

SECO 20/20 IS DESIGNED FOR:

Optometrists
Ophthalmologists
Opticians
Ophthalmic Technicians
Paraoptometrics
Practice Administrators

20/20

Get a Perfect View of What's Ahead

with the Leading Optometric Education Program

To deliver exceptional patient care you need a clear view of the latest developments, techniques and technology in eyecare. SECO 20/20 is the leading optometric educational event — and your best opportunity of the year to discover what's ahead. Join thousands of optometric professionals here and see the future of your practice — and your profession — clearly.

REGISTER TODAY at attendseco.com



PRODUCED BY
SECO INTERNATIONAL
WORLD-CLASS EDUCATION FOR OPTOMETRY

SECO 20/20
WHERE SIGHT MEETS VISION™
MARCH 4-8 | ATLANTA, GA

TITLE PARTNER

Alcon
SEE BRILLIANTLY

INTRODUCING PRECISION¹

A LENS DESIGNED WITH NEW WEARERS IN MIND



FEATURING SMARTSURFACE[®] TECHNOLOGY FOR **PRECISE VISION AND DEPENDABLE COMFORT¹**

Contact lens wearers rated PRECISION¹[®] as **SUPERIOR** to 1-DAY ACUVUE[®] MOIST for end of day vision, end of day comfort and overall handling in a clinical study²



New SMARTSURFACE[®] Technology provides a microthin, high-performance layer of moisture on the lens surface that **EXCEEDS 80% WATER.³**



THE LENS FOR YOUR NEW WEARERS TO
START IN AND STAY IN

PRECISION1PROFESSIONAL.COM

[^]Trademarks are the property of their respective owners.

References: **1.** Alcon data on file, 2018. **2.** Alcon data on file, 2019. Based on mean subjective ratings from a prospective, randomized, bilateral crossover, double-masked, controlled clinical trial of PRECISION¹[®] and 1-DAY ACUVUE[®] MOIST contact lenses; $p \leq 0.0001$. **3.** Alcon data on file, 2018.

See product instructions for complete wear, care and safety information. **Rx only**

© 2019 Alcon Inc. 8/19 US-PR1-1900032

Alcon

CONTINUING EDUCATION COMMITTEES

These dedicated professionals volunteer their time to develop the SECO education program, bringing a level of specialized expertise and leadership that can't be found at any other professional meeting or event of its kind.



Paul C. Ajamian, OD
**GENERAL
CONTINUING
EDUCATION CHAIR**



Paige Foster, OD
**OPTOMETRIST
PROGRAM CHAIR**



Caroline Pate, OD
**ALLIED OPHTHALMIC
PROFESSIONALS
PROGRAM CHAIR**



Ted McElroy, OD
**MEDPRO360
PROGRAM CHAIR**

OPTOMETRIST CE PROGRAM COMMITTEE

Paige Foster, OD (Chair)
Chris Wroten, OD (Vice Chair)
Tammy Than, OD
Glen Steele, OD

ALLIED OPHTHALMIC PROFESSIONALS CE PROGRAM COMMITTEE

Caroline Pate, OD (Chair)
Rosalind Overton-Smith, OD
Sue Corwin, COMT
David Meldrum, ABO/NCLE, LDO
Belinda Coberly, CPOA
Diane Drake, ABO/NCLE, LDO, ABOM, NCLEM

MEDPRO360

Ted McElroy, OD (Chair)
Neil Draisin, OD
Jim Herman, OD
Catherine Coleman, OD
Will Smith, OD
Lynn Lawrence, MS

EDUCATION AMBASSADORS

Len Brown, OD (Chair)
Amanda Brewer-Lord, OD (Vice Chair)
Juan Canizales, OD
Charles Harrill, OD
Marc Hudson, OD
Matthew Jones, OD
Bob McCullough, OD
Alice Sterling, OD
Kristin Sullins, OD
Seth Williams, OD
Jennifer Smith-Zolman, OD
Dean Gurley, OD
Andy Cook, OD

FUTURE EDUCATIONAL OPPORTUNITIES COMMITTEE

Neil Draisin, OD (Chair)
Jim Herman, OD
Ted McElroy, OD

SECO INTERNATIONAL WOULD LIKE
TO THANK OUR 2020 SUPPORTERS

TITLE PARTNER

Alcon

SEE BRILLIANTLY

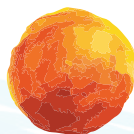
FEATURED SUPPORTERS

BAUSCH + LOMB



Premier Academy360

Johnson & Johnson VISION



CooperVision®

CONTRIBUTING SUPPORTERS



SEE MORE.
DO MORE.



PROMOTIONAL SUPPORTERS

REGENERON

HOYA
VISION CARE

LUXOTICA

HOYA | SEIKO | PENTAX | VISION EASE



What Will You **Discover** at **SECO 20/20?**

EDUCATION

SECO offers more than 400 hours of cutting-edge education sessions, including advanced programming designed for all ophthalmic professionals — optometrists, opticians, paraoptometrics, optometric technicians, and everything in between. Earn your CE credits, refine your skills, and guide your practice to its full potential with learning opportunities presented in a variety of engaging formats. **Learn more on page 11.**

NETWORKING AND SPECIAL EVENTS

Expand your professional circle, build lasting friendships and reconnect with colleagues at this year's special events. From concerts to alumni receptions, there are plenty of opportunities in store to connect and kick back. **See page 21 for details.**

OPTOMETRY'S MARKETPLACE™

Discover efficiency-enhancing solutions, state-of-the-art equipment, fashionable eyewear styles, and interactive educational events as far as the eye can see — all on the show floor. **More on page 7.**

HOTEL AND TRAVEL

SECO is moving back to Atlanta for 20/20! Take advantage of exclusive hotel and travel discounts that make it even easier to explore one of the nation's most exciting cities. **Learn more about Atlanta and available deals on page 25.**

**Join your community at optometry's education destination!
See page 23 for registration package details.**

CO-LOCATED EVENTS

SECO 20/20 is excited to host affiliate and associated organizations during this year's annual meeting. A continued build of the professions most valuable education offering, SECO 20/20 provides a synergy of more learning and more variety in one meeting place!



ASSOCIATE MEMBERS



MEMBER STATES



Alabama Optometric Association



Arkansas Optometric Association



Florida Optometric Association



Georgia Optometric Association



Kentucky Optometric Association



Mississippi Optometric Association



North Carolina State Optometric Society



Oklahoma Association of Optometric Physicians



Optometry Association of Louisiana



South Carolina Optometric Physicians Association



Tennessee Association of Optometric Physicians



Virginia Optometric Association



West Virginia Association of Optometric Physicians

Get a **Clear View** of What's in Store for **SECO 20/20**

Looking for networking events, Optometry's Marketplace™ hours or a specific education session? Take a glance at what's happening when now.

REGISTRATION SERVICES

3/4 8:30am-6pm

3/5 6am-6pm

3/6 6am-5pm

3/7 6am-5pm

3/8 6am-12pm

CONTINUING EDUCATION PROGRAM

3/4 10am-8pm

3/5 7am-6pm

3/6 7am-5pm

3/7 7am-7pm

3/8 7am-12pm

SPECIAL SESSIONS

Cutting Edge Cornea

3/5 8am-10am

MedPro360 Special Session: Distinction or Extinction: The Choice is Yours!

3/5 2pm-3pm

Surgical Retina & Beyond

3/6 8am-10am

Glaucoma: What Do We Know & How Do We Know It

3/7 8am-10am

Ocular Neoplasias: Don't Miss them!

3/8 10am-12pm

Diabetes 2020 and Beyond: Today's Advances and Future Possibilities

3/8 8am-10am

ALLIED HEALTHCARE PROFESSIONAL GENERAL SESSION

Myopia Management: What's All the Hype?

3/6 3pm-5pm

OPTOMETRY'S MARKETPLACE™

Exhibit Hall

3/5 10am-5pm **3/6** 10am-5pm **3/7** 10am-4pm

MedPRO360
Presentation Theater
User Groups

OD Lounge
The View
Optix Lounge

FREE EDUCATION

OD Lunch Symposium

3/4 12pm-1pm

Presented by Bausch + Lomb

OD & AHP Dinner Symposium

3/4 5pm-6pm

Presented by HOYA Vision Care & Allergan

OD Lunch Symposium

3/5 12pm-1pm

*Presented by Alcon and
Johnson & Johnson Vision Care*

AHP Lunch Symposium

3/5 11am-12pm

Presented by Novartis

OD & AHP Lunch Symposium

3/6 12pm-1pm

*Presented by Bausch + Lomb
and CooperVision*

AHP Lunch Symposium

3/6 11am-12pm

Presented by CooperVision and Allergan

OD Lunch Symposium

3/7 12pm-1pm

Presented by Alcon

Student Symposium

3/7 12pm-1:15pm

*Presented by Johnson & Johnson Vision
Care, Alcon, and CooperVision*

EVENTS

Alumni Receptions

3/6 7pm-11pm

Student Party

3/6 9pm-12am

Allied Healthcare Professionals Party

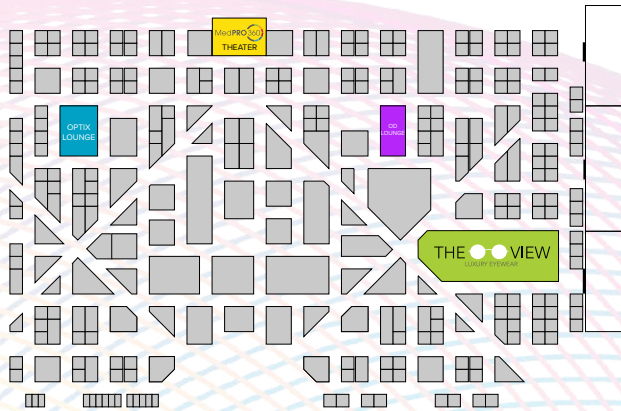
3/6 5pm-7pm

Saturday Night "Back Where You Belong" Party

3/7 8:30pm-12am

REGISTER TODAY
at AttendSECO.com

A Perfect View of Optometric Innovation



See, touch and experience the innovations that are shaping the future of eyecare at Optometry's Marketplace™. Discuss your practice's needs with leading suppliers and exciting newcomers representing more than 900 brands across the full spectrum of solutions, from state-of-the-art equipment to on-trend frame styles to resources that will help you create a phenomenal patient experience. SECO is known as the premier education destination, and you'll find unique learning opportunities here too, giving you even more ways to earn CE credits and enhance your knowledge.



THE VIEW

Great eyewear is always in fashion, but trends change quickly! Keep your inventory up-to-date with the latest styles from eye-conic companies and exciting newcomers. Geometrical, slim, oversized, cat-eye — if you can name the type of frame, you'll find it here!

MULTIMEDIA POSTER PRESENTATIONS

Forget static presentations — the multimedia posters at SECO feature case reports and in-depth optometric research from students, residents, and faculty in an easily understandable, engaging way.

PRESENTATION THEATERS

Earn FREE CE credits (COPE and CE broker accredited) and gain valuable information right on the show floor.

MEDPRO360 THEATER

New for 20/20, the MedPRO360 Theater will be located on the show floor — stop by for practice management tips and solutions that will enhance your business skills.

Sponsored in part by



Premier Academy360

NEW! OPTIX LOUNGE

Take a break to network with colleagues, receive career coaching from industry experts, collect daily giveaways, and enjoy tasty beverages with other opticians, technicians, and administrators at this exclusive lounge designed just for you!

Sponsored in part by



OD LOUNGE

SECO's new OD Lounge will be accessible inside of Optometry's Marketplace™. Network, connect, and recharge directly on the exhibit hall floor.

NEW! OPTOMETRY'S MARKETPLACE™ USER GROUPS

Find something on the show floor that you want to know more about? These small groups connect you with suppliers for an in-depth look at their newest offerings, as well as opportunities to learn, network, and provide input on products and solutions.



Perfect Opportunities to Expand Your Skills

What do you need to create a bigger, brighter future for yourself and your practice? Find it at SECO, where you can participate in a variety of certification programs that will arm you with the knowledge necessary to reach that next level.

NEW! SPECS BUYER CERTIFICATE PROGRAM (SBCP)

In this series of interactive sessions, you'll master core retail buying strategies and receive formal training in inventory management that will enable you to sell more eyewear and boost your practice's bottom line. Complete this program and you'll leave with the tools you need to better plan, promote and manage your optical inventory. Sponsored in part by Gazal and Zyloware

COMPUTERIZED PHYSICIAN ORDER ENTRY (CPOE) CERTIFICATE PROGRAM

Set yourself up for success as an ophthalmic scribe! This in-depth training program covers core competencies including establishing medical history, ophthalmic patient services and education, ophthalmic terminology, medical ethics and legal issues, and the medical note/records. This program is available on [SECOUniversity.com](https://www.seco.edu).

OPHTHALMIC PROFESSIONAL CERTIFICATE PROGRAM (OPCP)

SECO's Ophthalmic Professional Certificate Program is the only two-year hands-on certificate testing program available in the optometric profession. It provides a micro-credential that is stackable with other professional accreditations necessary for career advancement. SECO prides itself on our educational platform that makes it possible to create programs, like this one, to fill the skills gap and meet employer expectations. Our program is continuously re-evaluated and updated to address the changes in the industry that will help you stay competitive.

PUT YOUR PATIENTS WITH
DIABETIC RETINOPATHY (DR)
ON THE PATH TOWARD
MANAGING THEIR DISEASE AND

**SET THE
COURSE
FOR
SUCCESS
IN DR**

Brought to you by **REGENERON**

DIABETIC RETINOPATHY: A GROWING PROBLEM THAT YOU CAN HELP MANAGE¹⁻⁴

Through early detection, monitoring, and timely referral, you play a pivotal role in managing your DR patients' vision²⁻⁴

If you see or suspect DR:



Educate your patients about the severity of DR, especially when left untreated^{3,4}

- Your early and frequent discussions about disease progression, treatment options, and referral will empower patients, which could help them avoid significant vision loss^{3,4}



According to the AOA, you should refer patients with³:

- Severe nonproliferative DR (NPDR) within 2 to 4 weeks
- Proliferative DR (PDR) within 2 to 4 weeks
- High-risk PDR with or without macular edema within 24 to 48 hours



Ensure patients have followed up with a retina specialist who can treat DR



Monitor your patients with DR^{3,4}

The AOA recommends frequent monitoring of patients³

- At least every 6 to 8 months in patients with moderate NPDR and more frequently for patients with greater disease severity³

Refer patients to a specialist who can treat DR^{3,4}

Regeneron is committed to helping you partner with your patients for comprehensive care of DR, as well as for care of other retinal diseases.

AOA = American Optometric Association.

References: **1.** Diabetic Retinopathy. Centers for Disease Control and Prevention website. <http://bit.ly/2BKTVCTS>. Accessed August 7, 2019. **2.** Early Treatment Diabetic Retinopathy Study Research Group. Fundus photographic risk factors for progression of diabetic retinopathy. ETDRS report number 12. *Ophthalmology*. 1991;98(5 suppl):823-833. **3.** Care of the Patient With Diabetes Mellitus: Quick Reference Guide. American Optometric Association website. <http://bit.ly/2M22OUJ>. Accessed August 7, 2019. **4.** Ferrucci S, Yeh B. Diabetic retinopathy by the numbers. *Rev Optom*. June 15, 2016. <http://bit.ly/2KNNJ4E>. Accessed August 7, 2019.

Education Designed to Help You See What's Next

ALL THE CONTINUING EDUCATION YOU NEED TO MEET YOUR REQUIREMENTS, ALL AT ONE MEETING!

Step outside the traditional classroom setting with education sessions offered in a variety of formats that align with adult learning principles.

Check for course updates and additions at AttendSECO.com/education.

UNIQUE OFFSITE CE EVENTS

EDUTAINMENT THURSDAY, MARCH 5, 2020

123 | 4pm-6pm

"PIT STOP WITH PAUL" CE AND SPORTS CAR EXPERIENCE AT THE PORSCHE CENTER WITH SECO'S CE CHAIRMAN, PAUL C. AJAMIAN, OD

124 | 6:30pm-9pm

"BE A SPORT!" UPSCALE SPORTS BAR DINNER AND CE WITH SELINA MCGEE, OD AT STATS BREW PUB

125 | 7pm-8:20pm

"MEAL WITH MO!" CASUAL DINING AND CE WITH MOHAMMAD RAFIETARY, OD AT DER BIERGARTEN

SPECIAL SESSIONS

These highly sought-after seminars offer insights on today's most important topics, technologies, and techniques. 20/20 Special Sessions include Cutting Edge Cornea, Surgical Retina and Beyond, Glaucoma: What Do We Know and How Do We Know It?, Ocular Neoplasias: Don't Miss Them!, and Diabetes 2020 and Beyond: Today's Advances and Future Possibilities.

SPEAKERS

SECO is known for its high-caliber speaker lineup, which is filled with the big-name speakers you've come to expect and emerging thought leaders that you'll hear at SECO first. This year's lineup features Jack Parker, MD; Mark Dunbar, OD; Harry Quigley, MD; Tammy Than, OD; Danica Marrelli, OD; Charlie Sacarelli, ABOM and Laurie Pierce, ABOM, and many more eyecare professionals from all over the world.

SYMPOSIUM SERIES

Network with and hear presentations from a diverse collection of speakers, interact with colleagues from all over the country, and enjoy a complimentary meal! Specific opportunities are available for ODs, AHPs, and students.



Learn how to run a more efficient, profitable practice with this series of sessions dedicated to the business side of the optometric profession. This year MedPRO360 will be offered alongside SECO's educational programming, with a special pavilion in Optometry's Marketplace™, the MedPRO360 Theater, sponsored in part by



Premier Academy360

NEW!

SPECS BUYER'S CERTIFICATE PROGRAM

SECO 20/20
WHERE SIGHT MEETS VISION™
MARCH 4-8 | ATLANTA, GA

TITLE PARTNER **Alcon**

Sponsored in part by Gazel and Zyloware

FRIDAY, MARCH 6, 2020

742 | 3pm-5pm

ALLIED HEALTHCARE PROFESSIONAL'S GENERAL SESSION – MYOPIA MANAGEMENT: WHAT'S ALL THE HYPE?

Opticians, Technicians, and Paraoptometrics play a critical role in creating awareness and providing patients with much needed information and options in the management of myopia. Don't miss this informative and dynamic panel made possible through and unrestricted education grant provided by

RYAN PARKER, OD
WALTER "PETE" HANLIN, ABOM
PAM LOWE, OD
ALAN GLAZIER, OD

SEE MORE.
DO MORE.



Unrestricted Education Grant
provided by Essilor

ALLIED HEALTH PROFESSIONALS (AHP) CERTIFICATION & CERTIFICATE PROGRAMS

ABO	62 Hours
NCLE	32 Hours
JCAHPO	54 Hours
AOA PARA	70 Hours

SECO makes every effort to secure accreditation from COPE, Florida CE Broker, ABO/NCLE, State Boards of Opticianry, JCAHPO (COA, COT, COMT, OSA, OSC) and AOA Paraoptometrics (CPO, CPOA, CPOT, CPOC).

EDUCATION GRIDS

PLEASE VISIT ATTENDSECO.COM/EDUCATION/DOWNLOADS

to view and download the Education Course Grids, the Comprehensive Course Catalog, or the SECO 20/20 Education Preview.

SECO 20/20
WHERE SIGHT MEETS VISION™



EDUCATIONAL PROGRAM

For course descriptions and the entire five-day education program, visit AttendSECO.com/education.
Missed a course at SECO 20/20? Log onto SECOUniversity.com throughout the year to access all courses.

Doctor Education - Optometrist, Ophthalmologist, and PhD

WEDNESDAY, MARCH 4, 2020

Time	#	Course Title	Presenter(s)
10am-12pm	500	My (Newest) Favorite Cases	Paul C. Ajamian, OD  
12pm-1pm	300	FREE OD Lunch Symposium <i>presented by Bausch + Lomb</i>	
1pm-2pm	400	MedPRO360: Marketing Tactics for an Independent Practice Owner	Andrea Knouff, OD  
1pm-3pm	501	Oral Pharmaceuticals in Eye Care	Gregory Caldwell, OD    Tracy Offerdahl, BSc, PharmD
2pm-3pm	401	MedPRO360: Attitude Stew-How to Keep from Boiling Over When Others are Steaming	Rebecca Johnson, CPOT  
3pm-4pm	402	MedPRO360: Generating Revenue with Dry Eye	Andrea Knouff, OD  
3pm-5pm	502	When Good Drugs Go Bad: Ocular Adverse Side Effects	Tammy Than, MS, OD   
	100	Interactive Retina	Mohammad Rafieetary, OD  
4pm-5pm	403	MedPRO360: Don't Let RX's Walk Out the Door	Rebecca Johnson, CPOT  
5pm-6pm	301	FREE OD & Opticians, Technicians, Administrators Dinner Symposium <i>presented by HOYA Vision Care & Allergan</i>	
6pm-7pm	404	MedPro360: Coming in Hot While Starting a Practice Cold	Andrea Knouff, OD  
6pm-8pm	503	Tough Decisions in Glaucoma	Paul C. Ajamian, OD    Gregory Caldwell, OD Eric Schmidt, OD

THURSDAY, MARCH 5, 2020

7am-8am	105	Glaucoma, OCT and Black Coffee	Eric Schmidt, OD  
	106	Marginal Lids and the Ocular Surface: A Cookbook Approach	Gilbert Spindel, OD  
	107	Casting an Eye Towards Biologic Medications	Alan Kabat, OD  
	505	Low Dose Atropine for Myopia Control	Paula Johns OD, MPH, FAAO  
	506	Dry Eye Disease: Know Your Comorbidities	Cecelia Koetting, OD  
8am-10am	405	MedPro360 Facilitated Learning Lab: Whose Exam Is It Anyway?	Gregory Caldwell, OD   James Herman, OD Christopher Wolfe, OD
	60	Special Session: Cutting Edge Cornea	Jack Parker, MD, PhD  
10am-11am	200	Eight Steps To Hiring Excellence	Rebecca Johnson, CPOT   
11am-12pm	406	MedPro360: Disrupting the Eyewear Selection Process	Michael Kling, OD  
	507	Not So Fast, Some Cases Might Fool You	Eric Schmidt, OD  
	508	Emerging Contact Lens Technologies	Kris Kerestan Garbig, OD  
	509	Intense Pulsed Light: IPL Ophthalmic Applications	Selina McGee, OD  
	108	What to Expect When Your Patient is Expecting	Cecelia Koetting, OD  
	109	Lid Lesions: Relax or Refer?	Blair Lonsberry, OD  
	110	Hemianopsia: When It's Not a Stroke	Paula Johns OD, MPH, FAAO  

-  ABO Opticianry
-  AOA Paraoptometric
-  Treatment & Management of Ocular Disease: Anterior Segment
-  Florida CE Broker
-  CEE/TQ Course
-  Contact Lenses

-  Ethics/Jurisprudence
-  Glaucoma
-  General Optometry
-  Injection Skills
-  JCAHPO
-  Laser Procedures
-  NCLE
-  Neuro-Optometry

-  Oral Pharmaceutical
-  Principles of Diagnosis
-  Pharmacology
-  Practice Management
-  Peri-Operative Management of Ophthalmic Surgery
-  Treatment & Management of Ocular Disease: Posterior Segment

-  Refractive Surgery Management
-  Systemic/Ocular Disease
-  Surgical Procedures
-  Functional Vision/Pediatrics
-  Low Vision/Vision Impairment & Rehabilitation
-  Learning Lab/Workshop
-  Food Provided

REGISTER TODAY
at AttendSECO.com

	111	Laser K's: Keratectomy to Keratomileusis	Mitchel Ibach, OD 
	112	Sleep Apnea and the Eye	Brad Sutton, OD 
12pm-1pm	303	FREE OD Lunch Symposium <i>presented by Alcon and Johnson & Johnson Vision Care</i>	
1pm-2pm	407	MedPro360: 21st Century Networking - Top 5 Message Boards and Social Media Groups to Follow	Darryl Glover, OD 
	510	Safely Prescribing Pain Meds	Blair Lonsberry, OD 
	113	Cataracts 2020: Premium IOL's	Eric Schmidt, OD 
	114	Top 10 Grand Round Cases for Retina	Mohammad Rafieetary, OD 
	115	Thick, Thin, and Thinner: An Update on Endothelial Disease	Mitchel Ibach, OD 
	116	Rheumatology, Thyroid Dysfunction, and the Eye	Gregory Caldwell, OD 
	117	Papilledema vs. Pseudopapilledema	Leonard Messner, OD 
	118	Injecting Injections into Your Practice	Scott Moscow, OD 
2pm-3pm	408	MedPro360 Special Session: Distinction or Extinction: The Choice is Yours!	Ted A McElroy, OD 
			Michael Kling, OD
			Susan Keene, OD
			Tamara Franklin
	511	Dry Eye Disease: Facts vs. Fallacies	Alan Kabat, OD 
3pm-4pm	409	MedPro360: Workplace Dynamics - Constructive Criticism Doesn't Cut it	Charlie Sacarrelli, ABOM 
	201	Creating the Optimum Frame Planogram	Sherrie Rogerson 
3pm-5pm	600	Amniotic Membrane Learning Lab	Alan Kabat, OD 
4pm-5pm	410	MedPro360: Staff Retention - Building Your Dream Team!	Lynn Lawrence, MS 
			Allison Thompson
4pm-6pm	512	Top 10 Countdown: Glaucoma Controversies	Anthony Litwak, OD 
			Danica Marrelli, OD
	513	Pharm Grand Rounds	Brad Sutton, OD 
	514	Bringing Low Vision to Your Office	Maria Richman, OD 
	119	Game of Codes: Common Sense Approach to Coding	Scott Moscow, OD 
	120	Mind-Bending Neuro Grand Rounds	Leonard Messner, OD 
	121	The Modern Management of Ocular Occlusive Disease	Andrew Gurwood, OD 
			Marc Myers, OD
	122	Journey to the Peripheral Retina	Mohammad Rafieetary, OD 
	123	Pitstop with Paul: CE and Sports Car Experience at the Porsche Center with SECO's CE Chairman, Paul C. Ajamian, O.D.	Paul C. Ajamian, OD 
5pm-6pm	411	MedPro360: Every Frame Has a Story - How to Tell It & Sell It	Jackie O'Keefe, ABOC 
	412	MedPro360: You Can't Improve What You Don't Measure - Implementing Practice Metrics	Christopher Wolfe, OD 
6:30pm-9pm	124	Aesthetically Pleasing: Incorporating Oculoplastics Into Your Practice [DINNER COURSE]	Selina McGee, OD 
7pm-8:20pm	125	Anti-VEGF for Breakfast, Lunch and Dinner [DINNER COURSE]	, OD 

FRIDAY, MARCH 6, 2020

7am-8am	413	MedPro360: Social Media - The Secret to Creating Influencers to Promote Your Practice for You	Darryl Glover, OD 
	515	The Pupil	Leonard Messner, OD 
	130	TBI: Prevention and Treatment	Jennifer Simonson, OD 
	131	Blepharitis Cookbook	Gilbert Spindel, OD 
	132	MIGS in the BIGS	Mitchel Ibach, OD 
	133	AMD A to Z	Jeffrey Gerson, OD 
	134	Radiofrequency Radiation in Eyecare	Selina McGee, OD 
	135	Transplantation for Limbal Stem Cell Deficiency	Cecelia Koetting, OD 

8am-10am	414	MedPRO360 Facilitated Learning Lab: The 5 Zones of Practice Profitability	Mike Rothschild, OD 
	61	Special Session: Surgical Retina & Beyond	John Miller, MD 
10am-11am	202	Navigating Interactions	Shauna Harrington  
10am-12pm	415	MedPRO360 Facilitated Learning Lab: Leadership and Differentiation - How to Make Your Practice Stand Out in a Crowd	Michael Kling, OD 
	601	The New You! A Hands-On Learning Lab for Optometric Aesthetics	Selina McGee, OD   
11am-12pm	416	MedPro360: The Current and Future State of the Healthcare System and Payers	Chris Wroten, OD
	516	Visual Abnormalities of Dementia	John Rumpakis, OD 
	517	Telemedicine in the Practice of Tomorrow	Leonard Messner, OD  
	518	Let's Go Viral	Anthony Cavallerano, OD  
	136	Botulinum Toxin in the Primary Eye Care Setting	Bobby Saenz, OD, MS, FAAO  
	137	A Deep Dive into Secondary Glaucomas	James Fanelli, OD  
	138	Presbyopia CL Potpourri	Mitchel Ibach, OD  
	139	The Disease of Myopia and Strategies for Myopia Control	Jason Jedlicka, OD  
	140	Managing Digital Device Use in Young Children	Melissa Barnett, OD  
12pm-1pm	417	MedPro360: Buyer's Tips for Vendor Selection	Glen Steele, OD  
	305	FREE OD Lunch Symposium <i>presented by Bausch + Lomb & CooperVision</i>	Sharon Carter, ECOC  
1pm-2pm	418	MedPro360: Eyewear Trends and Selection Techniques	
	203	Practice Road Map for Diabetes Management	Laurie Pierce, LDO, ABOM, NCLEC  
1pm-3pm	602	Meibomian Gland Dysfunction Learning Lab	Jeffry Gerson, OD 
			Alan Kabat, OD   
2pm-3pm	419	MedPro360: 5 Steps to go From Manager to Leader	Selina McGee, OD
2pm-4pm	420	MedPRO360 Facilitated Learning Lab: HR Landmines That Put You at Risk and How to Navigate Through Them	Michael Kling, OD  
	519	New Technologies and Pharmacology: A Look into the Future	Jason DeMayo, MBA  
	520	Differential Diagnosis of the Red Eye	Chris Wroten, OD  
			Andrew Gurwood, OD   
			Marc Myers, OD
	521	Vision Therapy Grand Rounds	Lynn Hellerstein, OD   
	141	Current Topics in Glaucoma	Joseph Sowka, OD   
	142	Cancer and the Eye: Ocular Tumors, Malignancies and Neoplasms	Brad Sutton, OD  
	143	Who, Why and How: Scleral Lens Fitting	Melissa Barnett, OD  
	144	Retinal Findings with Systemic Disease	Jeffry Gerson, OD  
	145	Visual Field Interpretation	Danica Marrelli, OD  
3pm-4pm	421	MedPro360: Why I Decided to Create a Telemedicine Optometric Practice and How I Did It	Mike Rothschild, OD  
4pm-5pm	204	Closing the Communication Gap	Shauna Harrington  
5pm-6pm	523	Topography EyeQ	Jason Jedlicka, OD  
	526	Top Five Vision Therapy Tools	Jennifer Simonson, OD  
5pm-7pm	522	Optometry 2020 and Beyond	Jeffry Gerson, OD  
			A. Paul Chous, OD, MA
	524	Pharmaceutical Update 2020	Tracy Offerdahl, BSc, PharmD   
			Gregory Caldwell, OD
	525	Uveitis Front to Back, Start to Finish	Alan Kabat, OD  
	146	Corneal Degenerations and Dystrophies	Blair Lonsberry, OD   
			Michael Greenwood, MD
	147	Tales from the Glaucoma Crypt	Anthony Litwak, OD   
			Danica Marrelli, OD

	148	OCT-A in Clinical Practice	Jessica Haynes, OD 
6pm-7pm	527	Enhancing Sports Performance	Lynn Hellerstein, OD 
	149	Ultra Wide Field Retinal Imaging in Optometry	Maurice Wilson, OD 
SATURDAY, MARCH 7, 2020			
7am-8am	422	MedPro360: HIPPA Compliance and Communications in Your Office	Adam Parker, OD 
	530	Our Children's Crisis: The Role of Vision in Learning	Lynn Hellerstein, OD 
	531	When Astigmatism Isn't Regular: Optical and Surgical Treatment Approaches	Melissa Barnett, OD 
			Mitchel Ibach, OD
	155	Diagnostic Imaging in Macular Degeneration	Jessica Haynes, OD 
8am-10am	156	Orbital Disease for the O.D.	Alison Bozung, OD, FAAO 
	423	MedPro360 Facilitated Learning Lab: Pay Me Less Please - The Future of Payment Models	Jeff Michaels, OD 
	62	Special Session: Glaucoma: What Do We Know & How Do We Know It	Harry Quigley, MD 
	603	Treatment of Vertical Deviations and Diplopia Learning Lab	Jennifer Simonson, OD 
10am-11am	205	How to Structure Conversations to Maximize Positive Neurochemistry	Lynn Hellerstein, OD
10am-12pm			Mark Wright, OD 
	604	Gear Up for Glaucoma Learning Lab	Brad Sutton, OD 
11am-12pm			Joseph Sowka, OD
	424	MedPro360: Communicating Value - How Do You and Your Patient Differentiate \$99 From \$999 Eyewear?	Laurie Pierce, LDO, ABOM, NCLEC 
	532	Ophthalmic Therapeutic Drug Update	Tammy Than, MS, OD 
	533	Off the Menu: A Nutritional Approach to Dry Eye	Melissa Barnett, OD 
	157	Feel Comfortable with Amniotic Membranes in One Hour	Gregory Caldwell, OD 
	158	A Brief Overview of the More Common Indications for Laboratory Testing	James Fanelli, OD 
	159	Scleral Lens Complications Probable Causes and Possible Cures	Jason Jedlicka, OD 
	160	Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Therapy	Danica Marrelli, OD 
	161	The Disky Divas	Bobby Saenz, OD, MS, FAAO 
11am-1pm	162	Human Trafficking and How to Protect its Victims	Jason DeMayo, MBA 
	605	Infant and Toddler Examination Learning Lab	Jennifer Simonson, OD 
12pm-1pm			Glen Steele, OD
	307	FREE OD Lunch Symposium <i>presented by Alcon</i>	
	425	MedPro360: Why Can't We All Just Get Along?	Jeff Michaels, OD 
12pm-1:15pm	306	Student Symposium <i>Presented by Johnson & Johnson Vision Care, Alcon, and CooperVision</i>	
1pm-2pm	426	MedPro360: Coding and Billing	Sharon Carter, ECOC 
	206	Don't Let KPIs Undermine Your Practice	Mark Wright, OD 
1pm-3pm	606	Scleral Lens Learning Lab	Jason Jedlicka, OD 
			Melissa Barnett, OD
	534	So You Want to Be a Speaker? Learning Lab	Caroline Pate, OD 
2pm-3pm			Tammy Than, MS, OD
	427	MedPro360: Board Management and Merchandising	Jay Binkowitz 
	428	MedPro360: Take My Data Please!	Adam Parker, OD 
	535	Handling End-Stage Vision Loss	Mark Dunbar, OD 
	163	Glaucoma Yes or Glaucoma No?	Joseph Sowka, OD 
	164	Looking for the Alpha in a World of Omegas	Tracy Offerdahl, BSc, PharmD 
	165	Macular Maladies	Paula Johns, OD, MPH, FAAO 

	166	Optometric Co-Management of Retinal Lasers	Jessica Haynes, OD
	167	The Vitreous: Everyday Challenges	Anthony Cavallerano, OD
	168	MS: Some Basics Worth Understanding	A. Paul Chous, OD, MA
3pm-4pm	429	MedPro360: 21st Century Scheduling - Strategies for Keeping the Book Full and the Pace You Want!	Sharon Carter, ECOC
	207	Creating the Optimum Frame Planogram	Sherrie Rogerson
4pm-5pm	431	MedPro360: What Your Patients are Saying About You and Why	Jay Binkowitz
	430	MedPro360: Five Things You Can Do Now to Increase Your Bottom Line	Jeff Michaels, OD
	169	Sinusitis: The Great Masquerader of Eye Strain	James Fanelli, OD
4pm-6pm	536	Clinical Pearls: OCT Interpretation in Glaucoma	Anthony Litwak, OD
	537	Anterior Segment Rounds: The OD and MD Angle	Blair Lonsberry, OD
			Michael Greenwood, MD
	538	Prevention of Medical Errors	Joseph Sowka, OD
	539	CBD, THC, and Marijuana: Weeding Through the Choices	Tracy Offerdahl, BSc, PharmD
	170	In the Depths of the Retina	Jennifer Snyder, OD
			Jessica Haynes, OD
	171	The Role of the Optometrist in Concussion and TBI Care	Maria Richman, OD
	172	Optometric Surgical Co-Management	Bobby Saenz, OD, MS, FAAO
5pm-6pm	432	MedPro360: Key Performance Indicators That Drive Profits	Jay Binkowitz
	173	Anaphylaxis Recognition and Management	James Fanelli, OD
6pm-8pm	174	Traum-o-Rama: Tales From the Bascom Palmer ER	Alison Bozung, OD, FAAO
SUNDAY, MARCH 8, 2020			
8am-10am	63	Special Session: Diabetes 2020 and Beyond: Today's Advances and Future Possibilities	Rishi Singh, MD
			Mark Dunbar, OD
			A. Paul Chous, OD, MA
10am-12pm	64	Special Session: Ocular Neoplasias: Don't Miss Them!	Mary Aronow, MD
11am-12pm	433	MedPro360: Communicating at Different Touchpoints Throughout the Patient Experience	Jill Luebbert, CPOT
12pm-2pm	180	Case Files from Bascom Palmer	Mark Dunbar, OD
			Alison Bozung, OD, FAAO

AHP Opticians, Paraoptometrics, Technicians, and Administrators

WEDNESDAY, MARCH 4, 2020

10am-12pm	500	My (Newest) Favorite Cases	Paul C. Ajamian, OD
12pm-1pm	700	Ocular Manifestations of Systemic Disease	Rebecca Johnson, CPOT
	701	Photochromic Technology: Past Present, and Future	Kris Kerestan Garbig, OD
1pm-2pm	400	MedPRO360: Marketing Tactics for an Independent Practice Owner	Andrea Knouff, OD
	702	Telephone Triage	Rebecca Johnson, CPOT
	703	The Digital Eyestrain EXPLOSION!	Kris Kerestan Garbig, OD
1pm-3pm	501	Oral Pharmaceuticals in Eye Care	Gregory Caldwell, OD
			Tracy Offerdahl, BSc, PharmD
2pm-3pm	401	MedPRO360: Attitude Stew-How to Keep from Boiling Over When Others are Steaming	Rebecca Johnson, CPOT
2pm-4pm	704	Preventing Medical Errors in the Optical Environment	Diane Drake, LDO, ABOM, NCLE
3pm-4pm	402	MedPRO360: Generating Revenue with Dry Eye	Andrea Knouff, OD
	705	Chair Side Assisting: Much More Than Note-taking	Rebecca Johnson, CPOT
3pm-5pm	502	When Good Drugs Go Bad: Ocular Adverse Side Effects	Tammy Than, MS, OD
4pm-5pm	403	MedPRO360: Don't Let RX's Walk Out the Door	Rebecca Johnson, CPOT

5pm-6pm	301	FREE Opticians, Technicians, Administrators Dinner Symposium	
6pm-7pm	404	MedPro360: Coming in Hot While Starting a Practice Cold	Andrea Knouff, OD
6pm-8pm	503	Tough Decisions in Glaucoma	Paul C. Ajamian, OD Gregory Caldwell, OD Eric Schmidt, OD
THURSDAY, MARCH 5, 2020			
7am-8am	706	Eye Care Jeopardy: A Through Z	Kris Kerestan Garbig, OD
	707	Murphy's Law in the Optical Field	Roy Ferguson, PhD
	708	What's New: A Contact Lens Update	B.W. Phillips, FCLSA, NCLEM
	505	Low Dose Atropine for Myopia Control	Paula Johns, OD, MPH, FAAO
	506	Dry Eye Disease: Know Your Comorbidities	Cecelia Koetting, OD
8am-10am	405	MedPro360 Facilitated Learning Lab: Whose Exam Is It Anyway?	Gregory Caldwell, OD James Herman, OD Christopher Wolfe, OD
	709	This Is Us: Teamwork Makes The Dream Work	Lynn Lawrence, MS
	60	Special Session: Cutting Edge Cornea	Jack Parker, MD, PhD
10am-11am	710	Eat Well, See Well!	Kris Kerestan Garbig, OD
	711	Ocular Anatomy: How and Why the Eye Works	Andrew Gurwood, OD Marc Myers, OD
	712	Hybrid Contact Lenses: Past, Present and Future	B.W. Phillips, FCLSA, NCLEM
	713	What's New in Spectacle Lens Technology for 2020	Charlie Sacarrelli, ABOM
	200	Eight Steps To Hiring Excellence	Rebecca Johnson, CPOT
11am-12pm	406	MedPro360: Disrupting the Eyewear Selection Process	Michael Kling, OD
	507	Not So Fast, Some Cases Might Fool You	Eric Schmidt, OD
	508	Emerging Contact Lens Technologies	Kris Kerestan Garbig, OD
	509	Intense Pulsed Light: IPL Ophthalmic Applications	Selina McGee, OD
	302	FREE Opticians, Technicians, Administrators Symposium Lunch <i>presented by Novartis</i>	
12pm-1pm	714	Game-Changing Solutions for Patients with Visual Field Loss	Charlie Sacarrelli, ABOM
	715	The Visually Impaired Patient	B.W. Phillips, FCLSA, NCLEM
	716	Recognizing the Red Eye	Andrew Gurwood, OD Marc Myers, OD
	717	Optometric Exam Room 101	Kris Kerestan Garbig, OD
12pm-2pm	800	Amniotic Membrane Learning Lab	Alan Kabat, OD
1pm-2pm	510	Safely Prescribing Pain Meds	Blair Lonsberry, OD
	407	MedPro360: 21st Century Networking - Top 5 Message Boards and Social Media Groups to Follow	Darryl Glover, OD
2pm-3pm	408	MedPro360 Special Session: Distinction or Extinction: The Choice is Yours!	Ted A McElroy, OD Michael Kling, OD Susan Keene, OD Tamara Franklin
	718	Optical Tic Tac Toe	Jackie O'Keefe, ABOC
	511	Dry Eye Disease: Facts vs Fallacies	Alan Kabat, OD
3pm-4pm	409	MedPro360: Workplace Dynamics - Constructive Criticism Doesn't Cut it	Charlie Sacarrelli, ABOM
	201	Creating the Optimum Frame Planogram	Sherrie Rogerson
	719	Tips for Toddlers: Best Practices for Pediatric Dispensing	Jackie O'Keefe, ABOC
	720	Emergency vs. Urgency	Cecelia Koetting, OD
	721	Analysis of Corneal Topography	B.W. Phillips, FCLSA, NCLEM
	722	Refractive Errors and the Retina	Michael Stewart, MD

4pm-5pm	410	MedPro360: Staff Retention - Building Your Dream Team!	Lynn Lawrence, MS  Allison Thompson
4pm-6pm	512	Top 10 Countdown: Glaucoma Controversies	Anthony Litwak, OD  Danica Marrelli, OD
	513	Pharm Grand Rounds	Brad Sutton, OD 
	514	Bringing Low Vision to Your Office	Maria Richman, OD 
5pm-6pm	411	MedPro360: Every Frame Has a Story - How to Tell It & Sell It	Jackie O'Keefe, ABOC 
	412	MedPro360: You Can't Improve What You Don't Measure - Implementing Practice Metrics	Christopher Wolfe, OD 
	723	Understanding Astigmatism: How It Affects Vision and Contact Lenses	B.W. Phillips, FCLSA, NCLEM 
	724	Seeing Is More Than 20/20	Charlie Sacarrelli, ABOM 
	725	Guide Dogs: What Regulations You Need to Know	Roy Ferguson, PhD 
	726	Soft Contact Lens Fitting: What Could Be Simpler?	Michael Gzik 
FRIDAY, MARCH 6, 2020			
7am-8am	413	MedPro360: Social Media - The Secret to Creating Influencers to Promote Your Practice for You	Darryl Glover, OD 
	730	Astigmatism Fitting Strategies	Michael Gzik 
	731	Modern Day Management of Cataract Patients	Roy Ferguson, PhD 
	732	The Importance of the Technician's Role in the Ophthalmic Exam	Michael Stewart, MD 
	515	The Pupil	Leonard Messner, OD 
8am-10am	414	MedPRO360 Facilitated Learning Lab: The 5 Zones of Practice Profitability	Mike Rothschild, OD 
	733	What Is This? Ocular Findings in Systemic Disease	Michael Stewart, MD 
	734	O'Keefe Sisters Share Optical Tips and Tricks	Jackie O'Keefe, ABOC 
			Candace Culp, ABOC
	801	Eyewear Adjustment and Repair Hacks Learning Lab	Laurie Pierce, LDO, ABOM, NCLEC 
	61	Special Session: Surgical Retina & Beyond	Alex Yoho, ABOM 
			John Miller, MD 
10am-11am	202	Navigating Interactions	Shauna Harrington 
10am-12pm	802	Basic Lensometry Learning Lab	Alex Yoho, ABOM 
	415	MedPRO360 Facilitated Learning Lab: Leadership and Differentiation - How to Make Your Practice Stand Out in a Crowd	Michael Kling, OD 
	803	Eye Dissection Learning Lab	Thomas Griffith, OD 
11am-12pm	416	MedPro360: The Current and Future State of the Healthcare System and Payors	John Rumpakis, OD 
	516	Visual Abnormalities of Dementia	Leonard Messner, OD 
	517	Telemedicine in the Practice of Tomorrow	Anthony Cavallerano, OD 
	518	Let's Go Viral	Bobby Saenz, OD, MS, FAAO 
	304	FREE Opticians, Technicians, Administrators Lunch Symposium presented by CooperVision and Allergan	
12pm-1pm	735	Making the Most Out of Patient History	Blair Lonsberry, OD 
	417	MedPro360: Buyer's Tips for Vendor Selection	Sharon Carter, ECOC 
	736	Macular Degeneration 101	Jeffry Gerson, OD 
	737	Biomicroscopy in a Contact Lens Practice	Michael Gzik 
	738	Designing Spectacle Lenses for Your Toughest Patient	Charlie Sacarrelli, ABOM 
1pm-2pm	739	Glaucoma and IOP: It's More Than the Pressure	Michael Stewart, MD 
	418	MedPro360: Eyewear Trends and Selection Techniques	Laurie Pierce, LDO, ABOM, NCLEC 
	203	Practice Road Map for Diabetes Management	Jeffry Gerson, OD 
	740	Focusing on Presbyopia	Roy Ferguson, PhD 
	741	Visual Acuity and Pupil Testing	Blair Lonsberry, OD 

1pm-3pm	804	Advanced Lensometry Learning Lab	Alex Yoho, ABOM
2pm-3pm	419	MedPro360: 5 Steps to go From Manager to Leader	Michael Kling, OD
2pm-4pm	420	MedPRO360 Facilitated Learning Lab: HR Landmines That Put You at Risk and How to Navigate Through Them	Jason DeMayo, MBA
	519	New Technologies and Pharmacology: A Look into the Future	Chris Wroten, OD
	520	Differential Diagnosis of the Red Eye	Andrew Gurwood, OD Marc Myers, OD
	521	Vision Therapy Grand Rounds	Lynn Hellerstein, OD
3pm-4pm	421	MedPro360: Why I Decided to Create a Telemedicine Optometric Practice and How I Did It	Mike Rothschild, OD
3pm-5pm	742	GENERAL SESSION: Myopia Management: What's All the Hype?	Ryan Parker, O.D. Walter "Pete" Hanlin, ABOM Pam Lowe, OD Alan Glazier, OD
4pm-5pm	204	Closing the Communication Gap	Shauna Harrington
5pm-6pm	523	Topography EyeQ	Jason Jedlicka, OD
	526	Top Five Vision Therapy Tools	Jennifer Simonson, OD
5pm-7pm	522	Optometry 2020 and Beyond	Jeffrey Gerson, OD A. Paul Chous, OD, MA
	524	Pharmaceutical Update 2020	Tracy Offerdahl, OD Gregory Caldwell, OD
	525	Uveitis Front to Back, Start to Finish	Alan Kabat, OD
	527	Enhancing Sports Performance	Lynn Hellerstein, OD
SATURDAY, MARCH 7, 2020			
7am-8am	745	Camber Technology: The Next Generation of Digital Progressive Lenses	Candace Culp, ABOC
	422	MedPro360: HIPPA Compliance and Communications in Your Office	Adam Parker, OD
	746	Soft Lens Fitting: Spherical & Toric	Michael Gzik
	747	New to the Office: Ocular Anatomy	Jennifer Snyder, OD
	748	Understanding OCT	Maurice Wilson, OD
	530	Our Childrens' Crisis: The Role of Vision in Learning	Lynn Hellerstein, OD
	531	When Astigmatism Isn't Regular: Optical and Surgical Treatment Approaches	Melissa Barnett, OD Mitchel Ibach, OD
8am-10am	749	Refractive Status of the Human Eye: Connecting Anatomy & Physiology with Management Options of Contact Lenses and Spectacles	Michael Gzik
	423	MedPro360 Facilitated Learning Lab: Pay Me Less Please - The Future of Payment Models	Jeff Michaels, OD
	805	Eye Dissection Learning Lab	Thomas Griffith, OD
	62	Special Session: Glaucoma: What Do We Know & How Do We Know It	Harry Quigley, MD
9am-4pm	900	SECO Student Optometry Board Review: Part 1	Diane Drake, LDO, ABOM, NCLEM Andrew Gurwood Marc Myers Leonard Messner Blair Lonsberry Brad Sutton Jennifer Simonson, OD
10am-11am	750	New to the Office: Front Desk	Sharon Carter, ECOC
	751	The Technology & Benefits of Polarized Lenses	Candace Culp, ABOC
	752	Patient History: Top 10	Vincent Young, MD
	753	Anterior Ocular Pathology	Buddy Russell, COMT, FCLSA, FSLs, LDO

	205	How to Structure Conversations to Maximize Positive Neurochemistry	Mark Wright, OD   
11am-12pm	532	Ophthalmic Therapeutic Drug Update	Tammy Than, MS, OD  
	424	MedPro360: Communicating Value - How Do You and Your Patient Differentiate \$99 From \$999 Eyewear?	Laurie Pierce, LDO, ABOM, NCLEC   
	533	Off the Menu: A Nutritional Approach to Dry Eye	Melissa Barnett, OD    
12pm-1pm	754	Big Needs for Little People	Buddy Russell, COMT, FCLSA, FSLs, LDO    
	425	MedPro360: Why Can't We All Just Get Along?	Jeff Michaels, OD   
	755	Eye Diseases Opticians and Technicians Should Be Familiar With	Vincent Young, MD    
	756	Blue Light: The Human Factor	Jackie O'Keefe, ABOC    
12pm-1:15pm	306	FREE Opticians, Technicians, Administrators Symposium Lunch presented by Novartis	
12pm-2pm	757	New to the Office: Technician	Sonja Newman, COA   
1pm-2pm	758	Pharmacology for Opticians and Technicians	Vincent Young, MD    
	426	MedPro360: Coding and Billing	Sharon Carter, ECOC   
	206	Don't Let KPIs Undermine Your Practice	Mark Wright, OD   
	759	The Office Tech and Refractive Surgery Success: It's all about YOU	Gilbert Spindel, OD  
	760	Scleral Lens Fitting and Troubleshooting	Buddy Russell, COMT, FCLSA, FSLs, LDO    
1pm-3pm	534	So You Want to Be a Speaker? Learning Lab	Caroline Pate, OD   Tammy Than, MS, OD
2pm-3pm	535	Handling End Stage Vision Loss	Mark Dunbar, OD   
	427	MedPro360: Board Management and Merchandising	Jay Binkowitz   
	428	MedPro360: Take My Data Please!	Adam Parker, OD   
3pm-4pm	761	Selecting the Proper Lens for the Prospective Contact Lens Patient	Robert Russo, MA    
	429	MedPro360: 21st Century Scheduling - Strategies for Keeping the Book Full and the Pace You Want!	Sharon Carter, ECOC   
	207	Creating the Optimum Frame Planogram	Sherrie Rogerson   
	763	Clinical Ocular Concepts for Opticians, Technicians and Ancillary Staff	Vincent Young, MD    
3pm-5pm	762	New to the Office: Optical	Laurie Pierce, LDO, ABOM, NCLEC    
	764	Visual Field Testing	Paula Johns, OD, MPH, FAAO   
	806	Scleral Lens Learning Lab	Jason Jedlicka, OD   
			Melissa Barnett, OD
	807	Ophthalmic Professionals Certificate Program Final Assessment	Lynn Lawrence, MS  
4pm-5pm	765	Georgia Opticianry Rules & Laws	Diane Drake, LDO, ABOM, NCLEM   
	431	MedPro360: What Your Patients are Saying About You and Why	Jay Binkowitz   
	430	MedPro360: Five Things You Can Do Now to Increase Your Bottom Line	Jeff Michaels, OD   
	766	Comparison of Spectacles vs. Contact Lenses	Robert Russo, MA   
	767	The Tech's Role in the Management of Ocular Emergencies	Vincent Young, MD    
4pm-6pm	536	Clinical Pearls: OCT Interpretation in Glaucoma	Anthony Litwak, OD    
	537	Anterior Segment Rounds: The OD and MD Angle	Blair Lonsberry, OD    
			Michael Greenwood, MD
	538	Prevention of Medical Errors	Joseph Sowka, OD    
	539	CBD, THC, and Marijuana: Weeding Through the Choices	Tracy Offerdahl, BSc, PharmD     
5pm-6pm	432	MedPro360: Key Performance Indicators That Drive Profits	Jay Binkowitz   
SUNDAY, MARCH 8, 2020			
7am-8am	770	Prism: Is It Prescribe or Is It Unwanted?	Diane Drake, LDO, ABOM, NCLEM    
	771	What's New in Pharmacology?	Tracy Offerdahl, BSc, PharmD   
8am-9am	772	Blue Light: Friend or Foe?	Jill Luebbert, CPOT    

	773	Contact Lens Complications: Possible Causes and Probably Cures	Buddy Russell, COMT, FCLSA, FSLs, LDO N P J CE
8am-10am	63	Special Session: Diabetes 2020 and Beyond: Today's Advances and Future Possibilities	Rishi Singh, MD P J CE Mark Dunbar, OD A. Paul Chous, OD, MA Buddy Russell, COMT, FCLSA, FSLs, LDO N P J CE
9am-10am	774	Can Contact Lenses Control Myopia?	Jill Luebbert, CPOT A P J CE
	775	The Eye: What A Trip?	Jill Luebbert, CPOT A P J CE
10am-11am	776	The Plus and Minus of Optics	Robert Russo, MA N P J CE
	777	The Significance of Eye Symptoms	Mary Aronow, MD P CE
10am-12pm	64	Special Session: Ocular Neoplasias: Don't Miss Them!	Robert Russo, MA N P J CE
11am-12pm	778	The Solution Dilemma	Jill Luebbert, CPOT A P CE
	433	MedPro360: Communicating at Different Touchpoints Throughout the Patient Experience	



A Perfect Place to Connect with Your Community

ALLIED HEALTHCARE PROFESSIONALS PARTY FRIDAY, MARCH 6 | 5-7 P.M.

This fun-filled event is the place to mix, mingle, and celebrate all the great work that you do as an ophthalmic professional!

Sponsored in part by  SEE MORE. DO MORE.

STUDENT PARTY

FRIDAY, MARCH 6 | 9 P.M.-MIDNIGHT

Share your school stories and career aspirations with the students and recent graduates who will shape the future of eyecare along with you.

Sponsored in part by 

ALUMNI RECEPTIONS

FRIDAY, MARCH 6

SECO's alumni receptions bring you together with your classmates-turned-colleagues, so you can reminisce about those days spent hitting the books, share family stories, and get up to date on your recent adventures.

SECO brings optometric professionals from all over the country (and the world) together, creating a place where you can reconnect with old friends, make new ones, build stronger connections with your team, and celebrate your profession. Whether you're dancing the night away or discussing solutions to common challenges, you'll find plenty of fun ways to connect with your community here.



THE VIEW

LUXURY EYEWEAR

The View is the place to be at SECO if you make or influence eyewear buying decisions. Learn what's new and what's next and how to solve even your most difficult challenges. Mix and mingle with your peers who face the same issues you do. Share ideas and strategies for creating the most dynamic inventory mix for your unique environment while increasing patient satisfaction and practice revenue.



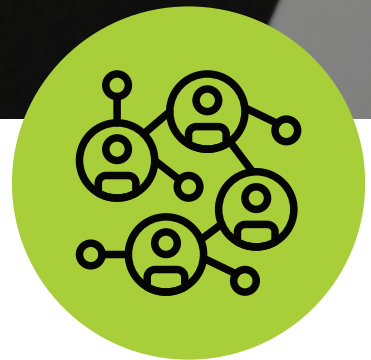
LEARNING

get all the info you need to make informed purchasing decisions.



SHOPPING

the latest trends and fashion for must have additions to your 2020 inventory.



CONNECTING

with industry insiders, designers and your peers to network, share ideas, and solve problems.

Find the **Perfect** Registration Package for **Your Needs**

DOCTOR REGISTRATION

Plan to attend all five days and you could earn as many as 54 hours of CE or up to 32 hours over the weekend! The Summit, Premium, and Congress packages already include a variety of CE hours as well as a one-year subscription to SECO University (\$299 value), our online year-round education portal featuring the most comprehensive distance learning available in the profession, including 90+ hours of COPE accredited learning. Package pricing helps you contain costs as you can reduce your per course CE fee to a little as \$15 per hour. For those that need 10 or fewer hours and don't have the availability to attend all of the options that the larger packages offer, the Build-A-Package registration gives you the option to select just a few courses.

ALLIED HEALTHCARE PROFESSIONALS REGISTRATION

Developed for Opticians, Ophthalmic Technicians, Paraoptometrics, and Practice Administrators – Plan to attend all five days and you could earn as many as 42 hours of CE or up to 31 hours over the weekend! The Congress package includes a variety of CE hours and select events, as well as a one-year subscription to SECO University (\$199 value), our online education portal. Purchase the Congress Package and reduce your per course CE fee to as little as \$7 per hour based on the number of hours taken. The Build-A-Package registration offers the opportunity to select just a few courses, and this package is recommended for those looking to take less than 10 hours of CE.

DOCTORS (ODs, MDs, PHDs)	Standard CE Courses	Symposium Series	SECO University Online	MedPRO360 Practice Management	Exhibit Hall	Special Events	Guest Fee	Learning Labs	Summit Club	Early Bird Until 11.30.19	Advance Until 2.15.20	Regular After 2.15.20
Summit Package (\$4,800 Value)	●	●	●	●	●	●	●	●	●	\$1,749	\$1,775	\$1,825
Premium Package (\$3,200 Value)	●	●	●	●	●	●	●	\$75/HR	—	\$899	\$925	\$975
Congress Package (\$3,000 Value)	●	●	●	●	●	\$100	\$100	\$75/HR	—	\$749	\$775	\$825
Build Your Own Package	\$60/HR	●	\$199/YR	\$60/HR	●	\$100	\$100	\$75/HR	—	\$35	\$55	\$65

AHP Opticians, Paraoptometrics, Technicians & Administrators	Standard CE Courses	Symposium Series	SECO University Online	MedPRO360 Practice Management	Exhibit Hall	Special Events	Guest Fee	Learning Labs	Summit Club	Early Bird Until 11.30.19	Advance Until 2.15.20	Regular After 2.15.20
Congress Package (\$1,750 Value)	●	●	●	●	●	●	\$100	\$45/HR	—	\$250	\$275	\$325
Build Your Own Package	\$30/HR	●	\$199/YR	\$30/HR	●	\$100	\$100	\$45/HR	—	\$35	\$55	\$65

RESIDENTS AND STUDENTS	Standard CE Courses	Symposium Series	SECO University Online	MedPRO360 Practice Management	Exhibit Hall	Special Events	Guest Fee	Learning Labs	Summit Club	Early Bird Until 11.30.19	Advance Until 2.15.20	Regular After 2.15.20
Congress Package (\$1,750 - \$3,000 Value)	●	●	●	●	●	●	\$100	\$75/HR	—	\$0	\$0	\$0

FACULTY	Standard CE Courses	Symposium Series	SECO University Online	MedPRO360 Practice Management	Exhibit Hall	Special Events	Guest Fee	Learning Labs	Summit Club	Early Bird Until 11.30.19	Advance Until 2.15.20	Regular After 2.15.20
Congress Package (\$3,000 Value) - Doctor	●	●	●	●	●	●	\$100	\$75/HR	—	\$300	\$325	\$375
Congress Package (\$1,750 Value) - Optician	●	●	●	●	●	●	\$100	\$45/HR	—	\$150	\$175	\$225



SECO UNIVERSITY

Accredited Continuing Education for Optometrists and Ophthalmic Professionals

New Courses Coming Soon!

with accreditations from:
AOA PARA • ABO • NCLE
JCAHPO • CE Broker

Drawing on more than a decade of providing online CE to the optometric community, SECO University gives eye care professionals like you the opportunity to learn online at your convenience without sacrificing quality.

JOIN THE CLASS OF

20/20

SECOUNIVERSITY.COM

ONLINE EDUCATION SPECIAL SESSION VIDEOS AUDIO RECORDINGS MULTIMEDIA POSTERS



ARMED FORCES OPTOMETRIC SOCIETY CELEBRATING 50 YEARS

MONDAY, MARCH 2 – TUESDAY, MARCH 3
FOR MORE INFORMATION VISIT ATTENDSECO.COM/CO-LOCATED-MEETINGS

AFOS
PO BOX 270545
LOUISVILLE, CO 80027
720.442.8209
AFOS2020.ORG

ADVANCE



ENHANCE



IMPROVE



See You in **Atlanta**

Bask in **Southern Charm**. Enjoy a walk in the re-imagined **Centennial Park District**. Take a peek at the **World of Coca-Cola Museum** and **Georgia Aquarium**. With plenty of shopping, dining, and entertainment options, you're sure to have an unforgettable time in **Atlanta** — especially with discounted travel options from most locations and special rates at our partner hotels.

To take advantage of hotel rates and ensure your place in the room block, visit attendseco.com/hotel-travel and start planning your Atlanta adventure!



CENTENNIAL PARK DISTRICT



WORLD OF COCA-COLA MUSEUM



GEORGIA AQUARIUM

"The Premier Program offerings have helped us
to think differently and be better at what we do."

Richard Levin, OD, Baltimore, MD, Premier Program practice since 2015



INTRODUCING PREMIER ACADEMY360

Premier Academy360 is a suite of exclusive learning
experiences designed to build your practice's business.
Ready for education that brings results? Connect with us at SECO2020.



Find us at the MedPro360 theater,
brought to you by Premier Academy360.



SECO International, LLC
4661 N. Shallowford Road
Atlanta, GA 30338



See the Future of Eye Care with **20/20 Vision at SECO**

Gain a clear view of all things ocular at SECO 20/20. The leading optometric educational event is your best opportunity of the year to earn your CE credits, build your knowledge and see the technological advancements that are changing the way you care for your patients — all while seeing old friends and building powerful new connections.

Register by Nov. 30, 2019 and SAVE!
AttendSECO.com

Bring Your Team!

There's something for everyone at SECO, with top-quality, advanced education designed for all optometric professionals. Access special group discounts when you bring five or more team members! For more information, contact us at info@secostaff.com