

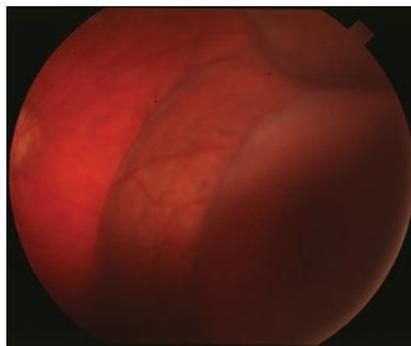
## Armed Forces Puttin' on the Ritz

The annual AFOS meeting was jam-packed with CE that covered the gamut of clinical practice.

Members of the armed forces descended on Atlanta a few days early to enjoy some camaraderie and 12 hours of exceptional CE during their annual Armed Forces Optometric Society/SECO Meeting at the Ritz Carlton Downtown.

### No Sleeping Here

Brad Sutton, OD, kicked off the meeting Monday afternoon with a refresher on obstructive sleep apnea and its effects on the ocular system. After running through the signs and symptoms, associated systemic conditions and diagnosis, Dr. Sutton discussed treatment options, including a new bandage-like device covering each nostril with a center valve that creates pressure and a new synthetic cannabis/THC compound with promising Phase II clinical outcomes.



**Patients on Topamax can get uveal effusion, in which “fluid will leak out of the choroidal vasculature into the suprachoroidal space,” Dr. Sutton explained. “Everything from the choroid internally detaches from the sclera” and pushes forward. “If it’s bad enough, you get bilateral angle closure.”**

Next, Dr. Sutton focused on the many ocular side effects, such as floppy eyelid syndrome, keratoconus, nonarteritic anterior ischemic

optic neuropathy, glaucoma (especially normal-tension), papilledema, idiopathic central serous chorioretinopathy (ICSC) and dry eye, to name a few. Some of these associations are recent discoveries, and many are underdiagnosed, Dr. Sutton said.

### The Medicine Cabinet

Dr. Sutton shifted gears for his second lecture of the evening with a comprehensive look at the topical and oral medications in use today. He began with a rundown of topical antibiotics, of which there are many. Throughout, he provided quick tips and must-know information on each drug. Moxifloxacin, for example, comes as Vigamox 0.5% (Novartis), a preservative-free broad spectrum agent with TID dosing for conjunctivitis while Moxeza 0.5% (Novartis), uses a different vehicle, is preserved

and requires BID conjunctivitis dosing due to its longer contact time.

Next were topical steroids, followed by topical nonsteroidal anti-inflammatory drugs, anti-allergy medications (including over-the-counter options), antiviral agents and glaucoma drugs.

The second hour of the lecture focused on oral medications, beginning with antibiotics and antivirals common in optometric practice. Dr. Sutton gave attendees a review of each medication, including insights into everything from dosing and indications to cost.

### A Pounding Head

Tuesday morning, Dr. Sutton had everyone up early to learn about headaches in clinical practice. Although headaches of ocular origin

See AFOS, Page 21

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## SECO CHAMPION SPOTLIGHT

Published in partnership with Alcon.

# Alcon Wins Gold with Olympian Laurie Hernandez

Dailies AquaComfort Plus spokesperson and #InvisibleEdge ambassador to join Alcon at SECO.

Alcon is proud to welcome Olympic gymnast and gold- and silver-medalist Laurie Hernandez as its guest at SECO. Laurie will join Alcon in her capacity as Dailies AquaComfort Plus contact lenses spokesperson and #InvisibleEdge ambassador. Alcon recently launched the Invisible Edge consumer education campaign with the help of Laurie and two-time

### Meet a Champion

Ms. Hernandez will make two appearances this afternoon at the Alcon booth, #429, from 1–2pm and again from 3–4pm for photos.

\*Autographs will not be available.

Olympic gold-medalist and soccer champion Tobin Heath.

These star athletes are shining a spotlight on the importance of clear vision, including the role of high performance Alcon Dailies contact lenses, in helping give “everyday” athletes an edge while

competing at any level.

The Invisible Edge campaign is based on a survey that found clear sight tops the list of attributes that



help nearly three in four “everyday” athletes perform at their best. It also highlights the role of clear and comfortable vision in competitive settings and how it can provide athletes an invisible edge on and off the field. In fact, more than eight in 10 people (83%) who wear contact lenses agree their lenses give them an edge during competition.<sup>1</sup> And more than 90 percent of athletes who wear contact lenses agree that comfortable lenses help them perform at their best.

See OLYMPIAN, Page 22

Earn up to  
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NEW TECHNOLOGIES  
& TREATMENTS IN  
**2018 EYE CARE**



**REVIEW OF OPTOMETRY®**  
EDUCATIONAL MEETINGS OF CLINICAL EXCELLENCE

# 2018 MEETINGS

**APRIL 6-8, 2018**

**NASHVILLE, TN**

Nashville Marriott at Vanderbilt

Program Chair: Paul Karpecki, OD

[www.reviewofoptometry.com/nashville2018](http://www.reviewofoptometry.com/nashville2018)

**APRIL 26-29, 2018**

**SAN DIEGO, CA\*\***

San Diego Marriott Del Mar

Program Chair: Paul Karpecki, OD

[www.reviewofoptometry.com/sandiego2018](http://www.reviewofoptometry.com/sandiego2018)

**MAY 17-20, 2018**

**ORLANDO, FL**

Disney's Yacht & Beach Club

Program Chair: Paul Karpecki, OD

[www.reviewofoptometry.com/orlando2018](http://www.reviewofoptometry.com/orlando2018)

**NOVEMBER 2-4, 2018**

**ARLINGTON, VA**

The Westin Arlington Gateway

Program Chair: Paul Karpecki, OD

[www.reviewofoptometry.com/arlington2018](http://www.reviewofoptometry.com/arlington2018)

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OPTOMETRIC CORNEA, CATARACT  
AND REFRACTIVE SOCIETY

\*\*15<sup>th</sup> Annual Education Symposium  
Joint Meeting with NT&T in Eye Care

Review of Optometry® partners with Salus University for those ODs who are licensed in states that require university credit. See Review website for any meeting schedule changes or updates.

# Update Your Practice Model

Lecturers stress the need to be “comprehensive optometrists.”

Some evolutions in optometry could be viewed as negative developments, according to Wednesday morning’s speakers of “Eye Care Update 2018: Part 1.” However, these changes could still be opportunities to shift and expand eye care practice, said Randall Thomas, OD, and Ron Melton, OD.

## Threats to Tradition

While technology adds convenience for patients, some new offerings are encroaching on the business of the brick-and-mortar practice in the process.

“If you have any doubt that the refractive component of eye care is being threatened, I would challenge you to look at these websites,” Dr. Thomas noted of new online refractions and prescription fulfillment. “If we don’t expand our base of patient care services, those of you who are under 40 who have a refractive-centric practice could be in peril.”

Another example of eye care developments potentially threatening the economics of the OD practice is eye



During the talk, Dr. Thomas showed his patient appointment schedule for a typical day.

drops for presbyopia, which might undercut revenue from eyeglasses and multifocal contact lenses.

## Expanding Clinical Offerings

Dr. Thomas stressed the need to be “comprehensive optometrists” to compete with new online offerings. An important step is for ODs to offer more primary eye care services and treat more eye diseases, added Dr. Melton. He showed his appointment schedule for a typical day, which included patients in need of glaucoma evaluations, diabetes exams and Plaquenil checks. Several had been referred by primary care physicians.

“If Ron and I never touched a phoropter again, we could make a wonderful living,” Dr. Thomas said.

ODs also must provide a high level of care to existing patients through appointment availability and spending enough time with individuals during visits, in spite of increasing burdens from record keeping, the speakers noted.

## The Case for Steroids

During a comprehensive review of several eye conditions and diseases, the speakers discussed the importance of using oral and topical steroids when necessary to get inflammation under control and improve patient comfort.

Though some clinicians avoid oral steroids because of side effects, any medication or device must be used

efficaciously. “Ron and I write for a lot of oral prednisone,” Dr. Thomas noted. “When you need it, you need it. It is perfectly safe when used intelligently. Contact lenses are safe when used intelligently.”

Dr. Melton noted that, in certain difficult eye cases, steroids are a powerful weapon. “When in doubt, use a steroid. And when really in doubt, use an oral steroid,” he said. “Or both.” Dr. Thomas added.

## Clinical Pearls

The veteran clinicians offered wisdom on other complicated issues facing the optometrist. When it comes to off-label prescribing, Dr. Thomas said that about half of the medications he recommends for patients are off-label because they are effective for conditions that may not be FDA-approved. Dr. Melton explained that the expensive and involved regulatory process to get drugs approved prompts many companies to adjust their FDA applications to reduce the spectrum of appropriate treatment indications.

As to whether generics are as effective as branded drugs, Dr. Melton said he is using an increasing number of generic drugs due to the high cost of branded drugs for patients. And, in some cases, generics work better.

The doctors also offered prudent strategies for treating pregnant patients, assessing central corneal thickness in glaucoma and addressing a trend in which compounding pharmacies are combining glaucoma medications in a single bottle.

Dr. Thomas urged attendees to not shy away from widespread care: “If Ron and I can do this, you can do this. We are two regular ODs that love to teach and we read a lot. But we don’t have any special talent.”

Added Dr. Melton, “When we’re backed into a corner and we don’t know what to do, we call the experts to try to guide us.” ●

## SPEAKER SPOTLIGHT



## Justin Bazan, OD

Park Slope Eye, Brooklyn

After establishing Park Slope Eye of Brooklyn, NY, in 2008, Dr. Bazan turned to social media to market and build his practice. “From day one, we knew that we were a word-of-mouth practice and that social media was going to help us get the word out,” he says. The practice has also cut their phone lines, instead relying on Google Voice and Facebook’s “Book Now” feature to schedule appointments. This allows the front desk staff to focus on in-office guests. “To date, we are the only office I know of that does not answer a phone,” Dr. Bazan says.

A recognized international speaker, Dr. Bazan’s lectures emphasize practice management, both in the eye care industry and small business world. “By getting the word out about what experiences our practice provides through social media, we have seen the best patients coming to us,” he says. Dr. Bazan is also an avid industry writer, a spokesperson for the Vision Council and an academic consultant expert for Bausch + Lomb.

Dr. Bazan’s SECO 2018 course schedule includes:

• **Squawk Box: Harmful Blue Light and Optical Solutions for Long-Term HEV Prevention**

Thursday 6–7pm, Room A305

## EYESTYLES FASHION SHOW

See the latest eyewear trends and gain insight on how showcasing the latest trends in frames can help maximize ROI and customer experience in your practice.

## FRIDAY, MARCH 1

11:15 a.m. - 11:45 a.m.  
Focal Point Lounge,  
Exhibit Hall

SECO2018  
WHERE SIGHT MEETS VISION

# Can Big Data Solve Glaucoma?

Research is helping ODs put their heads together to dispel this disease's vexing mysteries.

Glaucoma's been through a lot in the last 20 years. Today's optometrist has new ways to monitor and measure the mysterious disease. Cameras and tracking technologies such as optical coherence tomography are "evolving quicker and quicker," said Murray Fingeret, OD. In fact, research into all aspects of this sneak thief of sight is guiding how doctors and industry attack the problem. At yesterday's "Glaucoma Pearls Special Session," Dr. Fingeret compiled and synthesized the research that's made the most ground toward the goal of solving this puzzle.

## Gene Genies

With research into newly discovered biomarkers, genetics and even artificial intelligence—or deep machine learning—the reality of identifying glaucoma with a blood test is nearing, according to Dr. Fingeret.

"There really is quite a bit in a fundus picture that most of us never even realize is there," Dr. Fingeret explained, including a patient's visual field and risk for disease progression. With appropriately advanced technologies, a computer may one day spot changes imperceptible to the naked eye. "That's where we're going with this deep learning [technology]. It wouldn't surprise me if, in 10 years, software could diagnose everything from diabetes to the extent of glaucoma."

Meanwhile, in animal studies, researchers are identifying specific biomarkers and genes that predict glaucoma's neurodegeneration. Armed with this sort of information, doctors may be on their way to retinal cell regeneration.

"That's the holy grail," he says. "Can we take somebody who's blind and bring their sight back? This is the first step toward that."

## Spinal Code Crackers

The roles blood pressure and cerebral spinal fluid (CSF) pressure play



In yesterday's presentation, Dr. Fingeret provided an overview of the published research that's influencing breakthroughs in glaucoma care.

in glaucoma are now influencing treatment. For instance, research issued by the American Medical Association has led to recommendations that include lower blood pressures than previously recommended. However, "for patients with glaucoma, when you start seeing blood pressures that are low, that can be deleterious," Dr. Fingeret said.

In ophthalmic literature, John Berdahl, MD, made news with a retrospective study hypothesizing that CSF pressure's balance with other fluids impacts intraocular pressure (IOP). Now, research from China offers a supporting prospective study of that concept. "Lo and behold, they showed that if you look at the normal pressure group, the CSF pressure was 9.5, but if you look at the control group—the healties—it was 12.9," explained Dr. Fingeret, adding that this research helps point to how glaucoma may develop.

## What's Going On

"A decade from now, there might be a medication that can restore the trabecular meshwork and lower IOP," Dr. Fingeret said. But for now, three new medications are changing how doctors help glaucoma patients: Vy-zulta (latanoprostene bunod, Bausch + Lomb) Rhopressa (netarsudil, Aerie) and Roclatan (latanoprostene netarsudil combination, Aerie). Dr. Fingeret walked the attendees through the mechanisms and side

effects of each of these therapies.

"Part of the challenge we have is that people are living older and older," he said. However, the research shows that new approaches and a more finely honed understanding of the disease can provide relief for this influx of patients. ●

## How Glaucoma Medications Work

There are six classes of IOP-lowering medications, each of which work by altering one or more aspects of aqueous humor flow.

1. **Beta-blockers** reduce the rate of aqueous humor flow.
2. **Carbonic anhydrase inhibitors** also reduce the rate of aqueous humor flow.
3. **Prostaglandins** increase outflow through the uveoscleral pathway.
4. **Alpha-adrenergic agonists** lower IOP by a dual mechanism; they reduce aqueous production and increase uveoscleral outflow.
5. **Miotics** increase trabecular outflow, but only through actions on the ciliary muscle.
6. The newest options, **netarsudil** and **latanoprostene bunod**, work at the trabecular meshwork itself, the main site of outflow obstruction in glaucomatous eyes.

## SPEAKER SPOTLIGHT



### J. William Harbour, MD

Vice Chairman for translational research and Director of the ocular oncology service, Bascom Palmer Eye Institute

Dr. Harbour's SECO 2018 course schedule includes:

- **Eye Cancers: From Melanoma to Retinoblastoma**  
Friday 8–10am, Amphitheater A3

In his SECO 2018 course tomorrow morning, Dr. Harbour will offer an extensive discussion of various eye cancers, including uveal melanoma, which he notes is "the most common primary cancer of the eye."

Dr. Harbour is the vice chairman for Translational Research and Director of the Ocular Oncology Service at the Bascom Palmer Eye Institute of the University of Miami. There, he oversees a multi-disciplinary team of physicians and scientists studying the genetics and genomics of eye cancers.

He received his medical degree from Johns Hopkins University in 1990 and followed that with a residency in ophthalmology at the Wills Eye Hospital in Philadelphia. He also completed clinical fellowships in vitreoretinal diseases at the Bascom Palmer Eye Institute in Miami and ocular oncology at the University of California in San Francisco. Dr. Harbour obtained research fellowship training at the National Cancer Institute and in Washington University's Division of Molecular Oncology. During his 16 years working for Washington University, he reached the position of Distinguished Professor of Ophthalmology and Visual Sciences.

# THURSDAY, MARCH 1 OPTOMETRIC EDUCATION

Looking to sharpen your skills in a specific area? Here are today's OD courses by topic.  
For course descriptions, visit [attendseco.com/education](http://attendseco.com/education).

Time	Course	Presenter(s)	Location
<b>ANTERIOR SEGMENT</b>			
10am–12pm	Managing Uveitis with Flair	Bronner	Room A302
<b>DRY EYE</b>			
7–8am	What's Brewing? Common Sense Dry Eye	Smith	Room A313
<b>GLAUCOMA AND OPTIC NERVE</b>			
8–10am	Special Session: Gear Up for Glaucoma!	Thimons, Noecker	Amphitheater A3
7–8am	What's Brewing? Glaucoma Progression	Fingeret	Room A316
2–3pm	New Developments in OCT in Glaucoma	Fingeret	Room A305
4–5pm	60 Minutes: The Nuts and Bolts of Glaucoma	Schmidt	Room A302
<b>GENERAL OPTOMETRY</b>			
10am–12pm	Cases from the Sunny South	Tyler, Nguyen	Room A312
4–5pm	Ocular Pathogens Worth Worrying About	Cooper	Room A313
<b>LUNCH SYMPOSIA (FREE/INDUSTRY SPONSORED)</b>			
12–1pm	Improving Patient Outcomes with Differentiated Products & Innovative Partnerships	Alcon	Amphitheater A3
12–1pm	Honoring Our Eyes	Johnson & Johnson Vision	Amphitheater A3
<b>PHARMACOLOGY</b>			
2–3pm	The Pharmacology of Allergies	Schmidt	Room A312
4–5pm	Abuse of Prescription and Non-Prescription Drugs	Nguyen	Room A304
7–8pm	Oral Antivirals in Eyecare	Caldwell, Offerdahl	Dantanna's
<b>POSTERIOR SEGMENT</b>			
6–7pm	'Squawk Box' Harmful Blue Light and Optical Solutions for Long-Term HEV	Bazan	Room A305
<b>PRACTICE MANAGEMENT</b>			
10am–12pm	The Road to Financial Independence	Laudon	Room A315
4–5pm	Who's Buying? Exit Strategies for Modern Day Practices	Cook, Griffith	Room A315
6–7pm	'Squawk Box' Which EMR is Right for Me	McCarty	Room A313
<b>SURGICAL PROCEDURES AND COMANAGEMENT</b>			
7–8am	What's Brewing? Those Annoying Styes: Inject or Incise?	McNulty, Lighthizer	Room A312
7–8am	What's Brewing? Dropless Cataract Surgery	Mangan	Room A314
7–8am	What's Brewing? Intravitreal Injections: What We Need to Know!	Haynie	Room A315
2–3pm	New Developments in Refractive Surgery	Tullo	Room A315
6–7pm	'Squawk Box' What Should I Tell My Cataract Patients?	Schmidt	Room A314
<b>TEAM-CENTERED LEARNING (FOR ODs AND AOPs)</b>			
7–8am	What's Brewing? Get in Tune with Autoimmune	DeWilde	Room A311
10am–12pm	Identification and Management of Ocular Trauma Resulting from Child Abuse	Tullo	Room A311
10am–12pm	Be Prepared! Handling Ocular Emergencies	Mangan	Room A314
2–3pm	Corneal Transplants from Front to Back	Bronner	Room A302
2–3pm	Coding and Billing Update	McCarty	Room A314
2–3pm	Systemic and Ocular Manifestations of Lyme Disease	Cooper	Room A313
2–3pm	Specialty CL Update	Sorkin	Room A311
4–5pm	My Vision's Blurry, Could it be my Meds?	Dunbar	Room A305
4–5pm	What's New in Contact Lenses	Gordon	Room A314
<b>TECHNOLOGY</b>			
10am–12pm	Understanding and Interpreting the Visual Field	Dunbar, Gerson	Room A305
4–5pm	What OCT? Bringing the Love Back to the Visual Field	Caldwell	Room A311
6–7pm	'Squawk Box' Dilation vs. UWF	Gerson, Ajamian	Room A312
6–7pm	'Squawk Box' Ask the Tech Monkeys	Mayo, Parker	Room A315

# See it First at SECO 2018

*With over 200 CE courses, five special sessions, 37 interactive learning labs and countless opportunities to connect with colleagues, optometrists will start the new year with a bang.*



**A**s the first major conference of the year, SECO 2018 kicks off the education season with innovative and practical instruction from some of the most talented and well-known speakers in the profession. It's your chance to earn more than 50 hours of COPE CE with our packed educational program for optometrists.

SECO's exciting **Special Sessions** feature exclusive, authoritative presentations from the best-known leaders in the ophthalmic field. This year's highlights include:

- **Gear Up for Glaucoma**, with James Thimons, OD, and Robert Noecker, MD, is a look at all the latest tests, pharmaceutical agents and surgical treatment technologies for glaucoma while exploring optometry's role in the future of glaucoma care.

- **Eye Cancers: From Melanoma to Retinoblastoma** covers diagnostic techniques, treatment options,

outcomes and emerging breakthroughs regarding the care of patients with these diseases, with J. William Harbour, MD.

- **Anterior Segment Solutions** with Zaina Al-Mohtaseb, MD, guides you through diagnosing fungal, bacterial and non-infectious keratitis through cases and videos, with an update on cutting-edge research in these areas.

New course formats heavy on audience participation will challenge the way you learn.

- The **Squawk Box** series courses cover controversial topics that speakers can "clear the air" on with audience participation. Topics include: What Should I Tell My Cataract Patients?, Ask the Tech Monkeys, and Harmful Blue Light and Optical Solutions for Long-Term HEV Prevention.

- The **Snap Chat** series is a track of informal discussions led by the speaker but with heavy audience

participation and questions/discussion in a peer review format. Highlights include: The Cornea and Systemic Disease, Different Diagnoses of Headaches, Contact Lens Pains and more.

- **MedPro360**, SECO's health-care practice management program, returns this year on Saturday afternoon with an all-star lineup of speakers. You will walk away with tips you can implement in your practice immediately from Donald Miller (Storybrand), Vern Yip (Design and the Medical Office), Marc Haskelson (Protecting Your Cyber Data) and Jenn Lim (Discovering Happiness). You can attend the full program or only those sessions in which you are most interested.

If hands-on learning is your preference, be sure to check out the **Learning Labs**. These workshops give you practical knowledge on a range of topics, includ-

ing vision therapy, low vision, lasers and more.

The popular **Team-Centered Learning** courses bring together the entire office for shared education. Exciting courses this year include: Be Prepared! Handling Ocular Emergencies, Corneal Transplants from Front to Back, Coding and Billing Update, The Art of Assortment Planning and more.

Finally, the **Symposium Series** courses are held Thursday, Friday and Saturday in Amphitheater A3. Optometrists are invited to enjoy a free lunch while listening to industry leaders highlight the latest developments in their companies and in optometry. These courses are not for COPE credit, but do count as Category 2C education toward initial qualifications and maintenance of certification for the American Board of Optometry. ●

**SCHEDULE OF EVENTS****THURSDAY, MARCH 1****Registration Hours**

6:30am–6:30pm  
Registration Hall A

**SECO Kids Childcare**

6am–9pm  
GWCC

**Ophthalmic Professionals Continuing Education Program**

7am–7pm  
GWCC: Building A

**OD Continuing Education Program**

7am–8pm  
GWCC: Building A

**Society of National Associated Pearle Professionals (SNAPP) Meeting**

7am–2pm  
Omni Hotel: Dogwood AB, Level M1

**Ophthalmic Professionals Lunch Symposium**

11am–12pm  
GWCC: A411/412b

**OD Lunch Symposium**

12–1pm  
GWCC: Amphitheater A3

**Exhibit Hall Grand Opening Ribbon Cutting presented by Alcon**

12:45–12:50pm  
GWCC: Exhibit Hall A

**Optometry's Marketplace™ at SECO**

12:45–6pm  
GWCC: Exhibit Hall A

**Free Food Tasting Tour: A Taste of Atlanta**

4:30–6pm  
GWCC: Exhibit Hall A

**Revolution EHR RevU Visits**

7–9pm  
Omni Hotel: Dogwood B, Level M1

**Zeiss Customer Appreciation & Clarus Ultra-Widefield Camera Reception**

7–9:30pm  
Embassy Suites, Salon IV & V

**ODs on Facebook Party**

8–10:30pm  
Marriott Marquis: Pulse Loft

**Society of National Associated Pearle Professionals (SNAPP) Cocktail Reception**

9–11pm  
Westin Hotel: SunDial Restaurant & Lounge

**FRIDAY, MARCH 2****Registration Hours**

6:30am–6:30pm  
Registration Hall A

**SECO Kids Childcare**

6am–9pm  
GWCC

**Ophthalmic Professionals Continuing Education Program**

7am–7pm  
GWCC: Building A

**OD Continuing Education Program**

7am–8pm  
GWCC: Building A

**Society of National Associated Pearle Professionals (SNAPP) Meeting**

7am–2pm  
Omni Hotel: Dogwood AB, Level M1

**Southern Caucus / AOA State Leaders Meeting**

9am–12pm  
Omni Hotel: International ABCD, Level M2

**Optometry's Marketplace™ at SECO**

10:45am–5pm  
GWCC: Exhibit Hall A

**OD Lunch Symposium**

12pm – 1pm  
GWCC: Amphitheater A3

**Ophthalmic Professionals Party**

5–7pm  
Omni Hotel: International Ballroom ABC, Level M2

**IU School of Optometry Alumni & Friends Reception**

6–7:30pm  
Omni Hotel: Grand Ballroom A, Level M4

**Pennsylvania College of Optometry Alumni & Friends Reception**

6–7:30pm  
Omni Hotel: Grand Ballroom B, Level M4

**UABSO Alumni Reception**

6–7:30pm  
Omni Hotel: Grand Ballroom E, Level M4

**NSUCO Alumni & Friends Reception**

6–7:30pm  
Omni Hotel: Magnolia Room, Level M2

**Reception honoring Dr. Rachael Wruble, Young OD of the South 2018**

6–7:30pm  
Omni Hotel: Cottonwood, Level M1

**Southern College of Optometry Reception for Alumni & Friends**

6–8pm  
Omni Hotel: Atrium Terrace

**Zeiss Customer Appreciation & Clarus Ultra-Widefield Camera Reception**

7–9:30pm  
Embassy Suites, Salon IV & V

**Docs of Rock Charity Event & Student Party benefiting Optometry Cares**

9pm–12am  
College Football Hall of Fame: Theater

**SATURDAY, MARCH 3****Registration Hours**

6am–7pm  
Registration Hall A

**SECO Kids Childcare**

6am–8:30pm  
GWCC

**OD Continuing Education Program**

6:30am–7:30pm  
GWCC: Building A

**Ophthalmic Professionals Continuing Education Program**

7am–7:30pm  
GWCC: Building A

**AOA+ Leadership Link**

7:30– 9am  
Omni Hotel: International Ballroom D, Level M2

**SECO Member State Executive Meeting**

8am–10am  
Omni Hotel: Redwood Room, Level M1

**ARBO Southern Regional Meeting**

8am–12pm  
Omni Hotel: Dogwood B, Level M1

**Optometry's Marketplace™ at SECO**

10:45am–5pm  
GWCC: Exhibit Hall A

**OD Lunch Symposium**

11:30am–12:30pm  
GWCC: Amphitheater A3

**SECO Past Presidents Lunch**

11:30am–1:30pm  
Omni Hotel: Pecan Foyer

**Student Lunch Symposium**

12–1:15pm  
GWCC: A411/412b

**Free Food Tasting Tour: A Taste of New Orleans**

2:30–3:30pm  
GWCC: Exhibit Hall A

**Student Happy Hour Hosted by VSP Global**

7:30– 8:30pm  
Omni Hotel: Cottonwood, Level M1

**Saturday Night Party featuring KC & the Sunshine Band**

8:30pm–12am  
Tabernacle

**SUNDAY, MARCH 4****Registration Hours**

6:30am–12pm  
Registration Hall A

**SECO Kids Childcare**

6am–3pm  
GWCC

**OD Continuing Education Program**

7am–2pm  
GWCC: Building A

**Ophthalmic Professionals Continuing Education Program**

7am–2pm  
GWCC: Building A

**Energieyes Association Meeting**

8am–5pm  
Omni Hotel: International Ballroom DE, Level M2

**SECO Board of Trustees Meeting**

8:15am–10:15am  
Omni Hotel: International AB

TODAY: 2–3pm ROOM A302, LEVEL 3

# A Fresh Look at Corneal Transplants

*Make sure to cover your bases in this quickly growing field.*

**G**et a comprehensive look at corneal transplants with an afternoon course today by Aaron Bronner, OD, of Pacific Cataract and Laser Institute. In “Corneal Transplants from Front to Back,” Dr. Bronner will touch on everything from physiological basics to postoperative outcomes. The course’s objectives: reduce confusion and improve attendees’ clinical and conceptual understandings of the topic.

“Corneal transplants are the most successful tissue transplant

techniques in medicine, but that doesn’t necessarily mean their management is straightforward,” he says. They are the only surgeries in eye care “where we are permanently adding to a patient’s cellular biology, and because of this, you can’t think of these patients in the same capacity as cataract surgery or LASIK patients,” says Dr. Bronner. “Unfortunately, despite this difference, there is little emphasis on the physiologic ramifications of corneal transplants in formal optometric education.”

## Staying Abreast

According to Dr. Bronner, the combination of this lack of education with the rapidly evolving and increasingly complex field of corneal transplants is “a recipe for trouble when it comes to our clinical comfort.” To address this, Dr. Bronner will approach his discussion of corneal transplants differently than past lectures.

Rather than a simple review of transplant options, the course will instead start with a conversation about how corneal physiology and immunology are impacted by and interact with transplanted tissue. This will make it easier for attendees to understand the various types of transplants.

“We’ll then turn the discussion to an in-depth look at the different transplant options, their strengths and weaknesses relative to each other and their typical postoperative courses,” says Dr. Bronner. “Being aware of typical postoperative outcomes with the various transplants can improve referral timing and add quality years of vision to our patients’ lives.”

Transplant options that will be covered include penetrating keratoplasty, deep anterior lamellar keratoplasty, Descemet’s stripping automated endothelial keratoplasty (DSAEK) and Descemet’s membrane endothelial keratoplasty.

The course will conclude with a look at today’s referral algorithm for corneal transplants and where they fit in the overall scheme of corneal disease management. Additionally, Dr. Bronner will review various treatment paradigms for these patients. “The goal here is simply to give the audience the tools they need to understand corneal transplants as deeply as any eye care professionals in the nation.” ●



In this patient, a large air bubble is used to position the graft as the endothelium recovers from DSAEK surgery.

## SPEAKER SPOTLIGHT



### Zaina Al-Mohtaseb, MD

*Assistant Professor of Ophthalmology and Associate Residency Program Director, Baylor College of Medicine*

Dr. Al-Mohtaseb’s SECO 2018 course schedule includes:

#### • Anterior Segment Solutions

*Saturday 8:30–10:30am, Amphitheater A3*

In her SECO 2018 course, “Anterior Segment Solutions,” Dr. Al-Mohtaseb plans on covering some new technology in the area, including new types of presbyopia correcting lenses. “It is exciting to be discussing all these cutting-edge technologies and changes,” she says.

Dr. Al-Mohtaseb says her clinical and research interests include cataract and intraocular lens surgery; corneal transplant surgery; LASIK and laser vision correction; graft versus host disease and ocular surface tumors; Fuchs’ and other corneal dystrophies; and corneal infections.

An assistant professor of ophthalmology and associate residency program director in the Cornea, Cataract & Refractive Surgery department at Baylor College of Medicine, she’s also a staff ophthalmologist at Ben Taub Hospital in Houston and a consulting ophthalmologist for MD Anderson Cancer Center and Texas Children’s Hospital.

After completing her ophthalmology residency at the Cullen Eye Institute at Baylor College of Medicine, Dr. Al-Mohtaseb was elected chief resident in her last year of training. Following that, she completed her residency in cornea, external disease, cataract and refractive surgery, all of which she now counts among her specialties.

## WHY USE THE SECO 2018 MOBILE APP?

- View the complete Schedule of Events, explore all of the offered courses and get a detailed map of the exhibit hall.
- Keep your pulse on the most popular sessions and events by accessing the Activity Feed which will highlight photos, ratings, comments and more.
- Receive announcements and obtain the most up-to-date event information.
- Get your course handouts at your fingertips.
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A limited number of rooms have been reserved at **\$165 per night**. Please make reservations with the hotel directly at 858-523-1700. For group rate, mention "New Technologies and Treatments in Eye Care".

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\*\*Additional CE fees if attending both meetings. Agenda subject to change.  
See website for details: [www.reviewofoptometry.com/SanDiego2018](http://www.reviewofoptometry.com/SanDiego2018)

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## EXHIBIT HALL EVENTS FOR THURSDAY, MARCH 1

**OPENS: 12:45pm**  
**CLOSES: 6pm**

### GRAND OPENING TODAY, 12:45pm

Join SECO for the grand opening of SECO's exhibit hall, Optometry's Marketplace™, this afternoon. With a ribbon cutting sponsored by Alcon, we're pleased to welcome Olympic gymnast and Dailies AquaComfort Plus contact lenses ambassador Laurie Hernandez and Alcon's Dr. Rick Weisbarth.

### FREE CE IN THE PRESENTATION THEATERS

Industry support allows ODs and AOPs to earn credit for free! Space is limited and participation is on a first-come, first-served basis. Today's schedule:

- 1-2pm**
- Changing the Game to Match the New Rules (Marco)
  - Practice of the Future (Essilor)
  - How to Increase Your Practice Net (VSP)
- 2-3pm**
- Blue Light (Essilor)
- 3-4pm**
- Self-Retaining Amniotic Membranes Treatments (Bio-Tissue)
  - How to Get the Maximum Value for Your Practice (VSP)
- 5-6pm**
- How to Maximize Your Profit from Vision Plans (VSP)
  - The Art of Assortment Planning (Luxottica)
  - The Evolution of Lenses: The Importance of Blocking Blue Light (Essilor)

### FREE FOOD TASTING TOUR: "TASTE OF ATLANTA"

Join SECO as we honor our long-time home of Atlanta. Today from 4:30-6pm, browse the exhibits as you enjoy a sampling of treats and beverages synonymous with Atlanta. An event on Saturday will honor our new 2019 location: New Orleans.

### SHOW SPECIALS

Many exhibitors are offering special deals. Check out the list in the mobile app or on page 14.



### EXHIBIT HALL IN-BOOTH EVENTS

Be sure to visit these companies for special events today:

**AcuityPro Software:** Showing off a totally redesigned booth,

the company will also be randomly handing out International Space Station hats while supplies last.

**EyeMed Vision Care:** Free charging pad for the first

100 attendees to take a survey.

**MacuLogix:** Offering free copies of the most recent AMD diagnostic and treatment guidelines, along with patient management recommendations. Stop by and ask for the **AMD Knowledge Base**, a collection of reading essentials for the diagnosis and treatment of AMD.

**TLC Laser Eye Centers:** TLC will be hosting a LASIK Wet Lab each day. Today's takes place 1-4pm. Attendees can create a LASIK flap on a pig's eye using the Alcon laser suite, have Pentacam scans performed on their eyes and learn how to interpret the results. Lecturers will review pre- and post-op care protocols for LASIK and PRK. Upon completion, participants can sign up for a chance to win a Fitbit.

### NEW! STUDENT ESCAPE ROOM

**1pm, 2:45pm, 4:30pm**

Students, test your optometry knowledge as you work together searching the room to find clues, solve riddles and crack codes to accomplish the goal of escaping within the hour. Three rooms will be running simultaneously with groups of 10 students each.

### LEARNING LOUNGE, POSTERS & GOOGLE TALKS

In this informal educational environment, you can hear from industry leaders on the latest in exciting trends. Plus, experience the new Google Talks! Liz Austin from Google shares cutting-edge strategies for finding new patients and growing your business with Google. You can also find the return of our multimedia Poster Presentations.

### THE VIEW

See some of the world's most exclusive frames in THE VIEW, SECO's Luxury Eyewear Pavilion.



# Exhibitor Listing for SECO 2018 (as of February 26, 2018)

Attendees can visit Optometry's Marketplace at SECO™ for free just by mentioning an exhibiting company they intend to visit during SECO 2018.

EXHIBITOR .....	Booth	EXHIBITOR.....	Booth	EXHIBITOR .....	Booth	EXHIBITOR.....	Booth
4ECPs, a Preferred Premier Google Partner .....	1300	Ear Technology Corporation .....	1625	Lombart Instrument.....	738	Presenta Nova.....	338
A&A Optical .....	1200	Eastern Ophthalmic Supply & Repair ..	701	Luneau Technology USA (AIT, Briot, WECO, LPO, Visionix) .....	424, 426	Professional Eye Care Associates of America.....	304
ABS Smart Mirror .....	1111	EdgePro by GPN Technologies .....	715	Luxottica Group.....	621	Proof Eyewear .....	322
ABB Optical Group .....	332	Edison Optics.....	1436	M&S Technologies.....	414	Quantel Medical .....	1433
Acuity Pro/VisionScience Software..	1113	E-Dr. Network/New Era .....	408	MacuLogix .....	1515	Quidel Corporation.....	641
Akorn .....	800	Energieyes, the Association of Corporate- Affiliated Optometrists .....	1604	Mad Vision.....	1139	Q-Vision Optics .....	407
Alcon.....	429	Eschenbach Optik.....	1115	Marco Ophthalmic .....	1029	Reichert .....	1419
Allergan.....	1220	eSee Acuity.....	1528	Marcolin USA Eyewear.....	913	Remote Area Medical.....	1737
Allied Powers .....	404	Essilor Instruments.....	420	Maui Jim Sunglasses .....	833	Review of Optometry .....	1411
Allure Eyewear.....	714	Essilor of America .....	419	MaximEyes by First Insight.....	1331	RevolutionEHR.....	411
American Academy of Optometry....	1725	Eye Designs .....	921	MaxiVision (MedOp Health).....	1325	RightEye.....	220
American Academy of Orthokeratology and Myopia Control .....	1726	Eyecare Business (Pentavision) .....	514	Medi Lazer.....	215	Santinelli International.....	1204
American Board of Opticianry – National Contact Lens Examiners.....	1718	EyeCor by Nteon/Nteon Practice Consultants .....	506	Modern Optical International .....	500	ScienceBased Health .....	1414
American Board of Optometry.....	1724	Eyefficient .....	300	Morel Eyewear .....	1432	Shire .....	501
Applied Medical Systems .....	301	EyeMed Vision Care .....	538	My Vision Express .....	326	Shwood Eyewear.....	1426
Art Optical Contact Lens .....	603	EyePromise/ZeaVision.....	605	MyEyeDr.....	1327	Signet Armorlite .....	314
Article One.....	1337	Eyes of Faith Optical.....	1412	National Academy of Opticianry .....	1720	SingleCare .....	305
Aspex Eyewear Group .....	1201	Faniel Eyewear.....	1328	National Board of Examiners in Optometry .....	1513	Solutionreach.....	323
Association of Schools and Colleges of Optometry .....	127	Fashion Optical Displays .....	507	National Vision Retail.....	1507	Southern College of Optometry .....	1210
Avalon Eyewear.....	437	Gazal Eyewear .....	1241	National Vision .....	1304	State Optical Co. ....	1321
Avesis .....	1532	Good-Lite .....	401	Natural Ophthalmics .....	315	Studio Optyx .....	1437
Baumvision.....	1137	Hai Laboratories.....	711	NCI Vision Systems.....	536	Sun Ophthalmics .....	201
Bausch + Lomb.....	818	Harvest Acuity.....	311	Nerdwax .....	245	Suppleyes.....	309
Beaver Visitec International.....	737	Healthpod .....	704	New York Eye.....	713	TearScience.....	433
Binocleuses .....	1330	Heidelberg Engineering.....	1505	Nidek .....	1215	TelScreen .....	318
Bio-Tissue .....	310	Heine USA.....	611	Nouveau .....	931	The Gideons International .....	739
BlephEx .....	1500	Hoya Vision Care .....	1013	Nova Southeastern University College of Optometry.....	123	The Lens Butler.....	205
Bruder Healthcare Company.....	327	Icare USA .....	432	NovaBay Pharmaceuticals .....	438	The McGee Group.....	827
Bushnell Outdoor Products.....	1431	i-dealoptics .....	1427	Novartis Pharmaceuticals.....	137	TLC Laser Eye Centers.....	537
CareCredit .....	1600	Identity Optical Lab .....	412	Oasis Medical .....	1214	Topcon Medical Systems .....	727
CatarActive3 .....	235	IDOC .....	405	Oculus.....	836	US Optical .....	1501
Centervue.....	1619	iMatrix.....	1307, 1533	Optus.....	1109	UAB School of Optometry .....	120
Chadwick Optical .....	209	ImprimisRx .....	1428	Opticsoft .....	440	Ultra Palm Optical (Cazal, Caviar, Goliath) .....	1329
Clearlens .....	1536	Innexus by Innereactive .....	308	Opticwash .....	339	United States Air Force .....	129
ClearVision Optical/BluTech .....	1005	Integra Life Sciences .....	1401	Optikam Tech.....	328	Uppercut Consulting .....	303
Coburn Technologies .....	321	Interstate Optical.....	802	Opto Multimedia.....	400	Villa Eyewear .....	1338
Color My World by EyeChroma.....	504	Invision Magazine.....	1723	Optometric Architects .....	607	Vital Tears .....	838
Community Low Vision Center .....	131	J & M Distribution .....	1615	Optometric Management (Pentavision).....	510	Vmax Vision .....	601
Compulink Business Systems .....	1313	Jeunesse Innovations .....	1511	Optometric Protector Plan .....	410	Volk Optical .....	1103
Contact Lens Spectrum (Pentavision) ..	512	Johnson & Johnson Vision.....	1019	Optometry Times (UBM) .....	1729	VOSH International .....	1727
CooperVision.....	513	Kasperek USA Optical .....	1405	Optos .....	1301	VSI, a division of Enhanced Medical Services .....	1525
Costa Sunglasses .....	627	Katena.....	533	Optovue.....	1521	VSP Global/VSP Optics Group/Eyefinity/ Marchon/Altair .....	805
Crystal Practice Management.....	330	Keeler Instruments .....	1101	Orgreen + Goldsmith .....	1240	Walman Instruments.....	927
Demandforce .....	1629	Kentucky College of Optometry.....	121	Orion Vision Group.....	1610	Walman Optical.....	1026
Design Eyewear Group.....	1422	Kingdom Eyewear.....	1228	Ottica Veneta .....	1229	Wal-Mart Health and Wellness.....	1212
DGH Technology.....	320	Kio Yamato Optics .....	1340	OWP USA .....	1430	Weave .....	639
Digital Healthcare Professionals .....	313	Konan Medical .....	1207	Passion to Heal, Me to We.....	128	Williams Group.....	706
Digital Heat Corporation.....	241	LA Eyeworks .....	1141	Patch .....	645	Wolters Kluwer.....	543
Diopsys .....	633	Lacravera .....	609	Pharmanex .....	1310	X-Cel Specialty Contacts.....	1032
DM Med Group .....	1614	Lafont .....	812	Practice Director EHR .....	1621	Zeiss.....	700
		LasikPlus.....	1522				
		Life Without Color.....	211				

**Today's Free CE in Theater 1**

- 1-2pm:** Changing the Game to Match the New Rules (Marco)
- 3-4pm:** Self-Retaining Amniotic Membranes Treatments (Bio-Tissue)
- 5-6pm:** The Art of Assortment Planning (Luxottica)

Presentation Theater #1

Focal Point Lou  
EyeStyles Fashion

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Optometry 1729	First Vision 1728	Demandfor 1629
VOSH Intern 1727	American 1726	1627
American 1725	American 1724	Ear Techn 1625
INVISION 1723	National 1720	Practice 1621
Armed Force 1721	American 1718	Centrue 1619
Air Force 1719		

51'2"  
Remote Area Medical  
1441

CLEARLEN 1536  
STUDIO 1437

Edison 1436  
SECO Intern 1337

TheView

Kio Yamat 1340	Gazal Eyew 1241	Orgren + 1240	L.A. EYEW 1141
Villa Eyewe 1338			MAD Vision 1139
			Baum vision 1137
Binocules 1330			FACE A 1133
Faniel Eyewe 1328	Ottica Venet 1229	Kingdom 1228	1131
			1129

20'  
MARCO Ophthalmic  
1029

X-Cel Speci 1032  
Nouveau 20'  
Walman 30'  
Walman Instrument 20'  
931  
927

1533

VSI, a division of Enhanced  
1525

Avesis 1532  
FoxFire 1530

Quantel 1433  
Bushnell 1431

1427

Morel Eyew 1432  
OWP USA 1430

MaxiEyes by First 20'  
1331

Ultra Palm 1329  
MyEyedr 1327

Design Eyewear 1422  
SECO interna 1321

40'  
Johnson & Johnson Vision  
1019

30'  
Allergan  
1220

23'  
Eye Designs, LLC  
921

21'2"  
Optovue  
1521

1522

Ophthalmic 1520  
Visioneering 1518

Reichert, Inc  
1419

1715

1714

J & M Distri 1615

DM Med 1614  
MacuL ogix 1515

Nation al 1513  
Jeune sse 1511

1411

20'  
Review of Optometry  
30'

Scien ceBas 1414  
Eyes of 1412

Computink Business 1313

Nidek Inc. 1215

OASI S 1214  
Wal-Mart 1212  
South ern 1210

Esche nbach 1115  
Acuity Pro / 1113  
A.B.S. Smart 1111

20'  
HOYA Vision Care  
1013

23'  
Marcolin U.S.A. Eyewear Corp. 20'  
913

Poster Presentations

Energieyes, The 20'  
1604

Nation al 1507  
Heidel berg 1505

1405

20'  
Kasperok USA Optical  
20'

20'  
iMatrix  
1307

1310

National Vision, Inc. 30'  
1304

4cops, A Preferred 20'  
1300

Konan Medical 1207

Aspex Eyewear Group 30'  
1201

OCuS OFT 1109

Santelli 1204  
1103

A&A Optical 20'  
1200

Keeler Instru 1101

20'  
ClearVision Optical / BluTech  
1005

Exhibits Info Booth

Learning Lounge

CareC redit 1600  
U.S. Optica 1501

Bleph Ex 1500  
Integr a Life 1401

20'  
Optos, Inc.  
1301

ENTRAN

**Industry's Perspective**

Stop by the Learning Lounge to hear industry executives discuss trends in eye care.

**Digital Talk Sessions**

- 1pm:** Digital Opportunity for Your Eye Care Business
- 2pm:** Exponentially Grow Your Eyecare Business Through Google
- 3pm:** Build an Unbeatable Brand Online
- 4pm:** The Video Opportunity You Can't Pass Up
- 5pm:** Patients on the Go—the World is Mobile, Are You?

## Today's Free CE in Theater 2

1-2pm: Practice of the Future (Essilor)

3-4pm: Blue Light (Essilor)

5-6pm: The Evolution of Lenses: The Importance of Blocking Blue Light (Essilor)

Stage: Show

ECP University Theater

Vital Tears 838	The Gideo 739	Lombart Instrument 20' 738	Quidel Corpro 641	Weaver 639	20' TLC Laser Eye Centers 537	Eyemed Vision Care 20' 538	Wolters 441	21'2" Optical 440	NovaBay 438	opticw ash 339	338	241	344	Nerd wax 245
Oculus 836	Beaver 737	21'2" Diopsys 633	20' Katena 533	20' TearScience 433	Alcon 429	Essilor of America 419	432	426	Bruder 327	424	420	420	420	420
20' Maui Jim 833	20' Topcon Medical Systems 727	20' Costa Sunglasses 627	20' Essilor Instruments 420	20' Lunea 424	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420	20' Essilor Instruments 420
20' The McGee Group 827	40' Bausch + Lomb 818	31'4" Luxottica Group 621	30' CooperVision 513	20' Fashion Optical Displays 507	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501	20' Shire 501
20' VSP Global / VSP Optics Group / Eyefinity / Marchon / Altair 805	20' Lafort 812	EDGE Pro by 715	New York 713	HAI Labo 711	Allure Eyewe 714	611	Lacriv era 609	Opto metric 607	Health pod 704	Zeiss 700	Akorn Inc. 800	Eastern Ophthalmic 701	20' Zeiss 700	20' Zeiss 700
20' EyeCare 514	Contact 512	Optometri 510	EyeC OR by 506	Color My 504	Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500	20' Modern Optical 500
20' M&S Techn 414	Identit y 412	SECO Intern 410	E-dr. Netwo 408	Allied Power 404	OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400	20' OPTO Multimedia 400
20' Natur l 315	Digital Health 313	Harve st 311	Suppl eyes, 309	Single Care 305	Upper cut 303	Applie d 301	20' Applie d 301	20' Applie d 301	20' Applie d 301	20' Applie d 301	20' Applie d 301	20' Applie d 301	20' Applie d 301	20' Applie d 301
Signet Armor 314	Bio-Tissue 310	Innex us by 308	Medi Lazer 215	Talent Care 213	Life Witho 211	Chad wick 209	20' Chad wick 209	20' Chad wick 209	20' Chad wick 209	20' Chad wick 209	20' Chad wick 209	20' Chad wick 209	20' Chad wick 209	20' Chad wick 209
UAB Scho 223	DGH Techn 320	TelScr een 318	UAB Scho 223	DGH Techn 320	TelScr een 318	UAB Scho 223	DGH Techn 320	TelScr een 318	UAB Scho 223	DGH Techn 320	TelScr een 318	UAB Scho 223	DGH Techn 320	TelScr een 318
20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223	20' UAB Scho 223

**Escape Rooms**  
Students, test your optometry knowledge as you work together searching the room to find clues, solve riddles and crack codes within one hour. Three rooms will be running simultaneously with groups of 10 students each.

Student Lounge & Student Escape Room Adventure presented by VSP Global

Practice Management Education Theater brought to you by VSP Global

CE

**Grand Opening Today**  
Celebrate the kick off of the exhibit hall with a ribbon-cutting ceremony sponsored by Alcon, featuring Olympic Gymnast and Dailies AquaComfort Plus contact lenses ambassador Laurie Hernandez and Alcon's Dr. Rick Weisbarth.

**Today's Free CE in Theater 3**  
1-2pm: How to Increase Your Practice Net (VSP)  
3-4pm: How to Get the Maximum Value for Your Practice (VSP)  
5-6pm: How to Maximize Your Profit from Vision Plans (VSP)

## Exhibit Hall Show Specials

<b>Acuity Pro Software</b> <i>Booth 1113</i>	Offering several specials on software, including \$100 off Acuity Pro Version 9 license key (\$995) or \$50 off Version 9 upgrade licenses. Included is a USB Acuity Pro license key and installation, remote control/receiver, mouse pad, HOTV/hot key card and pair of red/blue glasses. You can also place orders directly from the website and take advantage of the show specials by using coupon codes UPGRADE2018 or LICENSE2018.
<b>eSee Acuity</b> <i>Booth 1528</i>	Stop by booth 1528 to enter a raffle for a free all-in-one digital acuity chart. Just drop on by with no purchase or gimmicks!
<b>Eschenbach Optik</b> <i>Booth 1115</i>	Buy three, get one free—a \$1,595 value! Our new Visolux Digital XL FHD is an advanced portable video magnifier that features a 12-inch touch screen display. With magnification from 2x to 22x, dynamic line scrolling, FHD camera and HDMI and USB ports, it's ideal for patients who need extra magnification.
<b>EyeMed Vision Care</b> <i>Booth 538</i>	Stop by booth 538 to see for yourself how being part of our network leads to profit potential and loyalty from EyeMed members. On Thursday from 1–4pm, speak one-on-one with EyeMed's president Lukas Ruecker.
<b>Eyes of Faith Optical</b> <i>Booth 1412</i>	Receive a 30% discount on your 30-piece order and keep your boards refreshed. Fifteen ready-for-spring styles ship in March, 15 sizzling styles for summer ship in May.
<b>Kasperek USA Optical</b> <i>Booth 1405</i>	Leave the booth with your premium in hand! Mix and match from the following collections: Glen Lane, Pure-T, Pure-T Max, Camelot, Pure Color, Cc: Two is One or Pure Comfort. Five frames earns you a \$100 Visa gift card. For 17 frames, receive an iPad or Apple Watch. And pick any 28 frames to receive an iPad Pro.
<b>Lacrivera</b> <i>Booth 609</i>	<ul style="list-style-type: none"> <li>• FlexFit punctal plugs: sterile preloaded \$49/pair &amp; nonsterile bulk \$265/10 pair box.</li> <li>• VeraPlug punctal plugs: sterile preloaded \$40/pair &amp; nonsterile bulk \$250/10 pair box.</li> <li>• Vera90 Extended Wear (60 to 180 days): \$100/10 pair box.</li> <li>• VeraC7 collagen plugs: \$45/60 plugs.</li> </ul>
<b>Lombart Instrument</b> <i>Booth 738</i>	<ul style="list-style-type: none"> <li>• Haag-Streit BI 900 slit lamp \$11,599 (was \$13,691) and free BC/BD tonometer!</li> <li>• Haag-Streit Octopus perimeter: up to \$15,000 trade-in.</li> <li>• Topcon 3D OCT-1 Maestro: Up to \$15,000 trade-in, free Lombart table and large table top, free remote installation of review software, free ongoing remote training.</li> <li>Limited offer: five-year leasing special \$1,099/mo for 60 months, includes five-year service coverage.</li> <li>• Topcon Aladdin HW 3.0 biometer: up to \$12,500 trade-in, \$2,000 mail-in rebate, free CAS training (\$1,500 value), free Lombart table and small top, free IOL configuration setup.</li> <li>• Reichert Ocular Response Analyzer G3: 0% financing for 24 months; monthly payment \$677.</li> <li>• Lane promotions (incl. 2nd-year warranty): premium lane package \$28,990 (\$3,277 savings), digital refraction package \$29,485 (\$4,595 savings), value lane package \$13,995 (\$2,585 savings).</li> </ul>
<b>Natural Ophthalmics</b> <i>Booth 315</i>	Ongoing education plus 15% show discount promo on all orders. Natural products for dry eye and allergy will increase revenue, bring referrals to your office and meet patients' needs.
<b>MaximEyes, by First Insight</b> <i>Booth 1331</i>	Attend a 10-minute MaximEyes EHR demo in Booth 1331 and get a \$10 Starbucks gift card. Must be a practicing doctor or practice decision-maker.
<b>Modern Optical International</b> <i>Booth 500</i>	Buy 20 frames, get 20 free! Modern Optical is family owned and has been a proud supporter of independent eye care since 1974. Restrictions apply on free frames.
<b>Professional Eye Care Associates of America</b> <i>Booth 304</i>	Promotion for new members: join by March 15, 2018 and your next three months of PECAA membership are free!



## New Product Launches

<b>Ear Technology Corporation</b> <i>Booth 1625</i>	New-to-the-industry hearing products designed for the optical channel include TuneAmp, which is affordable, easy to use and easy to sell. TuneAmp is already sold by many opticians in Europe, but SECO is the first showcase for our products in the US. Great opportunity to add revenue and profit to the practice. Stop by and let us show you how it easy it can be!
<b>Eyes of Faith Optical</b> <i>Booth 1412</i>	New styles: Integrity and Trust (both available in ophthalmic and sun). New colors: hickory smoke (for the Honor line), scarlet (for the Beauty line), choc-full-of-color (for the Alive line).
<b>Villa Eyewear</b> <i>Booth 1388</i>	The Blackfin Spring/Summer 2018 collection includes the new Bonita Bay, Ocean Ridge, Elliott Key and Marrowstone frames.
<b>CooperVision</b> <i>Booth 513</i>	CooperVision Introduces MyDay toric daily disposable contact lenses that incorporate the Biofinity toric design and material, offering the healthy advantages of silicone hydrogel, uncompromised comfort and handling, and excellent lens stability and visual acuity.
<b>EyeChroma</b> <i>Booth 504</i>	EyeChroma is a brand new company. SECO is our first trade show. We are bringing the first professional kit of color-enhancing glasses to help colorblind patients see a much more vibrant world. The kit includes our five most successful lens coatings proven to be successful for the vast majority of colorblind patients.
<b>ImprimisRx</b> <i>Booth 1428</i>	Preservative-free cyclosporine 0.1%/chondroitin sulfate compounded ophthalmic emulsion is now available for only \$99.99 for your patient's first three bottles. No prior authorizations, no coupons and no pharmacy callbacks to deal with.
<b>Lacrivera</b> <i>Booth 609</i>	The new FlexFit punctal occluder by Lacrivera offers a fresh approach in bringing greater value to your dry eye practice. The FlexFit nose technology, designed to collapse when inserted, allows for simple sizing, easy insertion, superior retention and excellent patient comfort. Available in four sizes and in sterile preloaded or non-sterile bulk packages.
<b>Marco</b> <i>Booth 1029</i>	Visit Marco to see our newest products: TS-310 refractive tabletop workstation, LM-7 Series lensmeters and the new Ultra M Series slit lamps.
<b>Kingdom Eyewear</b> <i>Booth 1228</i>	We are pleased to debut the Casanova Occhiali, Taxi and Dolce Vita collections of hand-enameled and cloisonné eyewear designs for the first time at SECO, only in the VIEW.

TODAY: 6–7pm VARIOUS LOCATIONS

# ‘Squawk Box’ Series Lets ODs Tell It Like It Is

*Loosen up with this casual, candid lecture series.*

**P**icture this: It’s nearing the end of a long and productive SECO day. You’ve been attending courses since 7am, racking up CE credits and you’re ready for something a little more informal. That’s precisely the thinking behind the Thursday “Squawk Box” lecture series. At these five 6pm courses, speakers will loosen their ties and tell you what they really think about a broad range of optometric controversies—and they might just ask you to participate.

For instance, SECO education chair Paul Ajamian, OD, will square off against Jeffrey Gerson, OD, in a no-holds-barred battle

royale over ultra-widefield imaging (UWFI) vs. traditional dilation exams. According to Dr. Ajamian, this presentation is scheduled to be a live action version of a point-counterpoint article he wrote for the March 2017 *Review of Optometry*. In that article, he insisted that “it’s critical to advise patients that UWFI is not a substitute for a dilated exam.” Dr. Gerson will talk on how the technology can compensate for fussy patients who may move their eye around during an exam and how, even with the best dilated exams, there are some things that just cannot be seen without additional software.

Walt Mayo, OD, and Adam Parker, OD, are offering the technologically frustrated the chance to go ape with their “Ask The Tech Monkey” presentation. North Carolina Omni Eye Specialist Eric Schmidt, OD, is going to stop being polite and start being real when discussing real-world changes to comanagement in his course, “What Should I Tell My Cataract Patients?” He’s going to discuss how optometrists have to take charge of the patient’s expectations and education when it comes to selecting an intraocular lens as well as dealing with complications such as glare.

If you’re overwhelmed by the myriad electronic medical record options, Zach McCarty, OD, will take you on a walking tour of the best options in his practice management-focused course, “Which EMR is Right For Me?” And finally, Brooklyn’s Justin Bazan, OD, will present a hot-topic lecture that doesn’t come from out of the blue at all—“Harmful Blue Light and Optical Solutions for Long-term HEV Prevention.”

These courses all promise to be heavy on audience participation, so loosen up and get ready to shout and squawk. ●

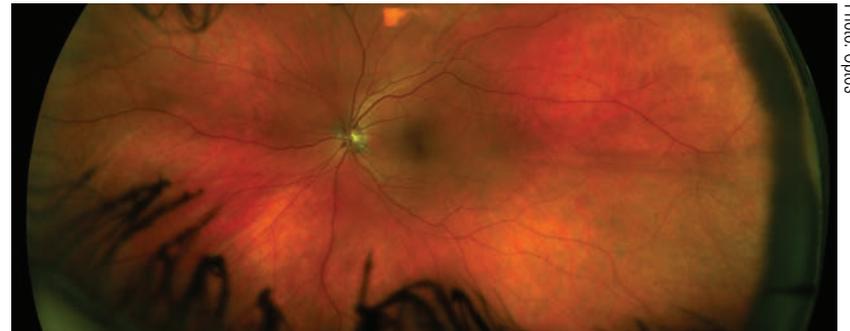


Photo: Optos

Is ultra-widefield imaging an acceptable alternative to a dilated fundus exam? Tonight, two doctors debate.

## SPEAKER SPOTLIGHT



Dr. Bartlett’s SECO course schedule includes:

• **Cornea Update**

Sunday 9–11am,  
Amphitheater A3

## Andrew Bartlett, MD

*Alabama Vision Center, Birmingham, Ala*

In his SECO 2018 Special Session, “Cornea Update,” Dr. Bartlett will be teaming up with Joseph Shovlin, OD, to give attendees a refresher course on all things cornea. “I’m hopeful attendees will take away the significant advancements that modern corneal transplantation techniques can offer,” says Dr. Bartlett. “I also promise to do my best to keep people from falling asleep and to be as entertaining as the SECO ethics committee allows.”

Dr. Bartlett comes from a family legacy of medical vision achievements and currently practices at the Alabama Vision Center in Birmingham, Ala. After receiving his undergraduate degree from the University of Alabama, he attended the University of Alabama at Birmingham School of Medicine. For his ophthalmology residency, Dr. Bartlett went to Texas Tech University. He also completed a Cornea and External Disease fellowship at Eye Consultants of Atlanta.

His specialties include cataract surgery, LASIK and corneal transplantation (specifically, Descemet’s membrane endothelial keratoplasty and Descemet’s stripping automated endothelial keratoplasty).

### Course #120

#### **Harmful Blue Light and Optical Solutions for Long-Term HEV Prevention**

Justin Bazan, OD  
Room A305, Level 3

### Course #121

#### **Dilation Vs. UWF**

Jeffrey Gerson, OD, and  
Paul Ajamian, OD  
Room A312, Level 3

### Course #122

#### **Which EMR is Right For Me?**

Zach McCarty, OD  
Room A313, Level 3

### Course #123

#### **What Should I Tell My Cataract Patients?**

Eric Schmidt, OD  
Room A314, Level 3

### Course #124

#### **Ask The Tech Monkeys**

Walt Mayo, OD, and  
Adam Parker, OD  
Room A315, Level 3

## Continuing Education with Examination (CEE/TQ) Courses at SECO 2018

Date	Start	End	Course #	Title	COPE
Thursday, March 1	10am	12pm	108	Managing Uveitis with Flair	20-609681
Thursday, March 1	10am	12pm	109	Cases from the Sunny South	20-609685
Thursday, March 1	10am	12pm	110	Understanding and Interpreting the OCT	20-609687
Friday, March 2	1:30pm	3:30pm	139	OCT in Glaucoma – Green Isn't Always Clean	20-609693
Friday, March 2	1:30pm	3:30pm	141	Referral Center Grand Rounds	20-609695
Friday, March 2	1:30pm	3:30pm	143	AMD - Current Concepts and Future Directions	20-637056
Friday, March 2	5pm	7pm	146	Narrow Minded: The Management of Angle Closure	20-610353
Friday, March 2	5pm	7pm	149	Modern Day Diabetes	20-609703
Friday, March 2	5pm	7pm	515	Seeing Stars: Concussions in Sports	20-609717
Saturday, March 3	6:30am	8:30am	154	The Pressure is On: Managing Challenging Cases in Glaucoma	20-638342
Saturday, March 3	6:30am	8:30am	156	"What's Brewing?" All About Dry Eye & MGD	20-609705
Saturday, March 3	12:30pm	2:30pm	159	Get Going with Glaucoma	20-638344
Saturday, March 3	12:30pm	2:30pm	161	Neuro-Ophthalmology of MS	20-609699
Saturday, March 3	12:30pm	2:30pm	162	New Drugs and Bugs 2018	20-609697
Saturday, March 3	3:30pm	5:30pm	164	Glaucoma Update: New Tools and Treatment Options	20-609709
Saturday, March 3	3:30pm	5:30pm	166	Anterior Segment Surgery Update	20-638460
Saturday, March 3	3:30pm	5:30pm	169	From Outdated to Updated: A Review of Key Clinical Trials in Eyecare	20-609713
Saturday, March 3	5:30pm	7:30pm	529	Digging Into Dry Eye	20-609723
Sunday, March 4	12pm	2pm	530	Lunch Course: How Do You Mend a Broken Cornea?	20-609725

Earn up to **19 CE Credits\***



# Nashville

## April 6-8, 2018

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**online:** [www.reviewofoptometry.com/nashville2018](http://www.reviewofoptometry.com/nashville2018)  
**email:** [reviewmeetings@jobson.com](mailto:reviewmeetings@jobson.com) **phone:** 1-866-658-1772  
**Registration cost: \$495**

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See event website for agenda and up-to-date information.

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**Doug Devries, OD**

  
**Alan Kabat, OD, FAAO**

  
**Eric Schmidt, OD, FAAO**

Review of Optometry® partners with Salus University for those ODs who are licensed in states that require university credit.

# SECO Welcomes Ophthalmic Professionals

**W**elcome to Atlanta for SECO 2018! We are thrilled that you are taking the time to focus on yourself and your future. Our ophthalmic professionals program helps you grow your knowledge, expand your professional circle and move your career forward. SECO, the world's largest optometric conference, offers a superlative program tailored specifically for paraoptometrics, opticians, business/practice managers, optometric technicians and ophthalmic medical personnel—and it's where you'll build the skills you need to excel at your job and advance your career.

SECO International recognizes the critical role that ophthalmic professionals play in the optometric office and the ophthalmic arena in general. As such, we are committed to provid-

ing hands-on, practical education designed just for you. This year's program features more than 200 hours of CE, with increased hours from ABO, NCLE, JCAHPO and AOA PARA. Highlights include:

**Ophthalmic Professional General Session: The New Social Media** with Justin Bazan, OD. Dr. Bazan will show you how to replace the first generation of social media with more current methods. If your practice is using social media the same way you have for years, you likely are falling short of unleashing its full potential as a marketing and communications tool that can elevate the eye care you deliver and be a powerful practice-builder.

**MedPro360**, SECO's healthcare practice management program, returns this year on Saturday afternoon with an all-star lineup of



Current SECO president Lynn Hammonds, OD, leads a discussion with ophthalmic techs.

speakers. You will walk away with tips you can implement in your practice immediately from Donald Miller (Storybrand), Vern Yip (Design and the Medical Office), Marc Haskelson (Protecting Your Cyber Data) and Jenn Lim (Discovering Happiness). You can attend the full program or only those sessions in which you are most interested.

If hands on learning is your preference, be sure to check out the **Learning Labs**. These workshops give you practical knowledge on a range of topics, including slit lamp, lensometry, eye dissection, specialty contact lenses, frame adjustment and more.

The popular **Team-Centered Learning** courses bring together the entire office for shared education. Exciting courses this year are: Be Prepared! Handling Ocular Emergencies, Coding and Billing Update, Managing Millennials in the Workplace, Understanding Alzheimer's and more.

The **Ophthalmic Professionals Symposium** on Thursday is your chance to enjoy a free lunch while listening to industry leaders highlight the latest developments in their companies and in optometry.

Plus, don't miss out on the **Ophthalmic Professionals Party** taking place on Friday evening from 5pm to 7pm at the Omni Hotel at CNN Center, immediately following the general session. This is a chance to meet friends both old and new, exchange ideas and celebrate together. ●

## SPEAKER SPOTLIGHT



Ms. Alamalhodaei's SECO course schedule includes:

- **10 Steps for A Phenomenal Patient Experience**  
Thursday 10–11am, Room A402
- **How to Be the Tech Your Doctor Can't Live Without**  
Thursday 12–1pm, Room A403
- **Visual Fields**  
Thursday 1–2pm, Room A403
- **History Taking**  
Thursday 3–4pm, Room A404
- **Slit Lamp Illumination Techniques and AC Depth Assessment**  
Friday 7–8am, Room A405
- **Scribing and Medical Ethics**  
Friday 9–10am, Room A404

## Sharon Alamalhodaei, COMT

*JCAHPO-certified ophthalmic medical technologist and owner/instructor, Eye Tech Training*

**O**ver the years, Ms. Alamalhodaei's experience managing a large staff led her to a question: "What makes the difference between the tech who is only adequate and the tech who is a superstar?" To come up with an answer, she decided to conduct a nationwide survey. "At SECO 2018 I'm going to share the results of the survey, teach you what traits your doctor values and inspire you to be the tech your doctor can't live without," says Ms. Alamalhodaei.

Her own career started when she answered an ad that read: "Medical Assistant: Will Train." Ms. Alamalhodaei now has 25 years of clinical and administrative ophthalmology experience as a certified ophthalmic medical technician, certified ophthalmic surgical assistant, clinic manager and practice manager under her belt. She has been certified by the Joint Commission on Allied Health Personnel in Ophthalmology since 1994 and, since then, she has gained extensive knowledge in ophthalmic medical assisting and surgical assisting.

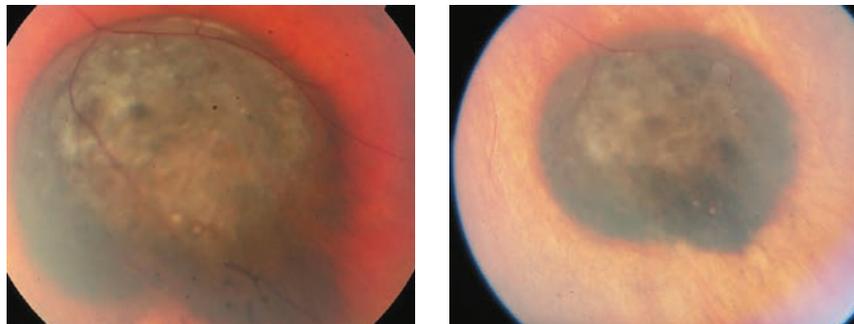
FRIDAY: 8–10am AMPHITHEATER, A3

# Eye Cancers: From Melanoma to Retinoblastoma

Learn to recognize the signs from a renowned expert in ocular oncology.

As optometrists, you spend most of your days managing patients' routine medical and vision needs. But every once in a while, you see something that makes you sit back and think, 'uh oh.' Friday's special session will prepare you for that day with a close look at two worst-case scenarios: uveal melanoma and retinoblastoma.

J. William Harbour, MD, professor and vice chairman at Bascom Palmer Eye Institute at the University of Miami, will share his expertise in the field, including the latest diagnostic techniques, differential diagnosis, treatment options, outcomes and emerging breakthroughs.



For many patients, plaque brachytherapy provides excellent local control of uveal melanoma, according to Dr. Harbour. Left photo is before treatment, and the right is two years post-radiation therapy.

## A Uveal Problem

While only roughly 2,000 cases of uveal melanoma present each year, early diagnosis and careful management are crucial. Dr. Harbour will begin the session with a review of the condition and the benefits of A-scan and B-scan, before moving on to treatment options such as plaque brachytherapy.

Unfortunately, about half of all such patients develop metastatic disease within 15 years, emphasizing the desperate need for ongoing research. Here, Dr. Harbour will dive into the benefits of gene expression profiling and the cutting-edge research leading the way to a better understanding of uveal melanoma. Next generation sequencing is the future, according to Dr. Harbour, and he will share how his research has set a new standard for mutation and chromosome analysis.



Leukocoria (white pupil) is the presenting sign in roughly 80% of retinoblastoma cases.

## A Rough Day in Pediatrics

For the second half of the session, Dr. Harbour will turn his attention to the most common primary eye cancer in children: retinoblastoma. Attendees will walk away with a playbook for its clinical presentation, diagnostic imaging and treatment options. Diagnostics now include ultrasonography and cranial imaging, and the treatment paradigm has shifted considerably in the last 10 years, according to Dr. Harbour. While laser and cryotherapy are still common for most patients, intra-arterial chemotherapy has mostly replaced systemic chemotherapy.

Despite many promising therapies, enucleation is still indicated for severe cases involving optic nerve invasion, neovascular glaucoma, orbital cellulitis, anterior segment invasion, massive choroidal invasion and unilateral disease with poor visual prognosis. Luckily, with today's diagnostic and therapeutic advances, more than 95% of children diagnosed with retinoblastoma in developed countries will survive. ●

## SPEAKER SPOTLIGHT



### Jay Haynie, OD

Executive Clinical Director, Retina & Macula Specialists of Washington state

Dr. Haynie's SECO course schedule includes:

- **What's Brewing? Intravitreal Injections: What We Need to Know**  
Thursday 7–8am, Room A315
- **Modern Day Diabetes**  
Friday 5–7pm, Room A305
- **Retina 2018**  
Sunday 7–9am, Amphitheater A3

Dr. Haynie chose a career in optometry at age 15 after he failed the vision portion of the Department of Motor Vehicles learner's permit test. Soon after, an exam revealed he was legally blind with uncorrected vision due to myopia. "I was fit with RGP contact lenses and when I walked out of the doctor office, I realized that trees had leaves," says Dr. Haynie. "I told my mother on that day that I wanted to be an eye doctor and you may say the rest is history."

During "Modern Day Diabetes," a SECO 2018 Special Session, he will discuss new developments in diabetic retinopathy. "There is some interest in earlier intervention by retina for patients with severe non-proliferative diabetic retinopathy with anti-VEGF as a means of preventing progression to proliferative disease," he says. "This may impact optometry in determining when a patient is referred to a retina clinic to manage complications of diabetic retinopathy."

Dr. Haynie graduated from Pacific University College of Optometry in 1992 and currently serves there as an adjunct clinical professor and executive clinical director of Retina and Macula Specialists. He is also a Fellow of the American Academy of Optometry and a member of the Optometric Retina Society.

**TOMORROW**

## What's Brewing? Courses

All courses take place 7–8am.

### Controversies in Ocular Nutrition

Room A311

As the public is learning more about nutrition, people are looking for sources of information. Optometrists can and should be a part of what people learn about nutrition. We must be able to sift through the science and disseminate what is real, and what may only be hype. Discuss some of the basics of what patients need to know when it comes to nutrition and their eyes. **Jeffry Gerson, OD**

### Normal Tension Glaucoma

Room A316

This one hour course will describe and illustrate contemporary diagnosis and treatment of normal-tension glaucoma, including review some of the newer structural imaging devices, systemic considerations, and treatment indications and contraindications. **Ben Casella, OD**

### Ocular Surface Success

Room A304

The landscape of ocular surface disease can be a confounding and enriching entity. With an ever-changing paradigm, doctors must be flexible and open to new diagnosis and treatment patterns. Learn how to effectively identify, treat and confidently co-manage with other optometrists and specialists to prime your practice for success. **Michael Cooper, OD**

### Slaying the Giant: GCA and the Eye

Room A314

Giant cell arteritis (GCA) is an immune-mediated vasculitis with serious ophthalmic manifestations, including arteritic ischemic optic neuropathy, central retinal artery occlusion and diplopia. It is important for the clinician to understand the signs and symptoms of GCA and how they relate to the eye. **Anthony DeWilde, OD**

### Creating a Practical Budget

Room A315

Successful businesses follow a structured financial plan for both projecting income and anticipating expenses, yet many small businesses, and most independent optometric practices, don't use a budget to manage their finances. We'll explore the importance of creating a budget, why most ODs don't follow (or even create) a budget, the steps needed to create your own simple, straightforward budget, and strategies to help you stick with it. **Michael Kling, OD**

### OCT Angiography

Room A312

Learn about the history of retinal angiography and the application of this technique in optometric practice in this comprehensive review. Examine the advent and utility of optical coherence tomography angiography in comparison to the historical gold standard of IVFA. **Andrew Rixon, OD**

### Concussion: An Optometric Concern

Room A313

Although traumatic injury (TBI) has received significant media coverage, concussion, which can be part of this TBI continuum, has become another major concern within our health system. In many concussion patients, residual visual dysfunctions can seriously impact their road to recovery. Learn about key diagnostic tests and treatment strategies to help these patients overcome their often undiagnosed and, in some instances mismanaged, visual deficits. **Rich Laudon, OD**

## SNAPP to It

*This year's Atlanta National Meeting features a sweeping schedule of clinical and practice management topics.*

For its 2018 Atlanta National Meeting, the Society of National Associated Pearle Professionals (SNAPP) has a stacked lineup of presenters, including some of today's top optometric lecturers. The meeting, which will take place from Wednesday to Friday, will give attendees the chance to network, participate in contests, engage in think-tank and roundtable discussions, and attain COPE-approved education from clinical lectures.

The three-day meeting got underway yesterday with an opening ceremony, presentations from some industry leaders and a catered welcome reception at the Glenn Hotel's SkyLounge.

Today, attendees can dive into some clinical, COPE-approved education from top names in the field. Attendees will have a choice between two 11am lectures, one by Paul Karpecki, OD, of Gaddie Eye Centers in KY, which will cover a wide array of the most exciting innovations eye care has to offer, and one by Mile Brujic, OD, of Premier Vision Group in Bowling Green, OH, which will focus more on the practice management side of things.

In his lecture, "Creating Your Business Through Understanding the Why," Dr. Brujic will go over some important lessons from the book *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek to provide attendees with strategies they can use to build their business acumen. "Not many people are able to tell you why they do what they do," says Dr. Brujic. "My hope is that this course changes that and empowers the audience to view everything they do in business differently."

Following those lectures, Jim Thimons, OD, of Ophthalmic Consultants of Connecticut and an adjunct clinical professor at Salus University will conclude the day's clinical COPE-approved education by discussing some of the latest advances in glaucoma care.

Tomorrow's schedule features a few more speakers, including Michael Kling, OD, of Invision Optometry in San Diego, who will share "The New Customer Experience." Also on the docket are two more think tank discussions and Key Note Speaker Doreen Linneman's presentation, "Emotional Intelligence." The meeting will come to an end with an afternoon closing ceremony.

**SNAPP**  
Society of National Associated  
Pearle Professionals

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Thursday—7am to 11pm

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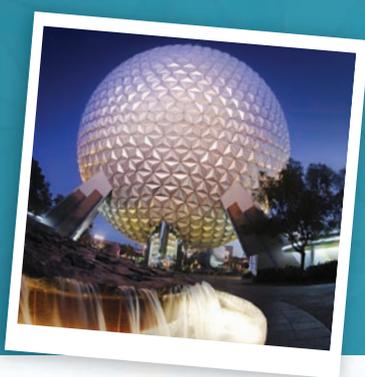


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# The Armed Forces Marshaled in Atlanta for pre-SECO Event

Continued from Page 1

are relatively uncommon, many patients feel headaches around the eyes and will mention it during the ocular exam, Dr. Sutton said. To get to the bottom of a patient's issue, "history is the biggest part of your examination," he said. He also shared how to evaluate all 12 cranial nerves with simple in-office tests.

After discussing the specifics of headache classification, Dr. Sutton turned his attention to treatment options. Topamax (topiramate, Janssen Pharmaceuticals) is a common prophylactic therapy, but clinicians should watch patients for acute, bilateral angle closure, he said. For patients who experience a "warning aura," a few drops of a topical beta blocker can be surprisingly effective. "If you want something to quickly work when you are getting an aura, a couple drops of 0.5% beta blocker in your eyes tends to work better than pills because it gets in the plasma quickly," Dr. Sutton said. "I have tried this on a whole bunch of patients, and they swear by it."

The second half of the presentation homed in on less common secondary headache etiologies such as ophthalmoplegic, tension, cluster, tumor and aneurysmal headaches, as well as headaches caused by third nerve palsy, idiopathic intracranial hypertension, meningitis, giant cell arteritis, stroke, hypertension and temporal mandibular joint syndrome.

## Surgical Comanagement

The afternoon covered ocular surgeries with an update on refractive technologies and glaucoma procedures.

William Tullo, OD, jumped right into the latest refractive surgery techniques, beginning with corneal inlays, "the bridge between refractive LASIK or PRK and IOL placement during cataract surgery," he said. Dr. Tullo detailed the Flexivue Microlens (Presbia), the Raindrop (ReVision Optics) and the Kamra Inlay (AcuFocus). Dr. Tullo warned attendees that corneal inlays aren't for everyone, as "it's a lot of handholding. It's not like LASIK, it's much more like PRK—

their vision is not great until three to six months after the surgery. So you need to make them expect that."

Dr. Tullo then touched on the new SMILE procedure and new IOL options such as the Tecnis Symphony IOL (Abbott Medical Optics) and Staar Visian's Evo IOL.

Shifting gears, Dr. Tullo discussed corneal ectasia and the benefits of biomechanical assessment. While clinicians currently use tomography to screen for corneal changes, combining tomography with biomechanical assessment will be the diagnostic wave of the future, he said. For the first time, clinicians can measure corneal rigidity before and after crosslinking, Dr. Tullo said.

Anthony DeWilde, OD, took the reins at this point for a one-hour refresher on glaucoma surgery options. He began with a reminder of the OD's role in glaucoma surgery: "Our role as optometrists is to give the surgeon a salvageable eye."

Dr. DeWilde then walked attendees through surgical options, including trabeculectomy and tube shunts. He focused the second half of the lecture on the four FDA-approved minimally invasive glaucoma surgeries (MIGS): iStent (Glaukos), Trabectome (NeoMedix), CyPass (Alcon) and the Xen Gel Stent (Allergan). For each one, he provided a primer on the procedure, success rates, complications and post-op care. "With all of these glaucoma surgeries, it's a balance between the risks and the rewards," Dr. DeWilde said. "MIGS are exciting for patients with early glaucoma to reduce their medications. It has a little better balance."

## Keys to the Future

A quick exhibit hall and snack break revived everyone for the last session of the meeting: a look at key clinical trials that have reshaped eye care, presented by Dr. DeWilde. He began with a look at what evidence-based research really means, and the ways it helps clinicians better diagnose, test, treat and educate patients. He then dove into the specific trials that have

reshaped clinical practice for several diseases, including diabetes, age-related macular degeneration, glaucoma, herpes simplex and optic neuritis.

With so much ground to cover, Dr. DeWilde stuck to the key findings and how they can be incorporated into every day practice. Based on the Collaborative Normal Tension Glaucoma Study, for example, Dr. DeWilde says clinicians should treat

if fixation is threatened; but if and when fixation is not threatened, it may be safe to watch the patient carefully.

By the end of the session, attendees had a firm grasp of the many clinical trials shaping their practice, what to look for when diagnosing various conditions and a plan for educating and referring patients based on the evidence. ●

## Social Events

SECO is renown for its high-quality education, but that doesn't mean you can't have fun, too! From small gatherings to big bashes, there are plenty of opportunities to loosen up during the conference.

### TODAY

- **Free Food Tasting Tour: A Taste of Atlanta**  
4:30–6pm, GWCC: Exhibit Hall A
- **Zeiss Customer Appreciation & Clarus Ultra-Widefield Camera Reception**  
7–9:30pm, Embassy Suites, Salon IV & V
- **ODs on Facebook Party**  
8–10:30pm, Marriott Marquis: Pulse Loft
- **Society of National Associated Pearle Professionals Cocktail Reception**  
9–11pm, Westin Hotel: SunDial Restaurant & Lounge

### FRIDAY

- **Ophthalmic Professionals Party**  
5–7pm, Omni Hotel: International Ballroom ABC, Level M2
- **IU School of Optometry Alumni & Friends Reception**  
6–7:30pm, Omni Hotel: Grand Ballroom A, Level M4
- **Pennsylvania College of Optometry Alumni & Friends Reception**  
6–7:30pm, Omni Hotel: Grand Ballroom B, Level M4
- **UABSO Alumni Reception**  
6–7:30pm, Omni Hotel: Grand Ballroom E, Level M4
- **NSUCO Alumni & Friends Reception**  
6–7:30pm, Omni Hotel: Magnolia Room, Level M2
- **Reception honoring Dr. Rachael Wruble, Young OD of the South 2018**  
6–7:30pm, Omni Hotel: Cottonwood, Level M1
- **Southern College of Optometry Reception for Alumni & Friends**  
6–8pm, Omni Hotel: Atrium Terrace
- **Zeiss Ultra-Widefield Camera & OCT Reception**  
7–9:30pm, Embassy Suites, Salon IV & V
- **Docs of Rock Charity Event & Student Party benefiting Optometry Cares**  
9pm–12am, College Football Hall of Fame: Theater

### SATURDAY

- **Free Food Tasting Tour: A Taste of New Orleans**  
2:30–3:30pm, GWCC: Exhibit Hall A
- **Student Happy Hour Hosted by VSP Global**  
7:30–8:30pm, Omni Hotel: Cottonwood, Level M1
- **Saturday Night Party featuring KC & the Sunshine Band**  
8:30pm–12am, Tabernacle

**THURSDAY: 7–8pm** DANTANNA'S

**SATURDAY: 3:30–5:30pm** ROOM A305, LEVEL 3

## Get Better Acquainted with Antivirals and Antibiotics

**W**ith today's ever-expanding scope laws, optometrists are working interprofessionally more than ever before. They are now partnering with internists, rheumatologists and pharmacists, to name a few.

So, it only makes sense to invite experts from across that patient care spectrum to share their knowledge. That's exactly the mindset Gregory Caldwell, OD, and Tracy Offerdahl-McGowan, PharmD, had when they launched their series of talks on common ocular medications. This year, their focus will be on oral antibiotics and antivirals in two sessions, one tonight and another Saturday afternoon.

Most optometrists don't have a presentation such as herpes keratitis walk into their office everyday, says Dr. Caldwell. And those who do often still refer to a specialist. These two courses aim to impart the same level of confidence and quick-thinking most ODs have when it comes to fitting contacts. Having a PharmD in the room gives attendees a leg up.

"People would ask me questions and I'd find myself saying, 'That's a great question for a pharmacist,'" explains Dr. Caldwell on the genesis of

### Complete Medical History Checklist:

- ✓ Chief complaint
- ✓ History of present illness
- ✓ Review of systems (kidney disease, liver disease, dialysis)
- ✓ Progression-free survival history
- ✓ Current medications
- ✓ Allergies and adverse reactions
- ✓ Pregnancy

this series. That predicament led him to seek out a pharmacology partner. After phone and email correspondence, the two presenters met in person for the first time only half an hour before they were to host their first joint presentation. That was three years ago. In the years since, "she's taught me different side effects, different allergies to look for and different complications that can happen from medications," Dr. Caldwell says.

The team will cover two types of contraindications: "systemic medications that can cause ocular

side effects—and that's always popping up these days with all the new drugs options out there" and ocular medications, both topical drugs and orals, that can cause systemic side effects, he says. The team hopes these interprofessional discussions can help attendees practice at a higher level. They will dive into anticipating, recognizing and responding to allergic reactions to medications, the Federal Food and Drug Administration's guidelines on prescribing for pregnant patients, renal impairment and its impact on ocular prescribing, as well as fine tuning your antibiotic treatments to fit individual patients.

This evening's lecture, "Oral Antivirals in Eye Care," will take place at Dantanna's and will focus on antivirals. Saturday's lecture, "Oral Antibiotics and Antivirals in Eye Care, A Discussion Between an Optometrist and a Pharmacist," will start at 3:30pm in room A305 and will cover both antivirals and antibiotics.

Both courses will also feature a rather unorthodox method of interaction. Dr. Caldwell will be accepting texts to his cell phone mid-lecture and will discuss the submitted questions with Dr. Offerdahl-McGowan in real time. ●

## Olympian Laurie Hernandez Appears at SECO 2018 Today

Continued from Page 1

### I Can See Clearly Now

Laurie's journey to clear vision started with a routine eye doctor appointment arranged by her mother. "When I first learned that I needed contact lenses, I was surprised because I didn't realize I had vision issues," she said. "But the first day I wore my Dailies AquaComfort Plus contact lenses in the gym, I immediately noticed how much more clearly I could see the end of the balance beam. The lenses were surprisingly comfortable and so easy to care for because I just put on a fresh, new pair of lenses every day. I am thrilled to partner with Alcon during Save Your Vision Month and beyond to share more about the confidence and freedom I've gained since I started wearing contact lenses."

Throughout the campaign, Laurie will share her personal and professional experiences with Alcon contact lenses. Specifically, she will share how they fit into her busy life as a teen on-the-go,

provide all-day comfort and do not require lens care products. Through this, she will help educate consumers about the importance of seeing an eye doctor for comprehensive eye care as well as the benefits of Alcon Dailies brand lenses.

### Going for the Gold

The Invisible Edge campaign joins other Alcon-supported public awareness efforts including Think About Your Eyes (TAYE), aimed at reaching consumers with important vision information. The national campaign, presented by the Vision Council and the American Optometric Association, is designed to educate the public about the benefits of eye health and promote the importance of getting an annual comprehensive eye exam.

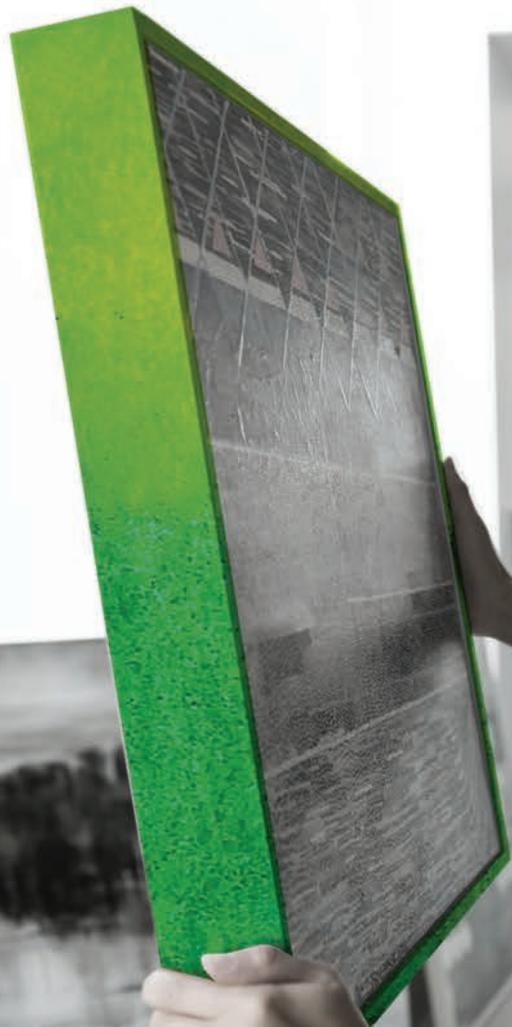
As the first major contact lens manufacturer to support the campaign, Alcon has provided more than \$8 million since 2014 and works closely with TAYE to provide insights and educational

information to the public about many eye care topics. In 2017, the TAYE campaign led to 1.4 million eye exams.

TAYE comes to life through national television, radio, print and online/digital advertising to share information about eye disease, eye strain, children's vision and how regular eye exams can positively affect overall health. The campaign, which generated over one billion impressions, is designed to encourage consumers to schedule an eye exam by visiting ThinkAboutYourEyes.com. The site features a locator tool where visitors can easily find local eye care providers.

Alcon will welcome Laurie at the SECO Lunch Symposium today at 12pm where she'll join Dr. Rick Weisbarth and share the important role of clear, comfortable vision in giving her an Invisible Edge. She will also be at Alcon booth 429 today from 1–2pm and 3–4pm for photos. Autographs will not be available. ●

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