



Idaho Optometric Physicians

ANNUAL CONGRESS



2024

OCT 10-12

Coeur d'Alene Resort
Coeur d'Alene, Idaho

Featuring

- Dr. Alison Bozung
- Dr. Justin Schweitzer
- Joy L. Gibb

REGISTRATION PACKAGE

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their patients in Idaho for 30 years.



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Hollingshead, MD



Ryan T.
Barrett, MD



Scott A.
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Fall has arrived in the Northwest, bringing with it our Idaho Optometric Physicians Annual Congress. I am excited to return to Northern Idaho in 2024, particularly Coeur d'Alene, for our meeting and look forward

to a few busy and fun-filled days with colleagues attending from near and far. Our resort location for this meeting puts us near five major regional golf courses, walking distance to great shopping with the local downtown merchants as well as exciting food and dining options. Whether you are joining us virtually or physically, we are thrilled to have a world-class facility for all to enjoy, an exhibit hall that sold out this year with forty vendor spots reserved and an extremely diversified and talented lineup of speakers.

Our optometric continuing education this year will offer attendees updates on all aspects of ocular health care from an excellent speaker pool. I am proud to report many of our lecturers are new to our Idaho Congress this year and have never presented at our event before. Our education will aim to enhance our knowledge of anterior and posterior segment, retina, ocular surgery, systemic health, ocular and facial aesthetics, and functional vision issues our patients routinely present to us in our respective practices-no matter what community you serve. In total, our IOP Annual Congress proudly offers 19 hours of continuing education credits.

Not only is our optometric education high caliber, but our Paraoptometric Committee has done another excellent job with their education track. We hope and expect any of our colleagues who are seeking their paraoptometric hours this year at our Congress to find exciting and engaging speakers, best practices advice and peer to peer opportunities to expand their professional knowledge.

The registration brochure will have the most up-to-date information on our Congress including speaker profiles, education schedule, vendor reception information, breakfast and lunch opportunities and lodging information. Please contact our excellent

executive director, Lisa White, or any member of her capable staff if you have any further questions.

We look forward to seeing you all soon.

James Bewley, OD
Idaho Optometric Physicians, President



Hello Paras of Idaho! It's time to register for Congress 2024! This year we are meeting in lovely Coeur d'Alene and our main speaker will be Joy Gibb, ABOC. I was able to hear Joy lecture at Optometry's

Meeting in 2022 and 2023 and I think you will enjoy her as a speaker. Joy is from our neighboring state of Utah and when I offered her the position to speak in CDA, she was ecstatic to come back to Idaho to speak! We will also have some classes from speakers from Silhouette - yes, the frame company. Altogether there will be 11 continuing education credits offered for those seeking the CE for your certifications - and if you aren't certified, fantastic classes to learn all around.

I am a huge proponent for cross-education so you'll see that the classes will address multiple areas of the office. Opticians/admin should understand what is happening in the pretest/exam and admin/technicians should have an understanding of lenses, material and more - and everyone should help answer phones, am I right?

Get yourself registered and I will see you in October!

Tami Arnett, CPOA, ABOC
IOP Paraoptometric Committee Chair

Thursday, October 10

7:00 AM **Board of Directors Meeting & Breakfast — Sponsored by VSP Vision**

9:00 AM **Registration**

10:00 AM	Modern Day Diabetes Instructor: Dr. Jeffry Gerson, OD, FAAO Description: This course will discuss diabetes not only from the ophthalmic perspective, but also the systemic. The importance of systemic diabetes will be discussed and how it relates to the optometrist. Attendees will leave this course feeling more informed and empowered to be a part of their patients' diabetes care team.	2 hours COPE ID: 87603-SD
12:00 PM	Lunch Symposium	
1:00 PM	The Latest Trends & Technologies in Ophthalmic Refractive Surgery Instructor: Dr. Mark Kontos, MD Description: Many new exciting updates in IOL and refractive technology have occurred recently and this course will cover many of these technologies. An update on SMILE, light-adjustable lenses and new diffractive IOLs will be provided.	1 hour Non-COPE
2:00 PM	Grand Rounds: Case Studies & Collaboration Instructor: Dr. Jason Croskrey, MD, Assistance from Dr. Casey Claypool, OD Description: Several unique cases will be shared highlighting the importance of collaboration between medical optometry and ophthalmology, including SLT for glaucoma patients, corneal collagen cross-linking and medical retina treatments.	1 hour Non-COPE
2:50 PM	Afternoon Break — Sponsored by Empire Eye Physicians	
3:00 PM	Balanced Surgical Rejuvenation Beyond the Orbital Rim Instructor: Dr. Ilya Leyngold, MD Description: This lecture will focus on blepharoplasty and its adjuncts during periorbital rejuvenation surgery.	1 hour Non-COPE
4:00 PM	Customized Surgical Rehabilitation of a Thyroid Eye Disease Patient Instructor: Dr. Ilya Leyngold, MD Description: This lecture will focus on state of the art surgical approaches to addressing the sequela of thyroid eye disease.	1 hour Non-COPE
5:00 PM	Vendor Reception — Hors d'oeuvres Sponsored by Pacific Cataract + Laser Institute	

Friday, October 11

6:30 AM **Registration**

7:00 AM **CE Breakfast — Sponsored by North Idaho Eye Institute**

	Unlocking the Mystery: Exploring Cutting-Edge AMD Treatments in Ophthalmology Instructor: North Idaho Eye Institute Speakers Description: Join us for an intriguing journey into the realm of retinal treatments now available. In this captivating talk, we'll delve into the latest breakthroughs, medications, and innovations, shedding light on the latest treatments for retinal diseases. From novel techniques to advanced medications, we'll uncover the secrets behind ensuring patient comfort and safety during procedures. Prepare to be fascinated as we explore the intersection of science, technology, and patient care in the fascinating world of new retinal treatments. Don't miss this opportunity to expand your knowledge and stay ahead of the curve in the field of eye care!	1 hour Non-COPE
8:00 AM	Eye-Catching Insights: Decoding Top Cataract Premium Lens Selections for Optometrists Instructor: North Idaho Eye Institute Speakers Description: Calling all optometrists! Join us for a fascinating exploration into the world of cataract premium lenses, designed specifically to sharpen your understanding and empower your patient care. In this engaging talk, we'll demystify the complexities of premium lens selection, equipping you with the knowledge and confidence to collaborate effectively with surgeons and guide your patients toward optimal visual outcomes. Through a blend of case studies, interactive discussions, and expert insights, you'll gain a comprehensive understanding of the factors influencing lens selection, including patient preferences, lifestyle considerations, and surgical outcomes. From multifocal masterpieces to toric treasures, we'll break down the key features and considerations of each premium option, ensuring you're well-equipped to navigate the ever-evolving landscape of cataract surgery. Don't miss this enlightening opportunity to expand your expertise and elevate your practice to new heights and patient understanding!	1 hour Non-COPE
9:00 AM	Exhibit Hall & Break	
10:00 AM	Innovations in Glaucoma: Next Generation Technology, Medications, & Delivery Instructor: Dr. Justin Schweitzer, OD, FAAO Description: Advances in glaucoma diagnostics and management continue to evolve at a rapid pace. In order to continue to care for glaucoma patients at a high level it is imperative that innovation continues in the glaucoma space. The focus of this course is to discuss new advancements in glaucoma drug delivery, diagnostic technology, and what's new in the glaucoma pipeline.	2 hours COPE ID: 88899-GL
12:00 PM	Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center	
2:00 PM	The Challenges of the Cornea Instructor: Dr. Justin Schweitzer, OD, FAAO Description: This case-based course will challenge attendees with a variety of anterior segment presentations, including infectious keratitis, recurrent corneal erosions, HSV/HZV, and corneal degenerations/dystrophies. Attendees will be able to take anterior segment pearls provided during this course back to clinic on Monday morning to manage some of the toughest anterior segment conditions that present in their clinics.	2 hours COPE ID: 88897-TD

4:00 PM	Current Trends in Keratoconus Management Instructor: Dr. Justin Schweitzer, OD, FAAO Description: Keratoconus is a corneal condition that often presents in the optometrist's office first. It is imperative that we are able to identify the condition early and stabilize the condition with cornea collagen crosslinking. This course will help the OD identify KCN at its earliest, discuss CXL, and discuss the postoperative care of a patient after undergoing CXL.	1 hour COPE ID: 90002-TD
5:00 PM	Glaucoma MythBusters Instructor: Dr. Justin Schweitzer, OD, FAAO Description: This lecture will focus on a variety of potential "myths" in glaucoma. Once the attendee finishes the course, some of these "myths" will be busted, others may still be fact.	1 hour COPE ID: 88672-GL

Saturday, October 12

7:00 AM	Breakfast Symposium	
8:00 AM	Applications of Ophthalmic Imaging Instructor: Dr. Alison Bozung, OD, FAAO Description: This lecture will take the audience on a dive into cases that hinged on ophthalmic imaging. Often, in practice, we are faced with diagnoses that are relatively straightforward to make. However, what happens when they aren't? We will review anterior and posterior segment cases that relied on imaging at hand to make a diagnosis.	1 hour COPE ID: Pending
9:00 AM	Orbit Basics & Beyond Instructor: Dr. Alison Bozung, OD, FAAO Description: This lecture narrows in on the orbit, attempting to demystify the conditions which affect it. We will discuss anatomical considerations of the orbit and highlight orbital inflammatory, infectious, neoplastic, traumatic, and vascular disorders. Real world cases are shown to highlight important learning objectives.	2 hours COPE ID: Pending
11:00 AM	Membership Meeting & Awards Luncheon — Sponsored by Vision Quest Medical Center	
1:30 PM	EyeMergencies Instructor: Dr. Alison Bozung, OD, FAAO Description: Ophthalmic emergencies present to clinicians when we least expect them. This course discusses diagnosis and management of emergent eye conditions, from the perspective of an emergency department optometrist. Unique cases seen first-hand will be utilized to illustrate learning points.	2 hours COPE ID: Pending
3:30 PM	Congress Adjourns	

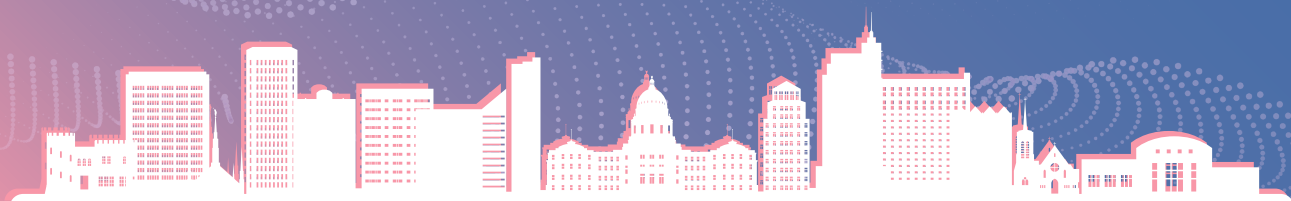


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References: 1. Fogt, J, Patton, K. Long day wear experience with water surface daily disposable contact lenses. Clin Optom. 2022;16:93-99. 2. Perez-Gonzalez, L, Gillet, T. European survey of contact lens wearers and eye care professionals on satisfaction with a new water gradient daily disposable contact lens. Clin Optom. 2024;16:17-23. 3. In a clinical study wherein patients (n=66) used CLEAR CARE® solution for nightly cleaning, disinfecting, and storing. Alcon data on file, 2022.

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2024 DOCTOR & STUDENT IN-PERSON REGISTRATION FORM

Idaho Optometric Physicians 2024 Annual Congress, October 10-12, Coeur d'Alene Resort, Coeur d'Alene, 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 _____

Lunch Symposium (Thursday): ☐ Yes ☐ No

CE Breakfast (Friday): ☐ Yes ☐ No

Breakfast Symposium (Saturday): ☐ Yes ☐ No

IOP Member Meeting & Awards Luncheon: ☐ Yes ☐ No

Members Only Choose: ☐ Meat ☐ Vegetarian

Dietary Restrictions: _____

In-Person Registration Information

Registering before July 15, 2024	
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, 2024*	
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 15, 2024	☐ \$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 2024 Congress vendors/sponsors.

Cancellation Policy

Requests for refund of education will be granted if written notification is received no later than September 15, 2024. 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

2024 DOCTOR & STUDENT VIRTUAL REGISTRATION FORM

Idaho Optometric Physicians 2024 Annual Congress, virtual offering October 11-12.
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, 2024

Registering before July 15, 2024	AOA Member	Non Member
Friday Only	☐ \$184	☐ \$312
Saturday Only	☐ \$115	☐ \$195
Both Days	☐ \$260	☐ \$468
Registering after July 15, 2024	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		
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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 2024 Congress vendors/sponsors.

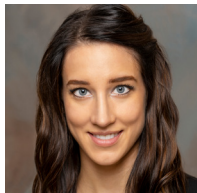
Cancellation Policy

Requests for refund of education will be granted if written notification is received no later than September 15, 2024. All but \$40 (for processing) will be refunded. All refund checks will be issued after Annual Congress.

Questions: Call Lisa White 208.890.3556

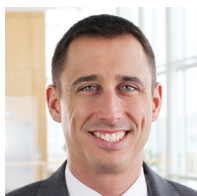
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Dr. Alison Bozung, OD, FAAO graduated from Southern College of Optometry and completed an ocular disease residency at Bascom Palmer Eye Institute in Miami, FL. Dr. Bozung then served as a clinical assistant professor in the University of Iowa's Department of Ophthalmology before returning to Bascom Palmer where she currently practices, primarily seeing patients in the hospital's 24/7 ophthalmic emergency department. She also serves as the optometry residency program coordinator. Dr. Bozung is a fellow of the American Academy of Optometry and a member of the Florida and American Optometric Associations.

She is a regular contributor to many optometric journals, authors the bimonthly "Urgent Care" column in the Review of Optometry, and lectures frequently at optometric conferences. She is a founding board member of Young OD Connect and serves on the editorial board for Review of Optometry.



Dr. Justin Schweitzer, OD, FAAO specializes in advanced glaucoma, refractive surgical clinical care, and anterior segment pathology at Vance Thompson Vision. He received his professional training and Doctor of Optometry degree from Pacific University College of Optometry in Forest Grove, OR. In 2012 he pursued his dream to focus on glaucoma, advanced anterior segment surgery care and pathology, joining Vance Thompson Vision in Sioux Falls, South Dakota. He earned Fellowship in the American Academy of Optometry in 2013, is the Optometric Externship Director at Vance Thompson Vision, and Adjunct Clinical

Professor of the Illinois College of Optometry and Kentucky College of Optometry. Dr. Schweitzer regularly lectures on glaucoma, anterior segment pathology, refractive surgical clinical care, and surgical management at state, regional, and national meetings. He is currently the Chief Medical Editor for Modern Optometry and has contributed book chapters, journal articles, and case studies in peer reviewed and non-peer reviewed journals including Review of Optometry, Optometry Times, Primary Care Optometry News, Optometric Management, The Journal of Cataract and Refractive Surgery, Clinical Ophthalmology, and The Journal of Glaucoma. He has research interests in minimally invasive glaucoma surgery and biomechanical properties of the cornea as it relates to glaucoma. Dr. Schweitzer is an advocate of an integrated eye care delivery model and is currently serving as a board member for the South Dakota Optometric Society. He also serves as a board member of the Optometric Glaucoma Society, a member of the American Optometric Association, Optometric Cornea, Cataract, and Refractive Society, Scleral Lens Education Society, Intrepid Eye Society, and is actively involved in his communities eye care initiatives.



Dr. Ilya Leyngold, MD is a Johns Hopkins trained oculoplastic surgeon and a co-founder of Leyngold Institute for Plastic Surgery. Prior to starting his own private practice, Dr. Leyngold served as an associate professor of ophthalmology and oculofacial plastic surgery at Duke, and chief of oculoplastic surgery service at the University of South Florida Morsani College of Medicine in Tampa. Over the past decade Dr. Leyngold developed many new surgical techniques and published over 100 peer reviewed articles, editorials, book chapters, and reviews in the fields of oculoplastic and facial plastic surgery. He also recently published the world's only authoritative

textbook on corneal neurotization surgery, a procedure that restores nerve function to the cornea.



Dr. Jeffry Gerson, OD, FAAO graduated from Indiana University school of Optometry in 1997, after which he went on to do a VA residency concentrating in low vision and ocular disease. He has been in several different practice settings, including a retina referral practice where he participated in several large clinical trials. Currently, Dr Gerson is in private practice that is a collaboration of both OD's and MD's. He sees primary care patients and has an emphasis on retinal care in his practice. He enjoys having 4th year optometry interns with him and the challenges that they present. He still participates in clinical trials and utilizes many different diagnostic modalities. Dr. Gerson is a frequent

lecturer in the US and abroad, and writes regularly for optometric publications. When not at work, he enjoys traveling, working out and spending time with his family.

Speakers from Empire Eye Physicians:



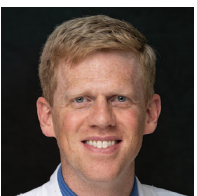
Dr. Mark Kontos, MD received his medical degree from St. Louis University. Dr. Kontos served nine years in the U.S. Navy as a flight surgeon and ophthalmologist achieving the rank of Lt. Commander. During his service, he spent three years as a member of the elite Navy Fighter Weapons School (TOP GUN). Since leaving the service, Dr. Kontos has developed a prestigious refractive and cataract surgery practice serving Eastern Washington, North Idaho and Montana through Empire Eye Physicians. Over the past twenty years his focus has been to bring cutting edge technology and surgical excellence to the practice of ophthalmology in

the Pacific Northwest. Dr. Kontos is the only laser surgeon in the region to be honored by VISX, Inc. in the top 5% of LASIK surgeons nationwide. Dr. Kontos is one of the most experienced ophthalmic surgeons in the Northwest and has taught refractive surgery techniques to numerous surgeons both locally and throughout the country.



Dr. Jason Croskrey, MD is passionate about restoring vision to his patients and enhancing their function to better enjoy life. Dr. Croskrey completed his undergraduate degree at Brigham Young University, and his M.D. from the Medical College of Wisconsin in Milwaukee. He completed his ophthalmology residency at San Antonio Uniformed Services Health Education Consortium. Dr. Croskrey recently served in the U.S. Air Force as an eye surgeon at the Air Force Academy where he used the latest technology to enhance the vision of our nation's soldiers and pilots, including the Air Force Academy cadets. Through his service

in the Air Force, Dr. Croskrey has extensive experience in LASIK and cataract surgery. He also surgically treats glaucoma, eyelid conditions and provides treatment for various retinal diseases. Dr. Croskrey grew up in the Spokane Valley area, and is excited to be back home.



Dr. Casey Claypool, OD graduated cum laude from Brigham Young University with a bachelor's degree in chemistry and completed his optometric studies with honors at Pacific University College of Optometry. He received a competitive Health Professions Scholarship from the Air Force and served for three years at Malmstrom Air Force Base in Great Falls, Montana. His practice specialties are dry eye disease management, corneal refractive surgery, glaucoma, ocular disease and optimizing integrated care between optometry and ophthalmology. He also fits specialty contact lenses for keratoconus and post corneal

transplant eyes. Dr. Claypool has lectured around the nation on topics covering complex eye diseases and is an active member of the American Optometric Association and the Optometric Physicians of Washington. A native of Spokane, Dr. Claypool is grateful to call the Inland Northwest home.

Speakers from North Idaho Eye Institute:

Tad Buckland, MD went to medical school at Boston University School of Medicine and completed his residency in ophthalmology at the Albany Medical Center Hospital in Albany, New York. He is board certified by the American Board of Ophthalmology. Dr. Buckland practices comprehensive ophthalmology including cataracts, glaucoma, and eyelid procedures with a special interest in medical treatment of retinal diseases such as macular degeneration, diabetes, and vein occlusions.

Alison Granier, MD, joined the North Idaho Eye Institute in 2010, following the completion of her ophthalmology residency at the University of California, Davis. Dr. Granier received her medical degree from the University of Washington in 2006. Dr. Granier is a member of the American Academy of Ophthalmology, the American Society of Cataract and Refractive Surgeons, and Physicians for Social Responsibility.

David Dance, MD is a graduate of Baylor College of Medicine and finished his ophthalmology residency at Oregon Health and Science University in 2009. He is board certified by the American Board of Ophthalmology. Dr. Dance treats cataract, macular degeneration, glaucoma, diabetic retinopathy, uveitis, neuro-ophthalmology, pterygium and disorders of the eyelid.

Sara Duke, MD received her doctorate from Creighton University School of Medicine, and completed her ophthalmology-surgical training at Loyola University Hospital in Chicago. Dr. Duke is board certified by the American Board of Ophthalmology. She provides comprehensive medical and surgical care for eye conditions including cataracts, macular degeneration, oculoplastic/eyelid disorders, diabetic retinopathy, pterygium, uveitis, and glaucoma.

Whitney Smith, MD received her doctorate from University of Kansas School of Medicine; completed her ophthalmology and surgical training at University of Arizona; and completed a refractive surgery fellowship in St. Petersburg, Florida. Dr. Smith will be performing LASIK and PRK as well as providing medical and surgical care for general eye conditions including glaucoma and retinal conditions with an emphasis on cataract and refractive surgery. Dr. Smith is certified by the American Board of Ophthalmology and is a member of the American Academy of Ophthalmology, and American Society of Cataract and Refractive Surgeons.

Drew Thomas, MD received his undergraduate degree in Biomedical Engineering from Louisiana Tech University. He completed medical school and ophthalmology residency at Louisiana State University Health Sciences Center in Shreveport. Dr. Thomas is certified by the American Board of Ophthalmology and is a member of the American Academy of Ophthalmology, and American Society of Cataract and Refractive Surgeons. Dr. Thomas's areas of emphasis are cataract surgery, refractive surgery (LASIK/PRK), and general eye care for patients with diabetes, macular degeneration, and glaucoma.





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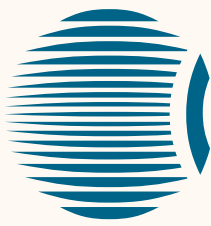
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Classification: Public

Thursday, October 10

11:30 AM	Registration	
12:00 PM	The Amazing Eye Instructor: Joy L. Gibb Description: This course will explore the anatomy of the eye and how they relate to vision and eye disease. Having a basic understanding of the eye allows eye care professionals to be more confident in educating patients and offering solutions for best visual acuity and overall eye health.	1 hour CPC/ ABO
1:00 PM	Making Customer Service Magical Instructor: Joy L. Gibb Description: Disney is notorious for exceptional customer service and their models are not exclusive to theme parks. By implementing some of Disney's customer service standards, your practice can elevate its customer service, and in turn, improve patient satisfaction, patient loyalty, and the work environment. This course offers suggestions for enhanced customer service at various points of contact with patients.	2 hours CPC/ ABO
2:50 PM	Afternoon Break	
3:00 PM	Telephone Triage 101 Instructor: Joy L. Gibb Description: Effectively triaging calls can lead to excellent patient care and satisfaction, as well as keeping schedules efficient and profitable. This course will explore characteristics of excellent triage behavior as well as questions to ask will lead to an understanding of the needs and concerns of the patient. Common ocular conditions will also be discussed.	1 hour CPC/ ABO
4:00 PM	Presentation Techniques in the Fast Lane Instructor: Joy L. Gibb Description: There are times when we feel pressured to keep up with patient flow and make sure the patients are seen in a timely manner. While it's important to make sure the patients have a timely experience in your office, it's also important that they still have a personal experience in your office. This course will explore techniques to make sure every patient in your office has an experience that helps you connect to them on a personal level while meeting all their needs.	1 hour CPC/ ABO
5:00 PM	Vendor Reception — Hors d'oeuvres Sponsored by Pacific Cataract + Laser Institute	

Friday, October 11

7:30 AM **Breakfast**

8:00 AM	An Efficient & Happy Front Desk Instructor: Joy L. Gibb Description: The front desk is quite often the first insight patients will have about your office. When you can accomplish having a smooth running and pleasant front desk, it tends to continue throughout the entire office. This course will explore ways to improve efficiency in answering phones, scheduling appointments, information gathering, and the check-in and check-out of patients.	1 hour CPC/ ABO
9:00 AM	Avoiding Redos Instructor: Joy L. Gibb Description: Redos can be costly in more ways than just monetary. This course will explore ways the entire team can help in avoiding redos and increasing patient satisfaction.	1 hour CPC/ ABO
10:00 AM	Exhibit Hall & Break	
10:30 AM	Optical Talk to Techs & Team Members Instructor: Joy L. Gibb Description: Patients rely on the recommendations of eye care professionals in making their eyewear purchases. These recommendations come from not only the optician, but are incredibly valuable when they come from the doctor and given as solutions to their visual problems or improving their lifestyle. Technicians can begin laying the groundwork for product solutions during the pre-exam and as they get to know the patient's lifestyle, needs, and expectations. This course will give an overview of lens materials, designs, and treatments as well as frame materials and designs, so the entire eye care team can make appropriate recommendations and understand the common question of, "why are these glasses so expensive?"	2 hours CPC/ ABO
12:30 PM	Exhibit Hall & Lunch — Sponsored by Hollingshead Barrett Eye Center	
2:00 PM	Art & Science of Rimless Eyewear Instructor: David Laing Description: This one-hour lecture details the unique opportunity that rimless eyewear sales can offer the modern eye care practice. Topics include discussion of the different rimless mountings available, the benefits of rimless eyewear in creating truly customized eyewear and its effects on practice profitability and the patient experience. Additionally, a discussion on lens materials and which are best for rimless mountings to manage thickness and patient satisfaction. Finally, a review on best practices for adjusting rimless mountings.	1 hour ABO
3:00 PM	Second Pair Sale Instructor: Kathy Cruz Description: This one hour lecture covers the benefits of selling multiple pairs of eyewear to meet the visual needs of the eyewear consumer as well as providing a roadmap to achieve greater levels of multiple pair eyewear sales.	1 hour ABO
4:00 PM	Congress Adjourns	

2024 PARAOPTOMETRIC REGISTRATION FORM (OFFICE & INDIVIDUAL)

Idaho Optometric Physicians 2024 Annual Congress, October 10-12, Coeur d'Alene Resort, Coeur d'Alene, 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		☐ ABO	☐ CPC
Badge Name		☐ ABO	☐ CPC
Badge Name		☐ ABO	☐ CPC

Registration Information In-person Only

Registering before July 15, 2024	
IOP Member Registration	☐ \$180 Qty_____
Non-Member Registration	☐ \$325 Qty_____
Registering after July 15, 2024*	
IOP Member Registration	☐ \$200 Qty_____
Non-Member Registration	☐ \$350 Qty_____
*\$25 administrative fee to be charged for registrations received after September 15, 2024	☐ \$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 15, 2024. 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



Joy L. Gibb, ABOC began her optical career in 1986 and has managed an independent retail opticianry and owned a mobile optical service. She currently serves as the practice manager and lead optician for Daynes Eye and Lasik in Bountiful, UT. In addition, she often consults practices about their dispensaries and improving customer service and sales. Joy has also been a contributor to national trade publications, has participated in the writing of several industry guides and also served as a member of the Better Vision Institute.

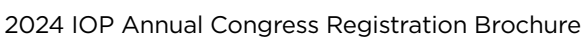


David Laing has been a New York State licensed Optician for 37 years. He has worked in many areas of the industry including private practice, retail management and wholesale lab sales and production. He is an ABO certified technical speaker. Since 2015, David has worked at Silhouette Optical Ltd in Green Island NY as Technical Liaison for the US market where he supports/trains both internal and external Silhouette staff as well as eyecare professionals, labs and other industry partners on all technical aspects of Silhouette frames and Silhouette prescription lenses.



Kathy Cruz has been in the optical industry for 23 years. She began her career in the optical industry in 2001 with Transitions Optical where she worked with eye care professionals, labs and lens industry partners. In 2014, Essilor acquired Transitions and Kathy transferred to be the West Sales Manager for KBco Polarized lenses calling on labs and retail. Kathy is currently the West Region Sales Manager for Silhouette. Kathy has been an approved ABO Speaker since 2003. She is also a member of the Optical Women's Association where she is Vice-Chair of the Connections and Enrichment Committee. Kathy lives in Southern California with her husband, has 3 married children, 2 sons, a daughter and 7 grandchildren, 5 granddaughters and 2 grandsons.

2024 ANNUAL CONGRESS COEUR D'ALENE MAP



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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.

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