IDAHO OPTOMETRIC PHYSICIANS

Annual Congress
October 26 - 28, 2017

Sun Valley Inn
1 Sun Valley Road
Sun Valley, ID

PROGRAM AT A GLANCE

Wednesday
Early Registration 6:00-8:00pm

Thursday
IOP President’s Reception

Friday
OD CE Breakfast
Exhibit Hall with Lunch

Saturday
Para Business Meeting & Breakfast
IOP Member Meeting & Breakfast
Awards Presentation Luncheon

FEATURING
Leland W. Carr, OD, FAAO
Andrew S. Gurwood, OD, FAAO
Marc D. Myers, OD, FAAO
Lorne B. Yudcovitch OD, FAAO
Kayla Scanlon, ABO
Mary E. Schmidt, ABOC, CPO
Mark André, FAAO

Enjoy Fall Colors!
In Sun Valley!
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• Small incision, no needle, no-stitch cataract surgery (clear cornea)

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• Allegretto Wave Eye Q Excimer Laser in conjunction with the Intralase FS Laser for a 100% Blade-Free LASIK treatment

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• Diagnosis and treatment of glaucoma — including SLT laser treatments

• Full clinical and surgical treatments of all retina related eye conditions.

• Injection treatment of Macular Degeneration

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Welcome!
2017 Annual Congress

I would like to personally invite you to attend our 2017 Idaho Optometric Physicians Annual Congress. This year we are pleased to announce it will be held in magnificent Sun Valley Idaho. We welcome all doctors, paraoptometrics, industry partners, and friends who help make our congress so successful.

The Fall is a wonderful time to visit Sun Valley. Enjoy the beautiful picturesque scenery, hiking, biking, or golfing. Take a tram ride up “Baldy” or plan to fly-fish in the early morning. Sun Valley boasts some of the best restaurants in Idaho, from inexpensive to luxurious, fresh, gourmet options. You’ll find it here. Sun Valley is smack dab in the middle of our great state and should provide relatively easy access for most everyone (here’s lookin’ at you eastern Idaho).

As always, 19 hours of excellent COPE approved continuing education from some of the top doctors in our profession, awaits. This year Dr. Andrew Gurwood, from Salas University Pennsylvania College of Optometry and Review of Optometry fame, and his speaking partner Dr. Marc Myers will be presenters. It promises to be an outstanding program. They will cover a wide range of topics from ocular disease to pharmacology. We hope everyone will come and take advantage of this unique learning opportunity. I would also like to add a special thanks to our Executive Director, Dr. Randy Andregg, for facilitating the speaking arrangements for this year’s Congress. He does an exceptional job on behalf of all of us.

We also have a great program lined up for our Paraoptometric Section which includes 13 hours of stellar continuing education. Please take the time to get your paras signed up for all courses. Their training, subsequent education and maintenance is an integral part of your success!

We hope you will spend some time visiting our industry partners in this year’s exceptional Exhibit Hall. Come and see what is new and innovative in our field. Speak with those manning the booths, learn what they have to offer, and thank them for being there. On behalf of the IOP, I would also like to extend our gratitude to all the vendors who continue their steadfast support.

Last, but certainly not least, we will be having our annual Membership Meeting. I cannot stress enough the importance of attending this meeting. There you will get to hear the latest in our efforts to protect and advance the cause of optometry in Idaho and throughout the country. It is a privilege to be an Optometric Physician and, we must always remember we are stronger together as members of this association. I hope you will come to let your voice be heard and your presence felt.

In conclusion, Sun Valley will be beautiful this time of year. We look forward to seeing all of you there at another successful Congress.

Respectfully,
Rustin M. Hatch, OD

IDAHO OPTOMETRIC PHYSICIANS, PRESIDENT

I am thrilled to welcome all of you to the great city of Sun Valley! We are excited to be back in this beautiful part of Idaho, and look forward to another superb educational experience. We have another incredible Congress planned with exceptional speakers that promise to leave us motivated and with a new passion for our profession.

We have been blessed with such incredible speakers in the past, and we will not disappoint again this year. We are thrilled to announce Mary E. Schmidt, ABOC, CPO as our key note speaker! Mary is the founder of EyeSystems, a professional training and practice consulting firm, specializing in the eye care field. She provides full scope paraoptometric education with a focus on dispensing skills and patient care. Her emphasis is on organization and professionalism. Mary has over 30 years’ experience within the optical field including ten years of hands-on in office experience. She will be presenting 9 CE hours, which are ABO, CPC or NCLE approved. Mary comes VERY highly recommended and we are excited to learn from her.

Our Thursday afternoon speaker will be Kayla Scanlon, ABO from Hoya. Kayla started in private practice in 2007 and has submerged herself in the optometric community ever since. Kayla began her adventures as an optician and then quickly took it further to managing practices and obtaining her ABO certification. Kayla has joined forces with Hoya and has recently received her speaking accreditation and will provide us with 4 CE hours which are also ABO, CPC or NCLE approved. Kayla is very enthusiastic and will make it enjoyable to learn.

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I thank all of you for your continued support of this amazing organization. I am looking forward to another stellar Congress, and even more so, seeing all of you there!

Lisa Argo, CPO

IOPPS, PRESIDENT
Doctor’s Education and Activity Program

Thursday, October 26th

7:15am BREAKFAST

Thursday Andrew Gurwood, OD, FAAO

Dr. Andrew Gurwood: Is a Professor at The Pennsylvania College of Optometry at Salus University in Philadelphia, Pennsylvania. He is attending staff at the Department of Ophthalmology at Albert Einstein Medical Center in Philadelphia.

Marc Myers, OD, FAAO

Dr. Marc Myers: Is a Senior Staff Optometrist at the Coatesville Veterans Affairs Medical Center in Coatesville, Pennsylvania. He also is guest lecturer and adjunct clinical faculty at the Pennsylvania College of Optometry.

Both Drs. Gurwood and Myers contribute numerous publications and lecture throughout North America on the topic of Ocular Disease.

8:00am-10:00am The Best of the Worst Ocular Urgencies and Emergencies

Description: Cases of current methods of treating ocular emergencies. Includes the ocular adnexa and lacrimal system, mechanical and infectious involvement of the anterior segment, urgent glaucomas, diabetic retinopathy, hypertensive retinopathy, CRVO, CRAO and macular hole.

10:00am BREAK

10:10am-noon Modern Management of Ocular Occlusive Disease

COPE Pending Description: This inclusive primer reviews the salient anatomy and pathophysiology of arterial and venous occlusive disease. The discussion includes critical signs and symptoms of the common ocular occlusive events along with descriptions of treatment options and outcomes-of-intervention.

12:00pm - 1:00pm DOCTOR’S LUNCHEON
Today & Friday  Leland W. Carr, III, OD, FAAO

Leland Carr, O.D., is Assistant Dean and Professor of Optometry at Northeastern State University in Tahlequah, Muskogee, and Broken Arrow, Oklahoma. He has been affiliated with the institution since 2006. In addition, Dr. Carr serves as academic consultant to The Vision Care Institute, a Johnson & Johnson company. He received a B.S. degree in Medical Technology from Michigan State University, and his O.D. degree from Ferris State University in 1981. Immediately following graduation, Dr. Carr was employed by Dow Corning Ophthalmics, and subsequently established a solo private practice in East Lansing, Michigan. As the business developed he was employed part time by a group ophthalmology practice, also in East Lansing. Dr. Carr's academic career began in 1982 when he began working one day per week as a part-time clinical faculty member at Ferris State. In 1984 he accepted a full time appointment as an assistant professor at Northeastern State University's College of Optometry in Tahlequah, Oklahoma.

1:00pm - 2:00pm Diabolical Diabetes A Diabetes Self-Test (Carr)

48427-SD  Description: This course uses a question and answer approach in engaging the audience in a discussion of epidemiology, pathophysiology, testing and monitoring, and contemporary management strategies, as they relate to diabetes mellitus.

2:00pm - 3:00pm TOP TEN Plus Two Tests in Neuro Eye Disease (Carr)

45468-NO  Description: This course uses a how to approach in describing a dozen tests found to be useful in workup of commonly-presenting neuro-ophthalmic disorders.

3:00pm  BREAK

3:10pm - 5:00pm The Ocular Manifestations of Diabetes (Gurwood & Myers)

48282-SD  Description: Discussion of pathophysiology of diabetes and the epidemiology of diabetic eye disease. Discussion of evidence based studies and how they guide treatment decisions and the instrumentation used to deliver care

5:00pm - 7:00pm 2017 PRESIDENT’S RECEPTION SPONSORED BY PACIFIC CATARACT & LASER INSTITUTE

Sponsored Bar: Please note that heavy hors d’oeuvres will be served and tickets for the beverage of your choice will be supplied upon completed registration.

Friday, October 27th

7:00am  CE Breakfast, With Mark André, FAAO, Decision Making in the Contact Lens Practice

COPE #45659-CL  Description: As soft lenses have evolved, choices have become overwhelming. My goal is to help the eye care provider make logical decisions as to which soft lens options would be most beneficial to the patient. (A ticket will be required for the meal! To avoid the distracting noise of service, be in the lecture room and seated by 7:00am sharp.)

Mark André FAAO
Recognizing Red Flag Headaches

45464-NO Description: This course discusses the key aspects of workup and analysis when the chief complaint is headache. Emphasis is placed on signs and symptoms that suggest serious underlying pathology. Management suggestions are included.

Judicious Prescribing

Government Oversight of Controlled Substances

43168-EJ Description: A question and answer format is used to engage the optometrist in a discussion of the history and current rules and regulations regarding the legal oversight of controlled substance prescribing.

Systemic Medications Used to Lower Intraocular Pressure and/or Intracranial Pressure

41748-PH Description: This course briefly describes the basic science of carbonic anhydrase inhibitors, then emphasizes the various techniques and prescriptions useful in lowering acutely or chronically-high intraocular pressure and intracranial hypertension.

Steroids and other Immune Suppressors in Primary Eye Care

41749-PH Description: This course briefly discusses the basic science and actions of steroids and other immune response suppressors. Its emphasis is on safe, practical, and judicious management practices in the use of these medications.

EXHIBIT HALL & LUNCHEON

The 2017 Idaho Optometric Association Trade Show opens at 12:00 Noon in Limelight Hall. The annual Welcoming Reception Luncheon will begin at 12:15pm and continue until 2:50pm. Your host for this event is Idaho Eye & Laser. Take this time to visit the exhibitors and thank them all for their consistent support of Idaho optometry.

Lorne Yudcovitch, OD, FAAO

Dr. Lorne Yudcovitch is a Professor and lead instructor of the Ocular Therapeutics course and Ocular Disease courses at Pacific University College of Optometry, as well as ocular disease clinic attending doctor and Chief of the Medical Eye/Ocular Disease service for the college. He served as Clinic Director of the Pacific University Northeast and Southeast Portland Eye Clinics, and Instructor of Ophthalmology at the Casey Eye Institute in Portland, Oregon.

Prior to joining Pacific University, Dr. Yudcovitch practiced as an optometric physician in the U.S. and Canada. He has received the College of Optometry Didactic Instructor of the Year Award three times in a row by his students. Dr. Yudcovitch is a Fellow in the American Academy of Optometry and a Diplomate of the American Board of Optometry. He is also co-owner and operator of a private optometric practice in Oregon with his wife, Dr. Rosiland Hursh.

Ocular Side-Effects from Systemic Medications Case Studies

49668-PH Description: Several systemic medications may cause potential ocular side effects that the patient may or may not be aware of. This case-based course reviews twenty systemic medication groups that have the potential to cause ocular complications.
Saturday, October 28th

7:00am-8:50am  IOP Members BREAKFAST & Business Meeting
Breakfast will be provided during the Membership Meeting.

9:00am-10:00am  Shedding Light on Fundus Autofluorescence
42772-PS  Description: This course discusses the basics of fundus autofluorescence and how it can be used in diagnosing various retinal conditions.

10:00am-11:00pm  Ebola and other Rare Viruses What Every Optometrist Needs to Know
47773-SD  Description: Several devastating outbreaks of the Ebola virus have occurred in recent years. This course serves to familiarize the optometrist with the history, systemic and ocular signs/symptoms, and procedural protocols for this and other deadly viruses.

11:00am-12:00pm  The Next Wave Multispectral Imaging of the Fundus
41546-PS  Description: Along with standard full-spectrum fundus photography, angiography, scanning laser polarimetry, and optical coherence tomography, multispectral imaging MSI shows great promise for enhanced structural and functional evaluation of the fundus. This course serves to provide a background and clinical application of MSI for the optometrist.

12:00pm  DOCTOR & PARA LUNCH with AWARDS PRESENTATION
SPONSORED BY HOLLINGSHEAD EYE CENTER

2:00pm-3:00pm  The Pressure is On: Managing Acute Highly Elevated IOP
COPE Pending  Description: Optometrists may face a patient who has highly elevated (i.e. greater than 40mmHg) intraocular pressure. This course presents in-office treatment strategies and pearls for managing this potentially blinding ocular condition.

DOCTOR’S CONGRESS ADJOURNS

See you in Coeur d’Alene, October 4-6, 2018
(turn to pg. 13 for details...)
Doctor & Student Registration
IDAHO OPTOMETRIC PHYSICIANS 2017 ANNUAL CONGRESS - OCT. 26-28, - AT THE SUN VALLEY INN, SUN VALLEY, IDAHO

Name ___________________________ Office Name ___________________________

Office Address ___________________ Street __________________ City ___________ State _______ Zip _______

Office Phone _____________________ E-Mail Address (for confirmation) __________ OE Tracker # ____________

Registration Information
Registration is not accepted by phone. Registration includes: All Education Programs, Coffee Breaks and Exhibit Hall Admission.

AOA Student Member Registration - Registering by August 31st
AOA Dues Current $50.00* □ (Awards Banq. & Social Events, add $25)

AOA Member Registration
AOA Dues Current $359.00 □

AOA Member Registration - After August 31st
AOA Dues Current $388.00 □

Registration for Non-AOA Member Doctors
$595.00 □

Registration for Non-AOA Member Doctors - After Aug. 31st
$619.00 □

Registration for Companion (Awards Banquet & Exhibit Hall)
$ 75.00* □

Para Registration Credit ($25.00 per Registration, IOP only)
(both doctor & para must be members)

TOTAL REGISTRATION FEE (No registrations taken after Oct. 20th) $ _______

Doctor’s Badge Name _____________________________ Menu Choice _____

*Guest’s Badge Name _____________________________ Menu Choice _____

Payment Information

□ Payment by Visa or Mastercard

□ Payment by Check

Cardholder _____________________________ Card Number _______ Sec. Code _______ Exp. Date _______

Billing Address (☐ same as office) City State Zip

Cancellation Policy
Requests for full refund of registration and special event fees will be granted if written notification is received no later than July 15th. After July 15th, all but $40 will be refunded. All refund checks will be issued after the Congress.

Hotel Accommodations
Accommodations registration is to be conducted directly with the Sun Valley Company - Sun Valley, ID. The nightly rate for Congress attendees ranges from $159-200.00. The IOP room block will be held until September 25th. The Sun Valley Guest Reservation line is (800) 786-8259 or reservations@sunvalley.com. We suggest that you make your reservation early to guarantee space availability.

Questions? Call Lisa White 208-890-3556 or Randy Andregg 208-461-0001

Mail Registration and Payment to:
IDAHO OPTOMETRIC PHYSICIANS
3313 W Cherry Lane #433
Meridian, ID 83642-1119
The Idaho Optometric Physicians association believes that when hosting the perfect meeting, the right setting makes all the difference. We are convinced that you will find everything you could wish for at Sun Valley Resort. And, their state-of-the-art convention facilities are just the beginning. From the completely renovated grand lodge and all new 20,000 sq. ft. luxury spa to 45 holes of championship golf, live music performances in the Pavilion and some of the finest fly-fishing in the world. It’s quite simply the best backdrop we could find for our next meeting.

FOR ROOM RESERVATIONS, PLEASE CALL 800-786-8259 OR EMAIL RESERVATIONS@SUNVALLEY.COM
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Two innovations combined for stable vision and exceptional comfort.

HydraLuxe™ Technology
Tear-like molecules and highly breathable hydrated silicone integrate with the patient's own tear film.

BLINK STABILIZED® Design
This design works naturally with the eyelids, helping to keep the lens in the correct position.

From the contact lens family unbeaten on comfort*

To learn more about this and other EYE-INSPIRED™ PATIENT-FOCUSED innovations, visit acuvueprofessional.com

*In 14 clinical trials posted on www.clinicaltrials.gov, a website maintained by the NIH. The 14 clinical studies evaluated subjective comfort as a primary or secondary endpoint for ACUVUE OASYS® Brand with HYDRACLEAR® PLUS Technology. Review conducted as of April 16, 2016.

ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available by visiting acuvueprofessional.com, or by calling Johnson & Johnson Vision Care, Inc.
at 1-800-843-2020.

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Para’s Education and Activity Program

Thursday, October 26th

Kayla Scanlon, ABO

Kayla Scanlon started in private practice in 2007 and has submerged herself in the optometric community ever since. As an optician she learned all of the dynamics of the field then quickly took it further to managing practices and obtaining her ABO certification. After discovering a gift for educating and training optical teams, Kayla began consulting for eyecare professionals. She has now taken that experience and used it to further her work by joining forces with Hoya. Hoya, being the Ally to the Independent, was a great match for Kayla as she has always believed in the value of independence to eyecare professionals.

Since her start in 2007, Kayla has developed a passion in having the ability to watch our industry change and to guide practices through the change to reach their opportunity and purpose. Her love and connection with the Treasure Valley will forever be. She recently built a lovely home in downtown Boise, Idaho with a local chiropractor and their 4 children.

1:00pm - 5:00pm

Lecture Titles to be Determined.

HOYA is graciously sponsoring our Thursday afternoon lectures for the Paras.

5:00pm - 7:00pm

2017 President’s Reception Sponsored by Pacific Cataract & Laser Institute

Please note that heavy hors d’oeuvres will be served during the reception. Tickets for the beverage of your choice will be supplied upon completed registration, and sponsored by OOGP.
Friday, October 27th

8:00am - 5:00pm  Mary E. Schmidt, ABOC, CP0

You’ll laugh, You’ll learn, You’ll be Challenged

Mary E. Schmidt is the President of EyeSystems, a professional training and practice consulting firm, specializing in the eyecare field.

She was one of Vision Monday’s 50 Most Influential Women in Optical in 2005.

Mary has over 37 years’ experience within the optical field including ten years of hands-on in office experience, practice administration for multi-doctor practices, outside sales and marketing experience and she was manager of education and training for a national practice management group.

Her passion is the professional development of managers and staff members.

Mary has presented programs to state wide, national, and international audiences along with personalized private training since 1995.

8:00am - 10:00am  Dealing with Difficult People...How to Prevent Problems

How can you deal with the impossible-to-please patient, what about the staff member who gives the lion’s share of the work load? Or can we add the doctor, who may have a last-minute task that takes a half-day to complete? This course will prepare staff members to deal effectively with difficult people within the practice. AOA, ABO Certified

10:00am  BREAK

10:10am - 12:00pm  “I Object!”

These days, it’s hard to argue with frugality. Sometimes, however, quality should win out over price. And proper eye care should fall in the “quality” category. This course will prepare your staff to help patients recognize how to make educated decisions based on a greater understanding of what they are getting for what they are paying. It will also allow you to respond effectively when a patient objects about the price of products or services. After you learn these skills, they will walk away from your practice feeling as though they know more about the importance of quality and eye care. And they will. AOA, ABO Certified

12:00pm - 2:50pm  EXHIBIT HALL & LUNCHEON

3:00pm - 5:00pm  Team Building...More than Just Getting Along

It’s valuable to have a mix of personalities in the office. While often, it can be a rich and rewarding team experience; it can also be a significant challenge. Learn how to create an atmosphere where ideas, experiences and differences are valued. Make your office an environment where a team effort means more than just getting along. AOA, ABO Certified
Saturday, October 28th

7:00am-8:50am PARA BREAKFAST & BUSINESS MEETING

9:00am-10:00am Troubleshooting: Fix it Once, Fix it Right
Where do you begin when a patient arrives with a complaint about his or her glasses? What’s your first step? Do you search for someone else to solve the problem? Do you get a feeling of panic? Have you acted without really thinking everything through? This course will help you increase your ability to analyze and assess each problem and determine the appropriate action to reach a solution. AOA ABO Certified

10:00am-11:00am Time Management: Prioritize
This time management course will help you have the ability to prioritize duties and have a positive impact on your work environment at the same time. Juggling schedules, duties and responsibilities with organizational ease will help you be able to accomplish the necessary tasks each and every day. AOA ABO Certified

11:00am-12:00pm What’s in my Eye?
Perhaps there is nothing more amazing than the structure and complexities of the human eye. Your staff will gain a greater appreciation and understanding with this course. In turn, they will be able to explain its function to patients in easy-to-understand language. Emphasis is placed on the ability to communicate the disorders, conditions and diseases of the eye and work with patients on options for treatment. AOA ABO Certified

12:00pm DOCTOR & PARA LUNCH with AWARDS PRESENTATION
SPONSORED BY HOLLINGSHEAD EYE CENTER

2:00pm Congress Adjourns for the Paras
Paraoptometric Office & Individual Registration Form

IDAHO OPTOMETRIC PHYSICIANS 2017 ANNUAL CONGRESS - OCT. 26 - 28, - THE SUN VALLEY INN, SUN VALLEY, IDAHO

Doctor's or Office Name for Badge

Office Address __________________________ City __________________________ St. ______ Zip ______
Office Phone __________________________ E-Mail Address (for confirmation) __________________________

IOPPS Member Registration - Registering by August 31st $150.00 □
IOPPS Member Registration After August 31st $170.00 □
Non-Member Registration - Registering by August 31st $285.00 □
Non-Member Registration - Registering after Aug. 31st $305.00 □
Guest Exhibit Hall Reception Pass and Awards Banquet $ 75.00* □
Guest Exhibit Hall & Reception Pass $ 50.00* □

Number Attending Congress __________________________

TOTAL REGISTRATION FEE (No registrations taken after Oct. 20th) $ ______________

Badge Name __________________________ Menu Choice __________
Badge Name __________________________ Menu Choice __________
Badge Name __________________________ Menu Choice __________
Badge Name __________________________ Menu Choice __________
Badge Name __________________________ Menu Choice __________

Registration Information:
Registration is not accepted by phone. Registration includes: All Education Programs; Coffee Breaks; Welcoming Reception; Scheduled Food Events (i.e. Awards Banquet) and Exhibit Hall Admission.

□ Payment by Visa or Mastercard:

Cardholder

Billing Address ( □ same as office) __________ Zip ______

Card Number __________ Sec. Code __________ Exp. Date __________

Signature __________________________

□ Payment by Check

Attending Awards Luncheon __________________________ (Total, including Guests)

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Thankful
FOR THE PRIVILEGE OF SERVING YOU AND YOUR PATIENTS FOR DECADES.

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TO UPHOLDING THE TRADITION.

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