

EASTWEST EYE CONFERENCE
October 23rd-26th, 2024



Conference Program



February 13-15, 2025
Key West, FL



REGISTER NOW!

eastwestdestinations.com

SAVE
THE
DATE



Columbus, OH
#EW2025



NOV.
5-8,
2025

Non-Course EastWest Event Page





INDICATES LIGHT
REFRESHMENTS PROVIDED

Thursday Oct. 24th

7:00 AM	Registration Opens
8:00 AM	Classes Begin
8:00 AM	Coffee Break in North Atrium
12:00 PM	Kick Off Symposium - sponsored by Johnson and Johnson
1:00 PM	Keynote Lecture; The State of the Profession by Carl Spear, OD, MBA
 4:00 – 7 PM	Exhibit Hall Opening Reception - beer, wine, & 
6:45 – 8 PM	OOA HONORS (Presentation begins at 7:00) North Atrium

Friday Oct. 25th

7:00 AM	Registration Opens
7:30 AM – 8 AM	OD Breakfast - sponsored by Dompé
8:00 AM	Classes Begin
8:00 AM	Coffee Break in Short North Ballroom Area - coffee
8:00 AM	OOA Congress – Hilton Elijah Pierce A and B
 10:00 – 11 AM	Exhibit Hall Mid-Morning Break and Poster Session - coffee & 
12:00 PM	OD Lunches sponsored by AbbVie and Viatrix
 3:00 PM – 4 PM	Exhibit Hall Mid-Afternoon Break and Top 10 Posters - drinks & 
4:00 PM – 6 PM	Young OD & Student Event sponsored by J&J, VSP, OMG in Jr. Ballroom B
8:00 PM – 9 PM	AbbVie VIEW Event - in Short North Ballroom A
9:00 – 11:00 PM	Friday Night Party with Bad Habits in North Atrium

Saturday Oct. 26th

7:00 AM	Registration Opens
8:00 AM	Classes Begin
11:00 AM	OD Lunches sponsored by Alcon and Bausch+Lomb
3:00 PM	Classes and Conference ends

General Information

Looking for a place to eat lunch or dinner? Visit the **Experience Columbus** Kiosk for great suggestions close to the Columbus Convention Center.

If you need to add, drop or change classes, please visit onsite registration.

OD CE approvals



[www.eastwesteye.org/
od-information/od-ce-approvals](http://www.eastwesteye.org/od-information/od-ce-approvals)

OSM/OPT CE Approvals



[www.eastwesteye.org/
aep-information/aep-ce-approvals](http://www.eastwesteye.org/aep-information/aep-ce-approvals)

WEDNESDAY, OCTOBER 23rd

Workshop / Courses

5:30–6:30pm **RM:C170**

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



6:30–7:00pm **RM:C171–172**

Reception Sponsored
by Mallinckrodt Pharmaceuticals

7:00–9:00pm **RM:C170**

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



2024 EastWest Eye Conference

2024 EASTWEST

THURSDAY AM

EDUCATION GRID

Oct. 24th, 2024

8:00-9:00	<p>Understanding Genetic Testing and Gene Therapy for Ocular Diseases - Danielle Piser RM:C161</p>	<p>Twelve Innovations in Eye Care That You Need to Know About - Mile Brujic RM:C170-171</p>	<p>OSD Workshop: IPL and Radiofrequency Treatments - Cory Lappin RM:C151</p>	<p>Front Office Procedures Memorable First and Last Impressions Sharon Carter RM:C160</p>	<p>Everything You Wanted to Know about New Dry Eye Therapies - Mile Brujic RM:C162</p>
9:00-10:00	<p>The Impact of Aging and Visually Impaired Populations on Optometry Practice - Danielle Piser RM:C161</p>	<p>Rare Neuro Cases in a Primary Eye Care Setting - Zachary Coates RM:C150</p>	<p>Lumps and Bumps Workshop: SubQ injections, Suturing and Radiofrequency Ablations - Andrew Steele RM:C151</p>	<p>Office Scheduling And Flow - Sharon Carter</p>	<p>You Down with OCT.... Yeah You Know Me - Mile Brujic</p>
10:00-11:00	<p>New Topics in Low Vision Danielle Piser</p>	<p>Topical Antibiotic Update - Brad Sutton RM:C170-171</p>	<p>Contact Lenses and Dry Eye: The Impact of Soft Lens Wear on Ocular Surface Homeostasis - Cory Lappin</p>	<p>Office Scheduling And Flow - Sharon Carter</p>	<p>Office Scheduling And Flow - Sharon Carter</p>
11:00-12:00	<p>A View in Another Direction, Using Prism to Help Your Visually Impaired Patients - Danielle Piser RM:C161</p>	<p>Taking the Mystery Out of Oral Medications Brad Sutton</p>	<p>Johnson and Johnson - Call the Conference Lunch</p>	<p>Johnson and Johnson - Call the Conference Lunch</p>	<p>Johnson and Johnson - Call the Conference Lunch</p>
12:00-1:00	<p>Johnson and Johnson - Call the Conference Lunch</p>				

- OD Course
- OD / Staff Course
- Staff Course
- Exhibit Hall
- Workshop
- Sponsored Event

SHORT NORTH BALLROOM

2024 EASTWEST

THURSDAY PM

EDUCATION GRID

Oct. 24th, 2024

<p>Keynote Lecture: The State of the Profession - Carl Spear OD, MBA RM:SNB(A)</p>						
1:00-2:00	<p>Ocular Disease Round Table: Steele, Coates, Sutton, Brujic, Macdonald, Pipitone, Daniel, Janczak RM:SNB(B)</p>		<p>How To Be Profitable with Vision Plans - Carl Spear RM:C150</p>	<p>Maximizing Success with Soft Multifocal Contact Lens Fitting - Shalu Pal RM:C161</p>	<p>Ophthalmic Laser Workshop - Aaron Zimmerman RM:C151</p>	<p>Be A Light Manager - Sharon Carter RM:C160</p>
2:00-3:00			<p>Telehealth, Telemedicine, & Teleoptometry - Carl Spear RM:C150</p>	<p>Rapid Fire: Top 20 Sclera Lens Complications - Shalu Pal RM:C161</p>	<p>Contact Lens Emergencies - Scott Keating RM:C162</p>	<p>Addressing Structural Puzzles in Diabetic Eye Disease - Timothy Early RM:C172</p>
3:00-4:00					<p>Creating A Culture That Attracts And Retains Employees - Sharon Carter RM:C160</p>	<p>Structural and Functional Testing for Chronic Eye Disease - Timothy Early RM:C172</p>
4:00-5:00	<p>Exhibit Hall 4:00 - 7:00 p.m. Exhibit Hall C</p>					
5:00-6:00						
6:00-7:00						
7:00-8:00	<p>OOA Honors North Atrium</p>					
8:00-9:00	<p>Contact Lens Panel: Pal, Brujic, Patton, Szczotka-Flynn RM:C162</p>					

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2024 EASTWEST

FRIDAY AM

EDUCATION GRID

Oct. 25th, 2024

7:30-8:00	Dompe OD Showcase Symposium (Breakfast Provided) RM:SNB(B)					
8:00-9:00	OCT: The Optometrist's MREye - Brad Sutton RM:SNB(A)	Artificial Intelligence in the Real World Practice - Carl Spear RM:C172	Myopia Management In Clinical Practice - Shalu Pal RM:C171	Ophthalmic Laser Workshop - Andrew Steele RM:C151	Coding And Billing - Sharon Carter RM:C170	Basic Optics And Refractive Principles - Lynn Lawrence RM:C150
9:00-10:00	How to Build Value in Your Practice - Carl Spear		Making The Sale - Lynn Lawrence			OOA Congress
10:00-11:00	Mid-Morning Exhibit Hall Break and Poster Session Exhibit Hall C					
11:00-12:00	Prescribing Home based VT for Concussion/TBI - Jacqueline Theis RM:C172	Glaucoma Mimickers: The Differential Diagnosis of Non-glaucomatous Optic Neuropathy - Derek MacDondald RM:SNB(A)	Scleral Multifocal Optics - Shalu Pal RM:C171	Amniotic Membrane Workshop - Nicky Lai RM:C151	Dynamic Dispensing - Sharon Carter RM:C170	Professional Leadership Behaviors - Lynn Lawrence RM:C150
12:00-1:00	Abbie OD Showcase Symposium (Lunch Provided) RM:SNB(A)			Viatrix OD Showcase Symposium (Lunch Provided) RM:SNB(B)		Ocular Anatomy - Mark Yoder Exhibit Hall

- OD Course
- Staff Course
- Workshop
- OD / Staff Course
- Exhibit Hall
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2024 EASTWEST

FRIDAY PM

EDUCATION GRID

Oct. 25th, 2024

- OD Course
- OD / Staff Course
- Staff Course
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1:00-2:00	Ocular Effects of Cancer Treatment - Andrew Steele RM:SNB(B)	Handle the Pressure: Integrating Glaucoma Care in Optometric Practice - Derek MacDondald RM:C172	Dry Eye Panel: Lappin, Brujic, Chester RM:C171	Soft and RGP Insertion and Removal Workshop - Katie Greiner RM:C151	Rapid Fire Discussion - Carter and Lawrence RM:C150	Dry Eye: From Diagnosis to Treatment - Dawn Goedde RM:C170	Realeyes Education Training - Jeffrey Walline Exhibit Hall	
2:00-3:00	Differential Diagnosis of Dizziness in TBI - Jacqueline Theis			Hybrid and Scleral Insertion and Removal - Katie Greiner		Everything You Need to Know About Ocular Pain - Dawn Goedde		
3:00-4:00	Mid-afternoon Break and Top 10 Posters							Exhibit Hall C
4:00-5:00	Management of Post-operative Cataract Surgery Complications - Tom Chester RM:C172	The ABCs of OCT 1: Biomarkers in AMD, DME, and Retinal Vascular Disease - Derek MacDondald RM:SNB(B)	Stop The Revolving Door How To Hire, Train And Keep Good Staff - Sharon Carter RM:C170	Premium Customer Service - Lynn Lawrence RM:C150	Young OD and Student Event RM:SNB(A)			
5:00-6:00	Co-Manage with Confidence: How to Handle Post Surgical Complications and Communication - Dawn Hartman RM:C171							
6:00-8:00								
8:00-9:00	Abbbie VIEW Event							RM:SNB(A)
9:00-10:00								
10:00-11:00	Friday Night Party - Featuring Bad Habits the Eye Docs of Rock RM: Short North Atrium							

2024 EASTWEST

SATURDAY

EDUCATION GRID

Oct. 26th, 2024

7:30-8:00					
8:00-9:00	AMD from A to Z: Innovations in Management and Treatment - Timothy Earley RM:C171	Neurologic Visual Field Loss - Jacqueline Theis RM:C170	Importance Of Teamwork In The Workplace - Lynn Lawrence RM:C172	Contact Lenses that can Make a Difference - Jennifer Vincent RM:C150	
9:00-10:00			Maximum Impact! Is This Team For You? - Lynn Lawrence RM:C172	Contact Lens Basics for Opticians Technicians, and Paraoptometric Staff - Elizabeth Muckley RM:C150	
10:00-11:00	Introducing Ocular Nutrition in the Modern Optometry Practice - Timothy Earley RM:C171		The Magic Of Patient Scheduling - Lynn Lawrence RM:C172	The Eye Is Not Pleased By Systemic Disease - Mark Yoder RM:C150	
11:00-12:00	Alcon OD Showcase Symposium (Lunch Provided) RM:SNB(A)			Bausch+Lomb OD Showcase Symposium (Lunch Provided) RM:SNB(B)	
12:00-1:00	The Management and Treatment of Vitreous Pathology- What's New ? - Timothy Earley RM:C171	Optic Neuritis: A Continuously Evolving Mystery June Zhang RM:C170	Dealing With Difficult Patients - Lynn Lawrence RM:C172		
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 RM:C172		

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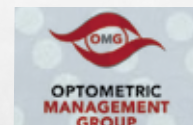
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Healthcare**

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Tarsus Pharmaceuticals • The Ohio State University College of Optometry
Trevi Technologies, Inc. • VerCom Systems, Inc. • Virtual Vision Health Vision To Learn • VOSH Ohio
Walman Instruments • Walman Optical Weave • WestGroupe USA • Zeiss Meditec and Vision Care

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Exhibitors

All descriptions of products and services are provided by the exhibitors and do not reflect endorsement by the EastWest Eye Conference or the Ohio Optometric Association.

Booth: 214

360care

419-270-1087

www.360care.com

360care specializes in caring for residents in senior care communities. We make it easy for residents to get needed care while meeting the needs of the communities. 360care performs all the “front and back office” work associated with a typical brick-and-mortar practice. 360care also serves as the single point of contact with the senior care communities to provide the most productive clinical visits and assure that the senior care communities’ needs are addressed.

More than 3,000 senior care communities and more than 400 clinicians trust in 360care to help address the residents’ ancillary care needs. 360care works with the highest quality clinical professionals, who are dedicated to seeing that patients receive the best, most appropriate level of care.

360care affiliated optometrists are able to diagnose and treat eye disease, vision impairment, and conditions that may lead to eye discomfort. Our state-of-the-art equipment helps provide accurate information to our doctors for patients who cannot give verbal responses. Even residents diagnosed with dementia or Alzheimer’s benefit from having exams.

Booth: 115

ABB Optical Group

925-890-1015

www.abbopticalgroup.com

ABB Optical Group is the largest distributor of contact lenses and the largest independent ophthalmic lens producer in the United States. It offers the complete optical enterprise for independent eye care professionals with business management tools to monitor and improve practice performance. ABB Optical solutions allow flexibility and choice, all while being solely dedicated to the success of Independent Eye Care Professionals. By enhancing efficiency and increasing overall revenue, ABB Optical helps these professionals thrive in an increasingly competitive optical industry.

Booth: 301

AbbVie

312-489-3364

www.abbvieeyecare.com

Allergan is now AbbVie—Your Vision. Our Mission.

At AbbVie, we set our sights on a future where vision lasts a lifetime. With a legacy of more than 75 years in eye care,

we are focused on preserving and protecting vision for patients around the world. We treat conditions from the front to the back of the eye, including glaucoma, ocular surface disease, and retinal diseases.

Booth: 200

Alcon, Inc.

817-645-2898

www.alcon.com

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people’s lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 25,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care. Learn more at www.alcon.com

Booth: 516

Apellis Pharmaceuticals

617-420-4910

www.apellis.com

Apellis is a global biopharmaceutical company that leverages courageous science and creativity. We are committed to addressing the unmet needs of patients and eye care professionals worldwide.

Booth: 306

Bausch + Lomb

585-338-8137

www.bausch.com

Bausch + Lomb is dedicated to protecting and enhancing the gift of sight for millions of people around the world – from the moment of birth through every phase of life. Its comprehensive portfolio of more than 400 products includes contact lenses, lens care products, eye care products, ophthalmic pharmaceuticals, over-the-counter products and ophthalmic surgical devices and instruments. Founded in 1853, Bausch + Lomb has a significant global research and development, manufacturing and commercial footprint with approximately 13,000 employees and a presence in nearly 100 countries. Bausch + Lomb is headquartered in Vaughan, Ontario with corporate offices in Bridgewater, New Jersey. For more information, visit www.bausch.com and connect with us on X, LinkedIn, Facebook and Instagram.

Booth: 209
Barti Software
415-646-3267
www.barti.com

At Barti, we are on a mission to empower optometry practices with world-class software to transform the provider and patient experience. We are building a more efficient and intuitive practice management and EHR platform that enables optometrists to spend more time with patients and less time clicking.

Booth: 212
Bellinger House
310-591-5555
www.bellingerhouse.com

Bellinger House is known for its innovative and daring approach to design. Founded in Denmark in 2003 with the mission of adding eccentric flavor to the eyewear industry, Bellinger House is now represented in 37 countries around the world. Our 3 brands: Bellinger, BLAC, and Entourage of 7; provide our customers with the very best mix of collections to service an almost full palette of customer types and trends. Bellinger House continues to seek out the newest design ideas, maintain the highest level of passion and joy, and remain unshakeable in its drive for innovation.

Booth: 107
BioTissue Ocular Inc.
330-936-6293
www.biotissue.com

BioTissue is the leader in innovative technologies using products derived from human amniotic membrane tissues. Since its inception in 1997, the Company has pioneered the clinical application of human placental tissues – more than 900,000 patients have been treated with BioTissue products and the Company's groundbreaking scientific and clinical achievements have been documented in more than 400 peer-reviewed publications.

Booth: 217
Capri Optics/ESE International
800-221-3544
capri@caprioptics.com

ESE International In 1938, a man by the name of Ben Shyer started a company in the optical industry. As the only employee, his small apartment on Cortelyou Road in Brooklyn, NY doubled as an office and warehouse with his inventory hidden beneath the bed. Over the years Mr. Shyer expanded his business, began importing collections from around the world, and eventually needed more space than his bedroom would afford – first moving to an office in lower Manhattan before additional growth would take him to Elmont, NY, where the company resides today.

Booth: 117
Central Lab Group
330-783-9660
www.centrallabgroup.com

The Central Lab Group, powered by Central One Optical, Cherry Optical, and Homer Optical, has over 100 years of collective optical laboratory expertise. We are committed to leveraging the latest technology to provide the most technologically advanced No-Glare processes from top industry brands, as well as a range of proprietary, private-label products. Our services include both digital and conventional lens surfacing, and we take pride in delivering unsurpassed quality lens finishing. Each of our five (5) individual labs has a stellar customer service team who are deployed to service you, the Independent Eye Care Professional. Also, all of our locations can communicate with you via text saving you valuable time otherwise spent on the phone for simple inquiries. We vow to stay at the cutting edge of innovation in optical products, services, marketing assistance and communications with our customer base.

Booth: 512
Classic Optical Laboratories, Inc.
330-759-8245
www.classicoptical.com

Classic Optical Laboratories, Inc. has successfully supplied the optical industry with top-quality, low-cost eyewear for more than 45 years. Our centralized, world-class lab produces thousands of custom eyeglasses every day and delivers them to Eyecare Providers across the country.

Booth: 307
ClearVision Optical
631-787-1500
www.cvoptical.com

Celebrating our 75th year in business this year, ClearVision has operated as a family business focused on helping eyecare professionals by providing personal service, desirable products, price-value, and creative ways to add to their profitability. Our goal is to provide eyecare professionals with the best customer service experience you'll find in the eyecare industry. It's what sets us apart from other optical companies - our customers are part of the ClearVision family. Our wide range of collections helps eyecare professionals effectively meet the needs of every patient that walks through their door. Our portfolio of brands includes Adira, Advantage, BCBGMAXAZRIA, CVO Eyewear, Dilli Dalli, Demi + Dash, Illa, IZOD, Ocean Pacific, Revo, Steve Madden, and our newest collection, Uncommon.

Booth: 207
CooperVision
855-526-6737

www.coopervision.com

CooperVision, a division of Cooper Companies (NYSE:COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia, and highly irregular corneas; and offers the most complete portfolio of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers.

Booth: 208
Crystal Practice Management
620-343-5528

www.crystalpm.com

Crystal Practice Management is a complete EHR Ambulatory Certified Stage 1&2, AOA More, ICD 10 Compliant, and completely customizable electronic medical records. Our software also includes: patient and insurance billing, patient and staff scheduling, on line form integration, machine integration, and inventory and frame management.

Booth: 414
DeRigo REM
614-657-8399

www.derigo.us

DeRigo REM is the North American Subsidiary of DeRigo Vision, a family-owned eyewear company. As a rapidly growing independent company, we offer a vast portfolio of mid-range to luxury brands such as John Varvatos, Gap, Furla, Jones New York, Lucky Brand, Fila and Tumi, as well as house brands like Yalea and Police. We serve our customers in a way that lets them know...We Share the Vision.

Booth: 505, 507
Dompe
(513) 312-2374

www.dompe.com

Dompé is a private, global biopharmaceutical company that develops, produces, and markets drugs and technologies.

Booth: 412
E-dr. New Era
904-861-3060
www.e-dr.com

Authorized Contact Lens Distributor

Booth: 102
Epsilon Psi Epsilon (EYE) Fraternity
614-247-6426

This organization is a professional fraternity for optometry students whose primary goal is to promote the ideals and ethics of professional optometry. Each year members organize social and professional activities as well as several community events. The fraternity house serves as a gathering place for members and alumni and provides living quarters for about 18 students.

Booth: 317
Essilor
214-496-4000

www.essilorluxottica.com

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. With over 200,000 employees across 150 countries, 650 operations facilities and 18,000 stores, its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. EssilorLuxottica is home to the most advanced lens technologies including Varilux, Essilor Stellest and Transitions, the most iconic eyewear brands including Ray-Ban and Oakley, the most desired luxury licensed brands. The Company's OneSight EssilorLuxottica Foundation has given access to sustainable vision care to more than 760 million people in underserved communities.

Booth: 314
Essilor Instruments USA
855-393-4647

www.essilorinstrumentsusa.com

Essilor Instruments is a worldwide leader in the development of modern solutions and technologies for eye care professionals, providing an extensive range of equipment in categories such as finishing, refraction, diagnostics, vision screening, and dispensing measurement devices.

Booth: 316**Essilor Luxottica Eyecare**

419-349-2483

www.luxotticaeyecare.luxottica.com

As a Center of Excellence within EssilorLuxottica, a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses, EssilorLuxottica Eye Care provides doctors of optometry with the tools, resources, and technology needed to thrive in their careers and be the vision care providers of choice for their communities. Over 2,100 affiliated optometrists and more than 3,600 opticians deliver exceptional patient experiences and consistent high-quality care in 2,200+ practices across the United States and Canada. In close collaboration with notable retail brands including LensCrafters, For Eyes, Target Optical, and Pearle Vision, Eye Care impacts the world by forming the future of optometry and opticianry being a force for good.

Booth: 321**Europa Eyewear**

630-803-0483

www.europaeye.com

Europa is the eyewear company with independence in our DNA. That means we set policies to be a true partner to the ECP. You can always expect exceptional customer service, independent brands, industry-leading warranties, guaranteed sell-through, listening to customers' needs. Why? Because customers are part of the Europa family and frame buying should be easy. With the American-made STATE Optical Co. and AO Eyewear as well as the signature Scott Harris and Cinzia collections (and many more) Europa has a truly unique portfolio of brands to appeal to your entire customer base.

Booth: 501**Eyefficient**

800-417-8136

www.eyefficient.com

Eyefficient offers a curated line of diagnostic instruments with a primary focus on instruments that are well-made and well-priced for today's modern office. Eyefficient provides exclusive devices to 3rd party distributors and independent representatives that are affordable without compromising on quality or durability. Eyefficient is headquartered in Twinsburg, OH.

Booth: 404**Fait Distribution**

800-747-9000

www.faitships.com

As the only independent, doctor-owned, and family-owned contact lens distributor – Fait Distribution has the solution for you. Your practices' success is our top priority. We'll give you the support you need through our customer service reps and your own personal sales rep. Let us help you keep online profits in your practice with our complimentary, fully customizable e-commerce site,

YourStore™. Equipped with two subscription-based renewal tools, EyeSubscribe™ & Text2Order.

Booth: 520**FastGrind by Super Optical**

513-321-2456

www.superoptical.com

Super Optical manufactures and supports the world's smallest and fastest in-office modified surfacing system, FastGrind. Super Optical is proudly 100% independently owned and operated. Super Optical's mission is to enable the independent ECP's ability to increase customer satisfaction/retention through faster and more affordable service when compared to traditional wholesale labs.

Booth: 206**Fifth Third Bank**

614-263-534

www.53.com

Fifth Third is a bank that's as long on innovation as it is on history. Since 1858, we've been helping individuals, families, businesses and communities grow through smart financial services that improve lives. Our list of firsts is extensive, and it's one that continues to expand as we explore the intersection of tech-driven innovation, dedicated people and focused community impact. Fifth Third is one of the few U.S.-based banks to have been named among Ethisphere's World's Most Ethical Companies® for several years. With a commitment to taking care of our customers, employees, communities and shareholders, our goal is not only to be the nation's highest performing regional bank, but to be the bank people most value and trust.

Fifth Third Bank, National Association, is a federally chartered institution. Fifth Third Bancorp is the indirect parent company of Fifth Third Bank, and its common stock is traded on the NASDAQ® Global Select Market under the symbol "FITB." Investor information and press releases can be viewed at www.53.com.

Booth: 215**Glaukos**

949-367-9600

www.glaukos.com

At Glaukos, our focus is to develop and lead the global ophthalmic market with novel therapies that advance the existing standard of care, and enrich the lives and treatment alternatives for patients worldwide. We offer the only FDA approved crosslinking treatment to slow or halt the progression of keratoconus along with a market leading portfolio of innovative glaucoma therapies.

Booth: 504
Granville Investment Group/Transamerica
740-587-3975

www.granvilleinvestmentgroup.com

Do you have a retirement plan for yourself and for your employees? The Ohio Optometric Association Retirement Solution is a program for optometrists that allows you to offer a 401(k) retirement plan to your employees while reducing your administrative burden, mitigating and transferring fiduciary risks, and potentially reducing costs. The OOA Retirement Solution powered by Transamerica brings together a team of professionals on your behalf so you can focus on running your practice, not your retirement plan. Ryan Mills, CFP®, CRPS®, MBA and President of The Granville Investment Group is pleased to support OOA and EastWest. As Financial Advisor to The OOA Retirement Solution, he can outline the features and benefits of the program and answer any questions you may have.

Booth: 506
Harrow, Inc.
844-446-6979

www.harrowinc.com

Harrow, Inc. is a leading eyecare pharmaceutical company engaged in the discovery, development, and commercialization of innovative ophthalmic pharmaceutical products for the North American market. Harrow helps eyecare professionals preserve the gift of sight by making its portfolio of prescription and non-prescription pharmaceutical products accessible and affordable to millions of patients each year. For more information about Harrow, please visit harrow.com.

Booth: 409
HOYA Vision Care
440-785-1107

www.hoyavisioncare.com

As a global leader in optical technology, HOYA Vision Care is dedicated to providing innovative vision care solutions for every stage of a patient's life. A steadfast partner to Eye Care Professionals around the world, it stands at the forefront of optical excellence.

Booth: 514
IBEX Eye
614-754-7175

www.ibexeye.com

Trevi Technology is a privately owned and operated business in Columbus, Ohio. We created the IBEX® product line to give physicians the best optics and best overall experience in the industry. From research and development, to in-clinic testing and smart manufacturing, we've been changing how business is done by putting customers at the center of everything we do. From the stunning illumination and clarity in our slit lamps, to the never-ending battery life in our wireless indirect, we thrive

on exceeding your expectations. We didn't stop there, we never do, everything we do is supported with a truly amazing and unparalleled level of service.

Booth: 517
iCare
888-422-7313

www.icare-world.com/us

Icare USA, Inc., is a trusted medical partner in ophthalmic disease management offering medical devices for retinal imaging, fundus perimetry and rebound tonometry to aid in diagnosing and screening ocular disease.

We believe that ophthalmic care should be accessible, effortless and reliable. Our mission is to establish the next level of eye care.

Booth: 500, 502
Interstate Lab Group
800-472-5790

www.interstatelabgroup.com

The Interstate Lab Group is a full-service production laboratory with locations in Ontario, Ohio and Indianapolis, Indiana. Both labs utilize fully-digital production with advanced finishing capabilities and anti-reflection labs.

Interstate Optical was founded in 1977 by entrepreneur Raymond Art Sr.

In 2008, Interstate partnered with Essilor to be able to provide their advanced technology and products, while maintaining their family business culture. Now operating simply as Interstate Ohio and Interstate Indy, Interstate continues to operate with the same founding principles, under the guidance of Ray's sons John and Rob Art, and grandson and namesake Raymond Art, current President of Interstate Lab Group.

Booth: 201, 300
Johnson and Johnson Vision
800-876-6644

www.jnjvisionpro.com/contact-us

Johnson & Johnson has a deep legacy in developing transformational new products that improve the health of patients' eyes. As a global leader in eye-health, we have a bold ambition: Vision Made Possible – and are paving the way for a new future of eye health to support the full spectrum of pediatric, developed, and mature eyes. Through cutting-edge innovation, scientific expertise, and advanced technologies, we are revolutionizing the way people see and experience the world. At every step of the eye health journey – from investigational gene therapies for retinal diseases to contact lenses and refractive and cataract surgical solutions – we stand as a trusted partner with the goal of making vision possible for customers and patients.

Booth: 313
LKC Technologies
412-855-3578
www.lkc.com

For 40+ years, LKC Technologies has been committed to making functional eye testing simple and practical for busy clinicians. The handheld and portable RETeval device will be a tool used to aid in the diagnosis and management of retina and optic nerve diseases such as diabetic retinopathy, glaucoma and other retinal diseases.

Booth: 421
Lumenis BE
877-586-3647
www.lumenis.com

Experience The Lumenis Difference

For over 50 years, Lumenis has been known for developing gold-standard, innovative ophthalmic and optometry equipment. Take the next step in your professional and clinical success with the inventors of IPL for dry eye management and the first digital dual path SLT-YAG platform on the market.

Lumenis is your trusted ally in your journey to expertise growth, patient satisfaction, and business expansion, while setting the highest standards in eye care for years to come.

Booth: 315
MacuHealth
440-223-0614
www.macuhealth.com

At MacuHealth, we are dedicated to leading the nutritional supplement industry through innovation. Our premium products are formulated with pure and stable ingredients that support eye health at every stage of life. Experience the difference with MacuHealth – Nutrition You Can See. For more information visit www.MacuHealth.com.

Booth: 320
Mallinckrodt Pharmaceuticals
908-238-5577
www.mallinckrodt.com

Mallinckrodt Pharmaceuticals is the maker of Acthar Gel. Acthar Gel is indicated for Severe acute and chronic allergic and inflammatory processes involving the eye and its adnexa such as: keratitis, iritis, iridocyclitis, diffuse posterior uveitis and choroiditis, optic neuritis, chorioretinitis, anterior segment inflammation. For this group of physicians, they are going to be interested to hear about the chronic dry eye and keratitis data which shows the use of Acthar Gel in patients that do not achieve symptom and disease relief from the use of steroid drops and systemic steroids.

Booth: 513
Marco Lombart
800-874-5274
www.marcolombart.com

Marco Lombart is an industry-leading resource for eye care equipment, supplies, and services. The company offers the industry's most advanced technology and the widest selection of new and pre-owned ophthalmic equipment from a single source. Seasoned experts serve as invested consultants for your practice, finding product solutions or identifying alternatives that best fit your specific priorities.

Booth: 406
MD Elite
440-862-4746
www.mdELITELASER.com

MDelite Laser and Aesthetic was founded with the mission of providing affordable access to advanced, light, laser, and radiofrequency technology to the aesthetic and vision industries while preserving integrity and trust in our partnerships with clients and patients. Our team collaborates with leading practitioners in dermatology, plastic surgery, ophthalmology, and optometry to develop cost-effective, high-quality, reliable, and dynamic technologies that drive profitability.

Choosing to work with MDelite signifies the beginning of a long-term partnership where we aim to exceed expectations around device performance, patient satisfaction, and ROI. We recognize that practices aim to deliver the best results for their patients while achieving a positive return on investment. Our state of the art devices are meticulously crafted to empower our partnering physicians in accomplishing those goals.

Booth: 204
MOREL Eyewear
800-526-8838
www.morel-france.com/en

MOREL is an independent, family-owned eyewear design company founded in France in 1880. Our authentic designs, creative freedom, and industry expertise have allowed us to develop an international presence. MOREL's vision is to inspire confidence through generations of eyewear, an objective centered on five core values: independence, authenticity, passion, boldness, and engagement.

Booth: 407
Neurolens
859-206-0860

<http://www.neurolens.com>

Most patients experience reduced visual acuity and symptoms due to eye misalignment, and even small misalignments can have a big impact. Transform your practice with Neurolens.

N3 measures misalignment to a fraction of a prism diopter, and Neurolenses with contoured prism provide symptom relief to 93% of wearers.

Neurolens: a new standard of care for patient outcomes and practice success.

Booth: 415
Nordic Pharma
330-705-5944

www.lacrifill.com

Nordic Pharma is a privately owned, medium-size, marketing and sales Pharma company with a history of internal product development and acquisitions. We have established deep roots throughout Europe, and more recently, expanded outside of Europe, with increased partnerships worldwide.

Booth: 104
Ohio Optometric Foundation
614-781-0708

www.ohiooptometricfoundation.org

The Ohio Optometric Foundation helps children meet their full potential by improving access to quality, comprehensive, eye care in their communities...because every child deserves to see.

We do this by working with schools districts and doctors of optometry throughout Ohio to run In-School Eye Exam (iSee) clinics, where comprehensive eye exams and glasses are provided for medically disenfranchised students.

In Ohio, nearly 80% of the students who do not pass school-based vision screenings are not receiving recommended follow-up care with an eye doctor. The iSee program bridges that gap by bringing the eye exams and eyewear directly to schools.

Booth: 103
Ohio Professionals Health Program
614-841-9690

www.ohiophp.org

Our mission is to facilitate the health and wellness of healthcare professionals in order to enhance patient care and safety. OhioPHP envisions a medical community that supports healthcare professionals in pursuing optimal health and wellness.

Booth: 100
The Ohio State University College of Optometry
614-247-6426

www.optometry.osu.edu

The Ohio State University College of Optometry provides excellent optometric care to the community through our teaching clinics, externship sites, and residency programs. Teaching students who graduate as excellent optometrists is our primary goal. Our alumni (affectionately known as BuckEYES) are active and invested in our continued success.

Booth: 303
OGI Eyewear
763-404-7423

www.ogieyewear.com

Step into the vibrant world of OGI Eyewear! Dedicated to independent optical practices, we fuse innovation with creativity. Our American-designed products are tailored to the North American market, ensuring a perfect fit and trendsetting style. With top-quality components sourced globally, we deliver luxury and value, all with a bold, fun spirit. Join us for eye-catching designs and unparalleled service that guarantees an amazing look and feel!

Booth: 305
Optase/ Scope Health
718-612-1344

www.optase.com

Founded in 2009, Scope has grown into one of the leading European companies offering innovative products for the treatment of Ocular Surface Disease. Optase uses the latest technology and best quality ingredients to provide patients with a preservative free, OTC, 3-step (heat, cleanse, hydrate) regimen to treat MGD, Blepharitis and Dry Eye Disease. Stop by the booth for a demonstration of our new Optase Life Sensitive Eye Make Up Remover.

Booth: 420
Optometry Giving Sight
708-989-7355

www.givingsight.org

Optometry Giving Sight, a 501(c)(3) organization, aims to eradicate uncorrected refractive error by supporting the development of sustainable optometry-led programs that educate eye care providers locally and enable the establishment and delivery of vision care and eye health to all.

Booth: 205
Optos, Inc.
774-279-4085

www.optos.com

Optos, part of Nikon Healthcare is the leading retinal imaging company committed to saving sight and saving lives worldwide. The company was founded by a father determined to find a better way to detect eye disorders and diseases, following his son's loss of sight in one eye despite regular eye examinations. Optos has led the field with its high resolution ultra-widefield (UWF™) optomap® imaging, which captures approximately 82% and 200° of the retina, something no other device can do in a single image.

Optos has since expanded its unrivaled UWF devices to offer integrated multimodal imaging solutions including Optical Coherence Tomography (OCT), data management software and other offerings to facilitate accessibility in any healthcare setting.

Thousands of published clinical studies have demonstrated the long-term value of optomap multimodal imaging in early detection, management and effective treatment of disorders and diseases such as retinal detachments and tears, glaucoma, diabetic retinopathy, and age-related macular degeneration. For more information, visit optos.com

Booth: 110
Orgreen Optics
510-984-0082

www.orgreenoptics.com

Ørgreen is an international designer eyewear brand from Copenhagen in Denmark which makes premium eyewear using high-end materials. Known for its dynamic designs and technical precision, Ørgreen sculpts handmade frames with unique color combinations that last for a lifetime.

Booth: 105
Purdy Solutions
513-673-5241

www.purdysolutionseyecare.com

For over 17 years Purdy Solutions has represented top of the line brands in EyeCare. With products like the Oculus Pentacam, Keratograph, Myopia Master, and now products like the Darwin IPL+RF we can help you accomplish your revenue goals while improving patient Care. Purdy Solutions also has partnered with Next Vision Instruments to provide classic lane equipment and refurbished equipment that can meet your needs and budget.

Booth: 106, 108
Realeyes Education Program
614-781-0708
www.ooa.org/Realeyes

Realeyes educates Ohio students about eye health and safety! Visit our booth for a tour of Realeyes University.

Our tailgate includes games and ways you can get involved in your local community by empowering local children with eye education. Volunteer optometrists and eye care professionals are needed across Ohio.

Booth: 302, 304
RevolutionEHR
858-735-5112

www.revolutionehr.com/

RevolutionEHR is the leading cloud software for Optometry. With EHR and practice management at its core, RevolutionEHR seamlessly integrates with a variety of partners and enables a growing suite of solutions for your practice. RevolutionEHR is highly customizable and is used by many various types of practices - from single to multi-location, and corporate to specialty practices.

Booth: 508
Rinsada
631-626-4157

www.rinsada.com

Rinsada resets the ocular surface using directed high pressure irrigation of the palpebral conjunctiva and fornix. For the symptomatic ocular surface disease patient, how are you making them feel better before they leave your chair? With Rinsada, efficiently reduce ocular surface inflammation in an effortless in-office procedure.

Booth: 413
Santinelli International
800-874-5274

www.santinelli.com

Founded in 1973, Santinelli International is a leading distributor of optical finishing equipment in the United States. The company also provides thousands of supplies to eyecare practitioners through Sios Optical, their optical supply and accessories division. Santinelli International is headquartered in Jacksonville, FL.

Booth: 109
ScienceBased Health
281-885-7726

www.sciencebasedhealth.com

ScienceBased Health (SBH) has provided evidence-based nutraceuticals for the widest array of eye conditions & practice-building programs with unparalleled support since 1997. Products include: HydroEye®, clinically tested dry eye relief (Cornea, Oct 2013); clinically tested OpticNerve Formula®; MacularProtect Complete® AREDS2 + multi; and more.

Booth: 203
Shamir Insight
858-761-6521

www.shamir.com

Shamir Optical Industry Ltd. is a world-leading producer of high-performance lenses. Our R&D Department, based in Israel, the start-up nation, consistently develops the latest technologies.

Our values, the driving force behind our ideas and actions, keep the Eyecare Professionals in the center. Every Shamir representative is personally committed to our customers' vision, and to providing the best service and support to meet and exceed their expectations, all with a personal touch

Booth: 503
Sun Ophthalmics
732-616-7221

www.sunophthalmics.com

Sun Ophthalmics is reenergizing eye care. We are a US division of Sun Pharma, a global specialty pharmaceutical corporation with operations in over 150 countries. Our mission is to launch innovative ophthalmic products that complement your approach to treatment. We focus on your unmet treatment needs in patient care so you can focus on your patients. Discover a brighter future in eye care. For more information on our products and vision, visit www.SunOphthalmics.com

Booth: 403
Tarsus Pharmaceuticals
440-669-0265

www.tarsusrx.com

Tarsus Pharmaceuticals, Inc. is a biopharmaceutical company that embodies the values of commitment, empowerment, and teamwork. We aim to bring novel therapeutics to patients across a range of diseases with limited treatment options

Booth: 405
Topcon Healthcare
609-439-7480

www.topconhealthcare.com

Topcon Healthcare, Inc. is part of Topcon Corporation (TSE 7732). Our vision is to improve access and quality of healthcare while decreasing the cost of care. To achieve this vision, we created Healthcare from the Eye™, the strategy of applying AI models to imaging data from the eye to facilitate earlier detection and better management of disease. Healthcare from the Eye is powered by Harmony®, a cloud-based, vendor-inclusive digital health information platform enabling a connected care ecosystem.

A truly global business, Topcon Corporation is focused on developing solutions to solve societal challenges in the mega-domains of healthcare, agriculture, and infrastructure. In healthcare, these challenges include increasing eye disease, rising medical costs, physician

shortages, and unequal access to healthcare. By investing in value-driven innovations, Topcon Corporation works to help people enjoy good health and a better quality of life. For more info, visit topconhealthcare.com.

Booth: 511
VerCom Systems, Inc.
937-353-2000

www.vercomsystems.com

VerCom Systems has been serving the communication needs of Ohio and surrounding areas for nearly 30 years through telephony, managed IT services, structured cabling, overhead paging, emergency alerting, video surveillance, and access control. We can provide a customer-focused solution for you within your budget that will fit your needs and exceed your expectations!

Booth: 402
Versant Health
210-524-7632

<http://www.versanthealth.com>

Versant Health, Inc., a wholly owned subsidiary of MetLife, Inc., is one of the nation's leading administrators of managed vision care, serving more than 41 million of our clients' members nationwide. Through our Davis Vision and Superior Vision independent provider networks, we help members access the wonders of sight through healthy eyes and vision. Administering vision and eye health solutions that range from access to routine vision benefits to medical management, Versant Health has unique visibility and scale across the total eye health spectrum. As a result, our clients' members enjoy a seamless experience with access to one of the broadest provider networks in the industry and an exclusive frame collection. Commercial groups, employer plans, and health plans that serve government-sponsored programs such as Medicaid and Medicare are among our valued customers.

Booth: 401
Viatrix
724-514-1800
www.viatrix.com

Viatrix Inc. is a global healthcare company empowering people worldwide to live healthier at every stage of life. We provide access to medicines, advance sustainable operations, develop innovative solutions and leverage our collective expertise to connect more people to more products and services through our one-of-a-kind Global Healthcare Gateway®.

Booth: 417**Virtual Vision Health**

800-475-6010

www.virtualvision.health

Virtual Vision Health is dedicated to revolutionizing eye care by providing professionals with advanced tools for diagnosing and managing ocular conditions. Virtual Eye, validated at Bascom Palmer Eye Institute, is a Virtual Reality Eye Care testing device with a wide range of diagnostic tests, including visual field testing, progression analysis, color sensitivity, pupillography, and more. Our untethered Virtual Eye device eliminates the constraints of traditional SAP equipment, offering unmatched precision, patient comfort, and ease of use for eye care professionals. Virtual Eye is comfortable to wear, allowing for a seamless diagnostic experience. Committed to accessibility, Virtual Vision Health strives to expand access to essential eye care services, offering anytime-anywhere solutions that meet the highest standards of care. Discover the future of eye care with our transformative, patient-friendly solutions at <https://virtualvision.health/>.

Booth: 509**Vision To Learn**

361-673-2652

www.visiontolearn.org

Vision To Learn is a non-profit that operates mobile optometry offices that travel out to schools to conduct comprehensive eye exams for students in K-12th grade that have failed their vision screening and are not able to seek additional follow-up. The non-profit has operations in 14 states and the district of Columbia with three units dedicated to OH. All services are at no cost to the schools or families, and optometrists are contracted per day to meet the unit driven by their optic tech/optician for the day. There are current openings to join the team as a regular OD in Cleveland and/or as a fill-in OD with either the Southeastern OH, Youngstown or Cleveland units.

Booth: 221**VOSH Ohio**

440-375-1016

www.vosh.org

Volunteer Optometric Services to Humanity (VOSH) Ohio is a chapter of VOSH International. We were established in 1988 by Dr. Darrell Groman, an optometrist from Pandora, Ohio.

Our mission is to serve the underserved in developing nations which have limited or no eye care available. On a typical VOSH mission, we will exam 2,500 to 3,000 people. Prescription eyeglasses are given to those who need them. Education is a vital part of our mission as well. We especially focus on the affects of prolonged sun exposure to those whose occupations require them to work outside. The doctors check for signs of pterygium

and pinguecula. Sunglasses and artificial tears are dispensed to help reduce irritation.

If you want to travel the world and give back at the same time, visit Booth #221 in the Exhibition Hall for more information.

Booth: 309, 408**VSP Vision**

916-851-4684

www.vsp.com

At VSP Vision™, our purpose is to empower human potential through sight. Unlike competitors, VSP® is a purpose-driven company guided by a board of directors that includes Doctors of Optometry, not shareholders or investors.

For more than 65 years, VSP has been the leader in health-focused vision care. Every day, the people that power our complementary businesses (VSP® Vision Care, Eyefinity®, VSP Optics, Marchon® Eyewear, VSP Retail, and VSP Ventures) work together to create a world where everyone can bring their best vision to life.

VSP Vision provides affordable access to eye care and eyewear for more than 85 million members through a network of more than 41,000 doctors. We encourage VSP members to visit a VSP network doctor, supporting access to millions of annual patient visits each year. Additionally, we provide services and programs designed to help private practices differentiate, compete, and increase profitability. Learn more about how we're supporting doctors and find valuable resources for your practice at vspproviderhub.com.

Booth: 312**Walman Instruments**

612-520-6116

<https://imagewear.com/US/>

Whether it's technology, budget, return on investment or product features, Walman Instruments provides custom solutions based on the specific needs of your eye care practice. Our exclusive financing and trial programs are designed to provide the best patient experience and stay within your budget.

Discover why every major manufacturer of ophthalmic instrumentation chooses Walman Instruments to sell and service their products.

Booth: 213

Walman Optical

612-520-6116

<https://imagewear.com/US/>

With Walman Optical, you're always covered. Our experienced and knowledgeable team are here to help your business grow while providing quality eyewear and unmatched service for exceptional patient experience.

Booth: 113

Weave

801-898-8050

www.getweave.com/event

Weave is the leading all-in-one communication and engagement platform for optometry practices. From the first time a new patient calls your office to the final invoice and every touchpoint in between, Weave connects the entire patient journey. Let our software solutions help you elevate every experience for your staff and patients.

Booth: 216

WestGroupe USA

412-400-9036

www.westgroupe.com/us

Founded in 1961, WestGroupe is a family-operated business with over 60 years of industry experience. We aim to provide high-quality, fashionable eyewear and excel in customer service. Committed to innovation, we offer globally recognized proprietary brands like KLiik denmark, FYSH, EVATIK, Superflex®, and OTP. Our dedication drives us to set future standards in the optical industry, continually supporting and enabling our customers to succeed with superior products and services.

Booth: 101

Zeiss Meditec and Vision Care

925-557-4100

www.zeiss.com

(ZEISS MEDITEC) ZEISS offers complete solutions to diagnose, manage, and treat ophthalmic disease. The comprehensive ZEISS portfolio is designed to meet the demands of eye care professionals in glaucoma, retina, comprehensive, cataract and refractive specialties. With additional solutions in data management, ZEISS products help doctors to deliver the best possible patient care.

(ZEISS Vision Care): ZEISS is a global leader in optics, with a history of over 175 years of innovation. ZEISS is committed to partnering with eye care professionals to improve the vision of their patients. ZEISS offers a wide range of products and solutions that are backed by a commitment to quality and are designed to help you provide the best possible care for your patients, while also growing your practice.



EastWest 2024 Notes



EastWest 2024 Notes

Name: _____

Cell Phone: _____



Visit Exhibitors and Win!

Take a moment to visit and talk with each of the exhibitors at this year's show. Learn about their products and services for a chance to win! The exhibit hall is located in Exhibit Hall C.

Prizes:

- EastWest Destinations Key West Registration (1)
- \$100 Visa Gift Card (4)

Contest Rules:

- Visit with our exhibitors.
- Ask them to sign in their square
- Be sure to write your name and phone number on your card.
- Return your completed card to Registration.
- Winners will be drawn Thursday evening and Friday afternoon and will be alerted via text message.
- You do not have to be present to win.



Thank you to all exhibitors joining us at
the 2024 EastWest Eye Conference!

		 <p>CooperVision®</p>
	 <p>VIATRIS™</p>	
 <p>Ohio Optometric Foundation</p>	<p>Any Booth Row 500</p>	
<p>Any Booth Row 100</p>		<p>Any Booth Row 200</p>
	<p>EssilorLuxottica Eye Care</p> <p>LENSCRAFTERS OPTICAL PEARLEOVISION</p>	
		
		