

The OD's Role in Fighting Opioid Abuse

Drug use may lurk behind stubborn ocular issues.

The ongoing American opioid crisis has created clashes between sellers, law enforcement, pharmaceutical manufacturers and lawmakers. In combating this threat to public health, everyone has a role—including the optometrist.

SECO kicked off Wednesday morning with a sobering look at the matter. Timothy Pifer, MS, joined Tammy Than, MS, OD, FAAO, to present “The Opioid Dilemma.” Mr. Pifer, a laboratory director of the New Hampshire State Police Forensic Laboratory, brought with him shocking photos showing tables full of seized drugs. He explained the spread of these dangerous substances from law enforcement’s point of view while Dr. Than discussed how primary eye care physicians can pick up on signs of their use.

The Scope of the Threat

Most opioid users started taking medication for legit pain control, Mr. Pifer explained. But the underground market for drugs is lucrative and now offers substances from synthetic cannabinoids to Oxycontin (Purdue Pharma) to heroin and the chief concern of the day: fentanyl. This drug is about 50 times more potent than heroin and 100 times more potent than morphine. “A dose the size of a grain of sand could be fatal,” explained Mr. Pifer.

“Just when you think you’ve seen it all, drug dealers said ‘Hey, let’s start putting something really dangerous on the street,’” he said when introducing carfentanil, a drug used primarily for tranquilizing elephants and other large mammals. In fact, in its purest form, a



Comparison of lethal doses of heroin vs. fentanyl vs. carfentanil.

single grain can kill a person 10 times over, he said.

Part of the solution, Mr. Pifer said, is for law enforcement and emergency health professionals to carry Narcan, which can effectively revive someone following an overdose. During his tenure he has instituted several new capabilities

Opiate Class Drugs

- Major depressants.
- Opiates: natural or semisynthetic derivatives of opium poppy (e.g., morphine, heroin).
- Opioids: synthetic versions of opiates (e.g., fentanyl, methadone).
- Beneficial effects: control pain, suppress cough, control diarrhea.
- Side effects: depressed respiration, heart rate, constipation, slurred speech, development of tolerance, withdrawal symptoms.

at the laboratory, including the DNA and Digital Evidence Units, which can run fentanyl urine tests. The issue is wide ranging. “It’s white collar, it’s blue collar, it’s all over the socioeconomic spectrum,” he explained.

See Opioids, Page 21

WHAT'S INSIDE

- When patients experience **LASIK and PRK complications**, the OD is there to help 3
- **Welcome** to SECO 2019..... 4
- **MedPro360** to advise on the business end of optometry 8
- Map out your **exhibit hall** experience 12
- Don't forget to check the **vitreous**..... 16
- **COVD** says **vision therapy** can be life-changing and even life-saving 19
- Pickup your **contact lens dropouts** 20
- **OCT-A or FA?** That is the question 20

AFOS Starts the CE Early

Military docs tackled systemic disease and ocular care yesterday.

Before SECO officially commenced its 2019 meeting in New Orleans, the men and women of the Armed Forces Optometric Society (AFOS) headed into town on Monday and Tuesday for an annual meeting of their own, a staple of the education AFOS offers its members.

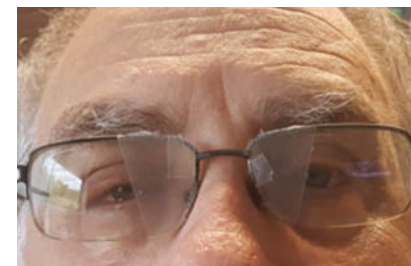
“From aging veterans to young active-duty military patients, the importance of continuing to identify the best delivery of care from their military or VA optometrists is imperative,” said Lindsay Wright, OD, executive director of AFOS.

After a Monday afternoon kick-off that focused on herpes simplex keratitis and proper use of medical marijuana, the education continued at 0800 hours Tuesday. Once they finished checking out the exhibit

hall and fueling up with breakfast and coffee, service members attended a discussion of four paired case reports of ocular manifestations of systemic disease. After a series of service breakout sessions, attendees settled in for talks on binasal occlusion, acquired color vision cases secondary to systemic disease and ocular nutrition. A series of grand rounds marked the end of the meeting.

The Answer is in the Details

Meghan Elkins, OD, and Christopher Cordes, OD, gave the first session of the day, a joint talk called “He Said/She Said.” The duo introduced cases that presented similarly but were diagnosed differently based on key findings—demonstrating that conducting



Although binasal occlusion improved this patient's vision, he felt it was more annoying than helpful. Dr. Klein stressed this is reason enough to remove the tape.

comprehensive exams and ordering appropriate tests could mean the difference between the right and wrong diagnosis.

The first pair of cases involved blurred vision. Dr. Elkins’s patient had uncontrolled diabetes and hypertension, anemia and blood problems requiring constant blood transfusions. He was ultimately diagnosed with normochromic, hypoproliferative, transfusion-dependent macrocytic anemia that eventually

See AFOS, Page 22

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Prepare for LASIK and PRK Complications

When problems threaten a patient's satisfaction, vision or eye health, ODs need to have a game plan.

Yesterday morning, anterior segment expert Clark Chang, OD, MSA, MSc, FAAO, jumped right into his session on refractive surgery problem-solving with a warning to attendees: “The advancement of the femtosecond laser and other treatment techniques have drastically decreased the incidence of these refractive surgery complications, but I think that’s why we are not quite as good at recognizing these events anymore,” he said. “That’s why it’s more important to be more hyper-acute about differentiating them.”

Ocular Surface Issues

The number one complication is still dry eye, he said, and a recent study shows female gender, hyperopia and photorefractive keratectomy (PRK) are still strong predictive factors.

“Everyone gets at least a little dryness, no matter the type of ocular surgery,” Dr. Chang said. “It doesn’t stop me from referring patients” for cataract or refractive procedures, he explained. “I just need to know how to manage it.”

The best treatment, Dr. Chang said, is to prevent it as best you can with careful pre-op assessments and pre-treating the ocular surface. In addition, preparing patients to expect this symptom can go a long way to ease their minds, he said.

Next on the problem-solving checklist was rainbow glare, which

was a problem in about 19% of procedures with older femtosecond lasers but now only arises in 2.32% of refractive patients. This symptom can resolve spontaneously, Dr. Chang said, and patient education is often all that is necessary. But if it doesn’t resolve, it’s back to the MD for help. “Honestly, we have only had two cases of rainbow glare that I can remember,” Dr. Chang observed.

On the Cornea

After a brief discussion of transient light sensitivity syndrome, which can affect fewer than 1% of patients, Dr. Chang spent time discussing micro- and macro-striae. The former often requires little more than documentation and monitoring, he said, while the latter can be a significant problem. Macro-striae and a dislodged flap are often caused by mechanical trauma such as eye rubbing, Dr. Chang said.

“They are usually just fine after surgery, and then suddenly they are calling you saying they woke up in pain even though nothing happened,” Dr. Chang said. “Of course, something usually did happen, like eye rubbing or their goggles fell off at night.”

While a therapeutic bandage lens might help, they have to go back to the surgeon for a stretching/smoothing procedure, debridement suturing or a PTK.

Many of these complications can present with dry eye-like symptoms, so clinicians have to be vigilant about asking plenty of follow up questions, he said. Epithelial ingrowth, for example, can present with a gradual decline in vision, often in one eye, glare and general ocular irritation. Dr. Chang also shared a video of the treatment: lifting the flap and removing the epithelium.

Dr. Chang then turned his attention to another rare complication of refractive procedures: diffuse lamellar keratitis. The condition’s grade determines the treatment path, he said. Grade 1 only requires an increase in the post-op steroid, while grade 4—which should never happen, he stressed—requires a visit to the surgeon for an interface irrigation, increased steroids, daily follow up and intraocular pressure monitoring.

Central toxic keratopathy is another rare non-inflammatory complication with dry eye-like symptoms of reduced vision, pain, injection, photophobia and halos. These patients need close monitoring, but not corticosteroids—those could actually delay healing, Dr. Chang warned.

Don’t Forget Surface Ablation

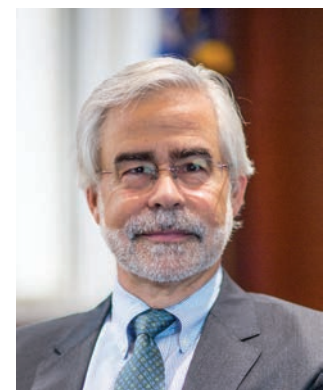
For the remainder of the course, Dr. Chang devoted his discussion to PRK. The epithelial defect usually takes three to six months to heal completely—so be patient, he encouraged. While the patient’s vision will be good on day one, days two and three can be painful, he said. “I always know when they will call me, and it’s going to be on a Sunday,” he joked. “I try to tell them, ‘Think very carefully before you dial and remember that we talked about day three and day four and decreased vision.’”

These patients will also need pain management strategies, he said, and new evidence suggests a cocktail

of 1,000mg Tylenol (Johnson & Johnson) with 400mg ibuprofen in one dose is better than Vicodin (AbbVie). Post-op corneal subepithelial haze and microbial keratitis are possible complications to watch for, he said.

Dr. Chang wrapped up the session with a brief discussion of implantable collamer lenses, which have been FDA approved since 2005, but the toric version only recently received approval in September 2018. ●

SPEAKER SPOTLIGHT



David Heath, OD, EdM

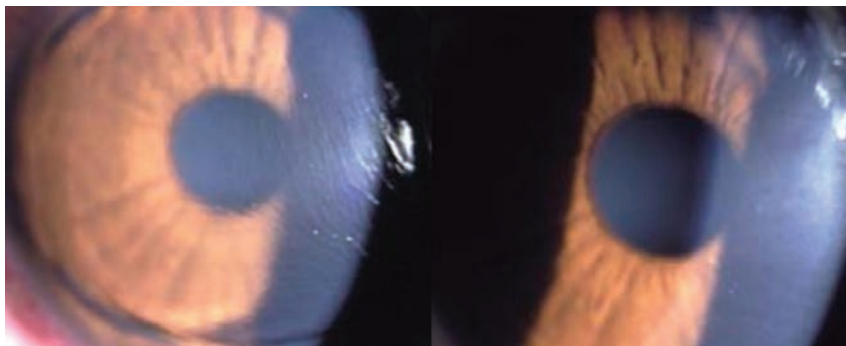
President, SUNY College of Optometry

Dr. Heath has served as president of the State University of New York College of Optometry since 2007. He twice served as president of ASCO (2012-2013 and 2015-2016 academic years). Dr. Heath’s work has focused on educational program development and international vision care.

Dr. Heath’s course schedule includes:

• *See the Vision of Tomorrow Forum*

*Thursday 8am–10am,
New Orleans Theater*



Patients with grade 2 DLK should increase their topical steroid, Dr. Chang said. If it looks like a late stage 2 or an early stage 3, consider referring the patient for an interface irrigation.

The Future is Here at SECO '19

Optometry takes over New Orleans with more than 400 hours of education, numerous social events and 900+ leading brands.



Welcome to New Orleans! We're so glad to have you join us for SECO 2019, the first major ophthalmic conference of the year, as it kicks off the new year with new education formats, new technologies to keep your practice operating effectively, new networking opportunities to connect and so much more.

Whether you're refining your skills in hands-on learning labs or listening to eye care leaders discuss emerging trends at the new *See the Vision of Tomorrow* forum, Thursday, February 21 from 8am to 10am, you'll find the information you need to remain competitive and help your practice reach its full potential—plus, it's your chance to earn up to 50 CE hours! Our educational sessions provide innovative and practical instruction from some of the most talented and well-known speakers in the profession.

They will discuss topics pertaining to ODs and allied healthcare professionals (AHPs), including:

- The popular *team-centered learning courses* bring together the entire practice for shared education. Exciting courses this year include: Refractive Surgery Problem Solving; Beyond the Globe: Acute and Urgent Orbital Disorders; Guide to Corneal Cross-Linking; Billing and Coding; and Service with a Smile.

- The *Symposium Series* courses, held Thursday, Friday and Saturday for ODs and allied healthcare professionals, is where industry leaders will take the stage to highlight the latest developments in their companies and in optometry—all while you enjoy a complimentary lunch or dinner.

- *MedPro360*, SECO's healthcare practice management program, returns again this year to

cover an expanded range of topics that will improve procedures for treating patients—plus, strategies and best practices that will help you increase efficiencies and improve your bottom line. The event will be held Thursday and Friday. If you haven't already registered, head over to any registration desk.

Don't forget to take the opportunity to have a little fun while you're in New Orleans! Our popular *social events* scheduled throughout the conference are an opportunity to exchange ideas with your peers, catch up with old friends, and expand your professional circle. Highlights include:

- *ODs on Facebook Party*. Make that in-person connection and join the "ODs on Facebook" group for an evening of fun and networking on Thursday from 8pm to 10:30pm at the New Orleans Marriot River Room.

- *Eyedocs of Rock Concert*. See optometry's favorite rock band, the Eyedocs of Rock, on Friday, February 22 from 9pm to midnight at the Howlin' Wolf, for a concert that benefits Optometry Giving Sight.

- *AHP Party*. Connect with your fellow allied healthcare professionals on Friday from 4pm to 6pm in the New Orleans Theater Foyer, and explore the New Orleans's French influence through music, culture and cuisine. *Sponsored by Essilor.*

- *Food Tasting Tours*. Bring an appetite for everything from jambalaya to beignets and taste your way through the Big Easy on a food tour of New Orleans without leaving Optometry's Marketplace™ at SECO. Tours will be held Thursday from 5pm to 6pm, Friday from 4pm to 5pm and Saturday from 3pm to 4pm. ●

SCHEDULE OF EVENTS**THURSDAY, FEBRUARY 21**

Registration Services
6am–6pm, Hall J

SECO Kids (day care services)
6am–9pm, Registration Hall J

OD & AHP Continuing Education Programs
7am–8pm, Hall J, Levels 2 & 3

OD Special Session #060
8am–10am, New Orleans Theater

SNAPP Meeting
8am–12pm, New Orleans Marriott: Galerie 5-6

Essilor ECP University
8:30am–5:30pm, New Orleans Marriott: St. Charles Room

Free AHP Lunch Symposium #302
Presented by: Shire
12pm–1pm, Rooms 394-396

Free OD Lunch Symposium #301
Presented by: Alcon/Johnson and Johnson Vision Care
12pm–1pm, Symposia Amphitheater, Hall H

OIS @ SECO Meeting
12pm–6pm, Marriott Convention Center: Blaine Kern Ballroom

Optometry's Marketplace™ at SECO
12:30pm–6pm, exhibit hall

Ticket Exchange for Saturday Night Party
12:30pm–6pm, exhibits info booth

Presentation Theater Courses
1pm–2pm, 3pm–4pm & 5pm–6pm, exhibit hall

MedPro360
2pm–4pm, Room 391-392

ASOS Membership Meeting
3pm–4pm, Room 399

Free Food Tasting Tour
5pm–6pm, exhibit hall

SNAPP Reception & Tradedfair Dinner
6pm–9pm, New Orleans Marriott: Bissonet Room

Local OD Tour with CE
8pm–10pm, shuttle bus pick-up area

ODs on Facebook Party
8pm–10:30pm, New Orleans Marriott: Riverview Room

FRIDAY, FEBRUARY 22

Registration Services
6am–6pm, Hall J

SECO Kids (day care services)
6am–9pm, Registration Hall J

Southern College of Optometry Adjunct Faculty Forum
7am–8am, New Orleans Marriott: Audubon Room

SNAPP Meeting
7am–2:30pm, New Orleans Marriott: Galerie 5-6

AHP Continuing Education Program
7am–7pm, Hall J, Levels 2 & 3

OD Continuing Education Program
7am–8pm, Hall J, Levels 2 & 3

International Leaders Forum
8am–9:30am, Room 391

Special Session #061
8am–10am, New Orleans Theater

Southern Caucus Meeting (Including AOA's State Leaders Forum)
9am–12pm, New Orleans Marriott: Riverview 2

Presentation Theater Courses
10am–11am, 1pm–2pm & 4pm–5pm, exhibit hall

MedPro360
10am–4pm, Room 391-392 & New Orleans Theater

Optometry's Marketplace™ at SECO
10am–5pm, exhibit hall

Ticket Exchange for the Saturday Night Party
10am–5pm, exhibits info booth

Free AHP Lunch Symposium #304
12pm–1pm, Presented by: CooperVision and Allergan, Rooms 394–396

Free OD Lunch Symposium #303
12pm–1pm, Presented by: Shire and Bausch + Lomb, Symposia Amphitheater

Free Food Tasting Tour
4pm–5pm, exhibit hall

AHP Party
Sponsored by: Essilor
4pm–6pm, New Orleans Theater Foyer

Alumni & Friends Receptions
All at New Orleans Marriott

• *IU School of Optometry*

6pm–7:30pm, Lafayette/Napoleon

• *Salus University Pennsylvania College of Optometry*

6pm–7:30pm, Riverview 2

• *Kentucky College of Optometry*
6pm–8pm, Studio 3

• *UABSO*
6:30pm–8pm, Galerie 6

• *Southern College of Optometry*
6:30–8:30pm, Carondelet Room

• *NSUCOO*
7pm–8:30pm, Riverview 1

OD Dinner Courses
6pm–8pm, Creole Queen & Palace Café

Student Party
Sponsored by: VSP Global
6:30pm–9:30pm, New Orleans Marriott: Galerie 4–5

Bad Habits – Eyedocs of Rock Party Benefiting Optometry Giving Sight
9pm–12am, The Howlin' Wolf

SATURDAY FEBRUARY 23

Registration Services
6am–5pm, Hall J

SECO Kids (day care services)
6am–7pm, Registration Hall J

OD & AHP Continuing Education Programs
7am–6pm, Hall J, Levels 2 & 3

AOA+ Leadership Link
7:30am–9am, New Orleans Marriott: Galerie 6

SECO Member State Executives Meeting
8am–10am, New Orleans Marriott: Galerie 4

Special Session #062
8am–10am, New Orleans Theater

ARBO Southern Regional Meeting
8am–12pm, New Orleans Marriott: Galerie 5

Presentation Theater Courses
10am–11am, 12pm–1pm & 3pm–4pm, exhibit hall

Optometry's Marketplace™ at SECO
10am–4pm, exhibit hall

Ticket Exchange for the Saturday Night Party
10am–4pm, exhibits info booth

Free OD Lunch Symposium #305
Presented by: Alcon
12pm–1pm, Symposia Amphitheater

Free Student Symposia #307
Presented by Alcon, Johnson & Johnson Vision Care, CooperVision
12pm–1:15pm, Rooms 391-392

Free Food Tasting Tour
3pm–4pm, exhibit hall

SoCO House of Delegates
3:15pm–5pm, New Orleans Theater

2nd Line Parade to the Saturday Night Mardi Gras Party
5:45pm, ENMCC Lobby

Saturday Night Mardi Gras Party
6pm–8pm, Mardi Gras World

SUNDAY FEBRUARY 24

Registration Services
7am–4pm, Hall J

SECO Kids (day care services)
7am–6pm, Registration Hall J

Energieyes Sunday Brunch Meeting
7:30am–3pm
New Orleans Marriott: St. Charles, Napoleon, Lafayette Rooms

Special Session #063
8am–10am, New Orleans Theater

AHP Continuing Education Program
8am–4pm, Hall J, Levels 2 & 3

OD Continuing Education Program
8am–5pm, Hall J, Levels 2 & 3

Special Session #064
12pm–2pm, New Orleans Theater

THURSDAY, FEBRUARY 21

SECO's comprehensive program offers more than 250 educational courses throughout the conference. Here are today's courses for optometrists and allied healthcare professionals.

Time	#	Course Title	Presenter(s)	Location
7am-8am	508	The Influence of Hormones on Ocular Surface Disease	Barnett	Room 288
	509	Guide to Corneal Cross-Linking	Chang	Room 289
	510	Digital Dry Eye	Hom	Room 297
	511	It's a Gut Reaction	Reed	Room 284
	512	The Vision of Art: An Interactive Experience	Hammonds, Owens	Room 287
	513	The Pediatric Exam: An Interactive Experience	Frazier	Room 285
	514	Tonometry and Pachymetry	Elder	Room 388
	515	What Is This? Ocular Findings in Systemic Diseases	Stewart	Room 291
	516	How to Wow Your Patients and Create Financially Loyal Patients for Life	Doll	Room 298
	517	The Art of Troubleshooting: Progressive Addition Adaption	Frye	Room 286
	518	Specialty Contact Lens for the Special Needs Patient	Rakow	Room 399
552	MIPS in 2019: Big Changes in the Rules	Michaels	Room 290	
8am-10am	60	See the Vision of Tomorrow Forum	Heath, Wroten, Mann, Quinn, Cavallerano	New Orleans Theater
10am-11am	522	Another Red Eye: Contact Lenses or Not?	Elder	Room 297
	523	Lensometry Lecture	Wild	Room 298
	525	Visual Fields Testing Basics	Gustus	Room 388
	526	Complications from Global Eyelash Obsessions	Shen Lee	Room 399
	527	The Art of Selecting the Right Progressive Design	Frye	Room 390
	528	Multifocal Contact Lenses: How They Work, Why They Work and on Whom They Work	Rakow	Room 397
10am-12pm	105	Narcotic Prescribing and Drug Diversion	Ensor	Room 293
	106	Glaucoma Grand Rounds [CEE/TQ COURSE]	Madonna	Room 291
	107	Introduction to Injections and Minor Surgical Procedures [CEE/TQ COURSE]	Duncan	Room 294
	519	Medication Side Effects and Allergic Reactions [CEE/TQ COURSE]	Autry	Room 295
	520	Billing and Coding	Cass	Room 292
	521	Visual Dysfunction Following Acquired Brain Injury [CEE/TQ COURSE]	McBryar	Room 296
	524	Anatomy and Physiology	Lawrence	Room 299
	800	Frame Adjustment Learning Lab	Shwom	Room 385
11am-12pm	529	Troubleshooting Scleral Lenses Part 1	Barnett	Room 297
	530	Glaucoma: It's More Than Just the Pressure	Stewart	Room 298
	531	Fundus Imaging Basics	Gustus	Room 388
	532	Stand Out in Eyecare Social Media	Shen Lee	Room 399
	533	Eyecare in Sports Medicine	Galt	Room 390
	534	Multifocals for the Typical and Atypical Corneas	Rakow	Room 397
12-1pm	301	FREE OD Lunch Symposium	Presented by Alcon and JJVC	Amphitheater Hall H
	302	FREE AHP Lunch Symposium	Presented by Shire	Room 394-396
1pm-2pm	801	Goldmann Tonometry Learning Lab	Elder	Room 386
	904	How to Increase Your Practice Net (Grantor: VSP)	Wright	Presentation Theater 1
	907	What's Next...Reinventing Refraction (Grantor: Essilor)	Hammonds	Presentation Theater 2
	910	Changing the Game to Match the New Rules (Grantor: Marco)	Talone	Presentation Theater 3
1pm-3pm	700	Advanced Surgical Procedures Learning Lab	Ensor, Walker, Duncan	Room 383
	802	Understanding the OCT for Technicians Learning Lab	Gustus	Room 385
	803	Retinoscopy Learning Lab	Guyette, Call	Room 398
1:35pm-2pm		Laser Tag: From Capsulotomies to Iridotomies!	Castillo	Practice IQ stage

EDUCATIONAL PROGRAM

For course descriptions and the entire five-day education program, visit attendseco.com/education.
Missed a course at SECO 2019? Log onto secouniversity.com throughout the year to access all courses.

Time	#	Course Title	Presenter(s)	Location
2pm-3pm	108	Managing the Glaucoma Suspects	Madonna	New Orleans Theater
	109	Nutrition Update	Reed	Room 297
	400	MedPro360 Presents: Profitable Doctor	Kling	Room 391-392
	535	Oh No! Contact Lens Casualties	Barnett	Room 285
	536	Pediatric Aphakic CL Fitting	Galt	Room 287
	537	Doctor, Doctor, Do I Have to Come In Right Now?	Hammonds, Owens	Room 284
	538	The Cover Test	Frazier	Room 288
	539	Ocular Surface Testing	Pate	Room 289
	540	OCT	Stewart	Room 291
	541	A Team Approach to Patient Care	Frye	Room 292
	542	Triage in a Contact Lens Practice	Rakow	Room 299
	543	The Essentials of Scleral Lens Fitting	Chang	Room 290
	804	Prism Progressive Learning Lab	Wild, Singley	Room 387
3pm-3:25pm		Retail Merchandising Secrets That Drive Capture + Sales	Gerber	Practice IQ stage
3pm-4pm	401	MedPro360 Presents: The Profitable Doctor – Eradicating Practice Poverty Learning Lab	Kling	Room 391-392
	905	How to Get the Maximum Value for Your Practice (Grantor: VSP)	Wright	Presentation Theater 1
	908	What's Next... The Myopia Epidemic (Grantor: Essilor)	Hanlin, Parker	Presentation Theater 2
	911	Your Practice Vision (Grantor: Luxottica)	Carlson	Presentation Theater 3
3pm-5pm	805	Eye Dissection Learning Lab	Griffith	Room 385
3pm-7pm	544	CPR Learning Lab	Chambers	Room 384
3:25pm-3:35pm		The Development of an Advanced Ocular Surface Practice: The Business, Fee for Service, Medical Coding, Procedures and Medications	Schaeffer	Practice IQ stage
4pm-5pm	110	Give Me FLACS and a Side of Premium IOLs	Mann	Room 296
	111	Approaching the Patient with Diplopia	Modica	Room 291
	112	Oral Medication Grand Rounds	Hall	Room 292
	113	Clinical Lab Testing and Its Role in Diagnosing and Managing Ocular Disease	Than	Room 293
	200	Top 10 Pharma Favorites	Autry	Room 299
	545	Amniotic Membranes in Primary Care	Cass	Room 294
	546	Kids in Glasses	Galt	Room 297
	547	Making it a Lifestyle to Dispense Great Patient Care	Frye	Room 295
	548	Conquering the Keratoconus Contact Lens Challenge	Chang	Room 390
	549	Soft Toric Contact Lenses: An Interactive Experience	Elder	Room 298
	550	Tips and Tricks for Successful Therapeutic Scleral Lens Wear in OSD	Barnett	Room 285
	5pm-6pm	906	How to Maximize Your Profit From Vision Plans (Grantor: VSP)	Wright
909		What's Next...The Blind Spots of Practice Profitability (Grantor: Essilor)	Parker	Presentation Theater 2
912		Diabetes: Are You Up to Date? (Grantor: Zeiss)	Chous	Presentation Theater 3
5pm-5:25pm		The American Society of Optometric Surgeons: Exceeding Expectations in Training and Outcomes	Castillo	Practice IQ stage
5:35pm-6pm		Your Personal Brand Through Digital Media	Sampalis	Practice IQ stage
6pm-8pm	551	Ragin' Cajun Red Eyes [DINNER COURSE] [CEE/TQ COURSE]	Autry	Room 394-396
8pm-10pm	903	The Ghosts of Malpractice: What Say You, Members of the Jury? [GHOST TOUR]	Ajamian	Off Site

2019 EDUCATION TRACKS

Corneal Carnivale • Have a Ball with B.V. • Big Easy Business • Jambalaya • Low Country • Retina Reverly
Neuro in N'awlines • Anterior Segment Sequins • Glaucoma Gumbo • Pediatric Pralines • Pharm Festival • Systemic Fun • All that Jazz

MedPro360: Minding Your Business

MedPro360 returns to SECO this afternoon with its annual multi-day seminar on business acumen, profitability and other matters essential to success. This year, speakers will cover everything from day-to-day issues like cash flow and patient satisfaction to major strategic decisions such as selling to private equity, and even a look at the rapidly evolving world of telemedicine and what it may bring to optometry. The courses will extend into Friday afternoon.

Today, Michael Kling, OD, CEO of Invision Optometry, will go over what he describes as a revolutionary new cash flow management system, called “The Profitable Doctor,” designed to immediately improve practice profitability, eradicate unnecessary business expenses and assist practice owners with managing business debt. His course will help eye care business owners avoid poor cash flow and develop a plan that addresses the increase in expenses and debt that accompanies growth.

After a break, Dr. Kling will lead attendees in the “The Profitable Doctor—Eradicating Practice Poverty Learning Lab,” in which he will guide participants through the



MedPro360’s practice management series—launched only a few years ago—is now a regular fixture at SECO. Above: Jenn Lim wowed the crowd at the 2018 event. Expect another rousing program from this year’s esteemed faculty.

steps involved in mastering and putting The Profitable Doctor Money Management System into practice. Participants will learn to develop the strategies necessary to make the correct financial decisions.

Friday morning brings a multitude of presenters and topics to help you contemplate the future of optometry. The “New Payor Models Learning Lab” is the first course of the day and will be presented by Roberto Aran, founder of Those Who Care. Mr. Aran will provide an overview of new payor models emerging from the private sector as well as the details ODs should focus on to prepare themselves for the upcoming change.

Next, Tony Cavallerano, OD, FAAO, professor of optometry at New England College of Optometry, and Howard Fried, OD, president of DigitalOptometrics, will discuss the impact new telehealth technologies will have on the future of optometry. The two will explore whether the business, technical and clinical requirements will impede telemedicine from improving clinical outcomes through expanded access to care, especially to those in rural areas.

After the morning courses have concluded, Mr. Aran will return in the afternoon to present “What is Your Business Worth to the Best Buyer?,” wherein he will help optometrists looking to sell their practice by reviewing reimbursement rates and operational efficiencies, the two primary sources of value an acquiring group can introduce after a practice purchase. The course will also provide an introduction to valuations that will help practitioners prepare for large financial events, whether or not you’re looking to sell.

The MedPro360 slate for 2019 will conclude with a panel moderated by Christopher Quinn, OD, CEO of Omni Ophthalmic Management Consultants of Iselin, NJ, on experiences with private equity companies. The expert panelists will provide their insights into optometry’s future as they discuss practice valuation, post-sale employment opportunities, staffing, modes of practice and their own exposure to private equity sale and employment.

Each year, the MedPro360 program continues to offer a unique learning experience with face-to-face networking opportunities with top business experts and healthcare professionals, its organizers say. Attendees will walk away with action-

able advice and strategies to foster growth that they can implement immediately. Being able to ensure their practices run effortlessly will enable optometrists to focus on providing patients with outstanding care. ●

SPEAKER SPOTLIGHT



Roberto J. Aran

Founder, *Those Who Care*

Rob Aran’s organization, *Those Who Care*, aims to empower care providers with data and knowledge to improve their businesses.

He got his professional start in management consulting after attending the University of Notre Dame and studying finance as a member of Deloitte’s strategy and operations consulting group.

Since then, he has applied his growing financial, analytical and strategic skill sets within the technology sector while working at Uber and now healthcare.

Mr. Aran’s SECO 2019 schedule includes:

• **MedPro360 Presents: New Payor Models Learning Lab**

Friday 10am–11am, Room 391-392

• **MedPro360 Presents: What is Your Business Worth to the Best Buyer?**

Friday 1pm–2pm, Room 391-392

MedPro360’s 2019 Course Lineup

The Profitable Doctor	Thurs. 2pm–3pm	Room 391-392
Eradicating Practice Poverty Learning Lab	Thurs. 3pm–4pm	Room 391-392
New Payor Models Learning Lab	Fri. 10am–11am	Room 391-392
Telemedicine and the Practice of Tomorrow	Fri. 11am–12pm	New Orleans Theater
What is Your Business Worth to the Best Buyer?	Fri. 1pm–2pm	Room 391-392
The New World Order: PPM’s and Private Equity	Fri. 2pm–4pm	Room 391-392

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David Friess, OD, FAAO
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New Technologies & Treatments
conference is partially supported by an
unrestricted educational grant from
Bausch & Lomb

**Additional registration fees if attending both meetings. Agenda subject to change. Review Education Group partners with Salus University for those ODs who are licensed in states that require university credit. See www.reviewsce.com/events for any meeting changes or updates.

OPTOMETRY'S MARKETPLACE™

EXHIBIT HALL EVENTS FOR FRIDAY, FEBRUARY 22

OPENS: 10am
CLOSES: 5pm

PRACTICE IQ PAVILION

Continue your education outside the classroom at this nontraditional learning area, where you can dive deep into valuable topics such as the latest innovations in digital health, medical devices, surgical and clinical care and advanced practice procedures to position your practice for long-term success. Open during exhibit hall hours.

PRACTICE IQ EYE-CONS EXPERT SERIES

Listen to forward-thinking experts share their knowledge and lessons learned on some of the biggest topics in their fields of expertise. Sessions are offered at no charge. Today's schedule:

- 10:35am–11am:** Radiosurgery in Optometric Practice Hands-on
1pm–1:25pm: Engage, Amaze + Convert; Using New Technology to Enhance the Patient Experience
1:35pm–2pm: The Development of a Specialty Fee-for-Service Practice: Myopia Control, Cataract Surgery Consults, Concussion, Aesthetics, Vision Training and Dry Eye
4pm–4:25pm: Botox Injection Skills
4:35pm–5pm: Medical Model: Set Up Your Practice for Medical Optometry

Sponsored by Primary Care Optometry News.

MULTIMEDIA POSTER PROGRAM

Booth #1928

See the latest optometric research and case reports through these posters from students, residents and faculty that take advantage of technology to deliver a dynamic presentation that's far beyond the posters of old.

PRACTICE OF TOMORROW INTERACTIVE EXHIBIT

Stop by to design the future of your practice, discover new office designs, methods to enhance workflows and the latest technologies for your team to work more effectively. Open during exhibit hall hours.



Sponsored by De Rigo REM, Johnson & Johnson Vision Care and Zeiss.

PRESENTATION THEATERS

Attend accredited presentations for eye care professionals at one of SECO's popular Presentation Theaters. Courses are free to attend on a first-come, first-served basis. Today's schedule:



- 10am–11am**
- Procuring Practice Buyers and Sellers (Grantor: VSP)
 - What's Next...The Blind Spots of Practice Profitability (Grantor: Essilor)
 - Macular Pigment Supplementation: A Prescription for the Vision and Cognitive Health
- 12pm–1pm**
- Creating a Pathway to a Certified Staff
- 1pm–2pm**
- How to Use Your Practice as a Personal Wealth Generator (Grantor: VSP)
 - What's Next...The Myopia Epidemic (Grantor: Essilor)
 - Visually Induced Trigeminal Dysphoria May Be the Leading Source of Headaches, Eyestrain and Dry Eye Sensation (Grantor: Neurolens)
- 3pm–4pm**
- The Importance of Staff Development (Grantor: Essilor) [Not for CE credit]
- 4pm–5pm**
- Creating a Culture of Excellence (Grantor: VSP)
 - Marketing Your Practice and Patient Acquisition (Grantor: Luxottica)
 - What's Next... Reinventing Refraction (Grantor: Essilor)

THE VIEW

Visit SECO's Luxury Eyewear Pavilion, which brings some of the world's most exclusive frame companies and brands to New Orleans.

STUDENT LOUNGE

Come to the Student Lounge to take a break between sessions, network with other students and meet your peers—and to receive your \$100 cash stipend! *Sponsored by Luxottica.*

NEW ORLEANS FOOD TASTING TOUR

Today, 4pm–5pm

Taste your way through the Big Easy on a food tour of New Orleans's French Quarter without leaving Optometry's Marketplace™, stopping to sample some of the city's most distinctive foods along the way. Bring an appetite for everything from jambalaya to beignets.

Exhibitor Listing for SECO 2019 (as of February 11, 2019)

EXHIBITOR	Booth	EXHIBITOR	Booth	EXHIBITOR	Booth	EXHIBITOR	Booth
A&A Optical	628	Dry Eye Doctor, The	842	Lafont	629	Plusoptix	1443
ABS Smart Mirror	1441	Dry Eye Institute	1439	LasikPlus	1305	Premier Ophthalmic Services	705
ABB Optical Group	701	Dynamic Labs	1815	Lens Butler, The	805	Presenta Nova	1719
Acuity Pro	1237	Eastern Ophthalmic Supply & Repair	906	Leon Global Group	1920	Primary Care Optometry News and Healio.com by Slack	139
AI Care	700	EdgePro by GPN Technologies	1711	Lighthouse by Web.com	1821	Professional Eye Care Associates of America	429
Akorn	1040	Edison Optics	222	Lombart Instrument	806	Quantel Medical	807
Alcon	1533	E-dr. Network/New Era	1823	Lumenis	1610	Quidel	1930
Allergan	1019	Elsevier	1704	Luneau Technology USA (AIT, Briot, WECO, LPO, Visionix)	1029	Regeneron	1545
Allied Powers	1706	Encore Vision	438	L'Unique Optique	V 10	Reichert	810
American Academy of Optometry	122	Energieyes, the Association of Corporate- Affiliated Optometrists	245	Luxottica Group	235	Review of Optometry	843
American Academy of Orthokeratology and Myopia Control	121	Eschenbach Optik	1235	M&S Technologies	1507	RightEye	1538
American Board of Opticianry – National Contact Lens Examiners	130	eSee Acuity	813	MacuHealth	2025	Roya.com	1916
American Board of Optometry	131	Essilor Instruments USA	1912	MacuLogix	904	Salus University Pennsylvania College of Optometry	2018
American Society of Optometric Surgeons	1044	Essilor of America	1616	Marco Ophthalmic	816	Santinelli International	1135
Angiogenesis Foundation, The	2036	Ethis Healthtech	1236	Marcolin USA Eyewear Corp	1111	ScienceBased Health	1640
Applied Medical Systems	1612	Europa Eyewear	639	MaximEyes by First Insight	711	Scleral Lens Education Society	123
Arbor Eyewear	420	Eye Designs	1229	MaxiVision (MedOp Health)	1923	Second To None Beauty	2010
Armed Forces Optometric Society	118	EyeCarrot Innovations	1902	Mei System	1703	Select Merchant Solutions	1234
Armourx Safety	1915	Eyefficient	708	Mid-Gulf Instruments	706	Shamir Insight	2023
Art Optical Contact Lens	1505	Eyefunc	234	Modern Optical International	528	Shire	1129
Article One	422	Eyes of Faith Optical	1000	Modern Optometry/Bryn Mawr Communications	943	Sight Sciences	1929
Aspex Eyewear Group	1211	Eye Vance Pharmaceuticals	2020	Mondottica USA	435	Signet Armorlite	1315
Avalon Eyewear	335	Faniel Eyewear	V2	Morel Eyewear	434	Smilen Eyewear	431
Avesis, a Guardian company	545	Focus Laboratories	1843	My Vision Express	940	Solutionreach	1501
Baumvision	V5	Fortifye Vitamins	1605	Myco Industries	1606	Southern College of Optometry	2019
Bausch + Lomb	1319	FoxFire Systems Group	1705	MyEyeDr	1005	Specsby	1445
Bayou Ophthalmic Instruments	803	Gazal Eyewear	V8	National Academy of Opticianry	128	Studio Optyx	538
Beaver Visitec International	1128	Global Expo	740	National Board of Examiners in Optometry	1602	Sun Ophthalmics	1721
Binocleuses	V1	Good-Lite	901	National Optometric Association	120	Sun Ophthalmics, Medical Information	742
Bio-Tissue	800	Hai Laboratories	1001	National Vision	1334	Suppleyes	1819
BK Frames	529	Healthy Eyes Advantage	134	NCI Vision Systems	702	Tear Film Innovations	1801
BlephEx	741	Heidelberg Engineering	1002	Neuro Optometric Rehabilitation Association International	136	TelScreen	1031
Blue Frog	1447	Heine USA	811	NeuroLens	1500	TLC Laser Eye Centers	1641
Bruder Healthcare Company	1828	Hoya Vision Care	1611	New York Eye	1414	Topcon Medical Systems	1219
CareCredit	1600	Icare USA	1737	Nidek	1028	Tropical CE	704
Centervue	1504	i-dealoptics	1411	Nova Southeastern University College of Optometry	2014	Tura	535
Central One Optical	228	Identity Optical Lab	1817	Novartis Pharmaceuticals	1700	UAB School of Optometry	2016
Chadwick Optical	1701	IDOC	1741	NuSight Medical	1722	US Vision	1642
Clearlens	531	IER innovations	1544	Oasis Medical	841	Valley Contax	1900
ClearVision Optical/BluTech	911	iHireOptometry	1935	Oculus	1130	Villa Eyewear	V6
Cliara	703	Imagewear	439	Ocusoft	1401	Vision Trends	644
Coburn Technologies	941	iMatrix	937, 1035	OD Solutions	1946	Visionary Eye Partners	1937
Color My World/Color Blind Glasses	1702	ImprimisRx	1607	Ophthalmogix	1743	Visioning Technologies	707
Compulink Healthcare Solutions	1829	Innexus by Innereactive	1707	Optikam Teck	1601	Vital Tears	1542
CooperVision	1119	Integra Life Sciences	1806	OptiLanes	801	Volk Optical	1513
Corporate Optometry	138	International Sports Vision Association	136	OptiUSA/BK Frames	529	VOSH International	137
Costa Sunglasses	329	Interstate Optical	1313	Optometric Architects	1042	VSI, a division of Enhanced Medical Services	1310
Crystal Practice Management	1604	Invision Magazine	945	Optometry Protector Plan	840	VSP Global/VSP Optics Group/ Eyefinity/Marchon/Altair	1329
Davette's Lunettes	V3	lota	1917	Optometry Giving Sight	2012	Walman Instruments	921
De Rigo REM Eyewear	441	Jeunesse Innovations	323	Optos	1301	Walman Optical	921
Demandforce	641	Johnson & Johnson Vision	733	Optovue	1518	Wal-Mart Health and Wellness	1541
Design Eyewear Group: • Face a Face, Kilsgaard • ProDesign, Nifties, Woow	V14 337	Kala Pharmaceuticals	1911	Orgreen + Goldsmith	V4	Weave	1137
DGH Technology	1511	Kasperek USA Optical	229	Orion Vision Group	642	Westgroupe	442
Digital Healthcare Professionals	1928	Katena	534	Ottica Veneta	V12	Wiley X	243
Digital Heat Corporation	1944	Keeler Instruments	1506	Partners In Vision	221	Wolters Kluwer	1805
Diopsys	1238	Kentucky College of Optometry	2021	Patch	230	X-Cel Specialty Contacts	921
Doctible	1804	Kids Bright Eyes	643	PatientPop	1800	Zeiss	1015
Doctor Multimedia	900	Kio Yamato Optics	V11	PentaVision	135	Zero Gravity Skin	1603
		Konan Medical	1835				
		LA Eyeworks	V7				
		Lacrimedics	1840				
		Lacravera	1540				

Today's Practice IQ: Eye-Con Expert Series Talks

1:35pm-2pm: Laser Tag: From Capsulotomies to Iridotomies
 3pm-3:25pm: Retail Merchandising Secrets That Drive Capture + Sales
 3:35pm-4pm: Development of an Advanced Ocular Surface Practice
 5pm-5:25pm: The American Society of Optometric Surgeons:
 Exceeding Expectations in Training and Outcomes
 3pm-3:25pm: Your Personal Brand Through Digital Media

Practice IQ Pavilion

Stop by any time to enjoy educational exhibits on clinical care, practice management and long-term strategic planning. Plus, the Eye-Cons Expert Series (see details to the left) offers high-profile lectures from thought leaders several times each day.



Presentation Theater #3: Today's Talks

1pm-2pm
 Changing the Game to Match the New Rules (Grantor: Marco)

3pm-4pm
 Your Practice Vision (Grantor: Luxottica)

5pm-6pm
 Diabetes: Are You Up to Date? (Grantor: Zeiss)



138	139	
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416	417	317	316	217

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645	744
643	742
641	740

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747	846
745	844
842	
741	840

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847	946
845	944
843	942
841	940

1044	
947	1044
945	1044
943	1042
941	1040

Symposia Amphitheater Entrance

FASHION DISTRICT



The View
 Visit SECO's Luxury Eyewear Pavilion, which brings some of the world's most exclusive frame companies and brands to New Orleans.

CENTRAL BUSINESS EXCHANGE
 Attendees can conveniently access industry meetings in the exhibit hall. The **CBX** can be accessed from 7am to 8pm today through Saturday.

Buzz Bar
 Grab a hot cup of coffee or a refreshing cocktail while you shop!

Food Tasting Tour — Today, 5pm-6pm
 Taste your way through the Big Easy on a food tour of New Orleans's French Quarter without leaving Optometry's Marketplace™, stopping to sample some of the city's most distinctive foods along the way. Bring an appetite for everything from jambalaya to beignets. Also takes place tomorrow 4pm-5pm and Saturday 3pm-4pm.



Practice of Tomorrow

The Practice of Tomorrow interactive exhibit will share a vision for the future of eye care delivery including how we design, build, and operate our practices.



Darby's Bar

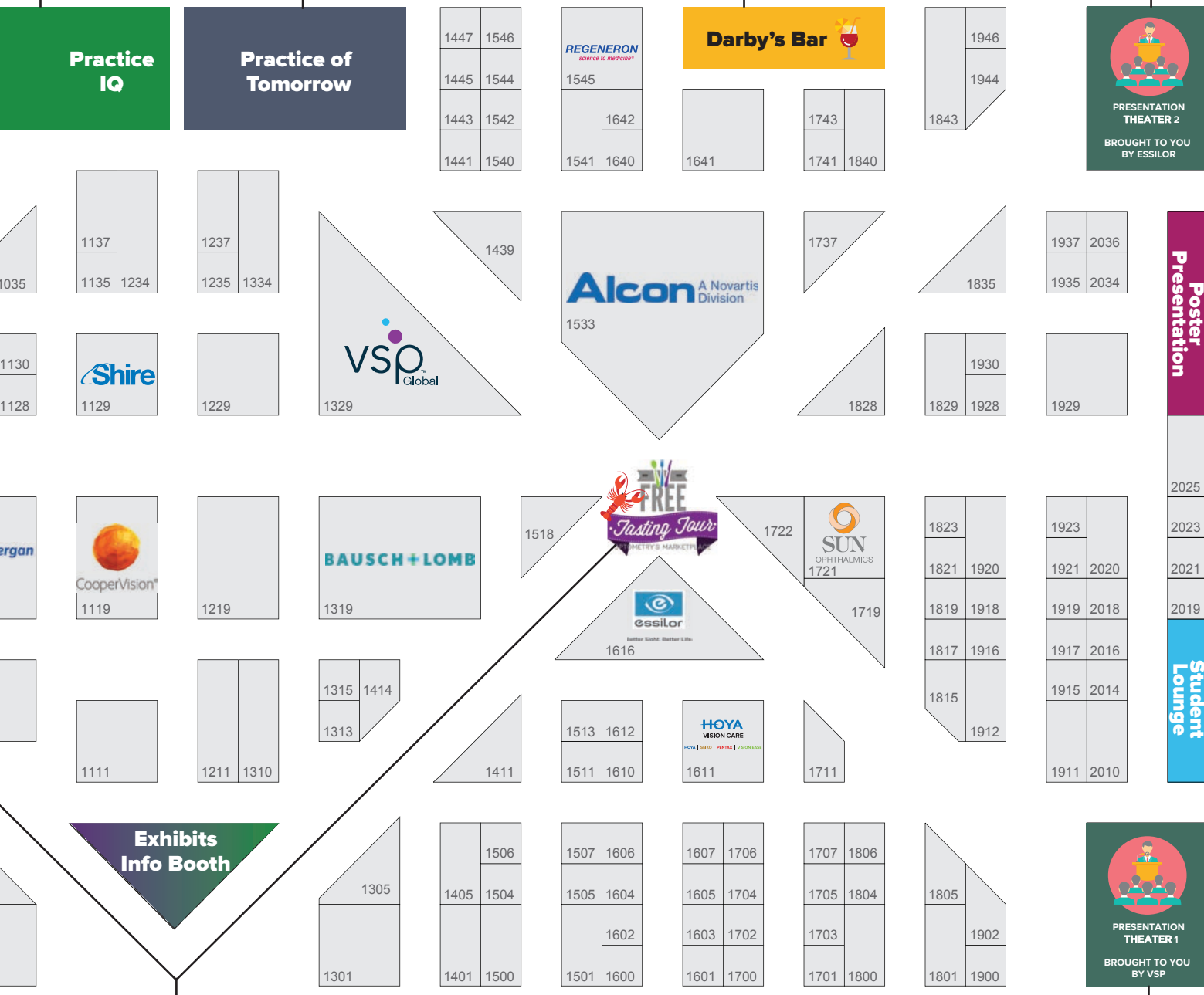
Grab a drink, catch up with friends and let the good times roll at Darby's Bar! Join us for drinks and networking during exhibit hall hours. We will see you there!

Presentation Theater #2: Today's Talks

1pm-2pm: What's Next... Reinventing Refraction
 3pm-4pm: What's Next... The Myopia Epidemic
 5pm-6pm: What's Next... The Blind Spots of Practice Profitability

Poster Presentations

See the latest research and case reports from students, residents, faculty and practicing ODs. Presenters will be available for questions.



PRESENTATION THEATER 2
 BROUGHT TO YOU BY ESSILOR

Poster Presentation
 2025
 2023
 2021
 2019
Student Lounge

PRESENTATION THEATER 1
 BROUGHT TO YOU BY VSP

Student Lounge

Come to the Student Lounge to take a break between sessions, network with other students and meet your peers. Sponsored by



MAIN ENTRANCE

Grand Opening

Join us today at 12:30pm for the ribbon cutting ceremony that officially opens Optometry's Marketplace™

Presentation Theater #1: Today's Talks

1pm-2pm
 How to Increase Your Practice Net
 3pm-4pm
 How to Get the Maximum Value for Your Practice
 5pm-6pm
 How to Maximize Your Profit from Vision Plans



Show Specials & Product Launches

Make the most of your time at Optometry's Marketplace™ with these great deals in the exhibit hall.

Art Optical Contact Lens, Booth #1505

Diagnostic savings special: save \$50 on diagnostic fitting sets, including Ampleye Scleral, KeraSoft Thin and Rose K XL Semi-Scleral lens designs.

Cliara, Booth #703

Introducing Cliara Chio. Free sample to attendees. Special SECO 2019 introductory pricing \$10 plus shipping per unit order. Free shipping on orders of three or more. Bulk pricing available upon request.

Color My World/Colorblind Glasses, Booth #1702

New partner discount: any office signing up to be a Partner Office with CMW will receive \$100 off our full kit with all five glasses and all five clip-on versions, or \$50 off a partial kit with all five glasses and one clip-on for demonstration to your patients.

Corporate Optometry, Booth #138

Corporate optometry careers: one free job posting to SECO attendees who come to the booth.

Design Eyewear Group, Booth #337

Purchase any 30 frames from Prodesign, Woow or Nifties and receive two of equal or lesser value free. Restrictions apply; see booth for details.

Encore Vision, Booth #438

Order any 20 frames and receive two frames absolutely free, or you can receive 10% off any orders \$500 or more. Exclusions may apply.

Eyes of Faith Optical, Booth #1000

Get a 25% discount for 20 or more designer styles and 10% off the 10-year Anniversary collection.

Gazal Eyewear, Booth View 8

Now opening new accounts in the Southeast. Please stop by our booth to see the show specials, and grab some Gazal Eyewear swag and a tasty glass of champagne to ease those CE pains away!

iMatrix, Booths #937, #1035

The company has launched a new line of nine digital marketing solutions tailored to the needs of clients; including a range of services such as SEO, paid advertising and patient relationship management. The goal is to create a digital marketing strategy that works for each individual practice. iMatrix also has an array of à la carte services that can be added on to any solution to create a truly customizable product. Stop by the iMatrix booth to redeem your free office photo shoot or \$200 in Google Ad-words! Must be a current client or sign up onsite.

Kasperek USA Optical, Booth #229

Order 18 frames from any of our qualifying collections to receive a free iPad.

Kids Bright Eyes, Booth #643

We are excited to join SECO this year in New Orleans! Check out our show promotion: buy one collection (10 frames) and get one free frame plus 10 free stay-puts! Buy 24 frames and get three free frames plus 20 free stay-puts! All frames wholesale for just \$18.95 and are always backed with our one-year warranty.

Lacrimedics, Booth #1840

VisiPlug is the market-leading 180-day dissolvable occlusion therapy device. Regularly \$29/box, they are on sale at SECO 2019 for \$20/box. Will call available at the booth or \$5 UPS Ground flat-rate shipping.

MacuHealth, Booth #2025

Purchase one to four cases of MacuHealth with LMZ3 and save \$7 per bottle. Purchase five or more cases and save \$9 per bottle. Free shipping in the continental US for orders of four or more cases.

MaximEyes, by First Insight, Booth #711

Optometrists who attend a 10-minute demo of MaximEyes EHR at booth #711 will receive a \$10 Starbucks gift card. Free data conversion if you buy MaximEyes while at SECO 2019. See more at first-insight.com.

OptiUSA/BK Frames, Booth #529

Get 15% off any show floor and online orders. Only for OptiUSA customers.

Quidel, Booth #1930

InflammaDry MMP-9 diagnostic test special: purchase 18 boxes for the price of 16 (\$2880/\$8 per test). Includes 360 tests for 180 patients. InflammaDry is the first rapid, in-office CLIA-waived test that detects elevated levels of MMP-9, an inflammatory marker that is consistently elevated in tears of patients with dry eye disease. InflammaDry is easily performed in four simple steps, minimally invasive, requires no special equipment and accurately identifies patients with dry eye, allowing for optimal treatment methods.

Santinelli International, Booth #1135

Santinelli, a name synonymous with precision ophthalmic lens finishing for nearly 45 years, will debut its newest all-in-one edging system, the LEXCE, at SECO 2019. Santinelli's most compact, feature-rich, multifunctional edging system yet can grind all materials, including the application of safety bevels, and advanced technology makes cycle-time processing 15-30% faster. This competitively priced, all-in-one system is offered in multiple configurations for new as well as existing labs. In-show special for sales made during SECO 2019: financing rates of 1.99% (for those who qualify).



Specsy, Booth #1445

Receive 40% off your turnkey Specsy retailer kit. The kit contains everything you need to get up and running with Specsy and begin selling custom 3D-printed frames in your shop.

The Dry Eye Doctor, Booth #842

We offer 10% off of any products purchased at our booth. Stop by to hear about other ways to save.

Walman Optical, Booth #921

Two show specials offered: (1) Buy 12 ProLens designer frames, get \$150 gift card or lab credit, and (2) New customers who purchase 10 frames will get 10 frames free.

X-Cel Specialty Contacts, Booth #921

Ask us about our \$150 Atlantis Scleral set. This offer is for a limited time only, so act fast!



SECO CHAMPION SPOTLIGHT

Published in partnership with CooperVision.

Differentiate Yourself with Biofinity® Multifocal



Britney Caruso, OD

Offering the best visual solutions to your patients can have a tremendous effect on your practice growth by bolstering your reputation as a “vision problem-solver” in your community. Dr. Britney Caruso of Caruso Eye Care in Lake Worth, Florida recently spoke with us about the impact Biofinity® multifocal has had on her practice growth. Here’s what she had to say.

What initially made you start fitting Biofinity and then continue fitting it based on the experience you had with it?

Dr. Caruso: Well, I was truly reluctant to get into this multifocal market, because monovision seemed so easy. I was afraid that I would not have the same experience with the multifocal. Then my contact lens rep introduced me to other doctors who were having successes with multifocals. I figured if all of these other people are having so much success, I should be able to do the same. I was introduced to some of the clinical pearls, and some basic tips on how to fit the lenses. As soon as I started, I saw how happy the patients were with the lens... it was almost contagious. I saw my practice start to grow, and I realized that fitting Biofinity multifocal was linked to practice growth.

Do you find that monovision patients adapt well and are happy with the multifocal versus their old monovision setup?

Dr. Caruso: Absolutely. The younger the patients, the more adaptable they are. But even for my more mature patients who have been wearing monovision lenses for some time transitioning them to the Biofinity multifocal lens is actually quite simple. They are happy with the range it gives them and adapt easily.

What do you think the biggest challenge is then in fitting a multifocal patient?

Dr. Caruso: The biggest challenge is trying to figure out which lens to pick. For most multifocal fit sets, it seems like you have to understand a huge, complex equation: $+0.025/-0.25, D, N$. It is just seems so complicated. With the Biofinity multifocal, as long as you understand a few basics from the fitting guide, fitting the lens is pretty simple.

What features of the Biofinity multifocal were most important to you? What do you think resonates the most from a practitioner’s standpoint in terms of lens features to make it a lens of choice?

Dr. Caruso: Well for one, it is a comfortable lens on the eye. It feels like the Biofinity sphere. Two... there seems like there is a nice range of clarity. My patients report that they can see clearly at a full range from distance to near. And three... like I said, is the ease of fitting the lens.

What overall impact did Biofinity multifocal have on your practice?

Dr. Caruso: It is incredible. I work in a somewhat rural area. There is nothing by my office. Many people do not realize that my office even exists. The main way that people find me is through referrals. When I started fitting Biofinity multifocal lenses, people would go out in the community and say, “My doctor fit me in this lens, and now I do not need reading glasses.” It really creates a wow factor.

As I started to fit these lenses, I found that more people were being referred to my practice by other patients in the area. Or patients came in and said, “My friend got multifocal lenses, and she was fit by you. I would like to try it too.” It was almost contagious. I found that, specifically, my multifocal contact lens practice has grown exponentially since I began using Biofinity multifocal.

And then with the clariti® 1 day multifocal, my practice has grown even more... because with the clariti 1 day multifocal, I fit the patients who may just want a lens for going out on the weekends or doing fun activities or just want the convenience of a daily without giving up their multifocal setup. It is also a super easy fit and has been a great addition to our practice for continued growth.

Read more about Biofinity multifocal and clariti multifocal on their product pages and ask your sales rep how offering these options can benefit your practice.

SPEAKER SPOTLIGHT



Daryl Mann, OD

Vice President,
SouthEast Eye Specialists

Dr. Mann served as assistant professor at his own alma mater, Indiana University School of Optometry, from 1981 to 1983 before serving as center director of Omni Eye Services of Chattanooga from 1984 until 1999. Dr. Mann went on to become a founding member of the Optometric Glaucoma Society and serve as past-president of the Tennessee Optometric Association.

Today, Dr. Mann is vice president of the SEES Group and a cofounder, and former president, of SouthEast Eye Specialists.

Dr. Mann's SECO 2019 course schedule includes:

- **See the Vision of Tomorrow Forum**
Thursday 8am–10am, New Orleans Theater
- **Give Me FLACS and a Side of Premium IOLs**
Thursday 4pm–5pm, Room 296
- **MedPro360 Presents: The New World Order: PPM's and Private Equity**
Friday 2pm–4pm, Room 391-392
- **Comanagement Quandaries**
Sunday 10am–12pm, Room 287

Friday: 7am–8am ROOM 292

The Virtues of Valuing the Vitreous

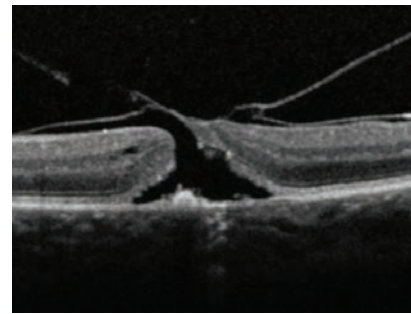
Disease states that present via the vitreous can cost patients dearly.

According to Mohammad Rafeetary, OD, “clinicians tend to look ‘through’ as opposed to ‘at’ the vitreous during ophthalmoscopy.” Dr. Rafeetary, of the Charles Retina Institute in Memphis, worries that can cause some serious missed diagnoses. In his “Don’t Forget the Vitreous!” talk tomorrow morning, he hopes to bring attention to this underappreciated biological structure by discussing its anatomy, the normal physiologic and morphologic ways it changes with age and the pathologic factors that optometrists must be on the look out for.

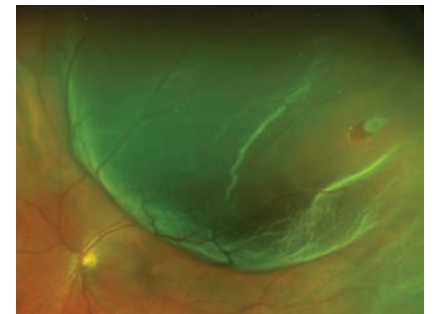
Issues such as posterior vitreous detachment have the potential to cause an array of complaints from patients ranging from the merely bothersome “floaters” to catastrophic problems such as retinal detachment. Dr. Rafeetary says he expects attendees to leave with a deeper appreciation for “how to properly examine the vitreous, detect its abnormalities and how to manage those abnormalities.”

He’ll be covering a variety of conditions, such as vitreomacular traction, macular holes, retinal tears and detachments—which can all be diagnosed by observing the with vitreoretinal interface. The course will provide attendees a guide tour of the relevant structures to each disease type. Some examples include the appearance of a fundus with horseshoe retinal tears, which can lead to detachment; how vitreomacular traction, macular holes and epimacular membranes appear on OCT and even how OCT-A can help track the progression of patients undergoing anti-VEGF treatments over time.

Dr. Rafeetary—a 30-plus year veteran of optometry—has provided surgical co-management for much of his career. As a nationally recognized speaker and fellow of



Horseshoe tear causing spontaneous rhegmatogenous retinal detachment after posterior vitreous detachment.



Separation of the posterior vitreous resulted in vitreomacular traction, macular hole and epimacular membrane.

the Optometric Retina Society, he has a finely honed understanding of retinal diseases. Dr. Rafeetary will also be presenting a Saturday morning course at SECO 2019, that one called “Vitreomacular Disorders”

as well as an afternoon session on how to recognize when a disease appears to be macular degeneration, but isn’t. On Sunday, he’ll speak on posterior segment inflammation and autoimmune disorders. ●

SPEAKER SPOTLIGHT



Dr. Elder's SECO 2019 course schedule includes:

- **Tonometry and Pachymetry**
Thursday 7am–8am, Room 388
- **Another Red Eye: Contact Lenses or Not?**
Thursday 10am–11am, Room 297
- **Soft Toric Contact Lenses: An Interactive Experience**
Thursday 4pm–5pm, Room 298
- **Goldmann Tonometry Learning Lab**
Thursday 1pm–2pm, Room 386
- **Scleral Lens Learning Lab**
Friday 4pm–6pm, Room 385

Keshia S. Elder, OD, MS, FAAO

Associate Professor,
University of Alabama Birmingham School of Optometry

In addition to being an associate professor, Dr. Elder directs the externship program and the primary care service at the University of Alabama at Birmingham School of Optometry. She teaches the clinical management of visual problems course, the contact lenses lab and the anterior segment laboratory. Dr. Elder is a member of the Lectures and Workshops Committee for the American Academy of Optometry and a liaison to the ASCO Diversity and Cultural Competency Committee. She also serves on the editorial board for *Optometric Education*.



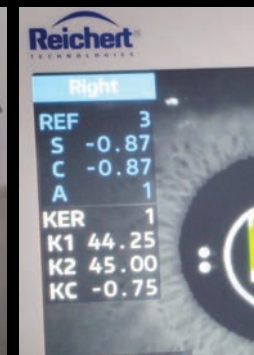
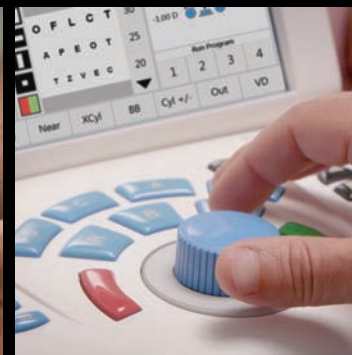
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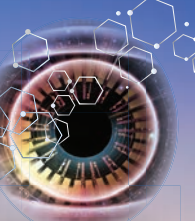


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Vision Therapy Saves Lives

COVD's day-long course provided practitioners tips and strategies to improve and correct visual skills.

Yesterday, Brenda Montecalvo, OD, presented “Creating an Efficient and Successful Vision Therapy Program in a Primary Care Office,” to attendees eager to help their patients beyond visual acuity. In a session sponsored by the College of Optometrists in Vision Development (COVD), Dr. Montecalvo discussed the benefits of vision therapy (VT) and improving visual skills to fit the needs of each patient. The course also presented cases of patients who benefited from VT followed by demonstrations of chairside assessment tools that could help identify their issues.

“Everybody’s visual process is different,” Dr. Montecalvo noted. “Everybody learns differently, and you need different visual skills to understand what you’re seeing and how to communicate it from your brain.”

Since patients understand vision differently, ODs must use different information and terminology, depending on what works for each. “Communicate with patients so they are able to see the benefit optometric vision therapy would bring to their daily living activities in school, on the job and in sports,” she said.

The course emphasized VT’s ability to develop, restore, improve and correct a visual skill that interferes with a patient’s performance. The most common populations that receive VT include students with learning delays or disabilities, patients with strabismus or amblyopia and those who suffer from a brain injury. While ODs can easily detect amblyopia and refer such patients, she said, it’s more difficult to identify patients with learning disabilities as they don’t often test for that.

Pediatric VT in Your Chair

Attendees also learned some chairside tools to help overcome such a deficiency. When reviewing cases regarding children with visual deficits and learning difficulties, Dr.



This Renshaw image of a cow helps distinguish between eyesight and vision—between seeing and understanding.

Montecalvo suggested having patients perform cheirosopic tracings, which give clinicians “a snapshot of their visual world,” Dr. Montecalvo noted. She likened the usefulness of visualizing the situation to an x-ray in a light box. “It’s going to help tell whether what you’re doing is working or not.” She also noted the tracings help to demonstrate to parents their child’s improvement. “The parents get a visual right away, rather than getting a thousand words they might not understand the first time anyway,” Dr. Montecalvo said. “This shows me I’m confident in how your child is doing.”

Although many recommend patching for amblyopia, she isn’t a fan. If patches are involved, she prefers short-term deprivation. Dr. Montecalvo then detailed how the concept of “barely blur occlusion” tests best acuity with subjective refraction in the phoropter. After determining the Rx for contact lenses, the non-amblyopic eye is kept barely blurred to one line worse than the best acuity of the amblyopic eye. Doing so can improve the amblyopic eye, she explained.

Neuro Outcomes

Discussing neuro rehabilitation, Dr. Montecalvo noted she focuses on improving eye movements and binocularity to compensate for any neurological deficits. “When you

have damage to the brain, you have to manage and maintain the individuals on a regular basis because, sometimes, certain stressors make field defects come back,” she said. Keeping the brain active prevents a cascade of negative effects.

Take-home Pearls

Dr. Montecalvo summarized VT by categorizing it based on the visual system: *visual motor*, *visual sensory* or *visual thinking*. Visual motor involves location and spatial relations and transformations. Visual sensory helps with identification and detail. Visual thinking involves the cortical process that informs what an individual does with the information.

Dr. Montecalvo emphasized that visual motor guides visual sensory, as the visual motor goes looking for the sensory stimulus. “Something must change to understand what is being seen, and change involves movement,” she said. With vision therapy, practitioners can create situations where the patient needs to do something to move visually. That person then can see changes and make appropriate adjustments to assess and deal with the change.

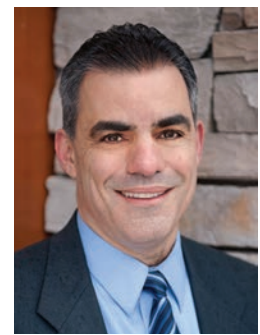
To maintain a successful vision therapy program, Dr. Montecalvo emphasized providing feedback and giving lots of positive reinforcement, even for small gains. She also told attendees to increase the demand slowly and keep the complexity at the appropriate level for the patient. “Testing is a snapshot of the visual system, so base treatment on development,” Dr. Montecalvo said.

While her course provided the steps to a chairside treatment plan, Dr. Montecalvo also encouraged attendees to continue enriching their knowledge of vision therapy. “Visit a practice that does well and is successful with the patients and to get a sense of what happens financially,” she suggested. She also encouraged visiting somebody who knows how to do it well and has a type of prac-

tice they want to emulate.

Dr. Montecalvo knows her patients may not keep going back to VT for the rest of their lives, but “our program creates a foundation on which vision can improve and grow,” she said. ●

SPEAKER SPOTLIGHT



A. Paul Chous, OD
Optometrist/Diabetes Educator,
Chous Eye Care Associates

Dr. Chous is uniquely qualified as both an optometrist and a specialist in diabetic care. As a Type I diabetes patient himself, he is the author of “Diabetic Eye Disease: Lessons From a Diabetic Eye Doctor.” He’s also a feature writer for the web sites dLife.com and diabetesincontrol.com, editorial advisor to *Review of Optometry* and *Optometry Times*, and an adjunct instructor at Western University of Health Sciences. Dr. Chous has authored more than 100 articles on diabetes and diabetic eye disease.

Dr. Chous’s course schedule includes:

• **Diabetes: Are You Up to Date?**
Thursday 5pm–6pm,
Presentation Theater 3

• **Diabetes Case Studies:
A Collaborative Approach**
Friday 8am–10am, New Orleans
Theater

Today: 2pm–3pm ROOM 285

Bring Back Your Contact Lens Dropouts

Contact lenses have changed dramatically over the last decade and a half. But while the new, healthier, more disposable lens materials have protected lens wearers better, the rate of patients who drop out remains roughly the same—approximately one in six.

Can optometrists uncover what's keeping so many patients from embracing contacts and, if so, can they strategize a way to keep reluctant patients in contacts? That's the focus of this afternoon's course, "Oh No, Contact Lens Casualties," by Melissa Barnett, OD.

Dr. Barnett, a principal optometrist at the University of California Davis Eye Center in Sacramento and past president of the Scleral Lens Education Society, will look into the reasons patients

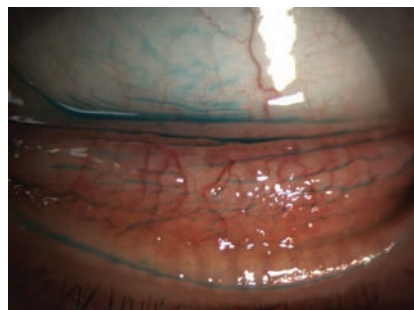


Photo: Azhida Morrow, OD

Lid wiper epitheliopathy contributes to poor tear spreading and lens discomfort.

drop out—from the mild to the severe—and what the OD can do to address them.

Chief among the complaints from patients who drop out of contact lens use is discomfort, which the Tear Film and Ocular Surface Society addressed at great length in its 2017 Dry Eye Workshop II (DEWS II) report. Using the

DEWS II findings, Dr. Barnett will delve into the nature of the inflammation that contact lenses can cause as a driver of contact lens discomfort. The presentation will review the publication's discomfort management protocol and treatment methods—which vary, dependent on symptoms. In addition to medical management, Dr. Barnett will review patient education pearls and potential lifestyle risk factors for dry eye and inflammation.

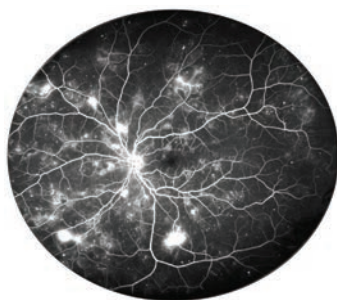
Additionally, Dr. Barnett will explain how dry eye and contact lens discomfort can be a sign of more serious conditions such as infiltrative keratitis, corneal neovascularization or the development of contact lens peripheral ulcers. ●

Friday: 5pm–7pm ROOM 399

To Dye For! OCT-A vs. FA

While there's much to enjoy in the New Orleans nightlife, make sure you stick around tomorrow evening for an excellent talk from one of retina's top experts before heading out on the town. You'll have the chance to get the inside scoop on some of the most cutting-edge imaging tech available today.

Optical coherence tomography angiography (OCT-A) appears to be the profession's new favorite gadget, but Mohammad Rafeetary, OD, says to not throw your fluorescein angiography (or your traditional OCT) in the junk pile yet. Despite similarities between the technologies, Dr. Rafeetary says, there are stark differences as well.



Widefield FA allows overall evaluation of patients with catastrophic disease such as diabetic retinopathy.

"OCT-A allows us to evaluate retinal and choroidal vasculature without intravenous or oral administration of the contrast dyes used for conventional angiography," Dr. Rafeetary, of Charles Retina Institute in Memphis, explains. Fluorescein angiography uses a fluorescent dye

injected into the bloodstream to highlight vasculature in the back of the eye. In rare instances, patients can have an allergic reaction to the fluorescein dye. However, the OCT-A field of view is usually more limited than that of FA. Using the ultra-widefield capabilities of FA, the clinician can image the entire macular region and even extend beyond the equator. Still, OCT-A is

a less costly and swifter procedure than FA. Their differences make them more adept to imaging different disease types; for instance, diabetic retinopathy is rendered in more detail by OCT-A than FA.

"In this lecture I will compare the two techniques while emphasizing that OCT-A is not a replacement for FA," says Dr. Rafeetary. "Also, I will discuss how OCT-A can augment other techniques, particularly OCT, to help with critical diagnosis of conditions such as diabetic retinopathy and macular degeneration." ●

Dr. Rafeetary will also be presenting:

- Friday 7am, Don't Forget the Vitreous!
- Saturday 11am, Vitreomacular Disorders
- Saturday 1pm, Watch Out for AMD Imposters
- Sunday 2pm, Everything You Ever Wanted to Know About Posterior Segment Inflammation

SPEAKER SPOTLIGHT



Jill Autry, OD, RPh

Owner/Partner,
Eye Center of Texas

With dual backgrounds in pharmacy sciences and optometry, Dr. Autry offers expert insight into prescribing few can rival. She is now a partner at the Eye Center of Texas, where she once completed a residency focused on both ocular disease and surgical co-management. She lectures nationally and internationally on a variety of ocular disease and pharmaceutical topics.

Dr. Autry's SECO 2019 course schedule includes:

- **Medication Side Effects and Allergic Reactions**
Thursday 10am–12pm, Room 295
- **Top 10 Pharma Favorites**
Thursday 4pm–5pm, Room 299
- **Ragin' Cajun Red Eyes**
Thursday 6pm–8pm, Room 394-396
- **Current Protocols in Oral and Topical Medications**
Saturday 1pm–2pm, Room 295
- **Cataract Co-management from A to Z**
Saturday 5pm–6pm, Room 290
- **The Great Bourbon Street Glaucoma Debate**
Sunday 8am–10am,
New Orleans Theater

Opioids & the OD: What You'll See, What to Do

Continued from Page 1

The problem's gotten so severe, Mr. Pifer said, rescue workers are experiencing something they're calling "compassion fatigue." After reviving the same person, at the same location, often on the same day, cynicism starts to set in for the emergency medical technicians.

In the OD's Office

Next, Dr. Than—a staff optometrist at the Carl Vinson VA Medical Center in Dublin, Georgia—started by debunking some myths about marijuana, including its relationship with glaucoma and the fact that cannabidiol (CBD) oil is still a Schedule I drug. "There's very little information about the mechanism of action of marijuana—especially in the eye," she said. And, although marijuana does reduce intraocular



Perhaps due to its method of delivery—snorting—cocaine abuse can lead to corneal ulcers, as seen here.

pressure (IOP) in approximately 60% to 65% of patients, the benefit is extremely short lived—only about three or four hours. To effectively lower IOP by smoking

marijuana, these people have to smoke six to eight times a day, she explained. Plus, smoking it carries a number of deleterious side effects, such as decreasing blood flow.

Due to her position at the VA, Dr. Than can see individual patients' drug test results. She's seen patients present using marijuana, cocaine and various pain killers. Marijuana users present with reddened eyes, due to the drug's vasodilation properties, but that's nothing compared to harder drugs. Snorting cocaine, for instance, can cause bone erosion, which can lead to permanent vision loss in one or both eyes, she explained. Even the mere fumes of cocaine can cause issues as serious as corneal ulcers and even loss of eyebrows. If you have a patient—particularly a

younger patient—with recalcitrant corneal ulcers and no other diagnosis is sticking, you may consider that they're cocaine users, Dr. Than suggested. Opioid patients will typically present with tiny, "beady" pupils, Dr. Than explained.

However, even though opioid painkillers are being abused, she's careful not to scare ODs out of prescribing them. Codine, for example, is an option that effectively controls pain without causing the kind of euphoria of other narcotics, making it less habit-forming, she explained. Mr. Pifer confirmed he's never seen one case of street sales or overdoses of codine.

Recognizing the signs of addiction and educating patients about the effects of these drugs is vital to helping protect their futures. ●

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AFOS Program Blends Systemic and Ocular Care

Continued from Page 1

turned into progressive anemic retinopathy. Similarly, Dr. Cortes's patient presented with blurry vision, headaches and a papillary hemorrhage. He was a glaucoma suspect but was not taking any medications. His blood pressure had climbed to dangerous levels, and he was diagnosed with stage 3 hypertensive retinopathy OU and macular edema OS.

The second set of cases concerned red eye, eye pain and hyphema. Dr. Cortes had a patient complaining of a painful, red right eye that had recently lost vision after his glaucoma drops had run out. He was undergoing kidney dialysis a few times a week, and the neovascularization of his iris was causing 3+ hyphema and a gelatinous anterior chamber OD. Along the same lines, Dr. Elkins's patient presented with vision loss OS, painful eye movement and vomiting and was diagnosed with a central retinal vein occlusion and a nontraumatic hyphema.

The third series of cases revolved around herpes zoster (HZ). Dr. Elkins saw a patient with a red, watering, swollen, sore right eye who first developed HZ six years ago. In a similar fashion, Dr. Cortes's patient presented with a swollen up-

per left eye. The steroids he had been taking due to an upper respiratory infection had weakened his immune system and allowed HZ to set in.

The final case pairing highlighted droopy eyelids and double vision. Dr. Cortes's patient's diplopia was due to superior oblique palsy secondary to trauma, while Dr. Elkins's patient had a right upper eyelid droop and was diagnosed with suspect myasthenia.

Occlusion Conclusions

Steven Klein, OD, opened the second half of the day with his talk, "Binasal Occlusion (BNO): The How To." This technique can decrease or eliminate symptoms of visual motion sensitivity by reducing the brain's processing burden, according to Dr. Klein. He said the signs of a BNO candidate include pursuit/saccade testing deficits, balance issues, dizziness, nausea and lightheadedness.

To apply BNO, Dr. Klein recommended placing wider pieces of tape on the patient's glasses and making them thinner until they are no longer noticeable or distracting to the patient but are occluding the nasal part of the visual field.



Drs. Elkins and Cordes led the first session of the day, "He Said/She Said." They concluded that while some cases may have similar presentations, their diagnoses could differ depending on findings.

He said to keep in mind that they may be asymmetrical depending on where the patient's head was injured. Follow-up should occur every one to two months, and the tape should be removed if it is hindering vision or reduced if it is improving it, he noted. He added that BNO is not a long-term solution and should be discontinued after six months.

Something to Chew On

Among the remaining sessions was "Food for Thought: An Evidence-Based Update on Ocular Nutrition" by Shephali Patel, OD. She covered six different ocular conditions and linked dietary health factors to each. While Dr. Patel noted that even the most recent research is inconclusive for the most part, she said fish oil, flaxseed and omega-3 supplements remain beneficial to dry eye patients, while multivitamins, polyunsaturated fats, a diet low in carbs and a low glycemic index are recommended for cataract patients.

Although age-related macular degeneration (AMD) and glaucoma are not currently associated with any specific dietary recommendations, Dr. Patel suggested non-smokers with lower body mass indexes and better cardiovascular health are better off in the case of AMD, and non-coffee drinkers with glaucoma have the best chance at a lower IOP. She added that a plant-based diet low in fats and high in fiber and vitamin B12 is ideal for diabetic retinopathy patients and that vitamin A and omega-3s are well suited in cases of retinitis pigmentosa.

"ODs have a significant role in a healthy lifestyle," concluded Dr. Patel, noting that adopting such an approach plays an equally important role in ocular health, making it more necessary than ever to conduct comprehensive research and obtain conclusive information. ●

SPEAKER SPOTLIGHT



Dr. Li's SECO 2019 course schedule includes:

• **Diabetes Case Studies:
A Collaborative Approach**

Friday 8am-10am,
New Orleans Theater

William W. Li, MD

President and Medical Director,
The Angiogenesis Foundation

Since 1993, Dr. Li has been leading international efforts to develop effective therapeutic strategies based on angiogenesis in the fields of ophthalmology, oncology, wound care and regenerative medicine. A major part of his work focuses on identifying gaps and opportunities in the clinical application of anti-VEGF therapies for retinal vascular disease, and he has been leading efforts with eye professionals and advocacy groups worldwide to help prevent vision loss. He heads the Angiogenesis Foundation, a nonprofit organization that is reconceptualizing global disease fighting.

SPEAKER SPOTLIGHT



Dr. Brown's SECO 2019 course schedule includes:

• **Diabetes Case Studies:
A Collaborative Approach**

Friday 8am-10am,
New Orleans Theater

Dave Brown, MD

Retina Specialist,
Retina Consultants of Houston

Dr. Brown is a world-renown retina surgeon and clinical trial specialist. He is the only Texas retina surgeon elected to all three retina honor societies (Retina Society, Macula Society, Club Jules Gonin). He has pioneered research and is a thought leader in the areas of age-related macular degeneration, diabetic retinopathy and retinal vein occlusion. With over 300 scientific papers and abstracts to his name, Dr. Brown has continuous election as one of the "Best Doctors in America" from 2007-2018 and has been honored as one of the "Texas Super Docs" from 2009-2018.

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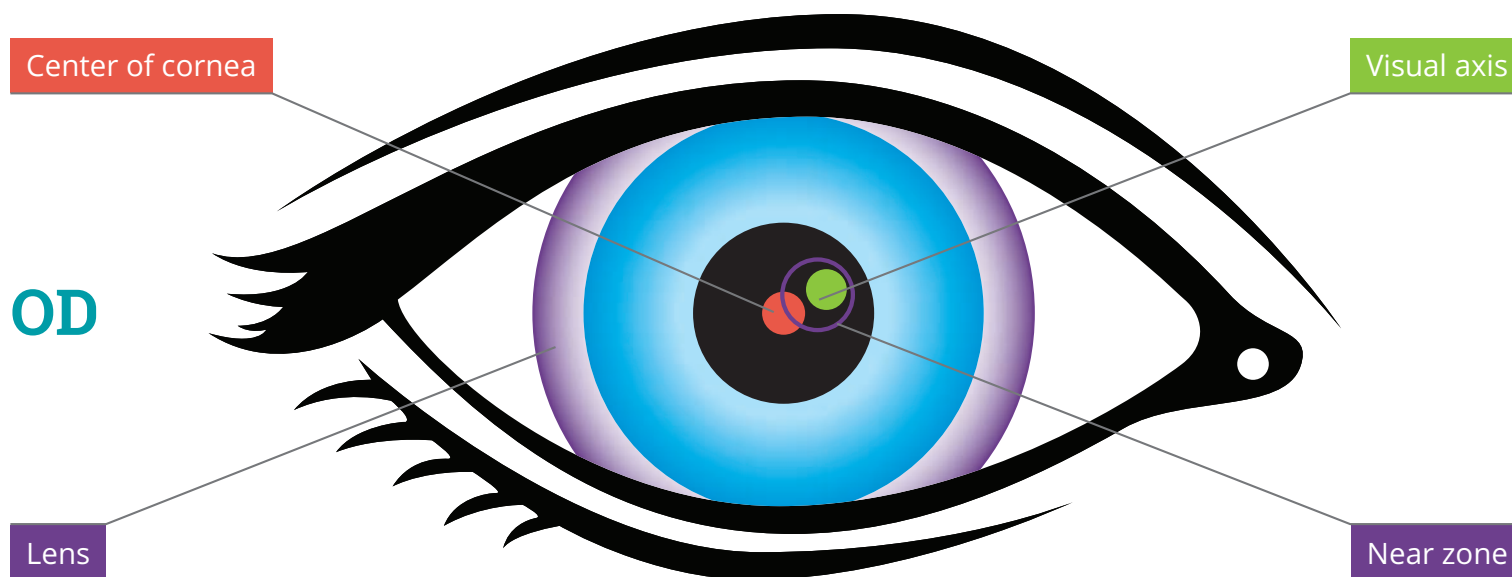
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