lazy eye,"—highlighting the importance of really listening to a patient's complaints.

70-year-old Southern gentleman who experienced double vision after cooking breakfast one morning.

"Don't you get excited when a double vision patient comes in?" he asked when presenting this case. "It makes me sweat a little bit, it gives me a reason to live that morning."

With some hard and fast "diplopia rules," he quickly diagnosed the patient and got him the oral antibiotics he needed. With each diplopia patient, Dr. Schmidt said, four simple questions—Monocular or binocular? Horizontal or vertical? Worse in any direction of gaze? Greater at distance or near?—can reveal the muscle involved and, "if you figure out the muscle, you figure out the nerve." He rounded out the presentation with an acute ION in a cranky 84-year-old granny, and, finally, Horner's syndrome in a 38-year-old preacher's wife who complained of a "lazy" right eye.

The afternoon began with another grand rounds, during which each branch of the Military presented case studies on everything from anoxic brain injury secondary to metabolic encephalopathy, idiopathic subretinal neovascular membrane in a patient with hormone treatment, a "routine" blurry vision referral for a suspected pituitary adenoma, a brain abscess caused by *Nocardia*, and AMD with concurrent hydroxychloroquine use.

The evening included two more sessions, during which Dr. Schmidt reviewed the nitty-gritty of ocular allergies and Alyon Wasik, OD, FAAO, discussed common and newer anticoagulants and antiplatelet therapies.

The day wrapped up with a member reception that included the annual Joint Services forum and awards. The now two-day event was a rousing success, and everyone was thrilled with the expanded CE opportunities.

"We had a great turnout of our membership representing all branches of federal service optometry (Air Force, Army, Navy, Public and Indian Health Services and VA)," said Lindsay Wright, OD, FAAO, AFOS executive director. "We are proud that the leadership within each branch was well represented as always. Our CE committee put together a

fantastic line-up of CE by renowned speakers, specifically tailored for our membership."

HOW TO TELL A DETACHMENT FROM A HOLE IN THE RETINA

TODAY, 10AM TO NOON, ROOM 303 A-D

In a retina specialty practice, ODs are likely to see patients who present with retinal tears, breaks, holes, vitreous hemorrhages and other posterior segment damage. But these conditions are frequently misdiagnosed by referring doctors as "retinal detachment," according to Mohammad Rafieetary, OD, FAAO, of

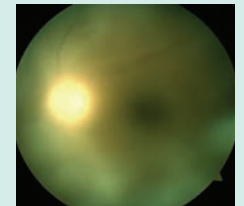


Figure 1

the Charles Retina Institute in Tennessee. In his grand rounds lecture, "You be the judge: Is it really a retinal detachment?"—this morning at 10am in room 303 A-D—he'll help attendees differentiate between an actual case of retinal detachment and the plethora of other pathologies. The lecture exhibits a number of misdiagnosed cases and compares them with actual rhegmatogenous retinal detachment (RRD) to give insight into just where referring doctors are going wrong. Dr. Rafieetary also plans to discuss some insider secrets. For instance, he says, "in some cases this diagnosis is used by the referring physician to bring urgency and expedite an appointment."

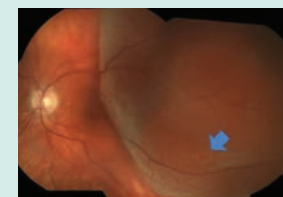


Figure 2






"In most cases of RRD, the examiner should be able to visualize the retina," he says (Figure 1). However, he adds, in the absence of a good view, for example in the case of a vitreous hemorrhage, or other vitreous or media opacities (Figure 2), the presence or absence of retinal detachment must be further investigated by careful fundus examination, ultrasound or even explorative surgery. "It is not that, in the second case, there is no urgency to refer the patient; however, better triage will result in better patient education, care and better outcome," Dr. Rafieetary explains.

Dr. Rafieetary has served on the board of several professional organizations, including the Optometric Retina Society, the American Diabetes Association, The West Tennessee Optometric Society, The Southern Council of Optometrists and the Association of Optometric Educators.



YOUR ROLE IN THE CATARACT PATIENT'S JOURNEY

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-  **EDUCATE** your patients on their condition and steps needed for cataract surgery
-  **WORK** with your surgeon for a better patient experience
-  **KNOW** what technologies your surgeon uses and why
-  **DEVELOP** an open communication protocol
-  **DIFFERENTIATE** yourselves as a team by working together for the best patient outcome



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Myopia: Stop Correcting and Start Controlling

Section on Cornea, Contact Lenses and Refractive Technologies Symposium — Friday, 10am to noon, Room 207 A-D

As pediatric myopia increases, ODs wonder if they can do more than simply correct young patients' vision.^{1,2} This year's Section on Cornea, Contact Lenses and Refractive Technologies Symposium—scheduled for Friday from 10am to noon in Room 207 A-D—tackles this question with a panel of experts primed with pearls to help you move from simply correcting myopia to controlling it.

“Myopia is occurring in children at higher rates than ever before, and the discussion in the trenches of eye care—the exam and treatment lane—must evolve,” moderator Jeffrey Krohn, OD, FAAO, says. “This symposium will bring together individuals who will specifically address the application of contact lenses to myopia control.”

Each of the five speakers will provide a brief presentation focusing on various aspects of myopia control in pediatric patients:

- Pauline Cho, BOptom, PhD, FAAO: Considerations in pediatric patients.
- Helen Swarbrick, DipOpt, PhD, FAAO: Orthokeratology design and

myopia progression.

- Padmaja Sankaridurg, BOptom, PhD: Considerations in prescribing myopia control contact lenses.
- Donald Mutti, OD, PhD, FAAO: Consistency of wear with myopia control lenses.
- Robert L. Davis, OD, FAAO: Considerations in clinical practice.

The discussion aims to answer: “What contact lenses have shown the most promise in the control and lowering of myopia progression? What type(s) of patients are most likely to respond with lower progression in each of the various contact lens methods being used? How often and for how long should various lens modalities be worn by children at risk to be effective?”

Panelists will also address relevant practice management concerns such as risk to minors and informed consent, Dr. Krohn says.

“Lastly, we will address some considerations to implementing a myopia control strategy in a private practice,” he says. “Attendees will leave with a clearer direction, purpose and vitality to begin changing lives with myopia control in their practices when they return home.”

1. Bar Dayan Y, Levin A, Morad Y, et al. The changing prevalence of myopia in young adults: a 13-year series of population-based prevalence surveys. *Invest Ophthalmol Vis Sci.* 2005; 46(8):2760-5.
2. Vitale S, Sperduto RD, Ferris FL 3rd. Increased prevalence of myopia in the United States between 1971-1972 and 1999-2004. *Arch Ophthalmol.* 2009;127(12):1632-9.



Photo: Kathleen Foster Elliott, OD

After this symposium, attendees will be better prepared to use contact lenses to control myopia in their pediatric patients.

TODAY'S HIGHLIGHTS

SCIENTIFIC PROGRAM FOR WEDNESDAY, NOVEMBER 9

What's happening with the Scientific Program this year? The Scientific Program Committee has designed a program this year that offers attendees different options in paper and poster sessions. Here are a few highlights:

- *Special Evening Poster Event.* On Thursday, posters will be defended by their respective authors at a two-hour evening event from 4pm to 6pm in Ballroom AB of the convention center. Bring your complimentary drink ticket and join us for some CE credit before heading out to dinner!
- *Hot Topics Paper Sessions.* Thursday morning, except for the Hirsch Research Symposium, lectures will not begin until 9am. From 8am to 9am, stop by Room 204 A-C, Room 207 A-D, Room 210 A-D, and Room 213 A-D to earn CE focused on hot topics in anterior segment, binocular vision, glaucoma best practices and imaging.
- *Super Session.* On Friday from 10am to 11:30am, stop by Room 212 AB for the Glaucoma Super Session that will feature both papers and posters. Posters will be available for viewing until 1pm.
- *Keynote Speakers.* This year, the committee welcomes Gerald McGwin, PhD, and Mabelle Pardue, PhD, who will open sessions on Driving Mobility and Vision and Animal Models for Glaucoma and Myopia Research, respectively.

Today's Paper Sessions

Category	Room	Time
Driving Mobility and Vision with Keynote Address by Gerald McGwin, PhD	211AB	8:00am – 10:00am
Innovations in Retinal Imaging	211AB	10:30 am – 12:00pm
How We Read	212AB	8:00am – 9:30am
Anterior Segment/MGD	212AB	10:00am – 11:45am
Preschoolers Vision	212AB	3:00pm – 4:00pm
The Tear Environment under Scleral Lenses	212AB	4:15pm – 5:15pm
Clinical Myopia	211AB	3:15pm – 5:00pm

What's the AOF?

AMERICAN
OPTOMETRIC
FOUNDATION

The American Optometric Foundation (AOF) is one of optometry's largest sources of scholarships, fellowships, residency support, and grants. Through private endowments, donors and corporate partners, last year the AOF gave more than \$400,000 to optometry's youngest and brightest. Be an active participant in advancing optometry's future—support the AOF.

How Can You Help?

Donations made through registration and lecture honoraria—at the AOF booth, reception events, Silent and Live Auctions, and the annual Celebration Luncheon—provide support for optometric research and education in vision and eye health to improve clinical patient care.



AOF SILENT AUCTION AT BOOTH #661

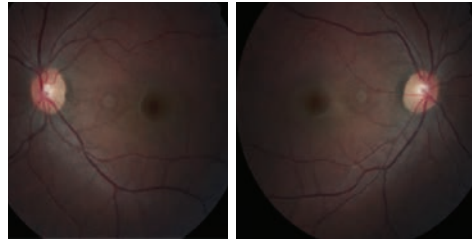
The AOF Silent Auction items will be displayed in the Exhibit Hall, booth #661. Bidding can be done electronically from anywhere. To create your login to bid on fantastic items visit <https://www.32auctions.com/AOFAuction>. Thank you for your participation in advancing optometry's future!

An Exploration of Autoimmune Diseases

Today, 10am to noon, Hall C

This morning's session on autoimmune diseases will be presented by Blair Lonsberry, MS, OD, FAAO. Dr. Lonsberry's goal in his lecture, "Exploring the Autoimmune Diseases: A Systemic Approach," is to review the more common autoimmune diseases that optometrists are likely to come in contact with. Expect to learn more about diseases such as Sjögren's, rheumatoid arthritis and lupus. He will also cover HLA-B27 testing.

Because these illnesses share certain clinical features, distinguishing between them can be difficult. This lecture will point out the vital distinctions to ensure attendees are equipped with the proper information to make the right clinical calls and adhere to proper screening guidelines. Dr. Lonsberry plans to "take a compre-



These images show a patient treated with Plaquenil for systemic lupus erythematosus, one of the many autoimmune disorders that impact ocular health.

hensive approach—focusing not just on the eye-related manifestations but approaching the conditions from initial presenting signs and symptoms to diagnostic lab testing, complications to the diseases, treatment and management and, ultimately, ocular manifestations," he says.

The lecture aims to provide attendees with an understanding of what patients are experiencing and how to best diagnose and treat their conditions. Further, Dr. Lonsberry will review the recent changes in Plaquenil screening guidelines so that doctors are up to date with current protocol.

Finally, the lecture will include an online polling system, wherein he will ask the audience case-based questions to which they can respond and then see how they compare to their colleagues.

Student and Resident Events

STUDENT EVENTS

Student Welcome Reception

TODAY, 5PM – 6:30PM

CALIFORNIA C, 2ND FLOOR, HILTON ANAHEIM
Co-hosted by the American Optometric Student Association
Generously cosponsored by: Marco, Luxottica and Allergan
Kick-off the annual meeting at this students-only reception.

Student Fellowship Information Session (Optional)

THURSDAY, NOVEMBER 10, 7AM – 8AM
ROOM 205 AB, CONVENTION CENTER

Generously sponsored by VSP Global

This is a dedicated time for students to have their questions about the Student Fellowship process answered. Not required for the Student Fellowship program. No breakfast will be served.

Special Student Focus Exhibit Hall Hour

THURSDAY, NOVEMBER 10, 10AM – 11AM

Students will have a special opportunity to meet and network with more than 150 exhibitors in attendance. While you're there, stop by the Academy

membership booth (#461) in the Exhibit Hall to ask a Fellow any question you have about membership or the Academy. Also, enter a drawing to win a Fellowship Banquet ticket!

Student Networking Luncheon

FRIDAY, NOVEMBER 11, NOON – 1:30PM
HALL A, 1ST FLOOR, CONVENTION CENTER

Generously co-sponsored by VSP Global and Johnson & Johnson Vision Care, Inc.

Meet and network with students from other schools. Staff from residency programs will be available to answer questions.

RESIDENT EVENTS

Resident and Practitioner Networking Event

THURSDAY, NOVEMBER 10, 4PM – 5:30PM
CALIFORNIA B, 2ND FLOOR, HILTON ANAHEIM

Generously sponsored by Allergan

Network with practitioners from across the country and abroad who are looking to hire residency trained ODs. RSVP required.

Resident Interview Skills Lunch

FRIDAY, NOVEMBER 11, NOON – 1:45PM

CALIFORNIA B, 2ND FLOOR, HILTON ANAHEIM

Generously sponsored by Allergan

At this lunch, you will hear tips to help your networking and interviewing skills.

Residents Day Presentations

SATURDAY, NOVEMBER 12

Generously sponsored by Alcon
Current residents will present papers from 8am to noon in Room 303 A-D and posters from 1:30pm to 3:30pm in Ballroom A-B.

Residents Day Luncheon

SATURDAY, NOVEMBER 12, NOON – 1:15PM
ROOM 304 A-C, CONVENTION CENTER

Generously sponsored by Alcon
Take a break from Residents Day papers and poster presentations to continue the conversation.

Residents Day Reception

SATURDAY, NOVEMBER 12, 3:30PM – 4:30PM
ROOM 304 AB, CONVENTION CENTER

Generously sponsored by Allergan and the American Board of Optometry
Enjoy complimentary refreshments to celebrate the end of another informational Residents Day.

AOF Student Giving Matching Travel Grants

The American Optometric Foundation (AOF) wants to create a culture of students giving back to the profession and promote involvement in American Academy of Optometry (AAO) student clubs at North-American schools and colleges of optometry. In addition, the AOF wants to encourage AAO membership and AOF participation at the annual meeting by offering Student Giving Matching Travel Grants to attend the Academy's annual meeting.

Students are challenged to raise \$750, either through gifts by fellow students or by fundraising initiatives. The AOF will match that amount and the Academy student chapter will provide the opportunity for two students to attend the next Academy meeting. The goal can be achieved through a variety of fundraising activities. Groups should work in consultation with their institution's Student Liaison.

Stop by AOF Booth #661 in the Exhibit Hall for more information.

FIND YOUR INSPIRATION
FOR EXCELLENCE.



OCTOBER 11-14, 2017 • MCCORMICK PLACE



Find your inspiration for excellence at Academy 2017 Chicago. Join us in Chicago for four days of brilliant speakers, clinically-relevant CE sessions, the latest products and technology in the exhibit hall, captivating papers and posters and cherished social events.



AMERICAN ACADEMY
of OPTOMETRY

For more information, visit www.aaopt.org.

AAO Exhibits

The Academy Exhibit Hall is the perfect place to experience cutting edge products and services. Remember, badges are required for admission into the Exhibit Hall.

Exhibit Hall hours are as follows:

WEDNESDAY, Nov. 9	4pm – 7pm
THURSDAY, Nov. 10	11am – 6pm
FRIDAY, Nov. 11	11am – 3pm

Note to those interested in booth space for Academy 2017

Stop by the Exhibit Manager's office located near Exhibitor Services and ask for Betty Taylor. She will be happy to help you select a prime booth location and get you registered for 2017.

Company Name	Booth Number	Company Name	Booth Number	Company Name	Booth Number
ABB Optical Group.....	820	Eye Photo Systems, Inc.....	727	OptoHood	570
Abbott.....	900	EyeMed Vision Care	548	Optometric Architects.....	307
AccuLens Inc.....	345	EyeNetra, Inc	355	Optometry Times	427
Acuity Pro Software	720	EyePhotoDoc	905	OptoPrep	822
Akorn Pharmaceuticals	207	EyePromise ZeaVision.....	314	Optos, Inc	321
Alcon Foundation	957	Fashion Optical Displays	911	Optovue, Inc.	341
Alcon Laboratories	411	Fellows Doing Research SIG	361	OrCam Technologies.....	864
Alcon Novartis Pharmaceuticals	109	First Capital Benefit Advisors, Inc.....	622	PentaVision LLC	526
All About Vision	449	First Vision Media Group, Inc.	114	PERC & IVA Alliance	544
Allergan.....	633	Forus Health	648	Precision Vision, Inc.....	620
American Academy of Optometry	461	FoxFire Systems Group.....	405	Primary Care Optometry News and Healio.com by Slack, Inc.....	102
American Board Certification Medical Optometry.....	569	Fresnel Prism & Lens Co.	100	PRN Physician Recommended Nutriceuticals.....	301
American Board of Optometry	932	Good-Lite.....	302	Protech Ophthalmics, LLC	935
American Foundation for the Blind.....	768	Great Western Council of Optometry	766	Reichert Technologies	604
American Optometric Association	566	Haag-Streit USA/Reliance	600	Review of Optometry.....	915
American Optometric Foundation	661	Hai Laboratories, Inc.	315	Scleral Lens Education Society	970
Annidis Corporation	211	Hawaiian Moon.....	869	Shire	641, 103
Art Optical Contact Lens, Inc.	506	Healthtec Industries	545	SOLutionN (Student Optometric Leadership Network)	925
ARVO – Association for Research in Vision and Ophthalmology	725	Heart of America Eye Care Congress.....	928	Solutionreach	625
Bausch + Lomb	611	Heidelberg Engineering.....	527	Sonomed Escalon	665
Beye.com.....	331	Heine USA Ltd.....	621	Southern California College of Optometry at MBKU.....	445
Bio-Tissue.....	501	Hi-Dow International	868	Stereo Optical Company, Inc.	549
BioD, LLC.....	640	Hoya Vision Care.....	333	Sun Ophthalmics.....	944
Blanchard Contact Lens, Inc.	805	Icare-USA.....	504	SynergEyes	806
BlephEx LLC.....	624	iMatrix.....	530	TearLab Corp.....	904
Brien Holden Vision Institute.....	913	Indigo Iris Designs, LLC	523	TearScience.....	500
Bruder Healthcare Company	540	Innexus by Innereactive Media	703	The Alcon Foundation, Inc.	957
Bryn Mawr Communications LLC	406	Innova Systems, Inc.....	667	Topcon Medical Systems.....	733
Canon USA, Inc.	310	Johnson & Johnson Vision Care, Inc.....	711	TruForm Optics, Inc.....	623
Carecredit.....	525	Katena.....	724	U.S. Jaclean, Inc.	966
Chadwick Optical.....	306	Keeler Instruments, Inc.	833	University of Pikeville – Kentucky College of Optometry	447
ChongQing Sunkingdom Medical Instrument Co., Ltd.....	767	King-Devick Test, Inc.	205	Valley Contax, Inc.....	327
Clear Eyes	865	Konan Medical USA	425	VFO – Freedom Scientific/Optelec	831
Coburn Technologies	804	Lombart Instrument.....	705	Visionary Optics	400
College of Optometrists in Vision Development (COVD)	764	LS&S Products, Inc.....	826	Vivid Vision.....	534
Comfort Vision	924	M&S Technologies, Inc.....	521	Vmax Vision, Inc.	907
Compulink Business Systems	934	MacuLogix, Inc.....	901	Volk Optical.....	835
CooperVision, Inc.	533	Marco	921	VOSH International.....	213
Cypress Ophthalmology Group	765	Menicon America.....	800	VRMagic.....	541
Designs for Vision, Inc.	824	Mibo Medical Group.....	433	VSP Global.....	927
DGH Technology Inc.	701	Ming's Optical, Inc.....	971	Weave.....	215
Digital Heat Corporation.....	407	Moria, Inc.....	626	Wells Fargo Practice Finance.....	303
Diopsys	441	National Keratoconus Foundation.....	349	Western University of the Health Sciences College of Optometry.....	571
Elsevier, Inc.	203	National Vision, Inc.	721	Williams Group.....	401
Enhanced Vision	828	NBEO – Board Certification, Inc.	347	Wolters Kluwer	309
Envision University	930	NCI Vision Systems.....	866	X-Cel Specialty Contacts.....	722
Eschenbach Optik	825	Network Experts, Inc.....	217	Younger Optics	926
Essilor of America.....	505	Nidek	547	Zeiss.....	801
Euclid Systems Corporation.....	644	Nova Innovations	567		
Eye Care and Cure	628	Nova Southeastern University.....	543		
Eye Designs LLC.....	524	NovaBay Pharmaceuticals, Inc.....	408		
Eye Eco, Inc.	669	Oculus, Inc.	627		
		Ocusoft	726		
		Ocutech, Inc.....	829		
		Optics Trainer LLC.....	967		
		Opto Multimedia	664		



Trial by Rapid Fire Sessions

In the age of smartphones and instantaneous communication, perhaps the 60- to 90-minute lecture is a format on its way out. But the value of these academic sessions can't be underestimated. This year, the Academy is trying out a new feature it calls rapid-fire sessions, in an effort to reach optometrists without stretching their attention spans to the breaking point.

These rapid-fire sessions will be a series of straight-to-the-point 12- to 30-minute lectures by a member of a panel of presenters stacked back-to-back. The first rapid-fire sessions, Wednesday morning's hour-long "Dry Eye: Focusing on the Sequelae Leads to Long-Term Failure" (room 304 A-D) and "Retinal Rarities," (room 204 A-C), both starting at 9am, will each be hosted by four speakers who will speak for 15 minutes apiece.

The goal, says Neil Pence, OD, FAAO chair of the Lectures and Workshops Committee, is to force presenters to "get right to the meat of the topic and be very targeted in their presentations."

Dr. Pence says the approach is also meant to present attendees with a variety of angles on each topic. "There may be some courses where one speaker can provide some background science, but we would not want to hear that for a full 50 minutes. Then, another might follow with diagnosis or testing information, and another with treatment considerations," Dr. Pence says. "In other cases, we hope the presenters will give some differing points of view on the same subject, perhaps covering both sides of a controversial topic."

See below for a complete schedule of the new rapid-fire sessions.

WEDNESDAY, NOVEMBER 9

Time	Course	Lecturer(s)
9am	(PS-01) Rapid Fire: Retinal Rarities	Brad Sutton, Anna Bedwell, Julie Torbit, Kimberly Kohne
9am	(AS-04) Rapid Fire: Dry Eye: Focusing on the Sequelae Leads to Long-Term Failure	Caroline Blackie, Donald Korb, Christen Kenrick, Amy Nau
10am	(SD-04) Rapid Fire: Multidisciplinary Perspectives on Caring for Patients on the Autism Spectrum	Todd Peabody, Erin Peabody, Don Lyon
3pm	(CL-03) Rapid Fire: Controversies in Scleral Lenses	Jason Jedlicka, Melissa Barnett, Langis Michaud, Michael Lipson
3pm	(LV-03) Rapid Fire: Pediatric Low Vision Grand Rounds: From Pre-K to Graduation Day	Judith Goldstein, Alexis Malkin, Nicole Ross, Tiffany Chan

THURSDAY, NOVEMBER 10

Time	Course	Lecturer(s)
9am	(PS-07) Rapid Fire: Age-Related Macular Degeneration: Updates	Nancy Wong, Jennifer Gustafson, Nicolas Beaupre, Michael Ferri
10am	(AS-07) Rapid Fire: The Herpes Group	Joseph Shovlin, Michael DePaolis, Paul Karpecki, Greg Caldwell
1:30pm	(CL-06) Rapid Fire: Scleral Lenses for Ocular Surface Disease	Lindsay Sicks, Jennifer Harthan, Lynette Johns, Ellen Shorter
1:30pm	(AS-09) Rapid Fire: Anterior Segment Treatment of Infectious, Non-infectious and Inflammatory Conditions	Nicholas Colatrella, Jeffrey Varanelli, Christina Wilmer, A. Mika Moy
2:30pm	(SD-09) Rapid Fire: What Matters in White Matter Disease	Erin Draper, Kelly Malloy, Ashley Kay Maglione, Kelsey Leigh Moody

FRIDAY, NOVEMBER 11

Time	Course	Lecturer(s)
8am	(AS-11) Rapid Fire: Therapeutic Management in Anterior Segment Disease	Blair Lonsberry, Carl Spear, April Jasper, Nathan Lighthizer
9am	(BV-09) Rapid Fire: Concussion: A Multidisciplinary Approach	Aparna Raghuram, Ankoor Shah, Jacob Brodsky, David Howell
2pm	(AS-12) Rapid Fire: The Changing Face of Dry Eye: Emerging Trends and Innovations in Diagnosis and Treatment	Scott Hauswirth, Paul Karpecki, Leslie O'Dell, Richard Mangan
3pm	(GL-09) Rapid Fire: Dissonance in Glaucoma Management	Michael Cymbor, Austin Lifferth, Leslie O'Dell, Elliot Kirstein

SATURDAY, NOVEMBER 12

Time	Course	Lecturer(s)
8am	(BV-10) Rapid Fire: Pediatrics: The Essentials	Danielle Saltarelli, Melissa Rice, Nathan Cheung, Jason Lee
9am	(PO-01) Rapid Fire: The Surgical Update: What Every OD Needs to Know	Josh Johnston, Walter Whitley, Casey Claypool, Derek Cunningham
12:30pm	(CL-16) Rapid Fire: Video Grand Rounds: Specialty Contact Lenses	Karen Lai Yin Lee, Rutvi Doshi, Susah Kovacich

Product Info Breakfast Seminars

From 6:45am to 7:45am

WEDNESDAY, NOVEMBER 9

Bausch + Lomb

Ultra/Biotrue ONEday Product Information Breakfast

Topic: A Case for True Innovation

Speakers: Dr. Art Epstein and Dr. Ben Gaddie
Room: California A, Hilton Anaheim (Floor 2)

THURSDAY, NOVEMBER 10

Allergan

Topic: Therapeutic Considerations for Management of Patients with Chronic Dry Eye

Speakers: Dr. Mark Dunbar, a renowned expert in ocular disease, will lead a discussion regarding Allergan eye care therapeutic considerations for the management of patients with chronic dry eye.

Room: California B, Hilton Anaheim (Floor 2)

Bio-Tissue

Topic: Utilizing Evidence Based Therapies to Effectively Treat Ocular Surface and Lid Margin Disease. Hear from the experts how to drive practice growth and promote quality healing by:

- Integrating new therapies supported by clinical evidence
- Improving patient outcomes using novel treatment strategies

Speakers: Dr. Douglas Devries, Dr. Scott Schachter and Dr. John Rumpakis

Room: California A, Hilton Anaheim (Floor 2)

Oculus

Topic: The Oculus Pentacam and Keratograph 5M: Technology for the Modern Optometric Office

Speaker: Dr. Jason Jedlicka

Topic: Dry Eye Technology and Patient Communication: Achieving Clinical Brilliance

Speaker: Dr. Art Epstein

Room: Pacific A, Hilton Anaheim (Floor 2)

FRIDAY, NOVEMBER 11

Allergan

Topic: The Growing Presence of Dry Eye Disease

Speakers: Dr. Shane Kannarr, a renowned expert in ocular disease, will lead a discussion regarding Dry Eye Disease prevalence, pathophysiology, diagnosis, and considerations for Dry Eye management in your practice.

Room: California B, Hilton Anaheim (Floor 2)



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FELLOWS DOING RESEARCH — SPECIAL INTEREST GROUP STUDY

The Fellows Doing Research (FDR) SIG will collaborate with the Neuro-ophthalmic Disorders in Optometry SIG to conduct the 2016 American Academy of Optometry's Exhibit Hall "FDR Booth" research project. The title of the research is, "Comparison of ocular functional parameters in those with and without history of mild Traumatic Brain Injury (mTBI) or neurodegenerative disorders – a pilot study." For short, it will be called the "What Pupils Remember" Booth.

The purpose of the study is to explore the relationship between pupil responses and/or saccade parameters and a history of mTBI or other types of brain injury or disorders. The Academy Fellow investigators will use clinical instruments for the pupil and/or saccade measurements, and brain injury history and brain injury symptom surveys will be self-administered by volunteer participants attending Academy 2016 Anaheim.

Please plan to stop by Booth #361 to participate in this study and learn more about the FDR SIG!

CONTINUING EDUCATION WITH EXAMINATION (CEE) CREDITS AT ACADEMY 2016 ANAHEIM

The courses listed below will be presented with an option to take an exam, administered by the University of Houston College of Optometry. All CEE exams are offered by mail or online. All are welcome to attend the courses without taking the exam. Instructions to request the exams are available at the Education Desk.

WEDNESDAY, NOVEMBER 9

Time	Course	Lecturer(s)
10am	Exploring the Autoimmune Diseases: A Systemic Approach	Blair Lonsberry
10am	Ocular Trauma: Tips and Terminology	Valerie Sharpe
3pm	Understanding the Clinical Significance of Conjunctival Lumps, Bumps and Spots	Thomas Freddo
3pm	Ocular Pain Management for the Primary Care Optometrist	Kimberly Kohne, Stephanie Klemencic

SECTION ON CORNEA, CONTACT LENSES AND REFRACTIVE TECHNOLOGIES AWARDS AND MAX SCHAPERO LECTURE

Please join us today from 4pm to 5pm to hear the Section on Cornea, Contact Lenses and Refractive Technologies Awards and Max Schapero Lecture in Room 207 A-D.

Max Schapero Memorial Lecture — Perry Rosenthal, MD, *My Path to This Podium*



JOIN THE ACADEMY'S SOCIAL MEDIA COMMUNITY!

Academy Instagram Photo Contest. Share your photos from Academy 2016 Anaheim on Instagram with the hashtag #Academy16 to enter the Academy Instagram Photo Contest! The person who posts the photo that gets the most likes will win complimentary registration for Academy 2017 Chicago! Also, follow #academycloseup to see live photos from the Academy Close Up photo booth at booth #461 in the exhibit hall!

Academy 2016 Anaheim on Twitter (#Academy16). Be sure to follow the Academy on Twitter (@aaopt) for up to the minute tweets on all things related to Academy 2016 Anaheim. Also, don't forget to use the official hash tag, #Academy16, on all of your tweets related to the meeting!

Academy on Facebook. Visit www.facebook.com/AAOPT to like the Academy's page, a great place to stay connected to your colleagues and get up to date information on the annual meeting. Check back after the meeting to view photos of the exciting sessions and events from Academy 2016 Anaheim.

Academy LinkedIn Group. To join, search for "American Academy of Optometry" in the Groups section. The Academy's group page is a great place to network, make new connections, and contribute to discussions related to optometry and vision science.

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Joint Meeting: NT&T/OCCRS

Program Chair:
Paul Karpecki, OD



Orlando, FL

June 8-11, 2017

Program Chair:
Paul Karpecki, OD



Philadelphia, PA

November 3-5, 2017

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Joint Meeting with NT&T In Eye Care
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Fresh Ideas and Breakthroughs Dominate OGS Meeting

Glaucoma specialists look at new research, technology and patient education methods

The Optometric Glaucoma Society's (OGS) Tuesday morning meeting focused on the research and discoveries—largely due to improved imaging—that have brought ODs closer than ever to unlocking the disease's mysteries. OGS President I. Ben Gadde, OD, FAAO, started by welcoming 125 glaucoma experts to Anaheim.

Ring in the New Era

The first session, "New Ideas in Glaucoma," featured three speakers who analyzed recent advancements in understanding the disease.

Lakshmi Rajagopalan, OD, an OGS Ezell Fellow from the University of Houston, presented research into multifocal electroretinography and how it can detail the structural and functional changes in the glaucomatous eye.

Cofounding OGS member Thomas Freddo, OD, PhD, FAAO, next spoke on a novel finding in outflow pathways. That novel finding? POAG may be a variant on the normal aging process. Interestingly, this presentation gave rise to a spirited Q&A on the mechanism of another new concept: rho-kinase inhibitors.

Felipe Medeiros, MD, PhD, closed the session with a look at how virtual reality could one day replace traditional tests. Dr. Medeiros is involved in developing a virtual reality system to measure visual field loss. Glaucoma

patients have a high incidence of falls and other injuries, Dr. Medeiros explained, and he's using virtual reality technology to assess their balance and risk of injury from a fall. It could also give patients an option to self-test or be screened from remote locations.

Keep 'em Educated

The OGS covered two more subjects before breaking for lunch, each under the theme of partnering with patients through educational methods to combat glaucoma.

The first featured speaker was George Cioffi, MD, from Columbia University, who shared his insight on what questions glaucoma patients are likely to ask, such as: "Why did I get it?" and "Will I have to take drops forever?" But by far the most frequently asked question—as evidenced by an impromptu response, in unison, from the audience—was: "Will I go blind?" Dr. Cioffi equates that question with a more specific one: "Am I getting worse?" It's a broachable topic, he says, and the answer depends on a variety of factors, including age, family history, IOP and even ocular hypertension. He presented the numbers on patients' risk of disease progression based on the literature, and weighed the design differences in the major studies and how eye care doctors can incorporate their



Lakshmi Rajagopalan, OGS Ezell Fellow, speaks to the OGS on mfERG in experimental glaucoma.

findings into discussions with patients. But be direct about the question of blindness, he urged. "We know people still go blind from glaucoma," he said, then suggested a blunt response: ask them how long they expect to live. "They're thinking it anyway," he said.

The morning's final talk saw Dr. Medeiros detail a dynamic model for detecting progression. That talk relied on case studies to show how a comprehensive approach over time can best confirm the presence and speculate on the likely disease trajectory. His protocol suggestions were published as "The Relative Odds of Progressing by Structural and Functional Tests in Glaucoma" in July's *Investigative Ophthalmology and Visual Science*.

"The OGS is the best" of the ancillary meetings to the AAO, according to attendee Chris Lievens, OD, MS, FAAO. "We're looking five, 10 years into the future here."

Can't-miss Plenary Session Features Malcolm Gladwell

Award-winning journalist headlines at AAO's main event

The Academy is thrilled to welcome *New York Times* best-selling author Malcolm Gladwell as this year's plenary session speaker. This afternoon from 1pm to 2pm in Hall A, join Mr. Gladwell for his CE credit lecture, "Today's Research, Tomorrow's Practice®: Current State of Health Care and Research," which will dive into health research and its impact on clinical practice.

Attendees will learn about the current state of health care and how health research of today can help fix the problems for the future, as well as why research commitments are essential to promote health and ensure quality patient care. For instance, Mr. Gladwell will discuss the purpose of insurance and the role of the doctor as both caregiver and practice manager to promote the best aspects of health

care. He will also touch on the rationale behind drug prices—some do cost what they should, but others do not, according to Mr. Gladwell.

As they are integral to today's health system, mobile devices and big data will be another key topic in today's session, and Mr. Gladwell will elaborate on EHR limitations and pitfalls, the concept of universal variability—personalized medicine—and the importance of time spent with patients. He will evaluate the system as it stands using examples such as malpractice and the Affordable Care Act, and ponder whether we can change health care for the better by encouraging healthy behaviors and prioritizing innovation in health care delivery. Last, he will discuss his concept of the "10,000-hour rule," which aims to ensure

practitioners have the expertise necessary for optimal patient care.

After the plenary session, attendees will have the opportunity for a more personalized discussion with the speaker during "An Hour with Malcolm Gladwell." For this, he will join executives from Academy sponsors—including Essilor's Senior Vice President Howard Purcell, OD, FAAO, Alcon's Global Franchise Head Robert Warner and Allergan's Senior Vice President Herm Cukier—for a closer look at the value of ongoing research and new products for the future. The session's moderator, Academy past president Karla Zadnik, OD, PhD, FAAO, will pose several questions to the panel about disruptive technology, the importance of targeted patient education and the evolving roles of the FDA and insurers.



A Meditation on Finding Optometric Zen

Comprehensive Eye Care Symposium, 3pm to 5pm, Room 210 A-D

The Comprehensive Eye Care Section's Symposium will feature five speakers, each focusing on how ODs can take a holistic approach toward finding their "zen." What does that mean? Section Chair Tina Porzukowiak, OD, FAAO, explains "The AAO Comprehensive Eye Care Section Symposium was fashioned to get optometrists to think about health beyond that of the eyes. The eyes are connected to the body. If the body is not in balance, how can the eyes be healthy?" The symposium will begin by setting the stage from the point of view of the primary care physician who will address the evidence-based guidelines for a multitude of common medical conditions, she said. This will be followed with optometric presenters who will dive deeper into care for the eyes—particularly retinal and neuro-ophthalmic

disease. Lastly, the program comes full circle "to address public health issues with emphasis on the concept of mindfulness. It is anticipated that attendees will garner a new appreciation for preventative health strategies to bring to their practice—ultimately to help their patients find 'zen.'"

One speaker, Leonard Messner, OD, FAAO, plans to present an artful reimagining of Robert Pirsig's seminal 1974 work *Zen and the Art of Motorcycle Maintenance* (itself an artful reimagining of a 1948 publication, *Zen and the Art of Archery*), with his own spin: "Zen and the Art of Neuro-Ophthalmic Disorders."

The talk will review three aspects of the OD's role in caring for patients with neurodegenerative diseases, such as Alzheimer's disease, multiple sclerosis and traumatic brain injury. They are:

- Structural and functional vision testing

and the emergence of vision as a surrogate biomarker for neurologic disease.

- The repurposing of common ocular tests, such as retinal nerve fiber layer imaging and the King-Devick test, for the evaluation and management of neurodegenerative disease types.

- Comanagement with neurology departments.

Dr. Messner's presentation will review the tell-tale visual motor signs associated with concussions, such as photophobia, accommodative dysfunction, vergence dysfunction and versional dysfunction.

The presentation will also feature discussions of current trends for health and wellness, disease prevention and alternative and complementary medicine from Greg Wolfe, OD, MPH, FAAO, Michael Kozlowski, OD, PhD, FAAO, and Shannon Scott, DO, FACOFP.

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