

# WEDNESDAY, OCTOBER 23rd

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 EDUCATION GRID

## THURSDAY AM Oct. 24th, 2024

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

- OD Course
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**SHORT NORTH BALLROOM**

# 2024 EASTWEST EDUCATION GRID

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

1:00-2:00	<b>Keynote Lecture: The State of the Profession - Carl Spear OD, MBA</b> <span>RM:SNB(A)</span>						
2:00-3:00	<b>Ocular Disease Round Table: Steele, Coates, Sutton, Brujic, Macdonald, Pipitone, Daniel, Janczak</b> <span>RM:SNB(B)</span>	<b>How To Be Profitable with Vision Plans - Carl Spear</b> <span>RM:C150</span>	<b>Maximizing Success with Soft Multifocal Contact Lens Fitting - Shalu Pal</b> <span>RM:C161</span>	<b>Ophthalmic Laser Workshop - Aaron Zimmerman</b> <span>RM:C151</span>	<b>Be A Light Manager - Sharon Carter</b> <span>RM:C160</span>	<b>Contact Lens Emergencies - Scott Keating</b> <span>RM:C162</span>	<b>Addressing Structural Puzzles in Diabetic Eye Disease - Timothy Early</b> <span>RM:C172</span>
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> <span>Exhibit Hall C</span>						
5:00-6:00							
6:00-7:00							
7:00-8:00	<b>Contact Lens Panel: Pal, Brujic, Patton, Szczotka-Flynn</b> <span>RM:C162</span>	<b>OOA Honors</b> <span>North Atrium</span>					
8:00-9:00							

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# 2024 EASTWEST EDUCATION GRID


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

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

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# 2024 EASTWEST EDUCATION GRID

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

1:00-2:00	Ocular Effects of Cancer Treatment - <b>Andrew Steele</b> RM:SNB(B)	Handle the Pressure: Integrating Glaucoma Care in Optometric Practice - <b>Derek MacDondald</b> RM:C172	Dry Eye Panel: <b>Lappin, Brujic, Chester</b> RM:C171	Soft and RGP Insertion and Removal Workshop – <b>Katie Greiner</b> RM:C151	Rapid Fire Discussion - <b>Carter and Lawrence</b> RM:C150	Dry Eye: From Diagnosis to Treatment - <b>Dawn Goedde</b> RM:C170	Realeyes Education Training - <b>Jeffrey Walline</b> Exhibit Hall
2:00-3:00	Differential Diagnosis of Dizziness in TBI - <b>Jacqueline Theis</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						Exhibit Hall C
4:00-5:00	Management of Post-operative Cataract Surgery Complications - <b>Tom Chester</b> RM:C172	The ABCs of OCT 1: Biomarkers in AMD, DME, and Retinal Vascular Disease - <b>Derek MacDondald</b> RM:SNB(B)	Stop The Revolving Door How To Hire, Train And Keep Good Staff - <b>Sharon Carter</b> RM:C170	Premium Customer Service - <b>Lynn Lawrence</b> RM:C150	Student And Young OD Event RM:SNB(A)		
5:00-6:00	Co-Manage with Confidence: How to Handle Post Surgical Complications and Communication - <b>Dawn Hartman</b> RM:C171						
6:00-8:00							
8:00-9:00	Abbvie VIEW Event RM:SNB(A)						
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	<b>AMD from A to Z: Innovations in Management and Treatment - Timothy Earley</b> RM:C171		<b>Importance Of Teamwork In The Workplace - Lynn Lawrence</b> RM:C172	<b>Contact Lenses that can Make a Difference - Jennifer Vincent</b> RM:C150	
9:00-10:00		<b>Neurologic Visual Field Loss - Jacqueline Theis</b> RM:C170	<b>Maximum Impact! Is This Team For You? - Lynn Lawrence</b> RM:C172	<b>Contact Lens Basics for Opticians Technicians, and Paraoptometric Staff - Elizabeth Muckley</b> RM:C150	
10:00-11:00	<b>Introducing Ocular Nutrition in the Modern Optometry Practice - Timothy Earley</b>		<b>The Magic Of Patient Scheduling - Lynn Lawrence</b>	<b>The Eye Is Not Pleased By Systemic Disease - Mark Yoder</b>	
11:00-12:00	<b>Alcon OD Showcase Sympoisum (Lunch Provided)</b> RM:SNB(A)			<b>Bausch+Lomb OD Showcase Sympoisum (Lunch Provided)</b> RM:SNB(B)	
12:00-1:00	<b>The Management and Treatment of Vitreous Pathology- What's New ? - Timothy Earley</b> RM:C171	<b>Optic Neuritis: A Continuously Evolving Mystery June Zhang</b> RM:C170	<b>Dealing With Difficult Patients - Lynn Lawrence</b> RM:C172		
1:00-2:00	<b>Nothing Normal About It: Low-Tension Glaucoma - Philip Yuhas</b>	<b>Multiple Sclerosis and its Mimickers June Zhang</b>			
2:00-3:00			<b>Imagining Retinal Imaging - Mark Yoder</b>		

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