



Idaho Optometric Physicians

ANNUAL CONGRESS

Featuring

- Dr. Gregory Caldwell
- Dr. Eric E Schmidt
- Dr. Jaci Theis
- Dr. Ryan Powell
- Dr. Bronner
- Dr. Schrempp
- Dr. Michael B Merkley
- Tami Arnett
- Mary Schmidt
- Cira Collins

IOP
20
23



October 5-7, 2023
Boise Centre East
Boise, Idaho

REGISTRATION PACKAGE

It is our privilege

to work with all eye care providers and
their patients in Idaho for more than 25 years.



Mark E.
Hollingshead, MD



Ryan T.
Barrett, MD



Scott A.
Woolf, MD



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Welcome



Our 2023 Idaho Optometric Physicians Annual Congress will be held in beautiful downtown Boise Idaho. As usual this year's meeting will boast some of the best optometric education available all within the backdrop of our state's capital.

US News & World Report recently ranked Boise as the fifth fastest growing city in Idaho and with good reason. The Treasure Valley boasts a great mix of recreational and outdoor activities and ranks number 15 and 17 for best places to live and best quality of life respectively. There really is something for everyone in Boise.

Congress will kick off Thursday morning with OD registration at 9 am followed by CE starting at 10am. Paras registration is at noon with class starting at 1 pm. Everything will be held at the East Boise Centre and will include an exhibit hall on Friday. The membership meeting and awards banquet will both be Saturday. New this year will be a reception on Thursday evening and a special OD event on Friday night. You won't want to miss them. Whether you will be joining us live or virtually you will enjoy our fantastic lineup of speakers this year. Educators from around the country include Doctors Caldwell, Schmidt and Theis. We have included some local flavor as well, with Dr. Merkley from Vision Quest and Drs. Schrempp and Bronner from PCLI. With nineteen hours of lectures on the schedule covering a broad range of topics, you are sure to find some clinical pearls that you can take home and put to work in your office.

The paraoptometrics are in for a treat this year as well, with an extraordinary series of presenters totalling eleven hours of credits. For the first time ever, paras will have the ability to customize their education based on their role and needs in the office. Friday's education will feature two separate course tracks tailored for both opticians and technicians.

Lastly, be sure to take a look at the brochure for the course details, schedule, presenter biographies and messages from our sponsors. We urge you to thank and support our generous sponsors as they make so much of this possible.

We look forward to seeing you at our 2023 Idaho Optometric Physicians Annual Congress in October!

Cody E. Jones OD
President, Idaho Optometric Physicians



Hello Paras! I am excited to present a two track system for the paras this year! Thursday we will have class together for the afternoon with Mary Schimdt that will be great for all of us to learn from.

Then on Friday the classes will spilt! This is important to register for the track that serves your best needs in the office. CE will be provided for every class in some fashion - some are ABO only, CPC only and a few that cross over both.

Make sure to register early to save your place!

See you in October in Boise!

Tami Arnett, CPOA, ABOC
IOP Paraoptometric Committee Chair

2023 DOCTOR EDUCATION & ACTIVITY PROGRAM



Thursday, October 5

7:00 AM **Board of Directors Meeting & Breakfast**

9:00 AM **Registration — Sponsored by Pacific Cataract + Laser Institute**

10:00 AM	Nutritional Supplements in Eyecare: Understanding the Science – Part 1 - Carotenoids & The Macula Instructor: Dr. Ryan Powell, OD Description: The Macular Pigments: Lutein, Zeaxanthin and Meso-Zeaxanthin play a vital role in maintaining the health and performance of the macula throughout our lives. This course will introduce carotenoids as found in nature and diet and the specific deposition and distribution of these nutrients at the macula. The course will progress to discuss the evolution of research assessing the impact of macular carotenoids in patients with age-related macular degeneration and in healthy patients, by covering key clinical trials and case studies. In conclusion, the practical implementation of this information will be discussed. The speaker will share the clinical explanation he uses when educating his patients about macular carotenoids and how he summarizes the clinical research for his patients.	1 hour COPE ID: 82421-TD
11:00 AM	Nutritional Supplements in Eyecare: Understanding the Science – Part 2 – Vitreous, Visual and Cognitive Function, & Synergies among Nutrients Instructor: Dr. Ryan Powell, OD Description: We are amidst an evolution in our understanding of the impact nutrition can have on the eye and the brain. This course will provide attendees with a rigorous overview of the most recent scientific findings regarding effects of nutrition on vision, cognition, and resolution of conditions such as vitreous floaters. Effective clinical implementation of nutritional supplementation protocols, including how to discuss nutrition with patients, will also be discussed.	1 hour COPE ID: 82558-PH
12:00 PM	Lunch	
1:00 PM	Ocular Nutrition Tying Function, Structure, and Molecular Altogether Instructor: Dr. Greg Caldwell, OD, FAAO Description: This course will introduce and review concepts of integrative and complementary medicine and provide clinicians with clinical pearls, diagnostic interpretation and approaches, present-day and recently approved nutraceutical and therapeutic opportunities, and guidance on becoming a great Integrative Optometrist.	2 hours COPE ID: 81341-GO
3:00 PM	Oral Pharmaceuticals in Eye Care - Pearls from an Optometrist and Pharmacist Instructor: Dr. Greg Caldwell, OD, FAAO Description: Oral pharmaceuticals are essential tools in the management of patients in optometric practices. This course will primarily discuss diagnoses that need to utilize oral (systemic) antibiotics, antivirals, and pain medications in eye care patients. Additional oral medications may be described when applicable to a patient case. Practical information regarding the identification of adverse/allergic reactions, pregnancy and dosing will be discussed.	2 hours COPE ID: 82380-PH

5:00 PM **Vendor Reception — Sponsored by Vision Quest Medical Center**

2023 DOCTOR EDUCATION & ACTIVITY PROGRAM



Friday, October 6

6:30 AM **Registration**

7:00 AM **CE Breakfast — Sponsored by Pacific Cataract + Laser Institute**

	Dan and Aaron Talk Eyes: Grandest of Rounds Instructor: Dr. Aaron Bronner, OD & Dr. Daniel Schrempp, OD Description: In this two-hour course, Dan Schrempp and Aaron Bronner talk about some of their most challenging, memorable and educational cases. From cornea, to, uveitis, to retina and neuro; all groups of pathologies will be covered. While some cases will be more routine and others will be outrageously rare, the speakers will attempt to identify teaching points for each that can be applied more broadly to clinical practice. And of course, Dr Schrempp will peacock a little.	2 hours Idaho Only
9:00 AM	Exhibit Hall & Break	
10:00 AM	New Therapeutics 2023 Instructor: Dr. Eric E. Schmidt, OD, FAAO Description: This course will present pertinent clinical data on new therapeutic agents available to optometrists. Clinical indications and expectations of the new drugs will be shared and the results of clinical studies highlighted. Expected side effects will be discussed and a lengthy presentation on how to incorporate these new agents into your clinical practice will ensue.	2 hours COPE ID: Pending
12:00 PM	Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center	
2:00 PM	Roadmap for Management of Glaucoma Instructor: Dr. Eric E. Schmidt, OD, FAAO Description: Glaucoma is a progressive disease that responds to early and aggressive therapy. Yet, there is no cookbook method for treating this disease. The situation becomes even more muddled as more new treatments become available to doctors. This course will bring some clarity to the multiple treatment options and, using both scientific data and clinical experience, will present guidance for the treating doctor in managing this disease.	2 hours COPE ID: Pending
4:00 PM	Glaucoma Grand Rounds Instructor: Dr. Eric E. Schmidt, OD, FAAO Description: This fast paced course will present different glaucoma cases that will bring the attendees right into the exam room. The diverse case presentations will challenge the attendees to make proper diagnoses and management decisions. Clinical as well as academic tools will be presented to help the attendee feel more comfortable with managing challenging cases of glaucoma. Interactive discussions will be encouraged.	2 hours COPE ID: Pending
6:00 PM	Activity	

2023 DOCTOR EDUCATION & ACTIVITY PROGRAM



Saturday, October 7

7:00 AM **IOP Membership Meeting & Breakfast**

9:00 AM	Customized Cataract and Corneal Refractive Surgery Instructor: Dr. Michael B. Merkley, MD Description: Cataract and corneal refractive surgery has entered an age where we have the technology to customize treatments for every individual's needs, lifestyle requirements and unique anatomy. The Light Adjustable Lens by RxSight is a revolution in IOL technology that allows the implant to be tailored to each patient which results in the most precise and best quality vision. Topography guided corneal refractive surgery continues to be an essential tool for personalized correction of refractive errors.	1 hour Idaho Only
10:00 AM	Neurologic "Dry" Eye Instructor: Dr. Jacqueline Theis, OD, FAAO Description: This course reviews neurosensory pathways of dry eye and the pathophysiological overlap with neuropathic pain and photophobia. Emphasis will be placed on differentiating primary dry eye disease from secondary dry eye disease and neuropathic pain.	1 hour COPE ID: 81935-NO
11:00 AM	OMG its OMG! Instructor: Dr. Jacqueline Theis, OD, FAAO Description: Myasthenia Gravis is a neuro-muscular junction dysfunction that often presents to primary care optometry with variable ocular complaints. This course reviews the ocular and systemic findings in myasthenia gravis and utilizes cases to emphasize how variable and nuanced these cases may present in office. This course describes how inflammatory triggers including COVID- 19 and the vaccine may cause complications and an increased incidence of myasthenia gravis, and the optometrist's role in co-management.	1 hour COPE ID: 83194-SD
12:00 PM	Awards Luncheon	
1:30 PM	Neuro-Optometric Grand Rounds Instructor: Dr. Jacqueline Theis, OD, FAAO Description: This course reviews the optometric presentation of neurological conditions including myasthenia gravis, multiple sclerosis, and Parkinsons disease using a grand rounds case presentation format. The variability in case presentations will elaborate on the vast clinical presentations each condition has, and what role the optometrist plays in co-managing these diseases.	2 hours COPE ID: 83223-NO
2:30 PM	Photophobia - When Light Hurts after Brain Injury, Migraine and Beyond Instructor: Dr. Jacqueline Theis, OD, FAAO Description: Greater than 50% of patients with traumatic brain injury (TBI) and 80-90% with chronic migraine present with complaints of photophobia. Most commonly providers recommend sunglasses and light avoidance, however, recent studies have revealed that this treatment may make patients worse. This course elaborates on the pathophysiology of photophobia and different etiologies including - dry eye, migraine, TBI, medications, systemic and psychiatric disease. Treatment options discussed include filters, light re-adaptation, dry eye management and medications including occipital injections and botox.	2 hours COPE ID: Pending
3:30 PM	Congress Adjourns	

Save the Date

Idaho Optometric Physicians

2024 Annual Congress



October 10-12

Coeur d'Alene Resort
Coeur d'Alene, Idaho

DID YOU KNOW?

A dragonfly has 30,000
lenses in its eyes!



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PHYSICIANS**

Follow us on our social media
networks for fun facts and
important information on
keeping your eyes safe!



2023 DOCTOR & STUDENT IN-PERSON REGISTRATION FORM

Idaho Optometric Physicians 2023 Annual Congress, October 5-7, Boise Centre East, Boise, Idaho.
Register online: idaho.aoa.org/events-register. Registration is not accepted by phone.

Name		Office Name	
Office Address		City	State Zip
Office Phone	Email Address (for confirmation)		OE Tracker #

Doctor's Badge Name _____

CE Breakfast: Friday: ☐ Yes ☐ No

IOP Membership Meeting & Breakfast: ☐ Yes ☐ No

Awards Luncheon: ☐ Yes ☐ No (Members only) **Choose:** ☐ Beef ☐ Vegetarian

Dietary Restrictions: _____

In-Person Registration Information

Registering before July 15, 2023	
AOA Student Member Registration (AOA Student Membership Current)	☐ \$100
AOA Member Registration (AOA Dues Current)	☐ \$340
Registration for Non-AOA Member Doctors	☐ \$650
Registering after July 15, 2023*	
AOA Student Member Registration (AOA Student Membership Current)	☐ \$125
AOA Member Registration (AOA Dues Current)	☐ \$365
Registration for Non-AOA Member Doctors	☐ \$675
*\$25 administrative fee to be charged for registrations received after September 11, 2023	☐ \$25
Total Registration	\$

Payment Information

Payment Method	☐ Mastercard ☐ Visa ☐ AMEX ☐ Payment by Check		
Billing Address	☐ Same as Office		
Card No.			
Exp. Date		Security Code	
Cardholder Name		Signature	

☐ Opt-out

Please check the "Opt-out" box if you do not want the IOP to share your name and place of employment with our 2023 Congress vendors/sponsors.

Cancellation Policy

Requests for refund of education will be granted if written notification is received no later than September 11, 2023. All but \$40 (for processing) will be refunded. All refund checks will be issued after Annual Congress.

Hotel Accommodations

Hotel accommodation information can be found on the website, idaho.aoa.org

Questions: Call Lisa White 208.890.3556

Mail Registration & Payment To:

Idaho Optometric Physicians
3313 W Cherry Lane #433
Meridian, ID 83642

2023 DOCTOR & STUDENT VIRTUAL REGISTRATION FORM

Idaho Optometric Physicians 2023 Annual Congress, virtual offering October 6-7.
Register online: idaho.aoa.org/events-register. Registration is not accepted by phone.

Name		Office Name	
Office Address	City	State	Zip
Office Phone	Email Address (for confirmation)	OE Tracker #	

Virtual Registration Information

*No registration accepted after September 30, 2023

Registering before July 15, 2023	AOA Member	Non Member
Friday Only	☐ \$184	☐ \$312
Saturday Only	☐ \$115	☐ \$195
Both Days	☐ \$260	☐ \$468
Registering after July 15, 2023	AOA Member	Non Member
Friday Only	☐ \$208	☐ \$336
Saturday Only	☐ \$130	☐ \$210
Both Days	☐ \$299	☐ \$494
Total Registration	\$	\$

Payment Information

Payment Method	☐ Mastercard ☐ Visa ☐ AMEX ☐ Payment by Check		
Billing Address	☐ Same as Office		
Card No.			
Exp. Date		Security Code	
Cardholder Name		Signature	

☐ Opt-out

Please check the "Opt-out" box if you do not want the IOP to share your name and place of employment with our 2023 Congress vendors/sponsors.

Cancellation Policy

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Questions: Call Lisa White 208.890.3556

Mail Registration & Payment To:

Idaho Optometric Physicians
3313 W Cherry Lane #433
Meridian, ID 83642

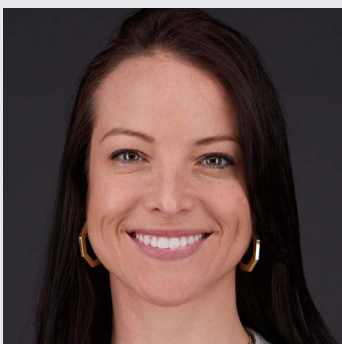
2023 DOCTOR SPEAKERS



Dr. Greg Caldwell, OD, FAAO, is a 1995 graduate of the Pennsylvania College of Optometry. He completed a one-year residency in primary care and ocular disease at The Eye Institute in Philadelphia Pennsylvania. He is a fellow of the American Academy of Optometry (AAO), a Diplomate of the American Board of Optometry (ABO), member of the Optometric Glaucoma Society (OGS), and member of the Optometric Wellness and Nutritional Society (OWNS). He currently works in Duncansville, Pennsylvania as an ocular disease consultant. Dr. Caldwell's primary focus is the diagnosis and management of anterior and posterior segment ocular disease, and he has been a participant in multiple FDA investigations and trials. Dr. Caldwell has integrated nutrition, prevention, and wellness into his patient care. He practices integrative optometry. Dr. Caldwell is a co-founder of Optometric Education Consultants and co-administrator of OCT

Connect on Facebook. Dr. Caldwell has lectured extensively throughout the county and over thirteen countries internationally. In 2010 he served as President of the Pennsylvania Optometric Association (POA) and served on the AOA Board of Trustees 2013-2016. He is President of the Blair/Clearfield Association for the Blind.

Dr. Eric E. Schmidt, OD, FAAO is the President of Omni Eye Specialists, headquartered in Wilmington, North Carolina and a Founding Partner of KeplrVision. Dr. Schmidt completed his undergraduate studies from the University of Illinois and received his Doctor of Optometry degree from The Pennsylvania College of Optometry. He completed a Residency in Ocular Disease from The Eye Institute of PCO and a fellowship in Glaucoma from the Scheie Eye Institute in Philadelphia. Dr. Schmidt is currently the President of the Optometric Glaucoma Society and was recently named one of the Top 250 Innovators in Optometry by Primary Care Optometric News. He is an adjunct professor at various schools of optometry and is a frequent contributor to optometric journals. He is the author of the text book *Clinical Procedures of the Lids and Nasolacrimal System* and lectures internationally on glaucoma and other ocular diseases.



Dr. Jacqueline Theis, OD, FAAO completed her residency training in neuro-optometry and binocular vision/strabismus disorders from the University of California at Berkeley School of Optometry. Post-residency, Dr. Theis joined the faculty at UC Berkeley as an Assistant Clinical Professor in the Binocular Vision Clinic, and became Founder & Chief of the UC Berkeley Sports Vision and Concussion Clinic where she performed clinical research and direct patient care with post-concussion oculomotor dysfunction. Dr. Theis then transitioned to Kaiser Permanente in Northern California for five years, working alongside ophthalmology and neurology, treating patients with photophobia, diplopia, and non-specific visual complaints from systemic and neurological disease including diabetes, multiple sclerosis, Parkinson's disease, stroke, and traumatic brain injury.

Dr Theis is the Founder of Virginia Neuro-Optometry, a subspecialty neuro-optometry private practice within the multidisciplinary Concussion Care Centre of Virginia, located in Richmond, VA, where she currently treats patients with visual sequelae from neuroinflammatory and neurodegenerative disease, with an emphasis on TBI. She has published and lectured extensively on TBI related vision issues internationally, and has been a guest editor and peer reviewer for international peer reviewed journals including "Brain Injury" and "Optometry and Vision Science." Dr Theis has received numerous awards including Young Optometrist of the Year in both California and Virginia.

2023 DOCTOR SPEAKERS



Dr. Ryan Powell, OD is an honors graduate of Southern College of Optometry. He is a private practice optometrist and owner of Vision Source Eyecare with 12 clinic locations and a research center in the Kansas City, Missouri area. He is a past president of the Missouri Optometric Association and a past member and Chair of the Board of Trustees at Southern College of Optometry. He has served as a KOL for a number of industry partners and has been a speaker and educator for MacuHealth, Maculogix, Essilor, Transitions, Optos and others. His practice is focused on delivering the highest level of patient care they can and building long-term relationships with his patients.

Dr. Aaron Bronner, OD currently works at Pacific Cataract and Laser Institute, a multicenter surgical co-management practice, at their Boise, ID office. He has written extensively and lectured across the nation on topics relating to Anterior segment pathology and surgical co-management. He has served as editor or columnist for Primary Care Optometry News, Review of Optometry Review of Cornea and Contact Lens and was one of the first class of two optometrists to achieve the status of Diplomate of the American Academy of Optometry in Anterior Segment Disease. Aaron enjoys spending his free time with his wonderful wife Becky and their kids Zoe and Liam.



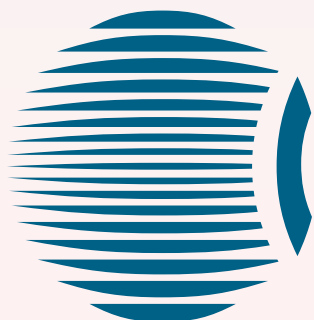
Dr. Daniel Schrempp, OD has served as Clinical Director of Pacific Cataract and Laser Institute in Lewiston, Idaho, since 2014. Most of his work involves pre and post-operative care for anterior segment procedures. Daniel enjoys advanced medical eye care and is a consultation resource for optometric colleagues in Idaho and Washington. He received his doctorate of optometry at Pacific University and completed residency training at PHS Indian Health Hospital in Zuni, New Mexico. Daniel received IOP's Young OD of the Year award, has served as IOP president, and is the current GWCO Idaho Director. Away from the office, he enjoys long-distance running, reading, and time with his wife and four daughters.

Dr. Michael B. Merkley, MD grew up in Boise and is thrilled to have returned to serve the community that helped raise him. He is passionate about sight and helping patients achieve their best vision. It is truly a privilege and an honor to be entrusted with the care of such a precious and sensitive part of the body as the eyes. Before joining Vision Quest, Dr. Merkley worked at David Grant Medical Center; the Air Force's largest hospital. It was a great privilege to serve in the Air Force caring for the nation's military, retirees, and their families. His military medical training had a twofold focus; a commitment to the very best care, and an uncompromising concern for safety. Dr. Merkley has carried these principles forward into his practice and they have served his patients well. His goal is to treat his patients as family, and treat their eyes as if they will be used to fly a fighter jet.



2023 ANNUAL CONGRESS SPONSORS

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- Oculoplastic Surgery & More!

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Meet the Team

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*Your practice and patients deserve
Idaho's best.*

Jacob Mong, D.O. | Michael Merkley, M.D.
Cassandra White, M.D.
Stephen Reinschmidt, O.D.
Stephanie Warden, O.D.



**Boise and
Meridian
Locations**



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—Dr. Rebecca Lee
East Bay Vision Center Optometry



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2023 PARA EDUCATION & ACTIVITY PROGRAM



Thursday, October 5 — All Paras

12:00 PM **Registration — Sponsored by VSP**

1:00 PM	10 Ways to Lose a Patient Instructor: Mary Schmidt Description: In today's market, patients can be very demanding. If you are lucky, they tell you when you don't measure up. But if you're unlucky, they just walk away, without giving you the chance to succeed and they tell others. This course will allow you to assess your standard practices to ensure you are handling all the basics.	1 hour CPC
2:00 PM	Team Building - More Than Just Getting Along Instructor: Mary Schmidt Description: It's valuable to have a mix of personalities in the office. While often, it can be a rich and rewarding team experience, it can also be a significant challenge. Learn how to create an atmosphere where ideas, experiences and differences are valued. Make your office an environment where a team effort means more than just getting along.	1 hour CPC
3:00 PM	Top 10 Traits of a Great Leader Instructor: Mary Schmidt Description: What makes a great leader? It may mean different things to different people, sometimes it's difficult to define. But most of us have encountered that boss, teacher, or mentor that changed our lives. This program will give you the ability to create a style of leadership that will change people's lives.	1 hour CPC
4:00 PM	Telephone Triage - Emergency or Urgency? Instructor: Mary Schmidt Description: We all want to help a patient in distress but it's knowing how and when to respond that will make the difference. Do you know the difference between an ocular emergency and an optical urgency? Which one requires immediate action and which can wait? Learn the simple questions to help determine how you respond and which action is best for the patient.	1 hour CPC

5:00 PM **Vendor Reception — Vision Quest Medical Center**

2023

PARA EDUCATION & ACTIVITY PROGRAM



Friday, October 6 — Technicians

7:00 AM **Breakfast**

7:30 AM **Talk about Certifications**

Instructor: Jim Morris

8:00 AM **Anatomy of the Eye - Its Parts and How They Function**

Instructor: Mary Schmidt

Description: This course is designed to give new and experienced staff members a greater appreciation and knowledge of the human eye as well as illustrate how best to explain its function to patients in easy-to-understand language. Emphasis is placed on improving the ability to communicate the disorders, conditions and diseases of the eye to a patient.

2 hours
CPC

10:00 AM **Exhibit Hall & Break**

10:30 AM **Professionalism - Be the Best at Your Job**

Instructor: Mary Schmidt

Description: After completion of this course, attendees will: Be more confident in communicating information to patients and increase their level of professionalism. Learn how to exceed the expectation of patients. Be able to prevent problem situations. Better understand their role in patient retention and practice growth.

1 hour
CPC

11:30 AM **Systemic Medications Affect the Eyes, Too**

Instructor: Tami Arnett

Description: Eye exams are not just about ophthalmic prescriptions - various systemic medications can have an effect on the eyes and it's important to understand how and why. Understanding which common medications can affect eyesight, and screening patients for related symptoms, is an important step in ensuring the patient receives a complete eye exam.

1 hour
CPC

12:30 PM **Exhibit Hall & Lunch — Hollingshead Barrett Eye Center**

2:00 PM **Tools of the Trade**

Instructor: Tami Arnett

Description: There is so much information that we can get from patients with various tests performed in-office. Together we will go over the different tools used in the pre-testing and exam and why they are used. Plus we will get into various special testing used to diagnose and treat dry eyes, macular degeneration, glaucoma and more.

2 hours
CPC

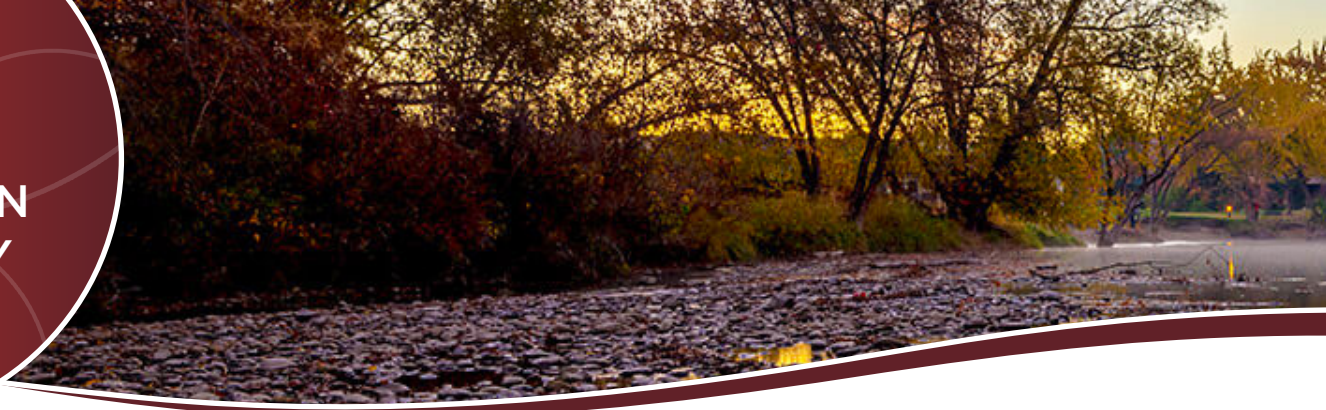
4:00 PM **Under Pressure: Understanding Glaucoma**

Instructor: Tami Arnett

Description: Annual exams are using different tests to help screen out potential development of glaucoma, but what are those tests, and what do they tell the doctor? We will go into what diagnostic testing is used (understanding visual fields) and current treatments (Rx drops and surgery).

1 hour
CPC

5:00 PM **Congress Adjourns**

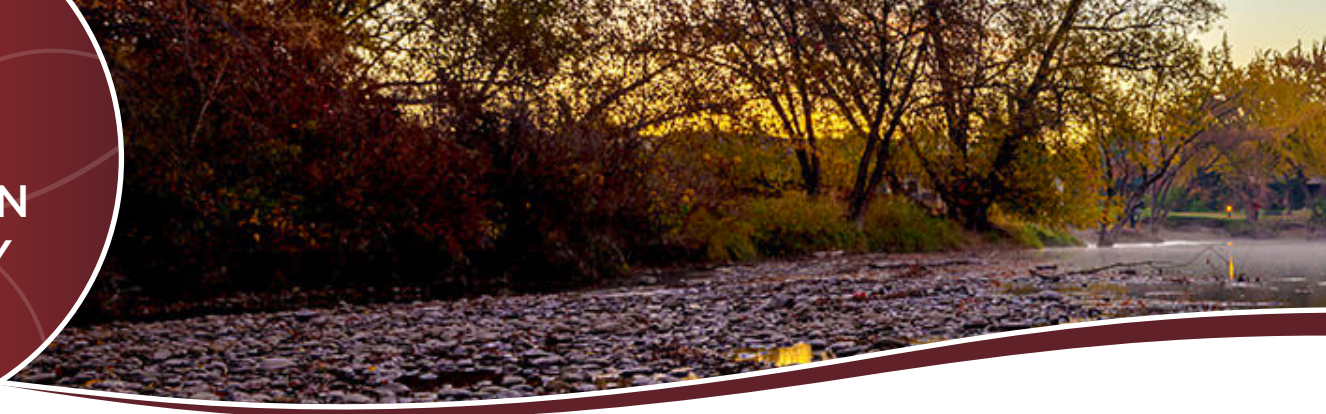


Friday, October 7 — Opticians

7:00 AM **Breakfast**

7:30 AM	Talk about Certifications Instructor: Jim Morris	
8:00 AM	Frame Styling with Science and Savvy to Minimize Thickness and Maximize Patient Delight (Level 3) Instructor: Cira Collins Description: This class will explore how to look at elements of the prescription (sphere, cyl, axis and prism), and fit (PD and Seg or OC height) to style patients into frames and lenses that will balance the competing demands of minimizing lens thickness and granting freedom to patients to explore style freely. We will learn to use and apply lens thickness calculators while digging deeper at the science and formulae behind them. We will also explore power at meridians – both primary and oblique – to understand where lenses will be thickest and style accordingly. In exploring styling, we will look at frame construction and materials consideration to sharpen your appreciation of how frames can solve (or cause) problems. In closing, we will briefly cover the soft skills required to help gain your patient's trust in your knowledge so that opticians can take the driver's seat to determine ideal outcomes.	1 hour ABO
9:00 AM	Developing Your Sales Script (Level 1) Instructor: Cira Collins Description: In this class, students will examine the mission and values of their practice and develop a sales script that works. They will learn to develop sales scripts that are patient-focused, complete solutions. They will explore the notion of selling lenses first and how frame styling can be done to make sure your patients see the value of having an optician on their care team. Lastly, the class will explore why having a uniform sales approach across your office brand is key to consistently providing awesome service that retains patients.	1 hour ABO
10:00 AM	Exhibit Hall & Break	
10:30 AM	Take This Class First: Know How to Assess a Frame Line for Quality and Fit Before You Visit Vendors (Level 1) Instructor: Cira Collins Description: In this class you will learn to maximize your time with vendors by knowing what to do and ask at your visit. You will know how to assess and identify quality materials and construction. You will learn which questions to ask to more accurately predict if a new line will be just what you need to solve optical problems, maximize revenue and minimize service issues.	1 hour ABO

2023 PARA EDUCATION & ACTIVITY PROGRAM



Friday, October 7 — Opticians

11:30 AM	Professionalism — Be the Best at Your Job Instructor: Mary Schmidt Description: After completion of this course, attendees will: Be more confident in communicating information to patients and Increase their level of professionalism. Learn how to exceed the expectation of patients. Be able to prevent problem situations. Better understand their role in patient retention and practice growth.	1 hour ABO
12:30 PM	Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center	
2:00 PM	Adjustment 201: Systematically Solving Problems with Position of Wear Adjustments (Level 2) Instructor: Cira Collins Description: A quality adjustment is so much more than making sure a frame is straight and comfortable. Opticians have phenomenal lens solutions today, but after we get the frame back from the lab, we often slap the glasses on the patient and call it good. But what if we could maximize lens performance through careful adjustments in all three dimensions? How do we handle patients who come back with complaints in their progressives that the lens was supposed to solve? Save your doctor the Rx Check chair time by systematically adjusting frames to solve problems, maximize the value of digital lenses and wow patients with the value you, as an optician, add to your optical practice. This class will teach you how to systematically evaluate and manipulate eyewear position to solve optical problems with digital lenses and allow your lens tools to do their best work.	1 hour ABO
3:00 PM	Rose-colored Glasses: How Our Eyes Perceive Color and How You Can Manipulate Color Like a Wizard (Level 3) Instructor: Cira Collins Description: In this class, you will learn in-depth anatomy and physiology of color perception, beyond rods and cones, so that you can then know what you are doing when you use tinted lenses, specialized filters, polarization or mirrors. Learn how to identify what colors to use to enhance particular activities (like office work, driving or sports) and how to wield the tools in your lens toolbelt to enhance patient color perception specific to the lens use.	1 hour ABO
4:00 PM	When your Patient Comes in Loaded for Bear: Disarming Difficult Patients (Level 1) Instructor: Cira Collins Description: In this class, students will learn what happens in their brains when a patient becomes challenging, how to sidestep the flight/fight/freeze response and how to act with intention and clarity. The class will shift the beliefs we carry about our ability to handle difficulty and turn a challenge into a win-win for the practice and the patient. The class will provide practical skills to calm ourselves and our patients and move quickly to create solutions. However, we cannot make all the people happy all the time; this class will explore when we need to agree to part ways	1 hour ABO
5:00 PM	Congress Adjourns	

2023 PARAOPTOMETRIC REGISTRATION FORM (OFFICE & INDIVIDUAL)

Idaho Optometric Physicians 2023 Annual Congress, October 5-7, Boise Centre East, Boise, Idaho. Register online: idaho.aoa.org/events-register. Registration is not accepted by phone.

Doctor or Office Name for Badge			
Office Address	City	State	Zip
Office Phone	Email Address (for confirmation)		
Badge Name			
Badge Name			
Badge Name			
Friday course track ☐ Optician ☐ Technician			

Registration Information In-person Only

Registering before July 15, 2023	
IOP Member Registration	☐ \$180 Qty_____
Non-Member Registration	☐ \$325 Qty_____
Registering after July 15, 2023*	
IOP Member Registration	☐ \$200 Qty_____
Non-Member Registration	☐ \$350 Qty_____
*\$25 administrative fee to be charged for registrations received after September 11, 2023	☐ \$25 Qty_____
Number Attending	#
Total Registration	\$

Payment Information

Payment Method	☐ Mastercard ☐ Visa ☐ AMEX ☐ Payment by Check		
Billing Address	☐ Same as Office		
Card No.			
Exp. Date		Security Code	
Cardholder Name		Signature	

Cancellation Policy

Requests for refund of education will be granted if written notification is received no later than September 11, 2023. All but \$40 (for processing) will be refunded. All refund checks will be issued after Annual Congress.

Hotel Accommodations

Hotel accommodation information can be found on the website, [Idaho.aoa.org](https://idaho.aoa.org)

Questions: Call Lisa White 208.890.3556

Mail Registration & Payment To:

Idaho Optometric Physicians
3313 W Cherry Lane #433
Meridian, ID 83642

2023 PARA SPEAKERS



Tami Arnett, CPOA, ABOC, and office Sensei, began working in eye care 10 years ago with minimal knowledge about eyes or glasses. Starting as both a technician and optician, Tami quickly learned testing, scribing and selling glasses, and became certified as both a CPOA and ABOC in 2015. After serving as the technician team lead, Tami cross trained in the billing department — giving her a full perspective of how each area of the office functions and works together. Her ultimate passion is teaching her young padawans and watching their eyes light up, whether it's under the slit lamp or when learning something new. Affectionately referred to as a “spazzy nerd,” Tami is known for her fun facts, geeky toys, and awesome paintings.

Mary E. Schmidt is the President of EyeSystems, a leadership development firm specializing in the eyecare field. She has over 40 years' experience within the eyecare field. The last 30 years have been focused on leadership and staff development. She has trained thousands of practice leaders and paraoptometric. Her passion is the professional development of new and emerging practice leaders and team members. Mary was voted one of Vision Monday's 50 Most Influential Women in Optical.



Cira Collins has been practicing opticianry for 18 years and holds a Master Designation in Ophthalmic Optics from the American Board of Opticianry. She began her career in 2005 at Lenscrafters where her OD encouraged her to pursue certification. She rose quickly through the ranks of corporate management then left to join the largest ophthalmology practice on the west coast as a dispensing optician after starting her family. There she worked under an ABO Master Optician who encouraged her to continue to seek certification and obtained her ABO Advanced certification and was promoted to management. When she left private practice, she had been managing four optical departments and a team of 15 opticians. She loved training those opticians and watching them blossom in their skill and ability to change the lives of their patients. Since leaving private practice in 2020,

Cira has been a frame and lens vendor. Today she represents Lafont in Alaska, Hawaii, Idaho, Oregon and Washington. Prior to her career in optics, Cira worked internationally in the field of women's reproductive health and was a Peace Corps Volunteer in Senegal, West Africa.

2023 ANNUAL CONGRESS BOISE MAP





EYE DESERVE MORE

Game on, doctor's orders

We're not here to play games with our patients' eye health. We're here to help patients build healthy habits with their screens between annual exams. Keep an eye out for a special announcement on our member portal and join us at our annual Optometry's Meeting to see how we are leveling up patient care.

Join us AOA.org/JoinEyeDeserveMore



AMERICAN
OPTOMETRIC
ASSOCIATION

A photograph of a middle-aged man with short brown hair, smiling broadly while holding a young child with blonde hair in a field. The man is wearing a blue button-down shirt under a brown vest. The child is wearing a white t-shirt and brown overalls. In the background, another man is visible, slightly out of focus. The overall tone is warm and family-oriented.

PCLi

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