

# Course and Speaker Information

Peter J. Cass, OD

***"Practical Application of Visual Evoked Potential VEP and Electroretinography ERG for Clinical Practice"***  
Saturday, November 4  
7:30am - 8:30am

**Course Summary:**  
*1hr TPA/DPA*

This course provides detailed instructions for use of the various visual electrophysiology testing modalities.



Matt Kauffman, OD, FFAO

***"Scleral Lenses: Fitting and Troubleshooting A-Z"***  
Saturday, November 4  
10am - 12pm

**Course Summary:**  
*2hrs TPA/DPA*

This course will discuss the classification of scleral lenses and will provide an introduction to the basics of handling, insertion and removal of scleral lenses, and lens care. The latter half of the presentation will discuss the most common complications observed in practice and will review troubleshooting options, in addition to technological advances for imaging the cornea/sclera and assessing the fit of scleral lenses.



***"Wavefront Guided Optics in Clinic: The New Frontier"***  
Saturday, November 4  
1pm - 2pm

**Course Summary:**  
*1hr TPA/DPA*

Higher order aberrations are an optical phenomenon that traditional sphere and cylinder cannot correct. The course will highlight the future of clinical wavefront guided options, including spectacles, soft contact lenses, and scleral lenses, and how these options could be beneficial for both regular and irregular cornea patients.

***"Corneal Cross-Linking: A New Treatment for Corneal Ectasia"***  
Saturday, November 4  
2pm - 3pm

**Course Summary:**  
*1hr TPA/DPA*

With the FDA approval of corneal cross-linking (CXL) in 2016, we now have a new tool in our toolbox to fight the progression of corneal ectasia. This course will discuss the history of corneal cross-linking and the recent approval of CXL in the United States and how it will change the way we practice. We will highlight patient eligibility for CXL and how to prepare your patients for the procedure.

***"Treating Ocular Surface Disease in the Clinical Setting"***  
Saturday, November 4  
3pm - 4pm

**Course Summary:**  
*1hr TPA/DPA*

Ocular surface disease can be devastating for patients. Dry eye symptoms can range from very mild to severe and can dramatically reduce the patient's ability to function. This course will discuss recent results from the anticipated DEWS II paper and how to incorporate the treatment and management of ocular disease in the clinical environment.

Selina McGee, OD, FFAO

***"The Opportunities of Cosmetic Eyecare"***  
Saturday, November 4  
4pm - 6pm

**Course Summary:**  
*2hrs TPA/DPA*

Aesthetics is a billion dollar industry. Optometrists know the anatomy and physiology as good as or better than most practitioners delivering neurotoxins and dermal fillers today. Already well versed in referring patients for oculoplastic surgery this course will serve to make OD's aware of what's available in the marketplace today, how to incorporate aesthetics into their practice, no matter what their scope of practice is as well as giving doctors resources to talk to their patients confidently about cosmetic procedures.



Jim Stringham, PhD

***"The Role of Macular Carotenoids Play in Visual Performance and in Sports Vision"***  
Sunday, November 5  
7:30am - 8:30am

**Course Summary:**  
*1hr TPA/DPA*

This course will survey the relatively short history of the literature involving macular carotenoids and visual performance. Mechanisms for effects, be they optical, physiological, or neural, will be discussed in detail. Emphasis will be placed on relevance to visual performance in sports.



Selina McGee, OD, FFAO

***"What's Up with OCTA"***  
Sunday, November 5  
10am - 11am

**Course Summary:**  
*1hr TPA/DPA*

An overview of Optical Coherence Tomography Angiography. OCTA is an emerging imaging technique that generates high-resolution en face angiographic images noninvasively, rapidly, and without dye injection. It has been suggested it produces the equivalent fine microvascular detail of fluorescein angiography. This course will review how ophthalmic diseases such as AMD, diabetic retinopathy, macular telangiectasia, and retinal vascular disease can be managed utilizing OCTA.



***"The Role of Neurostimulation in Eyecare Today"***  
Sunday, November 5  
11am - 12pm

**Course Summary:**  
*1hr TPA/DPA*

Neurostimulation has been used to treat a multitude of health problems in the last 30 years. It has now found its way into eyecare as a noninvasive treatment for dry eye disease. Dry eye is a multifactorial disease with many different treatments available to the practitioner today. This lecture serves to outline the role of neurostimulation in patients that suffer from ocular surface disorders and how this can expand the arsenal of tools to treat those afflicted with dry eye disease.

***"How to Choose Digital Marketing"***  
Sunday, November 5  
1pm - 2pm

**Course Summary:**  
*1hr General*

Digital marketing is one of the best investments you will make in your practice. It's also one of the most expensive and can be fraught with peril. We will discuss the right questions to ask when investing in a digital marketing solution, and the common pitfalls to avoid that could cost you ten of thousands of dollars. A checklist will be included that you can use when interviewing potential partners so that you get your best ROI.

Kyle Sandberg, OD, FFAO

***"How Do I Fit In? - Optometry's Role in Refractive and Anterior Segment Surgery"***  
Sunday, November 5  
2pm - 4pm

**Course Summary:**  
*2hrs TPA/DPA*

This course will familiarize the optometrist with a variety of anterior segment surgeries, including the latest technology in intraocular lenses as well as new procedures such as SMILE. Attendees will be challenged to make appropriate clinical decisions regarding the best surgical options based on individual case presentations. Strategies for building relationships with ophthalmology and the ethics involved in the cultivation of such partnerships will also be explored.



Jon Torrey, Director of PR, TAYE

***"Changing America's Behavior on Vision Care - Results of A National Advertising Campaign Called Think About Your Eyes"***  
Sunday, November 5  
4pm - 5pm

**Course Summary:**  
*1hr General*

How the American public is being trained on the need for better vision care and annual eye exams, including the market factors, public health concerns and statistical input that motivated the development of a public advertising campaign on eye health and vision care. In addition, this will be a review of results on exam growth, practice growth, and public awareness of the optometric profession since national advertising launch in July 2013.



Kyle Sandberg, OD, FFAO

***"2017 Professional Responsibility Course for Texas Optometrists" Live Course NO TEST***  
Sunday, November 5  
5pm - 6pm

**Course Summary:**  
*1hr Ethics*

This course is a mandate of state law for license renewal in Texas. It is designed to keep Texas optometrists up to date on issues related to professional ethics and regulatory issues. The 2017 course covers prescribing requirements, medical records, CE issues, peer assistance program, new rules and fraud.

