

2024 EastWest Eye Conference

# EDUCATION GRID



October 23rd-26th, 2024  
Columbus, OH



# WEDNESDAY, OCTOBER 23rd

5:30–6:30pm

Case studies in blurred vision  
secondary to corneal pathology  
- Marcella Pipitone OD, FAAO



6:30–7:00pm

Reception Sponsored  
by Mallinckrodt Pharmaceuticals

7:00–9:00pm

Advancements in Dry Eye and  
Ocular Surface Disease  
Treatment and Management  
- Cory Lappin OD, MS, FAAO



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**THURSDAY AM**  
Oct. 24th, 2024

8:00-9:00	<b>Understanding Genetic Testing and Gene Therapy for Ocular Diseases - Danielle Piser</b>	<b>Twelve Innovations in Eye Care That You Need to Know About - Mile Brujic</b>		<b>OSD Workshop: IPL and Radiofrequency Treatments - Cory Lappin</b>		
9:00-10:00	<b>The Impact of Aging and Visually Impaired Populations on Optometry Practice - Danielle Piser</b>					
10:00-11:00	<b>New Topics in Low Vision Danielle Piser</b>	<b>Topical Antibiotic Update - Brad Sutton</b>	<b>Rare Neuro Cases in a Primary Eye Care Setting - Zachary Coates</b>	<b>Lumps and Bumps Workshop: SubQ injections, Suturing and Radiofrequency Ablations - Andrew Steele</b>	<b>Front Office Procedures Memorable First And Last Impressions - Sharon Carter</b>	<b>Everything You Wanted to Know about New Dry Eye Therapies - Mile Brujic</b>
11:00-12:00	<b>A View in Another Direction, Using Prism to Help Your Visually Impaired Patients - Danielle Piser</b>	<b>Taking the Mystery Out of Oral Medications Brad Sutton</b>	<b>Contact Lenses and Dry Eye: The Impact of Soft Lens Wear on Ocular Surface Homeostasis - Cory Lappin</b>		<b>Office Scheduling And Flow - Sharon Carter</b>	<b>You Down with OCT.... Yeah You Know Me - Mile Brujic</b>
12:00-1:00	<b>Johnson and Johnson - Call the Conference Lunch</b>					

- OD Course
- OD / Staff Course
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- Exhibit Hall
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**THURSDAY PM**  
Oct. 24th, 2024

1:00-2:00	<b>Keynote Lecture: The State of the Profession - Carl Spear OD, MBA</b>							
2:00-3:00	<b>Ocular Disease Round Table: Steele, Coates, Sutton, Brujic, Macdonald, Pipitone, Daniel, Janczak</b>	<b>How To Be Profitable with Vision Plans - Carl Spear</b>	<b>Maximizing Success with Soft Multifocal Contact Lens Fitting - Shalu Pal</b>	<b>Ophthalmic Laser Workshop - Aaron Zimmerman</b>	<b>Be A Light Manager - Sharon Carter</b>	<b>Contact Lens Emergencies - Scott Keating</b>	<b>Addressing Structural Puzzles in Diabetic Eye Disease - Timothy Early</b>	
3:00-4:00		<b>Telehealth, Telemedicine, &amp; Teleoptometry - Carl Spear</b>	<b>Rapid Fire: Top 20 Sclera Lens Complication - Shalu Pal</b>		<b>Creating A Culture That Attracts And Retains Employees - Sharon Carter</b>	<b>Sunglass Tints Used For Medical Purposes - Scott Keating</b>	<b>Structural and Functional Testing for Chronic Eye Disease - Timothy Early</b>	
4:00-5:00	<b>Exhibit Hall 4:00 - 7:00 p.m.</b>							
5:00-6:00								
6:00-7:00								
7:00-8:00	<b>Contact Lens Panel: Pal, Brujic, Patton, Szczotka-Flynn</b>	<b>OOA Honors</b>						
8:00-9:00								

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**FRIDAY AM**  
Oct. 25th, 2024


7:30-8:00	Dompe OD Showcase Symposium (Breakfast Provided)						
8:00-9:00	OCT: The Optometrist's MREye - Brad Sutton	Artificial Intelligence in the Real World Practice of Optometry - Carl Spear	Myopia Management In Clinical Practice - Shalu Pal	Ophthalmic Laser Workshop - Andrew Steele	Coding And Billing - Sharon Carter	Basic Optics And Refractive Principles - Lynn Lawrence	OOA Congress
9:00-10:00		How to Build Value in Your Practice - Carl Spear				Making The Sale - Lynn Lawrence	
10:00-11:00	Mid-Morning Exhibit Hall Break and Poster Session						
11:00-12:00	Prescribing Home based VT for Concussion/TBI - Jacqueline Theis	Glaucoma Mimickers: The Differential Diagnosis of Non-glaucomatous Opt Neuropathy - Derek MacDondald	Scleral Multifocal Optics - Shalu Pal	Amniotic Membrane Workshop - Nicky Lai	Dynamic Dispensing - Sharon Carter	Professional Leadership Behaviors - Lynn Lawrence	Ocular Anatomy - Mark Yoder
12:00-1:00	AbbVie OD Showcase Symposium (Lunch Provided)				Viatrix OD Showcase Symposium (Lunch Provided)		

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1:00-2:00	Ocular Effects of Cancer Treatment - <b>Andrew Steele</b>	Handle the Pressure: Integrating Glaucoma Care in Optometric Practice - <b>Derek MacDondald</b>	Dry Eye Panel: <b>Lappin, Brujic, Chester</b>	Soft and RGP Insertion and Removal Workshop - <b>Katie Greiner</b>	Rapid Fire Discussion - <b>Carter and Lawrence</b>	Dry Eye: From Diagnosis to Treatment - <b>Dawn Goedde</b>	Realeyes Education Training - <b>Jeffrey Walline</b>
2:00-3:00	Differential Diagnosis of Dizziness in TBI - <b>Jacqueline This</b>			Hybrid and Scleral Insertion and Removal - <b>Katie Greiner</b>		Everything You Need to Know About Ocular Pain - <b>Dawn Goedde</b>	
3:00-4:00	Mid-afternoon Break and Top 10 Posters						
4:00-5:00	Management of Post-operative Cataract Surgery Complications - <b>Tom Chester</b>	The ABCs of OCT 1: Biomarkers in AMD, DME, and Retinal Vascular Disease - <b>Derek MacDondald</b>	Stop The Revolving Door How To Hire, Train And Keep Good Staff - <b>Sharon Carter</b>	Premium Customer Service - <b>Lynn Lawrence</b>	Student And Young OD Event		
5:00-6:00	Co-Manage with Confidence: How to Handle Post Surgical Complications and Communication - <b>Dawn Hartman</b>						
6:00-8:00							
8:00-9:00	AbbVie VIEW Event						
9:00-10:00	 <b>FRIDAY NIGHT PARTY</b> Friday Night Party - Featuring Bad Habits the Eye Docs of Rock Rm: Short North Atrium						
10:00-11:00							

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# 2024 EASTWEST EDUCATION GRID

**SATURDAY**  
Oct. 26th, 2024

7:30-8:00					
8:00-9:00	AMD from A to Z: Innovations in Management and Treatment - Timothy Earley		Importance Of Teamwork In The Workplace - Lynn Lawrence	Contact Lenses that can Make a Difference - Jennifer Vincent	
9:00-10:00		Neurologic Visual Field Loss - Jacqueline Theis	Maximum Impact! Is This Team For You? - Lynn Lawrence	Contact Lens Basics for Opticians Technicians, and Paraoptometric Staff - Elizabeth Muckley	
10:00-11:00	Introducing Ocular Nutrition in the Modern Optometry Practice - Timothy Earley			The Magic Of Patient Scheduling - Lynn Lawrence	The Eye Is Not Pleased By Systemic Disease - Mark Yoder
11:00-12:00	Alcon OD Showcase Sympoisum (Lunch Provided)			Bausch+Lomb OD Showcase Sympoisum (Lunch Provided)	
12:00-1:00	The Management and Treatment of Vitreous Pathology: What's New - Timothy Earley	Optic Neuritis: A Continuously Evolving Mystery June Zhang	Dealing With Difficult Patients - Lynn Lawrence		
1:00-2:00	Nothing Normal About It: Low-Tension Glaucoma – Philip Yuhas	Multiple Sclerosis and its Mimickers June Zhang			
2:00-3:00			Imagining Retinal Imaging - Mark Yoder		

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