



Idaho Optometric Physicians

2021 Annual Congress

October 14-16

The Coeur d'Alene Resort
Coeur d'Alene, Idaho

FEATURING

- Dr. Ron Melton
- Dr. Randall Thomas
- Dr. Matthew Lampa

- Dr. Jay Haynie
- Dr. Aaron Bronner
- Dr. Landon Grange

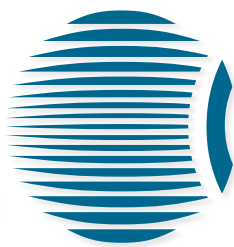
- Dr. Scott Lewis
- Sharon Carter
- Kayla Ashlee

REGISTRATION PACKAGE

It is our privilege
to support the eye care
providers and patients of Idaho
for more than 25 years.



Mark E. Hollingshead, MD • Ryan T. Barrett, MD



Hollingshead
Eye Center, P.C.SM

360 E. Mallard Dr., Suite 110 • Boise, Idaho
HollingsheadEyeCenter.com • (208) 336-8700





Welcome!



It is time again for Idaho Optometric Physicians Annual Congress. Perhaps more than ever, I am excited to join all of you in beautiful Coeur d'Alene for some comradery and world-class continuing education. As in years past, we will have an awards banquet, membership meeting, and exhibit hall. Whether you will be joining us in-person or virtually, we are thrilled about these events and our tremendous lineup of speakers. We have a broad array of topics to help empower Optometrists of all modes of practice. Drs. Melton and Thomas are back by popular demand, and local ocular disease experts Dr. Aaron Bronner, Dr. Jay Haynie, and Dr. Landon Grange. They will cover all aspects of anterior, posterior, and optic nerve head pathology. Pacific University's own Dr. Matthew Lampa will share new insights into the ever-changing world of contact lenses. Sharon Carter will finish out our conference with education directed at improving communication and building an unbeatable professional team. Please join us this fall as we strive together to improve our knowledge and skills to benefit our patients and communities.

The Paraoptometric Committee has done an outstanding job of planning their 2021 course schedule. Sharon Carter, ABO, NCLE, Kayla Ashlee with Spexy, and Dr. Scott Lewis, are teaming up to provide eleven credit hours. Everyone in your office will benefit from classes on communication, teamwork, billing & coding to prisms, and optimizing your optical.

The registration brochure contains updated schedules, fees, and lodging information. Please let us know if you have any questions.

We look forward to seeing you all soon.

Daniel D. Schrempp O.D.
Idaho Optometric Physicians, President

2021 DOCTOR EDUCATION & ACTIVITY PROGRAM

Thursday, October 14

7:30 AM **Board of Director Meeting and Breakfast — Sponsored by Allergan**

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

1:00 PM	Contemporary Glaucoma Care Instructor: Dr. Randall Thomas, OD, MPH, FAAO & Dr. Ron Melton, OD, FAAO Description: This special course will provide an in-depth discussion of glaucoma and enrich the primary care optometrist with the most advanced diagnostic tools and successful treatment options for managing glaucoma patients and suspects. An update on diagnostic and treatment pearls as well as a review of important medications used to treat glaucoma will be discussed as part of the case presentations.	2 hours COPE ID: 71608-G
3:00 PM	Glaucoma Grand Rounds Instructor: Dr. Randall Thomas, OD, MPH, FAAO & Dr. Ron Melton, OD, FAAO Description: In this highly clinical practical lecture, numerous patient presentations, in a case study grand rounds format, will be shared. Emphasis will be placed on the diagnostic work-up, assessment of risk, selection of drug therapy and follow-up care.	1 hours COPE ID: 70493-GL

3:50 PM **Afternoon Break — Sponsored by NASSAU OOGP Vision Group**

4:00 PM	Current Trends In Medical Management Instructor: Dr. Randall Thomas, OD, MPH, FAAO & Dr. Ron Melton, OD, FAAO Description: Treatment strategies and therapeutic agents continually change for a variety of ocular conditions. This course will address some of the advances in therapeutic options for acute and chronic ocular diseases. Relevant drug classes, latest information, clinical application of pharmaceuticals are reviewed.	2 hours COPE ID: 70607-PH
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Friday, October 15

6:30 AM **Registration**

7:00 AM **CE Breakfast — Sponsored by Hollingshead Eye Center**

	On Call With Melton-Thomas Instructor: Dr. Randall Thomas, OD, MPH, FAAO & Dr. Ron Melton, OD, FAAO Description: With optometry taking on a more comprehensive role in the eye care arena, it is important that the clinician be available to see emergency patients after hours and on weekends. This course is designed to explore optometry's role in the on call world, sharing cases and clinical experiences while working in a primary, secondary, and tertiary care environment. Diagnostic and therapeutic pearls will be shared during the case discussions.	2 hours COPE ID: 71595-GO
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9:00 AM **Exhibit Hall & Break — Sponsored by Empire Eye**

2021 DOCTOR EDUCATION & ACTIVITY PROGRAM

Friday, October 15 Continued		
9:30 AM	Pro-Tips Potpourri in Corneal Ulcer Care Instructor: Dr. Aaron Bronner, OD Description: This two-hour course will seek to shed new light on your management of microbial keratitis. We will look at areas of controversy and emerging challenges in the arena of corneal ulcers care and analyze these problems through the prism of the optometric scope of practice with the goal of giving you a better understanding of how these eyes behave and a better chance of guiding your ulcer patients toward a good outcome.	2 hours COPE ID: 71148-AS
11:30 AM	Exhibit Hall & Lunch — Sponsored by PCLI	
1:30 PM	Modern Day Diabetes Instructor: Dr. Jay M. Haynie, OD, FAAO Description: This course will update you on the current concepts and the era of change regarding the management of diabetic retinopathy. You will fully understand the standard classification of non-proliferative and proliferative diabetic retinopathy. You will be updated on the current treatment for diabetic macular edema and proliferative retinopathy based on current trends guided by numerous clinical trials. As the use of intravitreal treatment emerges what is the role of laser treatment in diabetic eye disease. Early intervention and treatment of non-proliferative diabetic retinopathy is being shown to reverse the level of severity and has changed the timing on when to intervene. No longer do we wait for complications of proliferative retinopathy. This presentation will elaborate of current concepts and future directions in the management of ocular complications of diabetes.	2 hours COPE ID: PENDING
3:30 PM	Exhibition Hall & Break	
4:00 PM	Retina Grand Rounds Instructor: Dr. Jay M. Haynie, OD, FAAO Description: This course includes clinical cases featuring a variety of retinal pathology. Most if not all of the cases are common to the Optometric practice however, the diagnosis may not have been clear. ASCO Course - May only be presented at ASCO-Institution sponsored events.	1 hour COPE ID: PENDING
5:30 PM	IOP Membership Meeting & Dinner	
Saturday, October 16		
6:30 AM	Registration	
7:00 AM	CE Breakfast — Sponsored by Vision Quest	
	Minimally Invasive Glaucoma Surgery Techniques Instructor: Dr. Landon Grange, MD Description: Focus on istent and ab interno canaloplasty techniques which can be used in conjunction with cataract surgery OR as stand alone procedures to help with glaucoma management. Discuss our glaucoma treatment paradigms and touch briefly on the role of SLT procedure, etc.	1 hour Idaho Only

2021 DOCTOR EDUCATION & ACTIVITY PROGRAM

Saturday, October 16 Continued		
8:00 AM	Topography & Contemporary Corneal GP Lens Fitting Instructor: Dr. Matthew Lampa, OD, FAAO Description: If we strive to provide the best contact lens modality for all of our patients, it is imperative that we continue to expand our knowledge and evolve our fitting skills with GP corneal contact lenses.	1 hour COPE ID: PENDING
9:00 AM	Soft Contact Lens Insights Instructor: Dr. Matthew Lampa, OD, FAAO Description: This course will highlight the Who, What, When, Where and Why of soft lens prescribing for both the regular and irregular cornea. The majority of soft lenses manufactured today are designed for the average cornea. This lecture will explore the dynamic relationship between corneal diameter and curvature as well as corneal irregularity. ASCO Course - May only be presented at ASCO-Institution sponsored events.	1 hour COPE ID: PENDING
10:00 AM	Changing Lives With Scleral Lenses Instructor: Dr. Matthew Lampa, OD, FAAO Description: The purpose of this presentation is to evaluate management options for the irregular cornea and describe a novel, step-by-step approach to fitting scleral lenses. Also described will be problem-solving techniques designed to enhance long-term success. ASCO Course May only be presented at ASCO-Institution sponsored events.	1 hour COPE ID: PENDING
11:00 AM	Awards Luncheon - Sponsored by Alcon	
12:30 PM	Your Mouth Is Moving But Does Your Body Agree? Instructor: Sharon Carter, ABO, NCLE Description: What does it mean when someone talking to you cannot maintain eye contact? There are several forms of hand-shake each having a different meaning, hidden from the unknowing. What are the most common gestures of liars? Recognize/read hidden communications and more importantly learn what signals you are subconsciously sending. Appearance, gestures, voice, steadiness of gaze, and behavior around subordinates may enlighten you about a person's integrity and work habits vs. what they are saying.	1 hour ABO/NCLE/ COPE ID: PENDING
1:30 PM	Building An Unbeatable Team Instructor: Sharon Carter, ABO, NCLE Description: Why build a team? I do my job; you do your job. What if we worked together to achieve a common goal? T.E.A.M.-Together Everyone Achieves More. This course will teach that building a team starts with the individual as a building block. You will learn that to be a team player requires effort, right attitude, communication, goal setting, and example setting. Wow! What could you do if everyone practiced these attributes?	1 hour CPC/ABO/ COPE ID: PENDING

2021 DOCTOR & STUDENT REGISTRATION FORM

Idaho Optometric Physicians 2021 Annual Congress, October 14-16, The 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 _____

CE Breakfast: Friday: ☐ Yes ☐ No | Saturday: ☐ Yes ☐ No

IOP Membership Meeting: ☐ Yes ☐ No

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

Dietary Restrictions: _____

Registration Information Attending: ☐ In-person or ☐ Virtual

AOA Student Member Registration Registering by June 30, 2021 (AOA Student Membership Current)	☐ \$75
AOA Student Member Registration After June 30, 2021 (AOA Student Membership Current)	☐ \$100
AOA Member Registration Registering by June 30, 2021 (AOA Dues Current)	☐ \$324
AOA Member Registration After June 30, 2021 (AOA Dues Current)	☐ \$349
Registration for Non-AOA Member Doctors Registering by June 30, 2021	☐ \$612
Registration for Non-AOA Member Doctors After June 30, 2021	☐ \$638
Total Registration Fee	\$

Payment Information

Payment Method	☐ Mastercard ☐ Visa ☐ Payment by Check		
Billing Address	☐ Same as Office		
Card No.			
Exp. Date		3 Digit Code	
Cardholder Name		Signature	

Cancellation Policy

Requests for refund of education will be granted if written notification is received no later than August 1, 2021. 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 83642-1119



2021 DOCTOR SPEAKERS

Dr. Randall Thomas & Dr. Ron Melton Lecture Team The lecture team of Ron Melton, OD, FAAO and Randall Thomas, OD, MPH, FAAO received the “Pioneer in Optometry” recognition by the Editorial Board of Primary Care Optometry News in April 2015 for their contributions to educating optometrists around the world in ocular disease. They are co-recipients of the 2014 Vincent Ellerbrock Clinician Educator Award by the American Academy of Optometry for outstanding and sustained contributions to the Academy’s Lectures and Workshops program. They have lectured nationally and internationally on ocular disease and pharmacology at over 1,000 continuing medical education meetings. Drs. Melton and Thomas have authored or co-authored over 100 papers on optometry and are the co-authors of the popular annual “Clinical Guide to Ophthalmic Drugs” for Review of Optometry. They have acted as investigators in more than 50 clinical research trials. Both are certified as a Diplomate, American Board of Optometry. They are full-time clinicians delivering primary and secondary eye care.



Randall Thomas, OD, MPH, FAAO is a 1981 graduate of the Pennsylvania College of Optometry, and a 1976 graduate of the School of Public Health at the University of North Carolina. He is in full-time clinical practice in Concord, North Carolina. He was presented the “Glaucoma Educator of the Year” award by the American Academy of Optometry in 1997. He and Dr. Ron Melton co-author Review of Optometry’s “Annual Drug Guide to Ophthalmic Drugs”, now in its sixteenth year. He is on the Professional Staff at Carolinas Medical Center-Northeast where he also serves on the teaching faculty of the Cabarrus Family Medicine Residency Program. Dr. Thomas has served as a consultant to the American Optometric Association on its Council on Clinical Optometric Care and Hospital Privileges Committees. He has served as an ophthalmic drug principal investigator for the FDA. Dr. Thomas has lectured world-wide with Dr. Melton on the diagnosis and treatment of eye diseases. He and his wife Cheryl have two daughters.



Ron Melton, OD, FAAO served as a Captain in the U.S. Army as a clinical optometrist at Hawley Army Hospital in Indianapolis, Indiana from 1981 to 1984. Currently he is in a group practice in Charlotte, North Carolina, where he has staff privileges at Presbyterian Hospital. He is a member of the adjunct faculty at both the Indiana University School of Optometry and the Pennsylvania College of Optometry of Salus University. He and Annie have two daughters and one son.



Matthew Lampa, OD, FAAO received his Doctor of Optometry degree from Pacific University College of Optometry in Forest Grove, OR. After graduation he completed a residency in Cornea and Contact Lenses at Pacific University College of Optometry. He is currently a Professor at Pacific University College of Optometry where he is involved with specialty contact lens fitting, contact lens instruction, and clinical research. He is also currently an associate in a private practice in Silverton, Oregon.



Jay M. Haynie, OD, FAAO graduated from Pacific University College of Optometry in 1992 and completed a residency at American Lake Veterans Hospital in 1993 where the focus was on the diagnosis and management of ocular disease. He served as the Executive Clinical Director of Retina and Macula Specialists until 2018 after which time he joined Sound Retina in Tacoma Washington. He is an adjunct clinical professor at Pacific University College of Optometry, a Fellow of the American Academy of Optometry and a member of the Optometric Retina Society. He is a sponsor of a 4th year internship for Optometry students in his private practice. He is a clinical investigator and continues to be involved in clinical studies regarding retinal disease management, both as a principle and sub-investigator. He is a published author and has become a nationally recognized speaker on advances in technology and the management of retinal disease.



Landon Grange, MD Vision Quest Medical has been growing and expanding in Southwestern Idaho, and with the addition of our new clinic building in Meridian, we are now set up to see patients in Boise, Meridian and Caldwell. We recently added a state-of-the-art LASIK laser and a very highly thought of oculoplastic specialist, Dr Cassie White. Dr Landon Grange enjoys practicing comprehensive ophthalmology and caring for the needs of patients in this region. He is bilingual in English and Spanish and enjoys refractive surgery, glaucoma surgery, eyelid surgery, and dark chocolate with sea salt. In conjunction with Dr Jacob Mong, Dr Grange has the distinction of being the first in Idaho to implant the panoptix lens and of doing more ab interno canaloplasty using the OMNI device from Sight Sciences than anyone else in the region.



Aaron Bronner, OD is an honors graduate of Pacific University College of Optometry. He went on to perform a residency in Anterior Segment Disease and Surgical Co-management at Davis Duehr Dean in Madison, WI. He currently works at Pacific Cataract and Laser Institute, a multicenter surgical co-management practice, at their Kennewick, WA office. In addition to clinical responsibilities, Aaron is a columnist and contributing editor for Review of Cornea and Contact Lens and Review of Optometry, is adjunct faculty of PUCO through the Walla Walla VAMC residency program and was the first optometrist in the nation to achieve the status of Diplomate of the American Academy of Optometry in Anterior Segment Disease management. He has written extensively and lectured across the nation on topics relating to Anterior segment pathology and surgical co-management. Aaron enjoys spending his free time with his wonderful wife Becky and their kids Zoe and Liam. I have no financial disclosures to report.

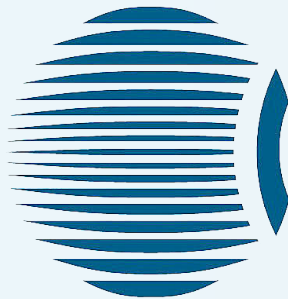


Sharon Carter, ABO, NCLE has over 30 years of optometric experience including working in an office as an office manager, sales and training for an optometric software company to consulting for private practices. She started her own consulting company, Eye Care Optometric Consulting (ECOC), in 2001 and personally consults in offices all over the country spreading her team building philosophy. She is very energetic and enthusiastic and for more than 15 years has been speaking and motivating staff at state associational meetings, national and international conferences sharing her company's philosophy of "provide the best patient care possible and the money will follow."

2021 ANNUAL CONGRESS SPONSORS

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+ LASER INSTITUTE



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OTHER



EMPIRE EYE
PHYSICIANS

EYE DESERVE MORE

A Closer Look at AOA's 2021 Campaign

From everyday people to high-profile athletes, your patients deserve more than quick prescriptions from questionable online sources. They deserve to see and be seen by medical experts with the ability to diagnose and address underlying health conditions. That's the message of the AOA's 2021 campaign, **Eye Deserve More.**

Learn more, share inspiring patient stories and get involved at [AOA.org/SeeandBeSeen](https://www.aoa.org/SeeandBeSeen)



AMERICAN
OPTOMETRIC
ASSOCIATION

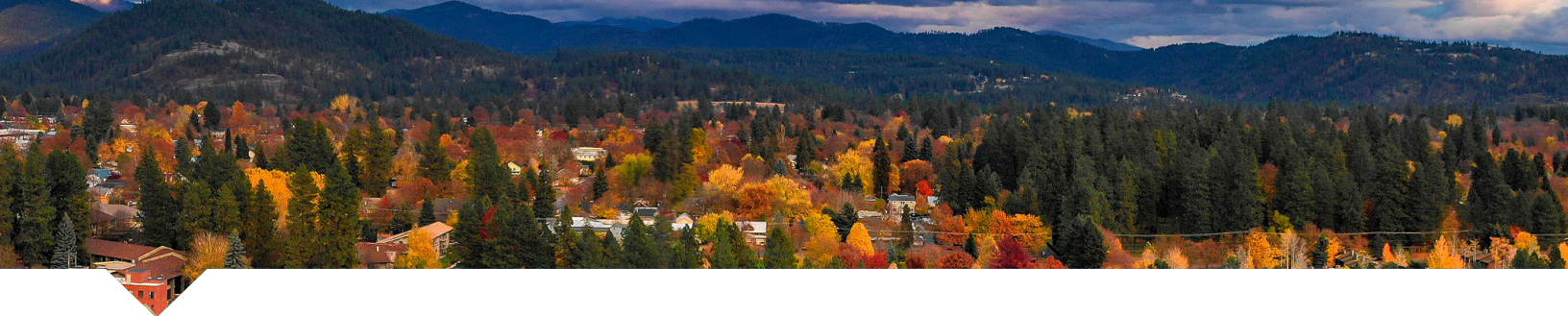


Caroline Marks
Pro Surfer, USA Surfing

IDAHO OPTOMETRIC PHYSICIANS 2022 Annual Congress

SEPT 29 - OCT 1, 2022
SUN VALLEY, IDAHO



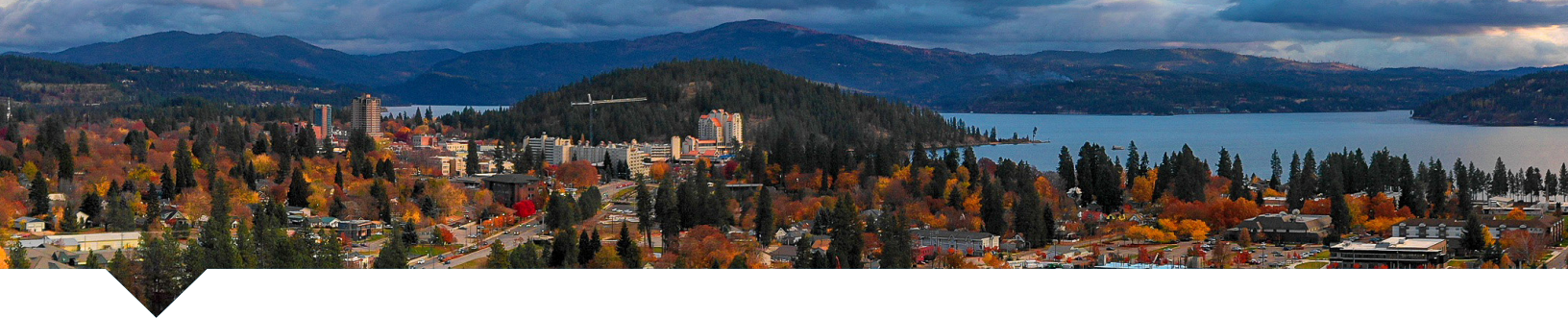


2021 PARA EDUCATION & ACTIVITY PROGRAM

Thursday, October 14

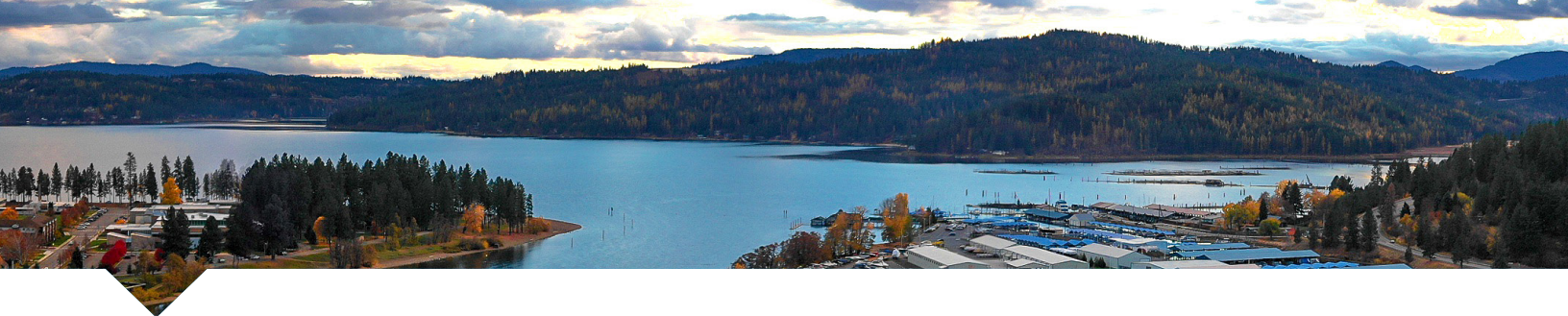
12:00 PM **Registration — Sponsored by VSP & MacuHealth**

1:00 PM	Personalities In The Workplace Instructor: Sharon Carter, ABO, NCLE Every employee has a different personality and for every position in the practice there is a personality best suited for each position. This course will determine personality types, define where these types are most effective, and determine what causes personalities to clash. Your patients also have unique personalities and this course will address how to interact and meet the needs of each personality type.	1 hour ABO/CPC
2:00 PM	Communicating With Patients Instructor: Sharon Carter, ABO, NCLE Communicating with our patients should be the most important thing we do each day. How we communicate and understand their needs, will determine if they will become an established patient with your practice or if they will choose to go elsewhere. Learn the various ways we communicate, i.e. verbal, facial expressions, and body language and how to use each one of these in a positive way when communicating with your patients.	1 hour ABO/CPC
2:50 PM	Afternoon Break — Sponsored by NASSAU OOGP Vision Group	
3:00 PM	Rise Up: Champion Fighting To Keep Your Patients In Our Online World Instructor: Kayla Ashlee, ABOC Online markets have created a dooms-day cloud in the minds of independent opticals. This lecture will address the fear head on. We have created a course that covers the dramatic shift in the landscape of optics. Dive into what has changed in the consumer mindset and breakdown the online appeal. Understand the reality of where opticals have failed and teach you how to make yourself relevant to your patients online...and guess what, it is NOT by hiring a company to do your social media for you!	1 hour ABO only
4:00 PM	Becoming A Better Landlord Optimizing Your Optical Instructor: Kayla Ashlee, ABOC Optical inventory management is discussed deeply in this training. Attendees learn how to Have the ability to assess the performance of frame sales. Develop the knowledge to foresee and adapt to your optical's unique sales trends. Understand the importance of analytics in your optical. Formulate a plan for your frame investment. Your practice will figure out how to rethink your optical!	1 hour ABO Only



2021 PARA EDUCATION & ACTIVITY PROGRAM

Friday, October 15		
6:30 AM	Registration	
7:00 AM	Breakfast — Sponsored by Hollingshead Eye Center	
8:00 AM	Developmental Optometry: How It Helps Your Patients Instructor: Dr. Scott Lewis, OD, FCOVD Description: In this lecture, Dr. Lewis will be discussing what vision therapy is, who needs vision therapy. The differences in eye care professionals and how developmental or neuro-cognitive optometry fits in the eye care landscape. He will discuss what to look for as a technician, and why so many vision development conditions get mis-diagnosed.	1 hour CPC Only
9:00 AM	Prism: The Other Way Of Using Prism Instructor: Dr. Scott Lewis, OD, FCOVD Description: In this lecture, Dr. Lewis will be giving an introduction to prisms. He will go over the uses of prism, nomenclature of prism, Design characteristics of prism lenses, Action of prisms, responses by the patient. The quote is “it’s not what the prism does to the patient, but what the patient does with the prism”. Then there will be a short demonstration of different prism applications found in a developmental optometry practice.	1 hour CPC Only
10:00 AM	Exhibit Hall & Break	
10:30 AM	Where Is My Money?? It’s My Money & I Want It Now! Instructor: Sharon Carter, ABO, NCLE Description: This course will identify potential places where practice funds may be tied-up and directly affecting bottom line profits. Such locations may be a significant amount in a single area, such as insurance receivables. Ask yourself these questions. Are you struggling to get patients to return yearly and keep your schedule full? Are you maximizing the three potential streams of income? Are you educating patients on the benefits of products you have in your optical? Do you have the proper number of frames of the right mix based on gender and age of your patients or do you have a hodge-podge of frames based on what your frame reps said you need? Are your staff salaries out of balance? Is your staff working together as a well oiled machine or is there “sand in the gears”? Find the answers to these questions within this period of instruction.	2 hour ABO Only
12:30 PM	Exhibit Hall & Lunch — Sponsored by PCLI	



2021 PARA EDUCATION & ACTIVITY PROGRAM

Friday, October 15		
2:30 PM	Staff Responsibilities In Coding & Billing Instructor: Sharon Carter, ABO, NCLE Description: Staff play a major role in the documentation for payment by insurance companies. It is very important to do your part and do it correctly or the doctor has to go back and do it if he wants to be paid and the money not be requested back from him in an audit.	1 hour ABO/CPC
3:30 PM	Exhibit Hall & Break	
4:00 PM	Help! The Phone Is Ringing! Instructor: Sharon Carter, ABO, NCLE This course covers the basic communication skills and basic professionalism in an office setting. The performance of the tasks described is usually performed by the person or persons working the front desk. However, it may be necessary for any one in the office to answer the telephone during times of high activity. When you answer the phone that is usually your first impression with your patients so it needs to be great. Patient's are making a decision in your office for their eyecare based on your phone presence. The question is would they choose you? You will learn professional phone etiquette and how to manage a busy phone in a busy office.	1 hour CPC only
5:00 PM	Six Ways To Be A Team That Rocks Instructor: Sharon Carter, ABO, NCLE This fast-paced, energetic program is designed to teach six concrete actions that will build a more successful optometric team. Staff motivation on the part of staff and management is an ongoing challenge and this will give you ideas whether you are a manager, a doctor or staff on how to build the team that "Rocks." This course covers the hiring process of new staff, creating a culture that will attract and retain good staff, and what older staff need to do to continue to grow and be a team player even as the team changes.	1 hour ABO/CPC

2021 PARAOPTOMETRIC REGISTRATION FORM

(OFFICE & INDIVIDUAL)

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Doctor or Office Name for Badge			
Office Address	City	State	Zip
Office Phone	Email Address (for confirmation)		

Badge Name _____

Badge Name _____

Badge Name _____

Registration Information Attending: ☐ In-person or ☐ Virtual

IOP Member Registration Registering by June 30, 2021	☐ \$180 Qty_____
IOP Member Registration After June 30, 2021	☐ \$200 Qty_____
Non-Member Registration Registering by June 30, 2021	☐ \$305 Qty_____
Non-Member Registration After June 30, 2021	☐ \$330 Qty_____
Number Attending	#
Total Registration Fee	\$

Payment Information

Payment Method	☐ Mastercard ☐ Visa ☐ Payment by Check		
Billing Address	☐ Same as Office		
Card No.			
Exp. Date		3 Digit Code	
Cardholder Name		Signature	

Cancellation Policy

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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 83642-1119



2021 PARA SPEAKERS



Sharon Carter, ABO, NCLE has over 30 years of optometric experience including working in an office as an office manager, sales and training for an optometric software company to consulting for private practices. She started her own consulting company, Eye Care Optometric Consulting (ECOC), in 2001 and personally consults in offices all over the country spreading her team building philosophy. She is very energetic and enthusiastic and for more than 15 years has been speaking and motivating staff at state associational meetings, national and international conferences sharing her company's philosophy of "provide the best patient care possible and the money will follow."



Kayla Ashlee, ABOC stepped into the optical community in 2005 and has continued her evolution as a valued and unique resource ever since. Through constant innovation and unique thinking, she has developed ways to help independent opticals achieve new heights. Kayla started as an optician, then began consulting in the northwest US, followed by assisting a major lens distribution company, and after over a decade of experience her next career step needed to be something big! Enter her pride and joy, Spexy® —born from the belief that the independent can be and do more if provided the proper access.

Want to know more about Kayla? Go ahead: beSpexy.com/founders



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Scott Lewis, OD, FCOVD Having struggled through his early education until his own vision problem was located and treated, Dr. Lewis is dedicated to helping ensure that children have all the visual skills required for successful learning.

Dr. Lewis' interest in Vision Therapy and Developmental Optometry began even before he entered optometry school, when a Developmental Optometrist, Dr. David Damari, gave him a powerful description of this specialized field. Dr. Lewis, already very interested in helping others, especially children, began to consider this course for his own practice after graduating.

Then, during his routine eye exam for all entering students, it was discovered that he had a visual condition called Convergence Insufficiency – a condition where the eyes do not easily converge at the near distance, often resulting in headaches and difficulty with reading. His condition was a classic developmental case, but because he always had 20/20 vision growing up, the diagnosis was missed until the age of 25, when he entered optometry school.

Soon after his own diagnosis, Dr. Lewis began a routine of vision therapy, and as his symptoms disappeared, he gained an intense desire to help others obtain their fullest visual potential as well.

In 2008, Dr. Lewis started the vision therapy/rehabilitation and vision training practice, Focus Vision Therapy Center, in the greater Boise area. He was admitted as a Fellow of the College of Optometrists in Vision Development in 2009, and is the only currently practicing optometrist in the state of Idaho to have received that designation. Dr. Lewis was awarded the Idaho Business Review Accomplished under 40 award in 2012.

In addition to his clinical practice, Dr. Lewis has lectured in various places across the country on topics pertaining to vision development and skills training. He has worked with several athletic groups; performing vision screenings for the Junior Olympics organization, DePaul University, and locally with Coach Van Tol and his Idaho Cubs winter camps. Dr. Lewis was a proud member of the Boise State University Baseball Team Staff as the Vision Specialist.



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Jacob Mong D.O., Cassandra White M.D., Landon Grange
M.D., Stephen Reinschmidt O.D., Gary Pabalis O.D



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2021 ANNUAL CONGRESS COEUR D'ALENE MAP



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Born from the Water Gradient Technology of DAILIES TOTAL1®

- Featuring the proven **PRECISION BALANCE 8|4®** lens design
- **99% first-lens fit success rate**^{1*}
- **Easy to handle**

All at a mainstream price.

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Alcon

*Based on lens movement, centration and rotation at initial fitting.
Reference: 1. In a study where n=78 eyes; Alcon data on file, 2020.

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